

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. Govt. 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

Bachelor of Commerce (BCOM)

Semester - II

Course Code	UB2MICOM01	Title of the Course	Business Organization & Management- II
Total Credits of the Course	4	Hours per Week	4

Course Objectives	1. The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.
	2. To make students aware about different theories and models of business communication with the help of practical knowledge.
	3. To make students familiar with principles and tools of motivation, Communication, Theory and Models of Business Communication and Control Techniques.

Course Content

Unit	Description	Weightage (%)
1.	Motivation Meaning and definitions, Characteristics of Motivation, Tools of motivation Incentives, Maslow's Theory of Motivation, Herzberg's Two Factor Theory of Motivation, Theory X, Y and Z. Case study	25%
2.	Communication Meaning, definition and Characteristics of Communication, Importance of Communication, Types of Communication, Barriers to Effective Communication, Communication Network, Difference between Communication and Reporting. Case study	25%
3.	Theories and Models of Business Communication Meaning of business communication, Theories and Models of Business Communication, Barriers to Business Communication, Process to improve Business Communication, Self-development and Communication, Development of Positive Personal Attitudes. Case study	25%

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4.	Control Meaning, definition and Characteristics of Control, Importance of control Control Techniques 1.Budgets and budgetary Control 2.Break Even Analysis/ charts 3.PERT and CPM 4.Zero based Budgeting Case study	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 Examination	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes: Having Completed this course, the students will be able to	
1.	Understand the basic concepts and other aspects of Motivation.
2.	Have thorough knowledge about Communication.
3.	Have conceptual clarity of Theories and Models of Business Communication.
4.	Obtain an overview of Control Techniques.

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Suggested References	
Sr. No.	References
1	Kaul, V.K., Business Organization and Management, Pearson Education, New Delhi
2	Chhabra, T.N., Business Organization and Management, Sun India Publications, New Delhi
3	DRUKER PETER F: Management Challenges for 21st Century, Butterworth Heinemann, Oxford
4	T J Rana, Business Administration-2, B S Shah Prakashan, Ahemdabad-Gujarat.

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

On-line Resources
