

SOC 203: Sociology for Business Management (BBM)

**Credits: 3
Lecture Hours: 48**

Course Overview.

Business administration, business management and business information management have sociological embeddedness. The business leadership, entrepreneurship, business acumen, and corporate success emanate from the social network, social capital and cultural aptitude. This course aims to share some of the key facets of sociological knowledge concerning business administration with graduate students of business administration and management. This course is developed by overlaying sociology with studies on business management.

The key components of this course comprise a basic orientation to sociology as a social science discipline where the core of sociology and sociological perspectives are brought to the fore. Here linkages between Sociology and Management Studies are elaborated. It follows by an exposition to how sociology attempts to unpack and understand 'society' as such and a discussion on how society is composed of. Students will get an opportunity here to be exposed to the debates on consumer behaviour and organizational culture.

Learning Objectives.

The primary objective of this course is to provide students of business administration and management basic orientation to sociological knowledge and insights. This course has the following objectives:

- To encourage students to learn and get benefits from sociological knowledge and perspectives to prepare them as better business leaders and administrators.
- To help students learn fundamentals of social structure in the forms of the family, social institutions, social groups, organizations, corporate houses and the like such that this helps them understand the business dynamics in a better way.
- To train students in Sociology of management and business administration in general and issues like authority, trust, social network, social embeddedness of market, indigenous knowledge management and business application of anthropology, in particular.

Course Details

Unit 1. Introduction to Sociology

8 LHs

- a) Sociology (introduction and broad historical context of its emergence)
- b) The core of sociology
- c) Sociological perspective
- d) Development of sociology as a discipline
- e) The institutional history of sociology in Nepal
- f) Sociology and Management Studies
- g) Business application of anthropology

Required readings

- Giddens, A., Duneier, M., Appelbaum, R.P. & Carr, D. (2018). What is Sociology? in *Introduction to Sociology*, eleventh ed., W.W. Norton & Company, pp. 3-20.
- Mills, C.W. (1959). *The Sociological Imagination*, London: Oxford University Press, (The promise), pp. 3-13.
- Macionis, J. J. (2010). Sociology as a point of view, Chapter 1, in *Sociology*, Thirteenth ed., Prentice Hall: Pearson Education, pp. 4-10.
- Berger, P. & Luckman, T. (1991). The social interaction in everyday life, in *The Social Construction of Reality: A Treatise in Sociology of Knowledge*, Irvington Publisher. pp. 13-30; 43-48.
- Luintel, Youba Raj. (2021). Sociology in Nepal: A brief disciplinary history, in Why Sociology and Anthropology Department at Tribhuvan University had to split? An inside story of political-academic muddling, Gaurab KC and Pranab Kharel (eds.), *Practices of Sociology in Nepal*, Kathmandu: Bajra Publications, pp. 38-45.
- Smith, J.H. (1960). Sociology and Management Studies. *The British Journal of Sociology*, Vol.11, No.2, pp. 103-111.
- Covert, B. & Heilborn, J. (2007). Where did the New Economic Sociology come from? *Theory and Society*, Vol. 36(1), pp. 31-54.
- Pant, D.R. & Alberti, F. (1997). Anthropology and business: reflections on the business applications of cultural anthropology, *Liuc Papers No. 42, Serie Economia e Impresa 11, giugn*, pp. 1-19.

Unit 2. Understanding Society Sociologically

5 LHs

- a) The building blocks of society
- b) How does society shape individuals?
- c) Consumer behavior and organizational culture

Required readings

- Tischler, H. L. (2011). Culture, in *Introduction to Sociology*, tenth ed., Belmont: Wadsworth Publishing, pp. 51- 70.
- Shankar Rao, C. N. (2019). Basic sociological terms: role and status; Social control: social norms and social values, in *Sociology: Principles of Sociology with an Introduction to Sociological Thought*, Chand and Company, pp. xx-xx.
- Macionis, J. J. (2010). Social interaction, Chapter 5, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 102-109.
- Vasavi, A.R. (1996). Co-opting culture: managerialism in age of consumer capitalism. *Economic and Political Weekly*, Vol. 31(21), pp. 22-25.
- Guiso, L., Sapienza, P. & Zingales, L. (2015). Corporate culture, societal culture, and institutions. *The American Economic Review*, Vol.105(5), pp. 336-339.

Unit 3. Social Institutions and Business Acumen

7 LHs

- a) Family (and business)
- b) Economy and work
- c) Power and authority
- d) Religion, business acumen and work ethics

Required readings

- Maconis, John J. (2010), Religion (chapter 13), education (chapter 14) and political and economic systems, Chapters 13-15, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 294- 363.
- Ritzer, G. & Wiedenhof Murphy, W. (2019) Politics and the economy, chapter 15, in *Introduction to Sociology*, fifth ed., Los Angeles: Sage Publication, pp. xx-xx.
- Coleman, J. S. (1984). Introducing social structure into economic analysis. *The American Economic Review*, Vol. 74(2), pp. 84-88.
- Simon, H. A. (1979). Rational decision making in business organizations. *The American Economic Review*, Vol. 69(4), pp. 493- 513.
- Davies, C. (1992). The Protestant Ethic and the comic spirit of capitalism. *The British Journal of Sociology*, Vol. 43(3), pp. 421-442.
- IP, P. K. (2009). Is Confucianism good for business ethics in China? *Journal of Business Ethics*, Vol. 88(3), pp. 463-476.
- Van Buren III, H.J., Sayed J. & Mir, R. (2020). Religion as a macro social force affecting business: concepts, questions, and future research, *Business and Society*, Vol. 59(5), pp. 799-822.

Unit 4. Social Differentiation and Inequality

5 LHs

- a) Social inequality and social stratification
- b) Dimension of social stratification
- c) Theories of social stratification (brief overview)
- d) Class and class division
- e) Gender inequality and women's subordination
- f) Caste, livelihoods and caste hierarchy in Nepal

Required readings

- Haralambos, M., Holborn, M., Chumpman, S. & Moore, S. (2018). Stratification, Class and Inequality, Chapter 1, in *Sociology: Themes and Perspective*, eighth ed., London: Collins Publisher Limited, pp. 21-82.
- Ritzer, G. & Wiedenhof Murphy, W. (2019). Dimension of social stratification, from Chapter 8, in *Introduction to Sociology*, fifth ed. Los Angeles: Sage Publication, pp. 188-197.
- Luintel, Youba R. (2018). Gender and women's subordination, in *Gender and Development: Some Essays*, Kathmandu: Academic Book Center, pp. 1-28.
- Luintel, Youba R. (2018). Caste and the dynamics of change in livelihoods, in *Caste and Society: Changing Dynamism of Inter-Caste Relations in Nepal*, Kathmandu: Academic Book Center, pp. 13-31.
- Luintel, Youba R. (2018). Disposition of contemporary caste hierarchy, in *Caste and Society: Changing Dynamism of Inter-Caste Relations in Nepal*, Kathmandu: Academic Book Center, pp. 69-99.

Unit 5. Groups, Organizations, Bureaucracy and Leadership

7 LHs

- a) Social groups (primary and secondary)
- b) Organizations (type, origin, management, and work organization)
- c) Institutional theories of organizations
- d) Leadership and organizational performance
- e) Corporate governance
- f) The sociology of labor market

Required readings

- Macionis, J. J. (2010). Social groups and organizations, Chapter 6, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 120-137.
- Zucker, L. G. (1987). Institutional theories of organization, *Annual Review of Sociology*, Vol. 13, pp. 443-464.
- Blau, P. M. (1968). The hierarchy of authority in organizations, *American Journal of Sociology*, Vol. 73(4), pp. 453- 467.
- Lieberson, S. & O'Connor, J. F. (1972). Leadership and organizational performance: a study of large corporations, *American Sociological Review*, Vol. 37(2), pp. 117-130.
- Dobson J., Gorospe N., and Jeong S. S. (2017). Third-wave feminism, ethics of care, and corporate governance: The case of gender quotas on corporate boards, *International Handbooks in Business Ethics*, New York: Springer, pp. 283-295.
- Davis, G. F. (2005). New directions in corporate governance, *Annual Review of Sociology*, Vol. 31, pp. 143-162
- Kalleberg, A. L. & Sorensen, A. B. (1979). The sociology of labor markets source, *Annual Review of Sociology*, Vol. 5, pp. 351-379.

Unit 6. Social Change and Transformation

5 LHs

- a) What is social change?
- b) Sources of social change
- c) Modernity and progress
- d) Post-modernity
- e) Globalization and social change
- f) Urban Sociology and the sociology of the city

Required readings

- Macionis, J. J. (2010). Collective behavior and social change, Chapter 18, in *Sociology*, thirteenth ed., Prentice Hall: Pearson Education, pp. 417- 429.
- Tischler, H. L. (2011). Collective behaviour and social change; globalization and social Change, Chapter 18, in *Introduction to Sociology*, tenth ed., Belmont: Wadsworth Publishing, pp. 267- 289.
- Wu, C. (2016). Moving from urban sociology to the sociology of the city, *The American Sociologist*, Vol. 47(1), pp. 102-114.

Unit 7. Social Science Research Method

5 LHs

- a) Basics of sociological investigation
- b) Three ways of doing Sociology (Positivist, Interpretative, and Critical)
- c) Methods of sociological inquiry
- d) Sociological research: processes and procedures
- e) Research ethics
- f) Problem-solving sociology

Required readings

- Tischler, H. L. (2011). Sociological investigation, Chapter 2, in *Introduction to Sociology*, tenth ed., Belmont: Wadsworth Publishing, pp. 29-47.

- Giddens, A., Duneier, M., Appelbaum, R.P. & Carr, D. (2018). Asking and answering sociological questions, in *Introduction to Sociology*, eleventh ed., W.W. Norton & Company, pp. 25-35.
- Prasad, M. (2018). Problem-solving sociology, *Contemporary Sociology*, Vol. 47(4), pp. 393-398.

Unit 8. Sociology of Management and Business Administration

6 LHs

- a) Understanding sociology of management
- b) Price, authority, and trust
- c) Social network analysis and the sociology of economics
- d) Sociology of work, leisure and entrepreneurship

Required readings

- Bradach, J. L. & Eccles, R. G. (1989). Price, authority, and trust: from ideal types to plural forms, *Annual Review of Sociology*, Vol. 15, pp. 97- 118.
- Baker, W. E. (1984). The social structure of a national securities market, *American Journal of Sociology*, Vol. 89(4), pp. 775-811.
- Bögenhold, D. (2013). Social network analysis and the sociology of economics: filling a blind spot with the idea of social embeddedness, *The American Journal of Economics and Sociology*, Vol. 72(2), pp. 293- 318.
- Thornton, P. H. (1999). The sociology of entrepreneurship, *Annual Review of Sociology*, Vol. 25, pp. 19-46

Note: This is a text-based course. It implies that Colleges/Departments offering this course, together with teaching faculties, should compile the reading materials and refer to the texts in the classroom teaching, discussion, assignments and final exam. Every student should have easy access to such a collection and compilation of the reading materials.