

"Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR.

B. Com Part – I CBCS

Syllabus with effect from June, 2018

Semester-I, Principles of Business Management Paper -I DSE-1041A

Marks- 40 Teaching hours- 60 Credits- 4

Course Objective:- The objective of the course is to help student learn and understand Business management concepts with their functions and to apply them in their life and in business organizations.

Learning Outcomes: - By the end of this course it is expected that the student will be able-

1. To understand Concept of Management and Significance of Management.
 2. To know different Contributors towards Management Theories.
 3. To know uses of Managerial Functions in the Organisation.
 4. To understand Role of Manager.
 5. To understand Management of Change and Recent Trends in Management.
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Semester-I, Principles of Business Management Paper -I DSE-1041A

Module	Title	Teaching hours	Credit
Module I	Introduction to Management: Meaning, Definitions, Characteristic, Significance and functions of Management, Administration and Management, Management as a Science or an Art, Professional Management: The concept, characteristics and need.	(15)	1
Module II	Contributions towards development of management theory: F.W. Taylor: Principles and techniques of Scientific Management, Henry Fayol; 14 Principles of Management, Elton Mayo: Hawthorne Experiment and its findings, Max Weber: Meaning and characteristics of Bureaucratic Organisation	(15)	1
Module III	Management Functions and Skills : Levels of management and their functions, Functional areas of Management. Managerial Role, Management Skills	(15)	1
Module IV	(A) Planning& Decision Making: Definitions, characteristics and importance, Steps in Planning, Functional types of planning: Financial, Production, Personnel and Marketing Planning, Concept of decision making (B) Organizing: Meaning and importance of organizing Type of organization: Line, Line and Staff, Functional and Committee.	(15)	1

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Syllabus with effect from June, 2018

Semester-II, Principles of Business Management Paper -II DSE-1041B

Marks- 40 Teaching hours- 60 Credits- 4

Semester-II, Principles of Business Management Paper -II DSE-1041B

Module	Title	Teaching hours	Credit
Module I	Directing: 1. Concept and characteristics of motivation, Means of motivation: Positive and Negative, Financial and Non-financial, Theories of Motivation: Prof. Abraham Maslow's need hierarchy theory, Fredrick Herzberg's Two-Factor Theory, Prof. Douglas McGregor's Theory 'X' and Theory 'Y' 2. Concept of leadership , Functions of a leader, Traits in leadership; Leadership styles 3. Communication – Concept and process of . Communication, Barriers in communication. Supervising: Concept , Importance	(15)	1
Module II	A) Staffing: Meaning, Process & Sources of Recruitment, Selection (B) Controlling: Meaning of control, control process, Techniques of control.	(15)	1
Module III	Management of change: Concept, Need for change, process of planned change: unfreezing, changing and refreezing; Resistance to change	(15)	1
Module IV	Recent Trends in Management: CSR, MIS, TQM	(15)	1

Books recommended:-

1. Organisation and Management- Dr. C.B. Gupta
2. Business Organisation and Management –M.C.Shukla
3. Essentials of Management- Koontz and O' Donnell
4. Management: Stoner
5. Management- Peter Drucker
6. Principles and Practice of Management- L.M. Prasad
7. Human Behavior at Work: Keith Davis
8. Principles of Management- P.C. Tripathi and P.H.Reddy
9. Management- Principles and practice- Shrinivas & Chunawala
10. Principles of management: Terry,G.R.and Stephen Franklin

Nature of Question Paper

Question	Nature of Question	Marks
Question No1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Theory Paper Marks		40
Internal Evaluation Marks		10
Total Marks		50