

# SOLAPUR UNIVERSITY, SOLAPUR

## Choice Based Credit System Syllabus

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

(w.e.f. June-2016)

### Principles of Business Management (Compulsory Paper)

Lectures-4 per week Total Marks-70

Title of the Course	:	B.Com (Duration 3 years)
Medium of Instruction	:	English/Marathi
Eligibility	:	XII pass

**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
1.	Introduction	A) Concept, nature, process and significance of management. An overview of functional areas of management. Development of management though, classical and neoclassical system, contingency approaches. B) 14 Principles of Henry Fayol, Contribution by Max Weber and Elton Mayo.	15
2.	Planning	<b>Planning:-</b> Meaning, Process, types (in brief)- mission, objectives, strategies, policies, rules, programs, budget. Planning at different levels-corporate plan, business unit plan, departmental plans.	15
3.	Decision Making	<b>Decision Making :-</b> Meaning, process, types-decision under certainty, uncertainty and risk, effective decision making, rationally in decision making, techniques of decision making.	15
4.	Organising	<b>Organising :-</b> Meaning, Process, Authority and responsibility relationship, span of control, Organisation structures or design-Line, Line and Staff, functional, Matrix, Web, Virtual concepts of Centralization and decentralization	15

## Semester-II

Unit No	Name of the Topic	Details	Lectures
5.	<b>Motivation and Leadership</b>	<p><b>A) Motivation:-</b> Concept, Need, Motivating factors- Financial non-Financial.</p> <p><b>B) Leadership :-</b> Concept, Function of a Leader, Traits and qualities of a leader, Leadership styles-Autocratic, Democratic, Laissez-faire.</p>	<b>05</b>
6.	<b>Effective Presentation and Communication</b>	<b>Effective Presentation and Communication:-</b> 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.	<b>20</b>
7.	<b>Controlling</b>	<b>Controlling:-</b> Concept and Process, effective control system, techniques of controlling.	<b>20</b>
8.	<b>Management of Change</b>	<b>Management of Change:-</b> Concept, Nature, Process of Planned change, resistance to change.	<b>15</b>

### Books Recommended :-

1. Koontz and Weihrich- Essentials of Management
2. Stoner and Freeman: Management
3. Fred Luthans: Organisational Behaviour
4. Louis A. Allen: Management and Organisation
5. Peter Drucker-Management
6. Prasad L.M.- Principles and Practice of Management
7. Tripathi P.C. and P.H. Reddy-Principles of Management
8. K. Aswathappa- Essentials of Business Environment
9. Shrinivas & Chunarwala- Management-Principles and practice
10. Sherlekar & Sherlekar-Modern Business & Organisation
11. Terry, G.R. and Stephen Franklin, "Principles of Management"