

**B.Com IInd Semester Syllabus (CBCS)
Business Organisation And Management**

**Theory: 80
Practical: 20**

Objective: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Contents

Unit 1: Foundation of Indian Business

Lectures: 12

Manufacturing and Service Sectors; Small and Medium Enterprises; Problems and Government policy. India's experience of liberalization and globalization. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics

Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Unit 2: Business Enterprises

Lectures: 12

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership; Choice of Form of Organization. Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

Unit 3: Management and Organization

Lectures: 12

The Process of Management: Planning; Decision-making; Strategy Formulation.

Organizing: Basic Considerations; Departmentation – Functional, Project, Matrix and Network; Delegation and Decentralization of Authority; Groups and Teams.

Unit 4: Leadership, Motivation and Control

Lectures: 12

Leadership: Concept and Styles; Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory. Control: Concept and Process.

Unit V: Functional Areas of Management

Lectures: 12

Marketing Management: Marketing Concept; Marketing Mix; Product Life Cycle; Pricing Policies and Practices Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI. Human Resource Management: Concept and Functions; Basic Dynamics of Employer – Employee Relations.

Suggested Readings:

1. Kaul, V.K., *Business Organisation and Management*, Pearson Education, New Delhi
 2. Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
 3. Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
 4. Koontz and Wehrich, *Essentials of Management*, McGraw Hill Education.
 5. Basu, C. R., *Business Organization and Management*, McGraw Hill Education.
 6. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
 7. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books
 8. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.
 9. Burton Gene and Manab Thakur; *Management Today: Principles and Practice*; Tata McGraw Hill, New Delhi.
 10. Griffin, *Management Principles and Application*, Cengage Learning
- (Note: Latest Editions of the above books may be used.)

Practicals of 20 Marks (to be conducted by college as per their convenience and resources.)