

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 2017-18 and onward)

Unit 1. Administration :- (20%)

Meaning , Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept).

Unit 2 Planning : (20%)

Meaning, Definitions, Types, Importance. Strategic Planning : Meaning, Concept. Decision Making: Meaning, Types, Process.

Unit 3 Organisation: (20%)

Concept and Procedure, Meaning of Centralization and Decentralization - its advantages and disadvantages, Span of Control.

Unit 4 Control : (20%)

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

Unit 5 Entrepreneurship Development: (10%)

Meaning, Characteristics-needs for Ent.Deve.- Process of Ent.devel Role of Start-up in Entrepreneurship Devel.

Unit 6 Case Study_ (10%)

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 2017-18 and onward)

Unit 1 Motivation: (20%)

Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Y.

Unit 2 Directing and Leadership: (20%)

Directing : Meaning and Principles,
Leadership : Meaning, Definitions, Characteristics, Types of Leadership.

Unit 3 Communication: (20%)

Concept and Difference of Reporting and Communication, Network of Communication, Barriers to Effective Communication. Types of Communication.

Unit4 Training: (15%)

Meaning,Types of training (workers and supervisor), Advantages and Disadvantages of Training

Unit 5 (A) Internet Commerce : (15%)

- (A) Concept of E-Commerce, its merits and demerits, B2B, B2C, C2C, B2G,
 - (B) Event Management
- Meaning, Nature, Scope, Significance, Components.

Unit 6 Case Study (10%)

Note :

1. Topics 1 to 3 are to be though to be case-study.
2. Only theoretical idea is to be given for topic No.4 and practical are not to be eyeleted