

# **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
<b>USIDBOM01</b>	<b>3 Credits (45 Lectures)</b>
<b>Unit I: Forms of business organizations</b> _ 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.	<b>15 Lectures</b>
<b>Unit II: Business services</b> _ 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	<b>15 Lectures</b>
<b>Unit III: Emerging modes of Business</b> _ 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.	<b>15 Lectures</b>

## SYLLABUS MODULE II

Course Code	Credits
<b>USIDBOM02</b>	<b>3 Credits (45 Lectures)</b>
<b>Unit I : Social Responsibilities of business and business ethics.</b> _ 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.	<b>15 Lectures</b>
<b>Unit II: Principles of Management</b> -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	<b>15 Lectures</b>

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