



**Mohanlal Sukhadia University,
Rajasthan B.Com GEN Sem 1
syllabus**

Principles of Business Management

PRINCIPLES OF BUSINESS MANAGEMENT (Code No.1821)

UNIT-I

Introduction: Concept, Nature, Process, and significance of Management; An overview of functional areas of Management; Development of Management Thought. Functions of Management and Coordination.

UNIT-II

Planning: Concept, Process and Types. Decision Making Concept and Process; corporate planning. Strategy formulation concept of strategic planning, Management by objectives; Environment Analysis and Diagnosis.

UNIT III

Organising: Concept, Nature, Process and Significance; Authority and Responsibility: Delegation of Authority, Centralisation and Decentralisation Departmentation; Organisation Structure & Forms.

UNIT IV

Motivating and Leading People at Work: Motivation - Concept; Theories - Maslow, Herzberg, McGregor and Ouchi; financial and non-financial Incentives. Leadership - Concept and Leadership Styles; Leadership theories. Communication Nature, Process

UNIT V

Managerial Control: Concept and Process; Effective control system; Techniques of control - traditional and modern. Management of Change: Concept, Nature and process of planned

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