SOC 201: **SOCIOLOGY FOR BUSINESS**

Module Objectives

This module aims to inculcate knowledge of basic sociological concepts and methods so that students are equipped with an adequate understanding of the sociological perspectives on management and business administration.

Contents

Introduction to Sociology, Basic concepts in Sociology; Social Institutions: Social Processes; Social Stratification; Social Disorder, Deviance and Social Control; Social Change; Theoretical Perspectives in Sociology; Research Methods in Sociology and; The Sociological perspectives on Management and Business Administration.

Detailed Course

Unit 1: Introduction to Sociology LH 4
- Meaning, nature, subject matter and emergence of sociology.
- Relationship of sociology with economics, psychology and anthropology.
- Relevance of sociology in management and business administration.

Unit 2: Basic Concepts in Sociology LH 4
- Meaning and definition of society, community, culture, group, norms, values, status, role, ethnicity, gender, class and caste.
- Implication of sociological concepts in management and business administration related issues/problems.

Unit 3: Social Institutions LH 4
- Meaning and definition, and basic features of family, kinship, economy, polity, education and religion.
- Linkage of social institutions with management and business administration related issues/problems.

Unit 4: Social Processes LH 4
- Meaning and definition of socialization, adaptation, cooperation, competition, conflict, globalization.
- Implications of social processes in management and business administration.

Unit 5: Social Stratification LH 5
- Meaning and definition of social differences, inequalities and stratification
- Caste, class, ethnicity and gender dimensions of social stratification in Nepal
- Social stratification vis-à-vis management and business administration

Unit 6: Social Disorder, Deviance and Social Control   **LH 2**
- Meaning and definition of social problems (disorder and deviance) and social control.
- Linkage with management and business administration.

Unit 7: Social Change   **LH 4**
- Meaning and definition of social and cultural change.
- Factors of social and cultural change.
- Connection of management and business administration to social and cultural change.

Unit 8: Theoretical Perspectives in Sociology   **LH 6**
- The sociological imagination and sociological perspectives.
- Functionalism: basic assumptions.
- Conflict Theory: basic assumptions.
- Postmodernism: basic assumptions.
- Implications of sociological theories in management / business administration.

Unit 9: Research Methods in Sociology   **LH 5**
- Nature and trend of sociological research
- Choosing a research problem or a topic
- Formulating hypothesis or assumptions
- Designing a research or writing a research proposal
- Collecting / acquiring data through fieldwork
- Processing, analyzing and interpreting data / findings
- Writing up the report and Presenting / disseminating the findings

Unit 10: The Sociology of Management and Business Administration   **LH 10**
- Sociology of organizations
- Networks and organizations
- Analysis of organization
- Organizational / bureaucratic goals and societal expectations
- Managers and corporations vis-à-vis politics and power
- Work and leisure
- Group dynamics and intergroup relations
- Indigenous management and management of indigenous knowledge
- Dynamics of social capital
- Interdependence of social and technical skills
- Market and political culture
- Management of non-government development organizations
- Social movement politics and organization
- Relations in Business

Project Work (Specify the hours allocated to Unit 10)
- Choosing a topic for research

- Preparing research plan / proposal and developing research tools
- Conducting fieldwork / research
- Writing report and presentation

Addendum: At least one case will be administered in the end of each chapter. The students will also complete a project work and few other assignments as specified by the faculty member.

References

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Fligstein, N. 2002, Markets as Politics: A Political – Cultural Approach to market Institutions. In **Readings in Economic Sociology,** London: Blackwell.

Haralambos, M. and RN Heald 1980, **Sociology: Themes and Perspectives,** New Delhi: Oxford University Press, pp 228-324.

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Shankar Rao, C.N. 2000, **Sociology: Primary Principles,** Third Edition, New Delhi: S Chand and Company.

Turner, J.H. 1994, **Sociology: Concepts and Uses,** New York: McGraw-Hill, Inc. pp. 139-172.

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