

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y.B.Com Hons. Semester III

BC 2.5 Principles of Business Management

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Introduction: Concept , nature , process and significance of management, Four orientations of mgmt. ,effective mgmt. ,Managerial roles (Mintzberg);An overview of functional areas of management; Development of management thought ; Classical and neo-classical systems; Contingency approaches. **(20%)**
- Unit II. Planning: Concept, process and types, Decision making – Concept and process; Bounded rationality; Management by objectives; corporate planning; Environment analysis and diagnosis; Environmental factors; Strategy formulation. **(30%)**
- Unit III. Organizing: Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentation; Organization structure-forms and contingency factors. **(20%)**
- Unit IV. Motivating and Leading People at Work; Motivation-Concept; Theories: Maslow, Herzberg, McGregor and Ouchi; McClellands need theory, Alderfer ERG's Theory, Financial and non-financial incentives. **(30%)**

Suggested Readings:

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans : Organizational Behavior ; McGraw Hill, New York.
4. Louis A. Allen: Management and Organization; McGraw Hill, Tokyo.
5. Ansoff H I : Corporate Strategy ; McGraw Hill, New York.
6. Hampton, David R: Modern Management; McGraw Hill, New York.
7. Stoner and Freeman: Management; Prentice-Hall, New York.
8. Principles and Practices of Management - L.M.Prasad.

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S.Y.B.Com Hons. Semester IV

BC 2.5 Principles of Business Management

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Leadership – concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.); Charismatic theory , Trait, behavioural, Situational theory, Likert’s System Management ; Leadership styles, Leadership as a continuum, Managerial grid, Leadership styles in Indian Organization. **(35%)**
- Unit II. Managerial Control: Concept and process; Effective control system; Techniques of control, operational control techniques. **(30%)**
- Unit III. Management of Change; Concept , nature and process of planned change, Resistance to change; Emerging horizons of management in changing environment, challenges before Indian managers in the 21st century, Social Responsibility, Ethical issues, corporate governance . **(35%)**

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1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans : Organizational Behavior ; McGraw Hill, New York.
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S.Y.B.Com Hons. Semester III

BC 2.7 Fundamentals of Entrepreneurship

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Introduction : The entrepreneur; Definition; Emergence of entrepreneurial class; Factors into making of an entrepreneur, characteristics of an entrepreneur in small scale & large scale enterprise, Theories of entrepreneurship; Role of socio-economic environment ; Characteristics of entrepreneur ; entrepreneur functions ,Stages of entrepreneur Development ; Leadership ;Risk taking; Decision-making and business planning. **(35%)**
- Unit II. Promotion of a Venture; Opportunity analysis; External environmental analysis-economic, social, and technological; Competitive factors; Legal requirements for establishment of a new unit and raising of funds; Venture capital sources and documentation required , Venture Capital companies in India. **(30%)**
- Unit III. Entrepreneurial Behavior: Innovation and entrepreneur, Stages in Innovation process, elements in the Invention- Innovation Process, Left v/s Right hemisphere of the brain, people in technological innovation, windows & Corridors of opportunity, success mantras for entrepreneur, Mavericks & misfits about entrepreneurship, Entrepreneurial behavior and psycho Theories, Social responsibility. **(35%)**

Suggested Readings:

1. Tandon B.C: Environment and Entrepreneur; Chugh Publication, Allahabad.
2. Siner A David: Entrepreneurial Megabooks ; Johan Wiley and Sons, New York.
3. Srivastava S.B : A Practical Guide to Industrial Entrepreneurs ; Sultan Chand and Sons, New Delhi
4. Prasanna Chandra: Project Preparation, Appraisal, Implementation; Tata McGraw Hill, New Delhi.
5. Pandey I.M.Venture Capital – The Indian Experience; Prentice Hall Of India.
6. Holl: Entrepreneurship –New Venture Creation; Prentice Hall of India.

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S.Y.B.Com Hons. Semester IV

BC 2.7 Fundamentals of Entrepreneurship

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Entrepreneurial Development Programmes (EDP) : EDP, their role, Objectives, relevance, and achievements; Role of Government in organizing EDPs; Issues and Misconceptions about EDP, Critical evaluation. **(30%)**
- Unit II. Role of Entrepreneur : Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries ; Role in export promotion and import substitution , forex earning and augmenting and meeting local demand. **(40%)**
- Unit III Projects:- Top Entrepreneurs globally, Achievements of entrepreneur as leaders, Top 10 Entrepreneurs in each sector, Future of Entrepreneurs in India. **(30%)**

Suggested Readings:

- 1 Tandon B.C: Environment and Entrepreneur; Chugh Publication, Allahabad.
- 2 Siner A David: Entrepreneurial Megabuks; Johan Wiley and Sons, New York.
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S.Y.B.Com Hons. Semester III

BC 2.7 Current Development Issues (W.R.T. India)

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Meaning of Economic growth, Economic Development and Economic progress – distinction between Economic growth and Economic development –Economic development as a process of change – importance of economic and non-economic factors in economic development. **(40%)**
- Unit II. Indicators of development – Human development index – physical quality of life index. **(20%)**
- Unit III. The changing structure of Indian Economy. **(20%)**
- Unit IV. Meaning and importance of Human Resource Development – Human development trends in India (HDI) and its limitation. **(20%)**

Reference Books :

1. M. L .Jhingan Economics of Development and Planning.
2. G. C. Jangir Our Economic Problems
3. B. Higgins Economics of Development
4. Alok Ghosh Indian Economy – its nature and problems .
5. S.C.Chakrabharti Economic Development of India.
6. Ajitkumar Sinha New Economic Policy of India – Restructuring and Libaralising the economy for 21st Century (edited)
7. World Bank World Development Report 1997
8. Human Development Report 1997
9. S.Sankaran Economic Development of India.
10. Debraj Ray Development Economics.

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S.Y.B.Com Hons. Semester IV

BC 2.7 Current Development Issues (W.R.T. India)

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- I. The concept of unemployment – its nature and magnitude – causes of unemployment – policy measures to remove unemployment. **(25%)**
- II. Poverty – its meaning –poverty line, causes and eradication of poverty. **(25%)**
- III. Industry – Industrial growth and the arising problem of environment- recent industrial policy. **(25%)**
- IV. Globalisation of Indian Economy – Indian Economy and W.T.O. **(25%)**

Reference Books:

1. M. L .Jhingan Economics of Development and Planning.
2. G. C. Jangir Our Economic Problems
3. B. Higgins Economics of Development
4. Alok Ghosh Indian Economy – its nature and problems.
5. S.C.Chakrabharti Economic Development of India.
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7. World Bank World Development Report 1997
8. Human Development Report 1997
9. S.Sankaran Economic Development of India.
10. Debraj Ray Development Economics.

BC 2.2 COMPANY LAW

Objective

The objective of this course is to provide basic knowledge of the provisions of the Companies Act, 1956, along with relevant case law.

Course Inputs

The Companies Act, excluding provisions relating to accounts and audit sections, managing agents and secretaries and treasurers Sections – 324-388E, arbitration, compromises, arrangements and reconstructions – section 389-396.

3rd Semester

Unit – I	Corporate personality; Kinds of companies	(20%)
Unit – II	Promotion on and incorporation of Companies	(20%)
Unit – III	Memorandum of Association; Article of Association; Prospectus.	(40%)
Unit – IV	Shares; Sharecapital; Members; Share capital- transfer and transmission.	(20%)

4th Semester

Unit – I	Capital Management – borrowing powers, mortgages and charges, debentures.	(20%)
Unit – II	Directors – Managing Director, whole time director.	(30%)
Unit – III	Company Meetings – kinds, quorum, voting, resolution, minutes.	(20%)

Unit – IV Majority Powers and Minority rights; Prevention of oppression and Mismanagement. (15%)

Unit – V Winding up – Kinds and Conduct (15%)

Suggested Readings

1. Gower L.C.B: Principles of Modern Company Law; Stevens & Sons, London.
2. Ramaiya A; Guide to the companies Act, Wadhwa & Co. Nagpur.
3. Singh Avtar: Company Law; Eastern Book Co. Lucknow.
4. Kuchal M.C: Modern India Company Law; Shir Mahavir Book, Noida.
5. Kapoor N. D: Company Law – Incorporating the Provisions of the Companies Amendment Act, 2000; Sultan Chand & Sons, New Delhi.
6. Bagrial A K ; Company Law; Vikas Publishing House, New Delhi.