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|  **Part A: Introduction** |
| Program: **Certificate Course** | Class: **B.B.A.. Semester I** | Year: **2022** | Session:**2022-2023** |
| 1 | Course Code |  **BBBAG-101** |
| 2 | Course Title | **Business Organization (PAPER-V)** |
| 3 | Course Type |  **Generic Elective** |
| 4 | Pre-requisite(if any) |  Pass in Class XII |
| 5 | Objectives | To acquaint learners with the basics of business concepts and functions, forms of business organization, and functions of management. |
| 6 | Course LearningOutcomes (CLO) | **After completion of the course, the learners will be able to:**1. Acquire the knowledge of business, profession, partnership firm and joint stock company, and distinguish and explain each form of business.2. Understand Business & Environment Interface. And social responsibility of business.3.Understand the importance of business and its types, factors influencing the size of firms, classifications and importance of plant layout and equipments.4. Analyze the cooperative organization. 5. Analyze the various source of finance and role of chamber of commerce in business promotions. Develop the analytical skill of business finance.6. Understand the various business Combinations. |
| 7 | Credit Value 04 | Theory: 03 Tutorial: 01 |
| 8 | Total Marks:  | Max. Marks:100 | Min Passing Marks:40 |

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| **Part B: Content of the Course** |
| Total No. of Lecturer (in per week):05Total Lectures: 70 |
| Unit | Topics | No. of Lectures |
| I | **Concept and Forms of Business Organizations**Concepts of Business, Trade, Industry and Commerce, Objectives and functions of Business,.**Business & Environment Interface:** System Approach, Business system and its sub systems & their interaction, Business Environment Kinds of Environment, Impact of Environment or business interface between Business Nature and strategies, Business as a part of Economic System. **Profit Maximization v/s Social Responsibilities of Business:** Types of Business objectives, Social Responsibly of a business, Conflict between profit maximization and Social Responsibility. Obligation of business towards different groups of the society. Ethical Conduct & Human Values. | 20 |
| II | **Forms of Business Organization**: **Sole proprietorship**: Meaning, characteristics, advantages and disadvantages of sole proprietorship. **Partnership**: Meaning, characteristics, kinds, advantages and disadvantages of Partnership, kinds of partners, partnership deed. Registration, Dissolution.**Joint Stock Company**- Meaning, characteristics, advantage and disadvantage. Kinds of Companies. **Hindu undivided family**: Meaning, characteristics, advantages and disadvantages of Hindu undivided family | 20 |
| III | **Location of Business Enterprise:** Factors affecting Industrial Location, selection of site, Urban & Sub-Urban sites, concentration of Industries, Need for balanced regional Development. Government Policy on Industrial Location, Location Policies in India since independence, Industrial estates, Weber’s Theory of Location, & its Appraised**Rationalisation**:Meaning,features,objectives,factors,advantages,objections against Retionalisation. | 15 |
| IV | **Business Combinations:** Concept, Causes,Types, Benefits and Evils of Business Combinations. Business Associations, Trade. Association, Chambers of Commerce, Brief Study of Organisation, Objectives, function of FICCI, CII, ASSOCHAM, AIMO, AIOE.Sources of business finance: Short term and long term. | 15 |
| **Keywords:** |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources**Suggested Readings:**Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.Kaul, V. K. (2012). Business Organization and Management.Text and Cases. New Delhi: Pearsone Education. Dr. Neeru Vasishth, Principals of Business Organisation.New Delhi:Taxman.Kothari,Milind. Business Organisation,Jaipur;Ramesh Book Depot. Mishra and Saxsena, Business Organisation and Management. Agra: SBPD publishing house.Gupta O. P. Business Organisation and Management. Agra: SBPD Publications.Agrawal R. C, Business Organisation and Management.Agra:SBPD Publishing House.Sharma,R.K.and Gupta S.K., Business Organisation(Hindi). New Delhi:,Kalyani Publishers,Asthana,Padmakar & Sahai,I.M.; Business Organisation.Sahitya Bhawan Publications,Agra.Tripathi,Sashikant &Shukla Ajay,; Business Organisation.Thakur Publishers,Lucknow.Note: Learners are advised to use latest edition of text books |

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| **Part A: Introduction** |
| Program: **Certificate Course** | Class: **B.B.A. Semester I**  | Year: **2022** | Session:**2022-2023** |
| 1 | Course Code | BBBAG-102 |
| 2 | Course Title |  **PEOPLE MANAGEMENT**  |
| 3 | Course Type |  Generic Elective (Paper-V) |
| 4 | Pre-requisite(If any) | Pass in Class XII |
| 5 | Objectives | The course aims to provide an overview to the learners of what it means to be an effective people manager. The Programme is designed in such a manner so that the learners can develop leadership and communication skills and manage people in an organization effectively. |
| 6 | Course LearningOutcomes (CLO) | After completion of the course, learners will be able to:1. (a) Perform meditation techniques (Brain stilling exercise) for mind management; (b) Create a personal development plan for oneself; (c) Demonstrate decision making skills and prepare Time Management framework in real lifesituations;2. Analyze the applicability of People First Strategy in an organisation;3. Demonstrate team building skills and leadership qualities;4. Conduct team evaluation and assessment;5. Demonstrate skills to resolve conflicts in an organisation and lead teams. |
| 7 | Credit Value:04 | Theory :03 Tutorial: 01 |
| 8 | Total Marks | Max. Marks:100 | Min Passing Marks :40 |

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| **Part B: Content of the Course** |
| Total No. of Lecturer in per week:05Total Lectures:70 |
| Unit | Topics | No. of Lectures |
| I |  **Managing and Motivating Others** Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and Organizational factors on people management, Motivating Others - Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People - People First Strategy: Emerging cases. | 15 |
| II | **Building Team and Peer Networks** Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behavior of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an organization. | 20 |
| III | **Managing Evaluation and Assessment** Managing Performance, Appraisal methods, Role Reviews and performance management, Dealing with Poor Performers, Agreeing Performance Targets, Negative Feedback, Performance Management System, 360 Degree Feedback as a Performance Appraisal Tool. | 20 |
| IV | **Leading People & Resolving Conflicts** Leading people to achieve the vision and mission of the Organization. Leadership for high performance culture, Leadership Styles for creating conducive Organizational climate and culture of excellence. Managing different types of conflicts in an Organization, Problem solving and quality improvement process. | 15 |
| **Keywords:** |

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| **Part C - Learning Resource** |
| Text Books, Reference Books, Other Resources |
| Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers. Thomas, M. (2007). Mastering People Management. London: Thorogood Publishing. Randall, J., & Sim, A. J. (2013). Managing People at Work. Abingdon: Routledge. Thomson, R., & Thomson, A. (2012). Managing People. Abingdon: Routledge. |