



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

## **23ANMAL112:BUSINESS ORGANISATION & MANAGEMENT**

**Offered to:** BBA Hons ( Business Analytics)

**Semester:** I

75 Hours

Credits : 4

### **Learning Objectives:**

- The objective of this paper is to help students to acquire conceptual knowledge of the Business, Management, and Forms of business in the society.

**Course Outcomes:** At the end of the course,

- Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization
- The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems
- The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.
- To acquire knowledge on Functions of Management.

### **Syllabus**

#### **Unit 1: Introduction to Business:**

Concept – Meaning - Features - Stages of development of business - importance of business - Classification of Business Activities – Business Organization Meaning – Characteristics - Importance - Objectives of Business Organization - Difference between Business & Profession  
- Modern Business and their Characteristics.

#### **Unit 2: Process of Business:**

Considerations in Establishing New Business - Qualities of a Successful Businessman - Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co- operatives and their Characteristics - relative merits and demerits - Difference between Private and Public Company.

#### **Unit 3: Introduction organization**

**Management Process:** Definition - Nature of Management process - Management as an Art, Science and a profession - Functions of management - Principles of management by Henry Fayol. **Planning process:** Definition - Process of planning - Steps in decision making process. **Organizing process:** Definition - Nature of organizing process - Organization Level - the Span of Management - Line & Staff Authority - Decentralization of Authority - Delegation of Authority.

**Unit 4: Directing**

Directing Process - Elements of directing process - Process & Barriers of Communication. Motivation theories - Maslow's theory - Herzberg's theory - Theory-X and Theory-Y - Leadership - styles of Leadership.

**Unit 5: Controlling:**

Controlling Process - Definition - Objectives of controlling process - Basic Controlling process - Control techniques (Direct supervision and Observation, Management by Objectives, Management audit, Management Information system, PERT and CPM, Self- control).

Text Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).

**Reference Books:**

1. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab Mahal, (2014).
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. Principles & Practices of Management. New Delhi, Kalyani Publishers.
3. L M Prasad, Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. Principles of Management, Himalaya Publishing House.

**Lab Exercise:**

- Group Activates on Problem solving.
- Quiz Programs
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus