

Guidelines for B.Com (Hons.)
Paper – CH 1.1: Semester – I
BUSINESS ORGANIZATION AND MANAGEMENT
(For Academic Year 2012-13)

Unit –I:

Foundation of Indian Business Spectrum of Business Activities, Manufacturing and Service Sectors. India's experience of globalization and privatization; Multinational Corporations and Indian Transnational.

10 Lectures

[All the topics in Unit 1 should be discussed with more emphasis on service sector, privatization, globalization and MNC's. (Liberalization to be discussed as a point of reference while discussing globalization)].

Unit –II:

Entrepreneurial opportunities in contemporary business environment: Network marketing, Franchising, Business Process Outsourcing, E-Commerce and M-Commerce. Process of setting up a business enterprise. Opportunity and idea generation – role of creativity and innovation. Feasibility study and preparation of business plan.

15 Lectures

[All the topics in Unit 2 should be covered including network marketing.

- Franchising, Business Process Outsourcing, E-commerce and M-Commerce to be discussed only briefly.
- Process of setting up a business enterprise should be covered in detail].

Unit –III:

Forms: (a) Forms of business including LLP, small venture enterprise and one person company; Choice of suitable form of business ownership; (b) Operations: business size and location decisions. Lay out: mass production and mass customization, productivity, quality and logistics. (c) Functional aspects of business: Conceptual framework of functional areas of management: Finance, Marketing and Human Resources.

15 Lectures

[All topics should be covered with a special emphasis on the following points:

- Quality & Productivity: Concept of quality, concept of productivity, Total Quality Management, and ISO.
- Layout: Discuss meaning with a focus on mass customization and mass production.
- Logistics: Concepts & Decisions.
- Functional aspects of business need to be discussed in brief with overview of each functional area.
 - Human Resources: Meaning, concept and functions (briefly).
 - Finance: Concept, and major financial decisions (briefly).
 - Marketing: Concept and 4 P's (briefly)].

Unit –IV:

Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management – Drucker, Porter, Senge, Prahalad, Hammer, and Tom Peters.

10 Lectures

[Focus on contemporary approach to management.

Drucker: Overview only.

Porter: Important strategies, force field analysis, and value chain analysis.

Senge: Learning Organization.

Prahalad: Core competencies

Hammer: Re-engineering

Tom Peter: Excellence (In search of excellence)].

Unit –V:

Process of Managing (a) Planning: corporate Strategy – Environmental Analysis and Diagnosis, Formulation of Strategic Plan; Growth strategies – internal and external; Decision-making – concept, Process, Rationality and Techniques, Information Technology and Decision-Making, Decision Support System (b) organizing and Staffing: Contemporary Organizational Formats – Project, Matrix and Networking, (c) Management in Action: Motivation – concept and Theories: Maslow, Herzberg, McGregor, and Ouchi; Leadership – Concept and Theories: Leadership Continuum, Managerial Grid, Situational Leadership. Transactional and Transformational Leadership: Communication – formal and Informal. Networks, Barriers and Principles (d) control: Concept and Process, Effective Control System, Modern Control Techniques –

Stakeholder Approaches (Balanced Score Card) Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value Added and Market Value Added) Behavioral Aspects of Management Control.

20 Lectures

[All parts of the Unit V need to be discussed. In specific;

- Part C in Unit V should be focused more as compared to a, b, and d.
- Decision Making: Techniques and Information Technology - briefly.
- Accounting, Economic and Financial measures – briefly].

Unit –VI:

Management in Perspective: Management of Strategic Change, Knowledge Management, Learning Organization.

(All the topics to be covered).

5 Lectures

Special Remarks:

The paper setters and examiners are requested to strictly follow these guidelines while setting up the question paper. The examiner is requested to ensure that the paper is not only within ambit of guidelines but also takes into account the time taken by the examinees to read the question paper.