VEER NARMAD SOUTH GUJARAT UNIVERSITY
F.Y.B.COM.-Semester I
Course Code – CC – 110 A
Business Administration Paper - I
(Syllabus effective from Academic Year 2014-15 and onward)

Objectives:
To impart the students the elementary knowledge of terminology, concept, procedure and principles of Business Administration.

Unit 1. Administration :
Meaning, Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept). (20%)

Unit 2 Planning :
Meaning, Definitions, Types, Importance. Strategic Planning : Meaning, Concept. Decision Making: Meaning, Types, Process. (20%)

Unit 3 Organisation:
Concept and Procedure, Meaning of Centralization and Decentralization - its advantages and disadvantages, Span of Control. (20%)

Unit 4 Control :
Meaning and Concept of control Methods: Break- Even- Point (Theory only), Budgetary Control, Zero Base Budget, PERT, CPM. (20%)

Unit 5 Quality management:
Meaning, Definition, Necessity, Nation-International standard, advantages and disadvantages, Quality management (10%)

Unit 6 Case Study (10%)

Note :
1. Topics 1 to 3 are to be taught through Case Study
2. Only theoretical idea is to be given for topic No.4 and practical are not expected.
SUGGESTED READINGS FOR BUSINESS ADMINISTRATION PAPER - I
4. Louis A. Allen : Management and Organization; McGraw Hill, Tokyo
7. Stoner and Freeman : Management ; Prentice- Hall New Delhi.

Suggested Readings for Commerce:
1. Agarwala Kamlesh N. and Agarwala Deeksha : Bridge to online Store – front; Macmillan India, New Delhi.
3. Agarwala Kamlesh N. and Bulls, Bears and The Mouse : An Introduction to online Stock market Trading, Macmillan India New Delhi.
4. Tiwari Dr. Murli D. : Education and E Governance; Macmillan India, New Delhi.
7. Bhatnagar Subhash and Schware Robert ( Eds ) : Information and Communication Technology in Development; Sage Publications India, New Delhi.
8. Amor, Daniel : E- Business @ evaluation, The : Living and Working in an Interconnected World; Prentice hall, US.
10. Agaewala Kamlesh N. : Internet banking; Macmillan India new Delhi.
VEER NARMAD SOUTH GUJARAT UNIVERSITY
F.Y.B.COM.-Semester II
Course Code – CC – 210 A
Business Administration Paper - II CC-203
(Syllabus effective from Academic Year 2014-15 and onward)

Objectives:
To impart the students the elementary knowledge of terminology, concept, procedure and principles of Business Administration.

Unit 1 Motivation:
Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Y. (20%)

Unit 2 Directing and Leadership:
Directing : Meaning and Principles, Leadership : Meaning, Definitions, Characteristics, Types of Leadership. (20%)

Unit 3 Communication:
Concept and Difference of Reporting and Communication, Network of Communication, Importance of Communication. Barriers to Effective Communication. (20%)

Unit 4 Training:
Meaning, types of training (workers and supervisor), advantages and disadvantages of training (15%)

Unit 5 Internet Commerce:

Unit 6 Case Study (10%)

Note:
1. Topics 1 to 3 are to be taught through Case Study
2. Only theoretical idea is to be given for topic No.4 and practical are not expected.
SUGGESTED READINGS FOR BUSINESS ADMINISTRATION PAPER - I
7. Stoner and Freeman: Management; Prentice- Hall New Delhi.

Suggested Readings for Commerce:
1. Agarwala Kamlesh N. and Agarwala Deeksha: Bridge to online Store – front; Macmillan India, New Delhi.
3. Agarwala Kamlesh N. and Bulls, Bears and The Mouse: An Introduction to online Stock market Trading, Macmillan India New Delhi.
4. Tiwari Dr. Murl D. Education and E Governance; Macmillan India, New Delhi.
8. Amor, Daniel: E- Business @ evaluation, The: Living and Working in an Interconnected World; Prentice hall, US.
10. Agaewala Kamlesh N.: Internet banking; Macmillan India New Delhi.