

B.COM
SEMESTER I
Commerce category
General Management I
100 Marks – 75 Lectures

Objective: To expose students to various aspects of general management

Unit I Introduction to management 20 marks- 15 lectures

Meaning, Definition, Features and Importance of management. Management and Administration

Functional areas of management-Purchase, Production, Finance, Personnel, Inventory and Marketing management (an overview)

Unit II Development of Management Thought (25marks) 20 lectures)

Classical approach to management thought-Bureaucratic, Scientific, Administrative, Human relations Approach

Modern approach-Behavioural, Quantitative, Systems, Contingency approach
Japanese, American, European Styles of management

Unit III Decision Making (30 marks) 25 lectures)

Meaning, Features, Advantages of effective decision making.

Types of Managerial Decisions, Steps in decision making process

Guidelines for effective decision making, Difficulty in effective decision making

Rationality and decision making- Meaning, Benefits and Limitations

Creativity in Decision Making- Meaning, Features, Steps and How to introduce creativity in decision making.

Unit IV Emerging areas in Management (25 marks) 15 lectures)

Event Management- Meaning, Process, Types

Disaster Management-Meaning, Types, Control Mechanism

Stress Management- Meaning, Types, Causes and Measures taken

Supply Chain Management- Meaning, Process

Logistics Management- Meaning, Features

Books for Study and Reference:

Management Concepts and Practices, Tim Hannagan, Macmillan India Ltd

✓ Principles and Practice of Management, L.M. Prasad, Sultan Chand and Sons

✓ Personnel Management, C.B.Mamoria, Himalaya Publishing House

✓ Principles of Management, Dr Neeru Vasishth, Taxmann

✓ Principles of Management, N.G. Kale and M. Ahmed, Vipul Prakashan

✓ Management, Stephen Robbins and Mary Coulter, Pearson

Management cases edition to excell books by Dr. Khawja Amjad Saeed.

Managing Business Excellence through vision values and vibrant practices, excell books, by Sachin Mittal, Praghya Keshari and Others.

Human Resource Management Edition Three excell books, by Dipak Kumar, Bhatacharya.

S. G. V. M. S
SHRI G. G. POY RAITURCAR
COLLEGE OF COMMERCE & ECONOMICS
LIBRARY

