

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM.-Semester I

Course Code – CC – 110 A

Business Administration Paper - I

(Syllabus effective from Academic Year 2017-18 and onward)

- Unit 1 Administration** (20%)
Meaning , Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept).
- Unit 2 Planning** (20%)
Meaning, Definitions, Types, Importance. Strategic Planning : Meaning, Concept. Decision Making: Meaning, Types, Process.
- Unit 3 Organisation** (20%)
Concept and Procedure, Meaning of Centralization and Decentralization - its advantages and disadvantages, Span of Control.
- Unit 4 Control** (20%)
Meaning and Concept of control Methods: Break- Even- Point (Theory only), Budgetary Control, Zero Base Budget, PERT, CPM.Method.
- Unit 5 Entrepreneurship Development** (10%)
Meaning, Characteristics-needs for Ent. Deve.- Process of Ent. devel Role of Startup in Entrepreneurship Devel.
- Unit 6 Case Study** (10%)

