

# B.Com. I Year

## 1305

### BUSINESS MANAGEMENT

#### UNIT- I

Introduction: Concept, Nature, Process, functions and significance, An overview of functional areas of Management; Development of Management Thought

#### UNIT- II

Planning: Concept, nature, Objectives, Principles, Process, tools and techniques. Decision Making: Concept, Types, Process; Management by objectives (MBO)

#### UNIT - III

Organising and Staffing: Concept, Nature, Process, Types, Significance; Authority and Responsibility; Delegation of Authority and Responsibility. Centralization and Decentralisation;. Meaning and Importance of Staffing. Staffing Process.

#### UNIT- IV

Motivation and Leadership: Motivation – Concept; Theories – Maslow, Herzberg, McGregor and Ouchi; financial and non-financial Incentives.

#### UNIT- V

Leadership – Concept and Leadership Styles; Leadership theories: Traditional and Modern. Communication – Nature, Process and barriers in effective communication. Managerial Control- Concept and Process;

#### Suggested Readings

1. Sodani & Bangar : Management (Hindi)
2. Dr.R.L.Nolakha: Principles of Management (RBD, Jaipur )
3. Agrawal R.C. : Prabhandhi Ke Sindhant & Vyavahar
4. Asnoff H.I: Corporate Strategy; McGraw Hill, New York.
5. Fred Luthans: Organizational Behaviour; McGraw Hill, New York. 5. Hampton, David R: Modern Manaement; McGraw Hill, New York. 6. Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo
6. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954. 9. Sharma & Jain : Principle of Management (Hindi)
7. Stoner and Freeman: Management; Prentice- Hall, New Delhi.