B. Com (Hons.) (Accounting and Taxation)
DISCIPLINE SPECIFIC COURSE (DSC)
SEMESTER -I
(BCB31103T): 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.

Course Outcomes:

CO 1:	To remember the concepts and form of Business organizations
CO 2:	To understand the need and importance of organization process, structure, span of control, departmentation and delegation of authority
CO 3:	To analyze the need and importance of motivation, good communication and to interpret various leadership styles with effective coordination and control mechanisms.
CO 4:	To demonstrate the planning and decision making approaches by using appropriate strategies to accomplish a given job

Section A

Block 1: (Foundation of Indian Business)

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.

Block 2: (Business Enterprises)

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.

Block 3: (Management and Organisation)

Management and Organisation: The Process of Management; Planning; Decision-making; Strategy Formulation. Organizing: Basic Considerations; Departmentation–Functional, Project, Matrix and Network;

Section B

Block 4: (Delegation, Leadership and Communication)

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.

Block 5: (Functional Areas of Management: Marketing Management)

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

Block 6: Functional Areas of Management: Financial Management and Human Resource Management)

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. (2012). Business Organisation Management. New Delhi, Pearsons.
2. Gupta CB, (2023) Modern Business Organisation, Sultan Chand & Sons
3. Gupta, C. B., & Gupta, V. S. (2014). Business Organisation. Mayur Publiction.
4. Basu, C. R. (1998). Business organisation and management. Tata McGaw-Hill Publishing Company Limited.
5. Thakur, G. B. M. (1998). Management today: principles and practice. Tata McGraw-Hill Education.

(**Note:** Latest Editions of the above books may be used.)

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