

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

Programme: B.Voc.(Banking and finance)

Semester: I

BUSINESS ORGANIZATION AND MANAGEMENT

Course Code: 18BVB101

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 organisation.
- 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 organisation.
- 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.

UNIT1: Business:

6 HRS

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

UNIT2:

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

UNIT3: 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.

UNIT4: 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.

UNIT5: 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).

UNIT6 :Directing: 10 HRS

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.

UNIT7: Control: 04 HRS

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

SKILL COMPONENT

- 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 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.