

# **SOC 201: Sociology for Business**

*Credits:3*  
*Lecture Hours: 48*

## **Course Objective**

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.

## **Course Description**

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.

## **Course Details**

### **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

- Abraham, M. Francis, 1982, *Modern Sociological Theory: An Introduction*, Calcutta: Oxford University Press, pp. 72-113, 209-242.
- Chaturvedi, A. and A. Chaturvedi 1995, The Rationale of a Sociology of Organizations: Introduction, In *The Sociology of Formal Organizations*, Delhi: Oxford University press, pp. 1-40.
- 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.
- Lewis, D. 1999, *The Management of Non-governmental Development Organizations*,
- 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.
- Vidyabhusan and DR Sachadeva, 1983, *An Introduction to Sociology*, New Delhi: Kitav Mahal.