

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**



**Name of the Faculty: Commerce & Management**

**Revised Semester Pattern Syllabus**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus: Business Management**

**Name of the Course: B.Com. I (Sem.-I & II)**  
**(Syllabus to be implemented from w.e.f. June 2019)**

**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 2019

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:**

The students, on going through the course, will 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 2019**

**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"><li>a) Meaning and definition of business management.</li><li>b) Features of business management</li><li>c) Nature of business management<ul style="list-style-type: none"><li>i) Management as an Art</li><li>ii) Management as a Science</li><li>iii) Management as a Profession</li></ul></li><li>d) Luther Gulicks POSDCORB Concept</li><li>e) Significance of Management</li><li>f) Process of Management</li><li>g) Levels of Management</li><li>h) Functional areas of management</li><li>i) Social Responsibility of Business</li><li>j) Management and Administration</li><li>k) 14 Principles of Management by Henry Fayol</li></ul>	15
2	Planning	<p><b>Planning:</b></p> <ul style="list-style-type: none"><li>a) Meaning and definition of planning</li><li>b) Features and Importance of planning</li><li>c) Types and Process of planning</li><li>d) Elements of planning-Mission, Objectives, Strategies, Policies, Procedures, Rules, Programmes, Budget (In brief).</li><li>e) Planning at different levels- Corporate Plan, Business unit Plan, Departmental Plans</li></ul>	15

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

# Punyashlok Ahilyadevi Holkar Solapur University, Solapur

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 2019**

**Total Periods- 60      Marks allotted- 40 (University Exam+10 College Assessment) 40+10=50**

Unit No.	Name of the Topic	Details	Lectures
5	Motivation	<b>Motivation:</b> 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	<b>Leadership</b> a) Meaning and Definition of Leadership b) Features of Leadership c) Functions of a Leader d) Qualities of a Successful Leader e) Leadership styles	15
7	Controlling	<b>Controlling</b> 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	<b>Management of Change</b> 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	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