



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore - 641 107**

**An Autonomous Institution**

**Accredited by NBA - AICTE and Accredited by NAAC - UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

**I YEAR /I SEMESTER**


**Unit 1- INTRODUCTION TO MANAGEMENT PRINCIPLES**

**Topic - Management and Society**




# MANAGEMENT AND SOCIETY

- ◀ **Management and Society** is the relationship between business management and its impact on societal well-being. It highlights how management decisions shape economic growth, ethics, and sustainability while society's values influence responsible business practices.



# MANAGEMENT AND SOCIETY – THE INTER-RELATIONSHIP



## Society's Influence on Management

- ◀ Legal and ethical expectations.
- ◀ Social norms and
- ◀ cultural values.

## Management's Influence on Society

- ◀ Economic development.
- ◀ Social responsibility and
- ◀ sustainability.



# KEY FUNCTIONS OF MANAGEMENT IN SOCIETY

## **Economic Role**

- ◀ Job creation and economic growth.
- ◀ Contributions to innovation and industry development.

## **Social Role**

- ◀ Improving quality of life through corporate social responsibility (CSR).
- ◀ Involvement in social issues like education, health, and environmental protection.



# CORPORATE SOCIAL RESPONSIBILITY (CSR)

## ▸ **Definition and Importance:**

- **Corporate Social Responsibility (CSR)** is a company's commitment to act ethically, contribute to economic growth, and improve the quality of life for employees, communities, and the environment.
- It means balancing profit-making with positive societal and environmental impacts.

## ▸ **Types of CSR Initiatives:**

- Environmental conservation.
- Community involvement.
- Ethical labor practices.



# Challenges in Management and Society

- ◀ **Balancing Profit and Social Good:**
  - ◀ Pressure to maximize shareholder value vs. societal impact.
- ◀ **Globalization and Cultural Differences:**
  - ◀ Managing diverse teams and societal expectations globally.
- ◀ **Environmental Impact:**
  - ◀ Sustainable practices in resource use and waste management.



**THANK YOU**