

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FIRST YEAR B.COM.
SEMESTER - 2
COURSE CODE
MODERN BUSINESS PRACTICES
COURSE TYPE: - MAJOR
CREDIT: - 4
(Syllabus w.e.f. June 2023)

Unit-I	Motivation	20%
Meaning and Definitions, Tools of Motivation, Comparison of Maslow and Herzberg Theories, McClelland's Need Theory, Vroom's Expectancy Theory.		
Unit-II	Communication	30%
Concept of Communication, Difference between Reporting and Communication, Network of Communication, Types of Communication (Formal, Informal, Verbal, Written, Upward, Downward, Horizontal, Computer Based, Rumour), Barrier to and improving business communication, self development and communication, development of positive personal attitudes.		
Unit-III	Control	20%
Role of Information Systems in Controlling, Control Techniques at Operations Level (Budgetary Control, Control through Costing, Time-Event Network Analysis, PERT/CPM), Use of Information Technology for Controlling.		
Unit-IV	Event Management	10%
Meaning, Scope, Significance, Components		
Unit-V	Change Management	10%
Importance, Forces, Process and Impact of Change		
Unit-VI	Case Study	10%

Reference Books:

- 1) Principles and Practice of Management – L.M. Prasad (Sultan Chand & Sons)
- 2) Principles of Management – Meena Sharma (Himalaya Publishing House)