

FY B.Com. (Bachelor of Commerce)
1060204202 BUSINESSES ORGANIZATION AND MANAGEMENT

First Year B.Com

Semester – II

Subject Name	BUSINESS ORGANIZATION AND MANAGEMENT
Subject Code	1060204202
Objectives	<ul style="list-style-type: none"> ▪ To enable the students to understand concepts, principles and techniques to be applied in the above functional areas of management, human resources management. Marketing management, Financial Management and Production Management. ▪ To develop the analytical and decision making abilities of the students through case studies.
Subject Out Come	<ul style="list-style-type: none"> • Gaining the knowledge of all the functional department with multidisciplinary skills in the field of finance, marketing, HRM, Production and Overall management field. • To help the students to develop an understanding of the concept and technique of essential functions of HRM • To acquaint students with financial management and their applications of business decision making. • Identify the roles and responsibilities of operations managers in different organizational contexts & apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organization
Course Duration	The course duration is of 40 sessions of 60 minutes each.
Teaching Methods	<p>The course will use the following pedagogical tools:</p> <ul style="list-style-type: none"> ▪ Classroom teaching ▪ Case study / Practical / Interactive class room discussions.
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc. External Assessment- (70 Marks)

Course Contents

Unit 1	HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS	25%
	<ul style="list-style-type: none"> ▪ Human Resource Management: - Meaning of Human resources, Human Resource Management, Human Resource Management and Personnel Management, Concept and meaning of Talent Management, Human Resources Planning, Concept of Recruitment, Steps in Recruitment, Sources of Recruitment, Selection- Meaning, factor affecting to selection 	
Unit 2	MARKETING MANAGEMENT	25%

	<ul style="list-style-type: none"> ▪ Meaning of Market, Types of Market, Marketing and Marketing Management & scope of marketing management ▪ Marketing Mix :- Meaning & its elements, 4 P's ▪ Marketing Orientation (Product, Production, Sales, Marketing Concept) ▪ Holistic Marketing Concept ▪ Meaning and basis of Market segmentation, Positioning & Targeting (Concept of POP & POD) (Case Study) 	
Unit 3	FINANCIAL MANAGEMENT	25%
	<ul style="list-style-type: none"> ▪ Financial Management- Meaning & Functions ▪ Financial Planning- Meaning, Importance and Types ▪ Working capital-Meaning, Sources, types ▪ Functions of Finance Manager ▪ Concept of Capitalisation, Over and Under Capitalisation 	
Unit 4	OPERATION MANAGEMENT	25%
	<ul style="list-style-type: none"> ▪ Definition of Production & Operation Management ▪ Scope of Operations Management at macro level. How Operations Management covers manufacture of tangible products & also of services. Difference between tangible products and services. ▪ General idea of Plant site / location selection decision ▪ Stages of Plant site selection process ▪ Various types of plant lay-outs ▪ Definition of Inventory. Types of Inventory(Case Study) 	

Reference Books:**HRM:**

1. Essentials of Human Resource Management and Industrial Relations P. Subba Rao (Himalaya Publishing House)
2. Human Resource & Personnel Management by K. Ashwathappa
3. Human Resource Management by C. B. Gupta

Marketing:

4. Marketing Management: : Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha. Pearson

Finance:

5. Financial Management by I.M.Pandey (Vikas Publicatin)
6. Financial Management Theory and Practice by Khan & Jain (Tata McGraw HillPublication)
7. Financial Management Theory Practive by Prasanna Chandra, Tata McGraw HillPublication)

Operation& Production:

8. Operations Management - By William Stevenson , McGraw Hill
9. Operations management -B y Everett Adams, PHI
10. Operations Management- By Joseph Monks , McGraw Hill

Note: Paper setter should consider syllabus and not any reference books or text books.