

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022
Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - I

Course Code	PG01CCOM01	Title of the Course	STRATEGIC BUSINESS MANAGEMENT-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ol style="list-style-type: none">1. To enable students to learn basic concepts of business management and contemporary aspect of business management.2. To enhance the knowledge on strategy formulations, Strategy implementations, evaluation procedures, New Business Models.3. To provide in depth knowledge about process of formation of group behaviour in an organization set up4. To make the students understand various concepts of organization behaviour
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Course Content		
Unit	Description	Weightage (%)
1.	<u>BASIC MANAGEMENT AND DECISION MAKING:</u> Concept of management, Functions of management, Importance of management, Managerial Roles Concept of decision making, Characteristics of Decision making, Decision making process, Principles of decision making, Characteristics of effective decision making, Types of decisions	25 %
2.	<u>MANAGEMENT INFORMATION SYSTEM:</u> Meaning and definition of information and data, Objectives of management information system, Elements of management information system, Areas of management information system, Importance of management information system, Factors affecting the management information system, Types of information, Process of management information system, Causes of poor management information system	25 %
3.	<u>CONFLICT AND CO-ORDINATION:</u> Concept, Functional and dysfunctional aspect of conflict, Individual level and Intergroup conflict, Conflict management, Need and Importance of coordination, Principles of Coordination, Types of coordination, Techniques of coordination	25%

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4.	<u>MANAGING CHANGE AND INNOVATION:</u> Forces for Change, Process of Planned Change, Resistance to Change, Overcoming Resistance to Change, Role of Change Agent, Concept of Organisational Development (OD), Types of OD activities, Managing Creativity and Innovation	25 %
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Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Understand the basic concepts of management
2.	Develop techniques of effective decision-making skills
3.	Familiarize with the usage of MIS and managing change in organization
4.	Interpret the importance of functional conflict and negotiation influencing organizational behavior
5.	Apply the concepts of organizational culture and change that contribute to the behavior of the organization.

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Suggested References	
Sr. No.	References
1	Prasad, L. M. (2007). Principles and Practices of Management. New Delhi: Sultan Chand & Sons.
2	Ramaswami, T. (2008). Principles of Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
3	Robbins, S. P. (2017). Management. Noida: Pearson India Education Services Pvt. Ltd.
4	Stoner, J. (1995). Management. New Delhi: Prentice Hall of India.
5	Aswathappa, K. (2017). Organisational Behaviour. Himalaya.
6	Luthans, F. (2010). Organizational Behavior. McGraw-Hill Education.

On-line resources to be used if available as reference material

On-line Resources

UGC-MOOCs courses:

Management concept and organizational behaviour

Organisation Behaviour
