

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-301	Business Management	3	V
Year	Discipline		
3	Commerce		

Course Objective

Illustrate the concept of “Management” with a perspective of organizing business activities and helping the students to understand how the concepts of management tend to work in today’s business world.

Course Contents

Management and Organizations	Introduction to Management, Importance, Managerial Levels, Management Functions, Management Roles, Management Skills,
History of Management Thought	Industrial Revolution, Scientific Management, General Administrative theories, Quantitative Approach to management, Behavioral Approach, Systems Approach, Contingency Approach, Current Trends (Diversity, Entrepreneurship, Ethics, Social Responsibility, Knowledge Management, Quality Management). Organizational Culture and Environment, Managing in a global Environment.
Planning	Introduction, Importance, Types of plans, Establishing goals, decision making process, planning tools (environment scanning, forecasting, benchmarking, budgeting, scheduling)
Organizing	Introduction to organizations, organizational structure, elements of organizational structure, organizational design. Organizational culture and its ingredients
Leading	Understanding groups, group development, group structure, groups vs. teams, motivation, early theories of motivation (Maslow, Herzberg, McGregor’s), and introduction to leadership.
Controlling	Introduction to control, importance of controlling for organizations, the control process,

Books

- Fundamentals of Management (Robbins, DeCenzo, and Cuoltar), latest Edition
- Management, A Global Perspective, (Koontz, Wehrich), latest Edition
- Management (Robbins, Cuolte & Vohrar), Latest Edition