

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

Programme: Integrated B.Com M.Com

Semester: I

BUSINESS ORGANIZATION AND MANAGEMENT

Course Code: 18IC101

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, matrix structure – 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, 3rd 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, 1st edition 2006
5. Koontz and O'Donnell-Management, Tata McGraw Hill
6. L.M. Prasad- Principles of Management
7. Stephen P. Robbins- Management
8. P. SubbaRao- Management and Organization Behavior, Himalaya Publication.