CBCS-26
Ext-18

અકેડેમિક કાઉન્સિલ તા.17/08-2023
આઇટમ...26... વિદ્યાપરિષદ...18...

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FIRST YEAR B.COM.
SEMESTER - 1
COURSE CODE
MODERN BUSINESS PRACTICES
COURSE TYPE: - MAJOR
CREDIT: - 4
(Syllabus w.e.f. June 2023)

Unit-I	ManagerialFundamentals	**15%**
Definition,Characteristics,Importance,PurposeandScopeofManagement,Managerial Roles, Effective Management, Management Skills, Kautilya's contribution to Management,ContemporaryApproachestoManagement,ApplyingManagement TheoryinPractice.		
Unit-II	Planning,StrategicPlanningandDecisionmaking	**20%**
MeaningandImportanceofPlanning. MeaningandConceptofStrategicPlanning,StrategicConsiderationsinPlanning. Meaning,TypesandProcessofDecisionmaking,DecisionTree		
Unit-III	OrganizingandOrganizationStructure	**15%**
MeaningandConceptofOrganizing.SpanofControl. OrganizationStructure:Meaning,Need,Design,AffectingFactors.		
Unit-IV	Directing,Leadership,Co-ordination	**20%**
PrinciplesandTechniquesofDirecting. Leadership:Definitions,Types,Theories Co-ordination:Meaning,Characteristics,Importance,Types		
Unit-V	EntrepreneurshipDevelopment	**10%**
Meaning, Needs, Process of Entrepreneurship Development, Role of Start-up in EntrepreneurshipDevelopment,ContributionofJ.R.D.Tata,D.H.AmbaniandK.NarayanMurthy		
Unit-VI	DigitalPresence	**10%**
Meaning,Importance,ElementsandDimensions/BuildingBlocksofDigitalPresence.		
Unit-VII	Case Study	**10%**

ReferenceBooks:

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

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

3) **www.forbes.com**

4) **www.brafton.com**

5) **www.entrpreneur.com**