

UNIVERSITY OF MUMBAI



Syllabus for the

Program: B.Sc. Interdisciplinary Science

**Course: Business Organization &
Principles of Management**

(Credit Based Semester and Grading System with
effect from the academic year 2014–2015)

Course: Business Organization & Principles of Management

Syllabus

For Credit Based Semester and Grading System
To be implemented form the Academic year 2014-2015

MODULE I

Course Code	Unit	Topics	Credits	L/Week
USIDBOM 01	I	Forms of Business	3	1
	II	Business services		1
	III	Emerging modes of Business		1

MODULE II

Course Code	Unit	Topics	Credits	L/Week
USIDBOM02	I	Social Responsibilities of business and business ethics.	3	1
	II	Principles of Management		1
	III	Entrepreneurship Development		1

SYLLABUS MODULE I

Course Code	Credits
USIDBOM01	3 Credits (45 Lectures)
Unit I: Forms of business organizations _ Sole proprietorship, Joint Hindu Family Business – meaning, features, merits and demerits. _ Partnership – meaning, types, registration, merits, limitations, types of Partners. _ Co – Operative societies – types, merits and limitations. _ Company – Private Ltd, Public Ltd –merits, limitations. _ Starting a business – Basic factors. Choice of forms of business organizations.	15 Lectures
Unit II: Business services _ Nature and types of Business services – Banking, Insurance, Transportation, Warehousing, communication. _ Banking – types of banks, functions of commercial banks, E – banking. _ Insurance – principles & types of life, fire, marine insurances. _ Postal and Telecom services. _ Warehousing – types and functions. _ Transport – meaning, role, means	15 Lectures
Unit III: Emerging modes of Business _ E – business – Meaning, Scope and benefits. Resource required for successful E –Business implementation. On – line transactions, payment mechanism. _ Security and safety of business transactions. _ Outsourcing – Concept, need and scope.	15 Lectures

SYLLABUS MODULE II

Course Code	Credits
USIDBOM02	3 Credits (45 Lectures)
Unit I : Social Responsibilities of business and business ethics. _ Concept of social responsibility. _ Cases for social responsibility. _ Responsibility towards different interest groups, owners, investors, employees, consumers, government, community, public in general. _ Business ethics – concept and elements. _ Business and environmental protection.	15 Lectures
Unit II: Principles of Management -Definition and nature of Management -Purpose of Management -Managerial Functions at different levels -Management- Art or Science _ Fayol’s Principles of Management. _ Taylor’s Scientific Management - Elton Mayo’s Human School of Thought - McGregor’s X & Y Theory _ Planning function, planning process & purpose, steps in planning, goal setting, decision	15 Lectures

<p>making</p> <ul style="list-style-type: none"> - Organizing function, organizing process, Flat and Tall Structures, Formal and Informal Organizations, Authority, Responsibility and Accountability, Delegation, Centralization and Decentralization, Span of Control - Staffing Function, Staffing Process, Recruitment, Selection, Training, Performance Appraisal etc. -Directing function, Concepts of Leading, Motivating, Communicating, Maslow’s Need Hierarchy Theory, McClelland’s Motivational Theory, Managerial Grid, Attributes and Qualities of Leaders etc. -Controlling, Control Process, Control Techniques, Budgets and Schedules (Time-lines) - Coordination- Meaning, Needs and Principles of Coordination, Approaches for achieving Effective Coordination 	
<p>Unit III : Entrepreneurship Development</p> <ul style="list-style-type: none"> -The Concept and Introduction, - Personality and Mindset of an Entrepreneur, - Difference between an Entrepreneur, Intrapreneur and Manager/Executive, - Entrepreneurial Eco-system -Types and Functions of an Entrepreneur; - Entrepreneurial Motivation - Entrepreneurship Development Programs - Business Idea Generation - Business Plan and Detailed Project Report - Feasibility and Viability Aspects - Funding and Support Aspects 	<p>15 Lectures</p>