

# SYLLABUS

Core Course – 6

## CO2CRT21 : **BUSINESS MANAGEMENT**

(Applicable for B.Com Model I, Model II & III wef: from 2019 admissions)

Instructional Hours: 54

Credit: 3

*Objectives: To familiarise the students with concepts and principles of management.*

### Module I

**Introduction to Management** - Meaning, Nature, Scope and Functional Areas of Management - Management as a Science, Art and Profession - Management & Administration - Principles of Management- Managerial roles: Mintzberg Model - Functions of Management - Contributions of F.W.Taylor and Henry Fayol.

(12 Hours)

### Module II

**Planning** - Planning - Meaning - Nature - Importance - Types of Plans - Planning Process- Barriers to Effective Planning - M.B.O - Features – Steps - Coordination - Meaning and Importance - Techniques for Effective Coordination. (10 Hours)

### Module III

**Organizing and Staffing** - Meaning - Nature - Importance - Principles of Organisation - Types of Organisation - Organisation Chart - Organisation Manual - Centralization – Decentralization- Authority - Delegation of Authority - Responsibility and Accountability.

**Staffing** – Meaning – Nature – Importance – Recruitment – Selection – Training – Compensation – Performance Appraisal. (14 Hours)

### Module IV

**Direction and Control** – Principles of direction- Leadership: Concept and Styles; Trait and Situational Theory of Leadership, Managerial Grid by Blake and Mouton, Likert's Four System Model - Motivation: Concept and Importance; Maslow's Need Hierarchy Theory; Herzberg's Two Factors Theory. Control: Concept and Process-Control Techniques. (12 Hours)

### Module V

**Management Techniques** – (Brief Study) Quality circle-Total Quality Management - Business Process Reengineering (BPR)- Six sigma-Kaizen.

(6 Hours)