

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.B.A**

**Semester: I**

**BUSINESS ORGANIZATION & MANAGEMENT**

**Course Code: 18BB103**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To familiarize the students to understand the various types of organizational functions.
- To know the various principles of management and its implications in the organization.
- To know the importance of motivational and control techniques.

**LEARNING OUTCOMES:**

- It will enable the students to understand the nature and purpose of different types of organization.
- It will sensitize the students to know the basic control techniques and its implications.
- It will help the students to become better leaders and will also enable them to decide the required leadership traits to be adopted.

**UNIT 1: Business:**

**6 HRS**

Meaning – need for business – functions, nature / characteristics of business – scope of business (commerce, trade and aids to trade) – business objectives.

**UNIT 2:**

**08 HRS**

**1. Forms of Business Organization**

- a). Proprietary Concerns
- b). Partnership Forms
- c). HUF
- d). Companies
- e).PSUs
- f). Trusts

g). Co-operative Society

Meaning, features, merits and demerits for the above

**UNIT 3:Management:**

**10 HRS**

Introduction – Meaning- nature / characteristics of management, scope and functional areas of management- management as a science art or profession, management and administration – principles of management – social responsibility of management, ethics and values.

**UNIT 4:Planning:**

**10 HRS**

Nature, importance and purpose of planning, planning process – objectives – types of plans (meaning only) MBO & MBE(concepts only)– Decision-making – importance & steps.

**UNIT 5:Organizing and Staffing:**

**12 HRS**

Nature and purpose of organization-- types of organization – line, staff, line and staff, departmentation- committees, matrixstructure – centralization vs decentralization of authority and responsibility, span of control –

Nature and importance of Staffing –Activities of staffing (in brief).

**UNIT 6 :**

**10 HRS**

**Directing:**

Meaning and nature of directing – Leadership: meaning, characteristics, styles, theories: behavioral, trait, situation, managerial grid.

**Communication:**

Meaning and importance.

**Motivation:**

Meaning, need, theories: Maslow’s need hierarchy theory, Herzberg’s two factors theory, Theory X & Theory Y, financial and non financial motivators.

**Supervision:**

Meaning and importance.

**Coordination:**

Meaning, importance and techniques of coordination.

**UNIT 7 :Control:**

**04 HRS**

Meaning and steps in controlling, essentials of sound control system, methods of establishing control(in brief)

**SKILL DEVELOPMENT**

- Identify some partnership concern in your area and list out their features.
- A practical session on communication skills

- Prepare an organization chart of any company which you have visited
- Social responsibility practiced / promoted in your village
- Draw the MBO process
- Identify techniques of motivation adopted by companies.

**REFERENCES:**

1. R.K.Sharma and Shashi K. Gupta – Business Management, Kalyani Publishers, 2007, 3<sup>rd</sup> edition
2. Appanaiah and Reddy- Essentials of Management
3. Tripathi & Reddy, Principles of management
4. V S P Rao & V Harikrishna- Management- Text and Cases- Excel books, 1<sup>st</sup> edition 2006
5. Koontz and O'Donnell-Management, Tata Mc Graw Hill
6. L.M. Prasad- Principles of Management
7. Stephen P. Robbins- Management
8. P. Subba Rao- Management and Organization Behavior, Himalaya Publication.