

DEPARTMENT OF COMMERCE
B.Com. (Semester-I)
(w.e.f. Academic Session- 2018-19)

Course code	Nomenclature of Paper	Max. Marks	L	T	P	Total Credit
COM- CC-112	Business Organization & Management	100	5	1	0	6

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

SYLLABUS CONTENTS

UNIT – I (18 Lectures)

Foundation of Indian Business

Manufacturing and service sectors; Small and medium enterprises; India's experience of liberalization and globalization. Social responsibility and ethics. Franchising, Outsourcing and E-commerce.

UNIT – II (18 Lectures)

Business Enterprises

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. International Business. Multinational Corporations.

UNIT – III (18 Lectures)

Management and Organization

Introduction, Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.

The Process of Management: Planning; Decision-making;

Delegation and Decentralization of Authority; Groups and Teams.

UNIT - IV (18 Lectures)

Leadership, Motivation and Control

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

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

Communication: Process and Barriers; Control: Concept and Process.

UNIT - V (18 Lectures)

Functional Areas of Management:

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.

Human Resource Management: Concept and Functions; Basic Dynamics of Employer - Employee Relations.

Note: Current issues and developments are to be discussed.

ESSENTIALS 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. Basu, C. R., *Business Organization and Management*, McGraw Hill Education.
5. B.P. Singh and A.K.Singh, *Essentials of Management*, Excel Books

SUGGESTED /RECOMMENDED READINGS:

1. Koontz and Weihrich, *Essentials of Management*, McGraw Hill Education.
2. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
3. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.
4. Burton Gene and Manab Thakur; *Management Today: Principles and Practice*; Tata McGraw Hill, New Delhi.
5. Griffin, *Management Principles and Application*, Cengage Learning
6. Bhattacharya, *Principles of Management*, Pearson Publication;
7. Pillai & Bhagwati, *Marketing Management*, S. Chand Publication, New Delhi
8. Rastogi, *Financial Management*, Taxman Publication, New Delhi

(Note: Latest Editions of the above books may be used.)