

BCA 205: 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

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",

