

# **SYLLABUS FOR THE ACADAMIC YEAR 2015-2016**

**Subject: Business Management**

**Class: S.Y.BCOM.**

**TERM-I**

<b>S.No.</b>	<b>Name of the Topic</b>
<b>1</b>	<b>OVERVIEW OF MANAGEMENT</b>
	Meaning, Definition,
	Management” Is it science, Art or Profession?
	Characteristics of Professional Management
	The Need of Management Study
	Process of Management
	Level of Management
	Managerial skills, Challenges before
	Management
	Brief Review of Management Thought
	with reference to FW Taylor and Henry
	Fayol
<b>2</b>	<b>PLANNING AND DECISION MAKING</b>
	Planning-Meaning, Definition, Nature,
	Importance, Forms, Type of Planning ,
	Steps in Planning, Limitations of

	Planning,
	Forecasting- Meaning & Techniques.
	Decision Making-Meaning, Types of
	Decisions and Steps in Decision Making.
<b>3</b>	<b>ORGANIZATION AND STAFFING</b>
	Meaning, Process and Principles,
	Departmentalization, Organization
	Structure, Authority and Responsibility,
	Delegation of Authority, Centralization Versus Decentralization, Team Work,
	Staffing- Meaning, Need & Importance of
	staffing, Recruitment- Sources and
	Methods of Recruitment.
<b>4</b>	<b>DIRECTION AND COMMUNICATION</b>
	Direction: Meaning, Elements, Principles,
	Techniques & Importance
	Communication- Meaning, Types,
	Process of Communication & importance.
	of effective Communication, Barriers of
	Communication

## TERM-II

<b>S.No.</b>	<b>Name of the Topic</b>
<b>5</b>	<b>MOTIVATION</b>
	Meaning, importance,.
	Theories of motivation,
	Maslow's Need Hierarchy Theory,
	Herzberg's Two factors Theory,
	Douglas Mc Gregory's Theory of X and Y
	& Ouchi Theory Z
	McClelland's Theory.
<b>6</b>	<b>LEADERSHIP</b>
	Meaning. Importance, Qualities &
	Functions of a Leader, Leadership Styles
	For effective management.
	Contribution of Mahatma Gandhi,
	Dr. Babasaheb Ambedkar & Pandit
	Jawaharlal Neharu.
<b>7</b>	<b>CO-ORDINATION AND CONTROL</b>
	Meaning and Need, Techniques of
	establishing Co-ordination, Control-
	Need, Steps in the process of control and

	Techniques.
<b>8</b>	<b>RECENT TRENDS IN BUSINESS</b>
	<b>MANAGEMENT</b>
	Business Ethics, Corporate Social
	Responsibility, Corporate Governance,
	Disaster Management, Management of
	Change.