

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM.-Semester II

Course Code – CC – 210 A

Business Administration Paper - II CC-203

(Syllabus effective from Academic Year 2011-12 and onward)

Objectives: To impart the students the elementary knowledge of terminology, concept, procedure and principles of Business Administration.

Unit 1	Motivation: Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Y.	(20%)
Unit 2	Directing and Leadership: Directing : Meaning and Principles. Leadership : Meaning, Definitions, Characteristics, Types of Leadership.	(20%)
Unit 3	Communication: Concept and Difference of Reporting and Communication, Network of Communication, Importance of Communication. Barriers to Effective Communication.	(25%)
Unit4	Internet Commerce : Concept of E-Commerce, its merits and demerits, B2B, B2C, C2C, B2G, Smart Card, Debit Card, Credit Card, ATM Card.	(20%)
Unit 5	Case Study	(15%)

Note :

1. Topics 1 to 3 are to be taught through Case Study
2. Only theoretical idea is to be given for topic No.4 and practical are not expected.

SUGGESTED READINGS FOR BUSINESS ADMINISTRATION PAPER - I

1. **Druker Peter F** : Management Challenges for 21 st Century, Butterworth Heinemann, Oxford.
2. **Wehrich and Koontz**, et al : Essentials of management, Tata McGraw Hill, New Delhi.
3. **Fred Luthans** : Organizational Behaviour: McGraw Hill: new York.
4. **Louis A. Allen** : Management and Organization; McGraw Hill, Tokyo
5. **Ansoff H. I.:** Corporate Strategy, Mc Graw hill, New York.
6. **Hamton, David R.:** Modern Management, Mc Graw Hill; New York.
7. **Stoner and Freeman** : Management ; Prentice- Hall New Delhi.
8. **L. M. Prasad** – Strategic Management – Sultanchand and Com.
9. **Fred R. David** – Strategic Management – Phl India.

Suggested Readings for Commerce:

1. **Agarwala Kamlesh N. and Agarwala Deeksha** : Bridge to online Store – front; Macmillan India, New Delhi.
2. **Agarwala Kamlesh N. and Agarwala Deeksha** : Business on the Net Introduction to the E-Commerce; Macmillan India New Delhi.
3. **Agarwala Kamlesh N. and Bulls, Bears and The Mouse** : An Introduction to online Stock market Trading, Macmillan India New Delhi.
4. **Tiwari Dr. Murli D.** Education and E Governance; Macmillan India, New Delhi.
5. **Minoli Daniel, Minoli Emma** : Web Commerce Technology Handbook; Tata MaGraw Hill, 1999.
6. **Minoli Daniel**, Internal & Internet Engineering Tata McGraw Hill, 1999.
7. **Bhatnagar Subhash and Schware Robert** (Eds) Information and Communication Technology in Development; Sage Publications India, New Delhi.
8. **Amor, Daniel** : E- Business @ evaluation, The : Living and Working in an Interconnected World; Prentice hall, US.
9. **Afuah A., and Tucci, C.** : Internet Business Models and Strategies; McGraw Hill, New York.
10. **Agaewala Kamlesh N.:** Internet banking; Macmillan India new Delhi.

