

B.Com (Digital)
CORE COURSE(CC)

SEMESTER-I

(BCDB31103T):BUSINESS ORGANISATION AND MANAGEMENT

MAX. MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS: 40%

Credits: 6

Objective:

The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

INSTRUCTIONS FOR THE PAPER SETTER/ EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section A

Foundation of Indian Business: Manufacturing and service sectors; Small and medium enterprises; Problems and government policy.

Technological innovations and skill development, 'Make in India' Movement. Social responsibility and ethics; Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

Business Enterprises : Forms of Business Organisation:- Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership; Choice of Form of Organisation.

Government-Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

Management and Organisation: The Process of Management; Planning; Decision-making; Strategy Formulation.

Organizing: Basic Considerations; Departmentation–Functional, Project, Matrix and Network;

SectionB

Delegation and Decentralization of Authority; Groups and Teams.

Leadership: Concept and Styles; Trait and Situational Theory of Leadership.

Motivation: Concept and Importance; Maslow Need Hierarchy Theory; Herzberg Two Factors Theory.

Communication: Process and Barriers; Control: Concept and Process.

Functional Areas of Management: Marketing Management:-Marketing Concept; Marketing Mix; Product Life Cycle; Pricing Policies and Practices.

Financial Management: Concept and Objectives; Sources of Funds–Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI.

Human Resource Management: Concept and Functions; Basic Dynamics of Employer –Employee Relations.

Suggested Readings:

1. Kaul, V.K., *Business Organisation and Management*, Pearson Education, New Delhi
2. Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
3. Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
4. Koontz and Weihrich, *Essentials of Management*, McGraw Hill Education.
5. Basu, C.R., *Business Organization and Management*, McGraw Hill Education.
6. Jim, Barry, John Chandler, Heather Clark; *Organisation and Management*, Cengage Learning.
7. B.P. Singh and A.K. Singh, *Essentials of Management*, Excel Books
8. Buskirk, R.H., et al; *Concepts of Business: An Introduction to Business System*, Dryden Press, New York.
9. Burton Gene and Manab Thakur; *Management Today: Principles and Practice*; Tata McGraw Hill, New Delhi.
10. Griffin, *Management Principles and Application*, Cengage Learning (**Note:** Latest Editions of the above books may be used.)