



बिरसा मुंडा ट्रायबल युनिवर्सिटी Birsa Munda Tribal University

राजपिपला, जि. नर्मदा Rajpipla, Dist. Narmada

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code & Name: - BC02MECC01: Principles of Business Management-II

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				INTERNAL		EXTERNAL	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	2
Course Code	BC02MECC01
Course Title	Principles of Business Management-II
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	4
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To Learn the basic concepts and other aspects of Directing and Leadership
2. To Understand the Concept of Motivation and Communication
3. To study the Change Management and E-commerce
4. To Know the Concept of Human Resource Management and HR Policy.

Prerequisites (if any)

Learning Outcomes

On the Completion of this course, students will able to:

5. Understand the basic concepts and other aspects of Directing and Leadership
6. Describe the Concept of Motivation and Communication
7. Recite the Concept of Change Management and E-commerce
8. Understand the Concept of Human Resource Management and HR Policy.





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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	Directing and Leadership (A) Directing: Meaning and Definition, Elements, Importance, Principles of Direction. (B) Leadership: Meaning and Definition, Nature, Importance, Style of leadership: Autocratic, Democratic, Free rein, Quality of a good leader.	15
II	Motivation and Communication (A) Motivation: Concept, Importance, Theories of Motivation: Maslow Theory, Herzberg Theory, McGregor's Theory. (B) Communication: Concept, Importance, Process, Types of communication, Barriers of communication, Measures for Effective Communication.	15
III	Introduction to Human Resource Management Concept, Objectives, Functions: Managerial & Operational, HR Planning-Concept & Process, HR Policies- Meaning & Development.	15
IV	Change Management and E-commerce (A) Change Management: Concept, Nature, Process of Planned Change, resistance to change, emerging horizons of management in changing environment, (B) E-Commerce: Meaning, Types, Difference between E-commerce and Traditional Commerce-Advantages and Disadvantages.	15
Reference Books		
1. Principles & Practices of Management by L M Prasad 2. Basu, C. R., Business Organization and Management, McGraw Hill Education. 3. Kaul, V.K., Business Organisation and Management, Pearson Education, New Delhi 4. Koontz and Weihrich, Essentials of Management, McGraw Hill Education. 5. Burton Gene and Manab Thakur; Management Today: Principles and Practice; Tata McGraw Hill, New Delhi. 6. Chhabra, T.N., Business Organisation and Management, Sun India Publications, New Delhi 7. Text and Cases of Human Resource Manament by P SubbaRoa 8. Gupta CB, Modern Business Organisation, Mayur Paperbacks, New Delhi		

L:: Lecture, T:: Tutorial , P::Practical

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

