

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

**F.Y.B.COM. (External)**

**Business Administration**

**(External Programme)**

(Syllabus effective from Academic Year 2017-18 and onward)

**Unit I Administration :-**

(10%)

Meaning , Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept).

**Unit II Planning :**

(10%)

Meaning, Definitions, Types, Importance. Strategic Planning : Meaning & Concept, Decision Making: Meaning, Types, Process.

**Unit III Organisation:**

(10%)

Concept and Procedure, Meaning of Centralization and Decentralization - its advantages and disadvantages, Span of Control, Centralization vs Decentralization

**Unit IV Control :**

(5%)

Meaning and Concept of control Methods: Break- Even- Point (Theory only), Budgetary Control, Zero Base Budget, PERT, CPM. Method.

**Unit V Entrepreneurship Development:**

(10%)

Meaning, Characteristics-needs for Ent.Deve- Process of Ent.pole of Start -up in Entrepreneurship Devel

**Unit VI Motivation:**

(10%)

Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Theory Y.

**Unit VII Directing and Leadership:**

(10%)

Directing : Meaning and Principles,  
Leadership : Meaning, Definitions, Characteristics, Types of Leadership.

*B. Patel*



**Unit VIII. Communication:**

(10%)

Concept and Difference of Reporting and Communication, Network of Communication, Barriers to Effective Communication. Types of Communication.

**Unit IX Training:**

(5%)

Meaning, types of training (workers and supervisor), Advantages and Disadvantages of training

**Unit X (A) Internet Commerce :**

(10%)

- (A) Concept of E-Commerce, its merits and demerits, B2B, B2C, C2C, B2G,
- (B) Event Management  
Meaning, Nature, Scope, Significance , Components.

**Unit XI Case Study**

(10%)

Note :

1. Topic 1 to 3 are to be thought to be case - study.
2. Only Theoretical idea is to be given for topic No.4 and practical are not to be eyeleted .

*Plone*