

VEER NARMAD SOUTH GUJARAT UNIVERSITY  
FIRST YEAR B.COM.  
SEMESTER - 1  
COURSE CODE  
MODERN BUSINESS PRACTICES  
COURSE TYPE: - MAJOR  
CREDIT: - 4  
(Syllabus w.e.f. June 2023)

<b>Unit-I</b>	Managerial Fundamentals	<b>15%</b>
Definition, Characteristics, Importance, Purpose and Scope of Management, Managerial Roles, Effective Management, Management Skills, Kautilya's contribution to Management, Contemporary Approaches to Management, Applying Management Theory in Practice.		
<b>Unit-II</b>	Planning, Strategic Planning and Decision making	<b>20%</b>
Meaning and Importance of Planning. Meaning and Concept of Strategic Planning, Strategic Considerations in Planning. Meaning, Types and Process of Decision making, Decision Tree		
<b>Unit-III</b>	Organizing and Organization Structure	<b>15%</b>
Meaning and Concept of Organizing, Span of Control. Organization Structure: Meaning, Need, Design, Affecting Factors.		
<b>Unit-IV</b>	Directing, Leadership, Co-ordination	<b>20%</b>
Principles and Techniques of Directing. Leadership: Definitions, Types, Theories Co-ordination: Meaning, Characteristics, Importance, Types		
<b>Unit-V</b>	Entrepreneurship Development	<b>10%</b>
Meaning, Needs, Process of Entrepreneurship Development, Role of Start-up in Entrepreneurship Development, Contribution of J.R.D. Tata, D.H. Ambani and K. Narayan Murthy		
<b>Unit-VI</b>	Digital Presence	<b>10%</b>
Meaning, Importance, Elements and Dimensions/Building Blocks of Digital Presence.		
<b>Unit-VII</b>	Case Study	<b>10%</b>

**Reference Books:**

- 1) Principles and Practice of Management – L.M. Prasad (Sultan Chand & Sons)
- 2) Principles of Management – Meena Sharma (Himalaya Publishing House)
- 3) [www.forbes.com](http://www.forbes.com)
- 4) [www.brafton.com](http://www.brafton.com)
- 5) [www.entrepreneur.com](http://www.entrepreneur.com)