



RAMA UNIVERSITY

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FACULTY OF COMMERCE AND MANAGEMENT

COURSE: BBA & BCH

SUBJECT: BUSINESS ORGANIZATION

SUBJECT CODE:

BCH204

LECTURE: 8

NAME OF FACULTY: DR. HUMAIRA FATIMA

LECTURE-8



(3) Human Objectives:

A business is directly linked with two important groups, namely, – (a) customers, and (b) employees. Both these groups must have a feeling of having been treated as human beings by the business enterprise. As human beings, customers expect courteous service and fair dealings from the business.

The employees look forward to the business enterprise for the following objectives:

- (i) The employees are treated as partners in the business and not as inferior lot; they should get fair wages and healthy working conditions;
- (ii) They are able to acquire and develop new skills in the process of employment; and
- (iii) They derive job satisfaction.

(4) National Objectives:

These objectives are concerned with the goals of the nation.

Every business enterprise must contribute to the national goals such as:

- (i) Achievement of self-sufficiency in production of goods and services,
- (ii) Import substitution and export promotion,
- (iii) Development of small scale and ancillary industries,
- (iv) Development of backward regions,
- (v) Economic development of the nation.