

PAPER 3: BUSINESS ORGANISATION AND MANAGEMENT

1. **INTRODUCTION:** Historical background of modern industry-Pre industrial revolution- Industrial revolution and growth of modern industry. Emerging trends in business: Outsourcing, Service sector and e-commerce. Entrepreneur - Meaning- Characteristics of Entrepreneurs - Types of Entrepreneurs - Functions of an entrepreneur.
2. **BUSINESS ENVIRONMENT:** – Concept – Importance - Inter relationship between environment and entrepreneur- Types of Environment – Natural, Economic - Political – Social – Technical – Cultural – Educational – Legal – Cross-cultural – Geographical.
3. **NATURE OF MANAGEMENT:** Meaning–Significance-Management Vs Administration – Nature and Functions of management – Levels of Management – Evolution of management thought-contributions of F.W Taylor and Henry Fayol.
4. **PLANNING AND DECISION MAKING:** Concept-Importance-Types-Steps- Premises-Barriers to effective planning and remedial measures; Strategic Planning- concept; Forecasting-concept and techniques.
5. **ORGANISING:** Meaning– Features – Process of organization – Principles of organization - Elements of organizations – Line organization- Functional organization and line and staff organization- their merits and limitations-Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective.
6. **STAFFING:** Meaning-Importance of staffing-Man power planning/ Human Resource Planning, Recruitment and Selection-concept of recruitment and selection-Sources of recruitment-Selection process-Training and Development-Importance of training and development –Methods of training and development.
7. **LEADERSHIP:** Concept – Leadership qualities – Leadership styles, motivation, concept and importance of motivation-Theories of motivation-Maslow's Need Hierarchy Theory-Herzberg's Theory-McGregor's Theory X and Y.
8. **CONTROLLING AND COMMUNICATION:** Meaning-Importance of Controlling-Control Techniques. Concept of communication-Communication process- Types of communication-Barriers in communication-Essentials of effective communication.
9. **ECONOMIC CRIMES:**-Black marketing-Benami deals-Smuggling-Irregularities in foreign exchange deals-Legislative measures to curb economic crimes.
10. **CORPORATE SOCIAL RESPONSIBILITIES:** Meaning and definition- Responsibility of business enterprises towards different stakeholder groups. Benefits of Corporate Social responsibilities- Business ethics.

References:

1. Business organization: Y.K. Bhusan, Sultan Chand, New Delhi.
2. Essentials of Management: Herold Koontz and O' Donnel, Tata McGraw Hills, Calcutta
3. Business Organization & Management: T.N. Chabra, Sun India Publications, New Delhi.
4. Essentials of Management: Massie, J.L, Prentice Hall, New Delhi
5. Modern Business Organization and Management: Sherlekar, S.A., Himalaya Publishing House, Mumbai
6. Business Today: New World of Business: Robbins, Stephen P.; Harcourt College Publishers, Fort Worth.