



L	T	P/ S	SW/ FW	TOTAL CREDIT UNITS
4	0	0	0	4

Course Title: PRINCIPLES OF BUSINESS ORGANIZATION AND MANAGEMENT

Course Code:

Credit Units: 04

Course LEVEL : UG

Course Objectives:

The objective of the course is to provide students an understanding of business organization & management for smooth functioning of a business entity. The course also focuses on giving the students the concept of business organization & management to identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

Pre-requisites: NIL

Student Learning Outcomes: At the end of the course students will be able to:

- Evaluate the particulars and challenges involved in management of an organization.
- Develop the ability to make sound decision within an organization.
- Comprehend various facets of setting up business enterprise and adopt good management practices in corporate legal environment.

Course Contents/Syllabus:

	Weightage (%)
<p>Module I: Introduction to business & Business firms</p> <p>Business activities: Characteristics, Objectives, Business as a system, Indian business environment, SWOT analysis (Strength, Weakness, Opportunities, Threats),</p> <p>Entrepreneurial opportunities in contemporary business environment: Network marketing, Franchising, BPO, E-commerce and M-commerce.</p> <p>Forms of organization: Sole proprietors, Partnership, Joint Hindu family, Joint stock company, Co-operative organizations, Public enterprises.</p>	30
<p>Module II : Fundamentals of Business Organization</p> <p>Basic concepts: Components, Structural design: Production, Marketing, Human resource development and finance functions: Differentiation and integration.</p> <p>Introduction - Meaning, Nature and characteristics of Management, Scope and functional areas of management, Social responsibility of management and ethics.</p>	25

Module III: Planning as a Managerial Process	
Nature, Importance and purpose of planning, Planning process, Objectives, Types of plans, Decision making: Importance and steps.	10
Module IV: Organization and Staffing	
Nature and purpose of organization, Principles of organization, Types of organization: Departmentation, Committees, Centralisation v. Decentralisation of authority and responsibility, Span of Control. Nature and importance of staffing: Process of selection and recruitment, Retaining (training and compensation	15
Module V: Directing & Controlling	
Meaning and nature of directing, Leadership styles, Motivation theories (Maslow's, Herzberg, Mcgregors X & Y theory), Communication: Meaning and importance, Barriers to communication, Types of communication, Coordination: Meaning and importance. Meaning and steps in controlling, Essentials of a sound control system, Methods of establishing control	20

Pedagogy for Course Delivery:

The course will be delivered through combination of lecture method and case study approach. Role play and exercise on managerial leadership skill will be practiced. The case study method approach will also be used for transforming leadership and growth of the organization. Industry experts will be invited as guest lecturers for sharing their experiences with students. The faculty will assign live project on ethical and social responsibility.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%		100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	project	Class Test	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Lab/ Practical/ Studio Assessment: NA

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down							
Weightage (%)							

References:

- Drucker, Peter, Management Tasks, Responsibilities and Practices
- M.C. Shukla: Business Organization & Management,
- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organization & Management