

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

Revised Semester Pattern Syllabus

CHOICE BASED CREDIT SYSTEM

Syllabus: Principles of Business Management

Name of the Course: B.Com. I (Sem.-I & II)
(Syllabus to be implemented from w.e.f. June 2022)

Total Credits 8 (4+4)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Revised Semester Pattern Syllabus
Choice Based Credit System (CBCS)

B.Com. Part-I (Sem. I & II)
Principles of Business Management
Course Code: Semester I DSC-1-B
Semester II DSC-2-B
w. e. f. June 2022

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 2019]

Lectures- 4 per week

Total marks-

- **Preamble:**

Today, Management of an enterprise whether in agriculture sector or in industrial sector or in service sector requires knowledge and skill of getting things done from others. The acquisition of such knowledge and skill by experience is cumbersome. Very few are born managers, but many good managers are actually made. Success of management largely depends upon understanding of principles and basics of business management. Keeping in mind, this view, principles of business management course is introduced at B. Com Part-I programme. This will support the students to understand and acquaint the knowledge of principles, functions and areas of management. This will develop the awareness among the students regarding how to manage the business.

- **Specific objectives:**

1) The main objective of this paper is to make the students understand business management principles and practices to withstand the competitive business environment.

2) To impart the basic understanding of business management, to enable the students to apply different skills and technique to assist the management in taking appropriate decisions relating to business enterprise.

- **Course Outcome:**

- Co 1 Students will able to understand Business Management Principles and Practices in their Practical life.
- Co 2 The students will able to implement management principles successfully to make the enterprise to achieve its predetermined goals and objectives in best possible manner.

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Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

B.Com. Part-I (Sem. I)

Principles of Business Management

Course Code: Semester I DSC-1-B

w. e. f. June 2022

Total Periods- 60

Marks allotted- 40 (University Exam+10 College Assessment) 40+10=50

Unit No.	Name of the topic	Details	Lectures
1	Introduction to Business Management	<ul style="list-style-type: none">a) Meaning and definition of business management.b) Nature of business management<ul style="list-style-type: none">i) Management as an Artii) Management as a Scienceiii) Management as a Professionc) Luther Gulicks POSDCORB Conceptd) Significance of Managemente) Process of Managementf) Levels of Managementg) Functional areas of managementh) Social Responsibility of Businessi) Management and Administrationj) Contribution of C.K. Pralhad in Management.	15
2	Planning	<p>Planning:</p> <ul style="list-style-type: none">a) Meaning and definition of planningb) Features and Importance of planningc) Types and Process of planningd) Elements of planning-Mission, Objectives, Strategies, Policies, Procedures, Rules, Programmes, Budget (In brief).e) Planning at different levels- Corporate Plan, Business unit Plan, Departmental Plans	15

3	Decision Making	Decision Making <ul style="list-style-type: none"> a) Meaning and Definition of Decision Making b) Importance and Types of Decision Making c) Decision Making Process d) Effective Decision Making e) Techniques of Decision Making 	15
4	Organizing	Organizing <ul style="list-style-type: none"> a) Meaning and Definition of organizing b) Significance of organizing c) Steps in the process of organizing d) Authority and Responsibility relationship e) Virtual Organizational Structure. 	15

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Revised Semester Pattern Syllabus

Choice Based Credit System (CBCS)

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

Principles of Business Management

Course Code: Semester II DSC-2-B

w. e. f. June 2022

Total Periods- 60

Marks allotted- 40 (University Exam+10 College Assessment) 40+10=50

Unit No.	Name of the Topic	Details	Lectures
5	Motivation	Motivation: a) Meaning and Definition of Motivation b) Need of Motivation c) Types of Motivation-Positive Motivation and Negative Motivation d) Financial and Non-financial Incentives e) Need Hierarchy Theory of Motivation f) Theory 'X' and Theory 'Y' of Motivation	15
6	Leadership	Leadership a) Meaning and Definition of Leadership b) Functions of a Leader c) Qualities of a Successful Leader d) Leadership styles e) Charismatic Leadership Meaning and Qualities.	15
7	Controlling	Controlling a) Meaning and Definition of Controlling b) Features and Importance of Controlling c) Process of Controlling d) Effective Control System e) Techniques of Controlling- Traditional and Modern	15
8	Management of Change	Management of Change a) Meaning and Definition of Management of Change b) Need for change c) Types of Change d) Process of planned change e) Resistance to change f) Concept and Benefits of Work From Home	15

Books recommended:

1. Essential of Management by Knootz& O Donnel
2. Principles& Practice of Management by L.M. Prasad
3. Practice of Management by Peter Drucker
4. Business Organizational Management by Singh and Chhabra
5. Business Organization and Management by M. C. Shukla
6. Organization and Management by Dr. C. B. Gupta
7. Management: Principles and Practice by Shrinivas and Chunawala
8. Principles of Management by Terry and Franklin
9. Modern business and Organization by Sherlekar and Sherlekar
10. Management and Organization by Louise and Allen