



Saurashtra University, Gujarat

B.Com GEN Sem 1 syllabus

Business Organization and Management I

Business Organization and Management - I

Unit 1

EMERGING OPPORTUNITIES IN INDIAN BUSINESS

Introduction

Manufacturing and Service sectors: Meaning and Explanation

Brief concepts of Emerging opportunities in business:

- 1) Technological innovations
- 2) Skill development
- 3) 'Make in India'; Movement
- 4) Social Responsibility and Ethics
- 5) Franchising
- 6) Outsourcing
- 7) E-commerce

Unit 2

MANAGEMENT

Introduction

Meaning and Nature

Aims and objectives

Scope and Functions-Process

Importance of Management

Management Process and universality of principles

Brief concept of area of management

Unit 3

PLANNING

Introduction

Meaning and Nature

Aims-Objectives and Importance

Strategies formulation

Policies and planning premises

Planning Procedure

Benefits -Limitations and pre-requisites of planning

Unit 4

ORGANIZATION

Introduction

Meaning and Nature

Purpose of organizing

Importance of organizing

Basic considerations for organizing

Basic Departmentalization

Line & Staff authority

Functional-Project-Matrix And Network

Centralization & Decentralization

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