

APPLIED COMPONENT
COMMERCE - BASED SUBJECTS
B.A. P. III/SEMESTER V
SUBJECT: CAPC-7-BUSINESS MANAGEMENT
(Under Ancillary Component)
COMPUTER CODE-580721

Objectives: The Course aims at introducing students to:

1. Understand the nature of management.
2. What are the functions of management and types of organisation exist in various business units.

Sr. No.	Topic	No. of CR	No. of Lectures	Total Marks
Unit I	Management a) Definition & Nature b) Role & Changes of Management in Business c) Types of Manager & Managerial Skills	1	15	25
Unit II	Functions of Management-I a) Planning -meaning, Importance, Process, b) Types, Level of Plans Forecasting- meaning, needs & techniques Decision making a) meaning, Types & Techniques. b) Organizing/Staffing - meaning, Types, Principles of organizing.	1	15	25
Unit III	Functions of Management-II a) Direction-Definition, Components, Importance i) Motivation- Meaning, ii) Theories, Importance of Motivation. b) Leadership-Meaning, Concepts, Qualities of leader's Leadership styles.	1	15	25
Unit IV	Functions of Management-III a) Communication-meaning, Principles & Importance b) Co-ordination-meaning, need and principles. c) Control-Definition, characteristics, steps & techniques.	1	15	25

Book Recommended:-

1. Industrial Organisation in India By Dr. P.S.Lokanathan.
2. Structure of competitive industry by E.A.G.Robinson.
3. Logic of industrial organization by P.Sergeant Florence.
4. Industrial Psychology by Charles S. Meyers.
5. Principals of scientific management by F.W.Taylor.
6. Labour problems in India Industry by V.V.Giri.
7. Organisation of produce Exchange by J.G.Smith.
8. Control of industry by D.H.Robertson.
9. Business organization and combinations by Henry.
10. Fundaments of business Organisation and Management by B.V.Narayanaswami Naidu and H.K.Datta.
11. Business Organisation and Management by N.C.Shukla.
12. Business Organisation by L.R.Dickens.
13. Business Organisation and administration by J.A.D.Hass.

APPLIED COMPONENT
COMMERCE - BASED SUBJECTS
B.A. P. III/SEMESTER VI
SUBJECT: CAPC-8-ORGANISATION OF MANAGEMENT
(Under Ancillary Component)
COMPUTER CODE- 680821

Objectives: The Course aims at introducing students to:

1. Understand the functional areas of management.
2. Personnel Management and various problems of Man power Planning.

Sr. No.	Topic	No. of CR	No. of Lectures	Total Marks
Unit I	Functions areas of Management. a) Production Management b) Marketing Management c) Organise Market - Stock exchange functions and services.	1	15	25
Unit II	Functions of Management-II a) Financial Management - Meaning and Definition of financial Management, b) Importance of financial Management c) Role of Finance Manager, Capital Structure(Factors), Sources of raising long term funds and capitalisation (theory).	1	15	25
Unit III	Functions of Personnel Management-II a) Meaning Definition, Personnel Management Problems, b) Recruitment, Selection, Placement, Labour turnover, wage payment scheme.	1	15	25
Unit IV	Industrial Productivity: Scientific Management, Time and Motion studies, Fatigue studies, Industrial efficiency and Vocational selection.	1	15	25

Book Recommended:-

1. Industrial Organisation in India by Dr. P.S.Lokanathan.
2. Structure of competitive industry by E.A.G.Robinson.
3. Logic of industrial organization by P.Sergeant Florence.
4. Industrial Psychology by Charles S. Meyers.
5. Principals of scientific management by F.W.Taylor.
6. Labour problems in India Industry by V.V.Giri.
7. Organisation of produce Exchange by J.G.Smith
8. Control of industry by D.H.Robertson.
9. Business organization and combinations by Henry.
10. Fundaments of business Organisation and Management by B.V.Narayanaswami Naidu and H.K.Datta.
11. Business Organisation and Management by N.C.Shukla.
12. Business Organisation by L.R.Dickens.
13. Bushiness Organisation and administration by J.A.D.Hass
14. Business finance by F.W.Parish.
15. Future of Joint Stock Enterprise in India by H.T.Parekh.
16. Industrial Enterprise in India by Nabgopaldas.
17. Financial Organisation and Management of Business by Cerstenberg.