

**BACHELOR OF COMMERCE - SECOND SEMESTER**  
**PRINCIPLES AND PRACTICES OF BUSINESS MANAGEMENT-II**

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Code: SC2.6

Contact Hours: 56

Credits: 4

Evaluation: Continuous Internal Assessment – **30 Marks**  
Semester-End Examination – **70 Marks**

Univ Code:

Work load: **4 hours per week**

**Objectives:** To enable the students to understand managerial functions and their significance to steer the business entity on a right track.

**Pedagogy:** Combination of lectures, assignment, simple case studies, group discussion, etc.

**Module 1: Directing and Motivation:**

**Directing** - Introduction, definition, nature, principles of direction, techniques of direction, importance of direction. **Motivation**- meaning and definition, nature of motivation, importance and types of motivation, theories of motivation, Maslow's theory of hierarchy, Douglas McGregor's theory, Motivation factors and techniques.

**Module 2: Leadership:** Meaning and definition, need or importance of leadership, approaches or theories of leadership, functions of leader, qualities of a leader, leadership styles.

**Module 3: Co-ordination and Controlling: Coordination** - Meaning and Definition, features, principles, techniques, types of co-ordination, problems of co-ordination, steps for effective co-ordination. **Controlling**- control process, requirement of effective control system, techniques of control, limitations of control.

**Module 4: Communication:** Meaning, definition, importance of communication, effects of communication, communication process, elements of communications, principles of communication, types of communication, merits and demerits, barriers of communication, effective communication and quality of work life.

**Module 5: Management by Objectives:** Introduction, meaning and definition, features and benefits of MBO- problems and limitations of MBO- guidelines for setting effective objectives- Management by Exception.

**Recommended Books**

1. Principles of Management - Maheshwari&Maheshwari
2. Principles and Practices of Management - L.M Prasad
3. Principles of Management - T.Ramaswamy
4. Principles of Management - P.C.Tripathi and P.N Reddy
5. Principles of Management - Saxena&Saxena