

BCA -S304A: Business Organization and Management

UNIT – I

Business and Management: Business Meaning and Contents, Business as a system, Business Environment.

Management Concept and Nature, Management Process, Basic function of Management, Management Level, Role of Manager, Management Principles (Henry fayol's principle of management, Taylor's Scientific Management) .

UNIT – II

Organizational Behaviour: Need of Understanding human behaviour in organization, Challenges and Opportunities for OB.

Management by Objective (MBO), Decision making process and models, Conflict Management, Strategies & Policies.

UNIT- III

Managing Personnel: HRM- Meaning and Functions, Man Power Planning, Job Analysis and Design, Training, Career Planning & Development.

Motivation Theories & Practices, Leadership Concept theories & Style, Compensation Management.

UNIT- IV

Marketing Management and Finance: Basic Concepts of Marketing, Nature & Scope of Marketing, Sales Promotion, Product Life Cycle, Marketing Information System (MIS) and Marketing Research.

Main Sources of Finance, Concept of Fixed & Working Capital, Introduction of Tax – Income Tax, Service Tax & VAT, Basic Concept of Invoice & Quotations.

UNIT- V

Case Study: IT & BPO Industry, HR & Finance, Case Study of Local Industry with around Hundred Employees,

Industry Visit, Project.

Recommended Books:

1. B.P. Singh & T.N. Chabbra, "Business Organization and Management Functions" , Dhanpat Rai & Co. 2000.
2. P.C Tripathi & P. N. Reddy, " Principles of Management", Tata McGraw Hill Publishing Company New Delhi.
3. L.M. Prasad, " Principles and Practices of Management".
4. Stephen P. Robbins, " Organisational Behaviour", (8th Ed.) Prentice Hall of India.

5. K. Aswathappa, "Human Resource Management", Tata McGraw Hill Publishing Company New Delhi.
6. Philip Kotler, "Marketing Management", (9th Ed.) Prentice Hall of India.
7. Ramaswamy. V.S. and Namakumari.S. " Marketing Management : Planning, Control." New Delhi, MacMillan. 1990.
8. Dr. S.N. Maheshwari, " Financial Management – Principles and Practices" (6th revised Ed.) S. Chand & Sons.