VEER NARMAD SOUTH GUJARAT UNIVERSITY
FIRST YEAR B.COM.
SEMESTER - 2
COURSE CODE
MODERN BUSINESS PRACTICES
COURSE TYPE: - MAJOR
CREDIT: - 4
(Syllabus w.e.f. June 2023)

Unit-I	Motivation	**20%**
MeaningandDefinitions,ToolsofMotivation,ComparisonofMaslowandHerzbergTheories, McClelland'sNeedTheory,Vroom'sExpectancyTheory.		
Unit-II	Communication	**30%**
ConceptofCommunication,DifferencebetweenReportingandCommunication,Networkof Communication, Types of Communication (Formal, Informal, Verbal, Written, Upward, Downward, Horizontal, Computer Based, Rumour), Barriersto and improving business communication, self development and communication, development of positive personal attitudes.		
Unit-III	Control	**20%**
RoleofInformationSystemsinControlling,ControlTechniquesatOperationsLevel(Budgetary Control,ControlthroughCosting,Time-EventNetworkAnalysis,PERT/CPM),UseofInformationTechnologyforControlling.		
Unit-IV	EventManagement	**10%**
Meaning,Scope,Significance,Components		
Unit-V	ChangeManagement	**10%**
Importance,Forces,ProcessandImpactof Change		
Unit-VI	Case Study	**10%**

ReferenceBooks:

1) **PrinciplesandPracticeofManagement–L.M.Prasad(SultanChand&Sons)**

2) **PrinciplesofManagement–MeenaSharma(HimalayaPublishingHouse)**