

# Solapur University, Solapur

## B.Com.Part-I (Sem. I & II)

### Revised Semester Pattern Syllabus

## Principles of Business Management

**w.e.f. June 2013-14**

Title of the course :- B.Com [Duration 3 years]

Medium of Instruction :- English / Marathi

Eligibility :- XII pass

\* Principles of Business Management [Compulsory Paper]

Semester Pattern Syllabus for B.Com-I, Semester-I & II [with effect from June 2013]

Lectures- 4 per week

Total Marks- 50

\* Objective: The objective of this paper is to make students understand the conceptual frame work & Function of Management.

### **Semester – I Course Inputs**

Unit No	Name of the Topic	Details	Lectures
<b>1</b>	<b>Business Manager &amp; Management</b>	Understanding the stakeholders of Business- Internal & External. Manager and Management, Ten Commandments of Business success by Graham Brooks, Managerial Competencies- General Management skills, specific management skills. Charles Handy's 6 ways to obtain results- Force, rules and Procedures, exchange, persuasion, ecology, magnetism	12

2	<b>Planning</b>	<b><u>Planning:-</u></b> Meaning, Process, types [in brief]- mission, objectives, strategies, policies, procedures, rules, programs, budget. Planning at different levels- corporate plan, business unit plan, departmental plans.	
3	<b>Decision Making</b>	<b><u>Decision Making:-</u></b> Meaning, Process, types- decision under certainty, uncertainty and risk, effective decision making, rationally in decision making, techniques of decision making.	
4	<b>Organising</b>	<b><u>Organising:-</u></b> Meaning, Process, Authority and responsibility relationships, span of control. Organisation structures or design- Line, Line and Staff, functional, Matrix, Web, Virtual concepts of Centralization and decentralization.	

## Semester – II

Unit No	Name of the Topic	Details	Lectures
5	<b>Motivation and Leadership</b>	<b><u>A) Motivation:-</u></b> Concept, Need, Motivating factors- Financial non-Financial.  <b><u>B) Leadership:-</u></b> Concept, Functions of a Leader, Traits and qualities of a leader, Leadership styles- Autocratic, Democratic, Laissez-faire.	
6	<b>Effective Presentation and Communication</b>	Effective presentation and communication:- Meaning of Communication, Process, Forms of Business writing- email, memo, letter, reports, Application / Roles of Business writing- to convey, to clarify information, to reflect information, to communicate seriousness, to hold people accountable. Essentials of effective presentation.	

7	<b>Controlling</b>	<b><u>Controlling:-</u></b> Concept and Process, effective control system, techniques of controlling.	
8	<b>Management of Change and Careers in Management</b>	<p><b><u>A) Management of Change:-</u></b> Concept, Nature, Process of Planned Change, resistance to change.</p> <p><b><u>B) Career Options in Management after graduation: -</u></b> Courses in Management 1 &amp; 2 years duration, Entrance examinations, admission process. Profile of notable Management institutions- IIMS, IIPM, Jamnalal Bajaj and other. Prospects in Management.</p>	

## **Reference Books**

### **Unit No:- 1**

1. The concise Handlook of Management a Practitioner's approach - Jonathan T Scott, Atlantic publishers and distributors, New Delhi, reprint 2006.
2. Management Today Principles and Practice - Gene Burton and Manal Thakur- Tata MaGrow- Hill Publishing, New Delhi, 7<sup>th</sup> reprint, 2005.

### **Unit No:- 2**

3. Management - Griffins- Aitabs Publication, New Delhi-2005.
4. A Global and Entrepreneurial Perspective - Heinz Wehrich and Mark Cannice, Harold Koontz. Tata MaGrow-Hill Publishing Company, New Delhi 12<sup>th</sup> edition, 2008.
5. Management - L.M.Prasad

### **Unit No:- 3**

6. Management - Griffins- Aitab Publication
7. Introduction to Management - ICFAI Center for Management research, Hyderabad, 2<sup>nd</sup> edition 2007.
8. Management - L.M.Prasad

### **Unit No:- 4**

9. Principles of Managment - T. Ramasamy, Himalaya Publishing House,- Mumbai, 8<sup>th</sup> Edition, 2006.
10. Managment - L. M. Prasad

### **Unit No:- 5**

11. Managment

- Griffin, Aitbs Publishers, Delhi-2005

### **Unit No:- 6**

12. Principles of Managment

- P.C. Tripathi & P.N. Reddy, Tata Mcgraw- Hill publishing company, New Delhi-2006.

### **Unit No:- 7**

13. The concise Handlook of Management  
a Practioner's

- Jonathan T Scott, Atlantic publishers and distributors, New Delhi, reprint 2006.

### **Unit No:- 8**

14. Management theory & practice

- C.B. Gupta, Sultan, Chand and sons, New Delhi, Fifteenth Edition-2010.