



C. U. SHAH UNIVERSITY

FACULTY OF : Commerce
 Bachelor of Commerce
 SEMESTER : Sem– I
 NAME : Business Administration – I

CODE : 4CO01BAD2

Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Un ive rsity	
			Marks	Hr/s	Marks	Hr/s		Pr / Viva	T W	Pr					
1	4CO01BAD2	Business Administration – I	3	--	--	3	3	30	1 ^{1/2}	70	3	--	--	--	

Objective: To familiarize the student with Basic Management concepts and processes in the Organization.

Prerequisite: Requires Basic knowledge Management

Course outline

Sr.no	Course Contents	Number of Hours
1	Introduction to Management: Meaning, Nature, Purpose, Functions, Managerial Process	10
2	Planning: Nature & Purpose, Objectives Strategies, Policies and Planning Premises	10
3	Organizing: Nature & Purpose of Organizing, Basic Departmentation Line & Staff Authority, Centralization & Decentralization	12
4	Emerging opportunities in Indian business: Introduction; Manufacturing and Service sectors: Meaning and explanation; Brief concepts of emerging opportunities in business: Technological innovations; Skill development; Make in India Movement; Social Responsibility and ethics; Franchising; Outsourcing; E-commerce	13
Total Hours		45

Learning Outcomes:

Theoretical Outcome: The students after studying this paper will get a clear understanding of various basic concepts used in Business for the Planning, Organizing, Staffing and Directing.



Practical Outcome: Student will have the Knowledge of Budgeting Process and have Budgetary Control over the firm

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Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case discussions
- (C) Quiz/Class Participation/Assignment, etc.

Recommended Books:

1. 'Principles of Management', Dr Neeru Vshishth, Taxmann.
2. 'Principles of Management', Tripathi P C and Reddy PN, Tata McGraw – Hill.
3. Kaul V.K., Business Organization and Management, Pearson Education New Delhi.
4. Basu C.R., Business Organization, Mayur Paper Backs, New Delhi.

E-Resources:

- http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B_060412.pdf
- <http://www.mindtools.com/pages/article/henri-fayol.htm>