

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM.-Semester II

Course Code – CC – 210 A

Business Administration Paper - II CC-203

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

<u>Unit 1</u>	Motivation	(20%)
	Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Y.	
<u>Unit 2</u>	Directing and Leadership	(20%)
	Directing : Meaning and Principles, Leadership: Meaning, Definitions, Characteristics, Types of Leadership.	
<u>Unit 3</u>	Communication	(20%)
	Concept and Difference of Reporting and Communication, Network of Communication, Barriers to Effective Communication. Types of Communication.	
<u>Unit 4</u>	Training	(15%)
	Meaning, Types of training (workers and supervisor), Advantages and Disadvantages of Training	
<u>Unit 5</u>	(A) Internet Commerce :	(15%)
	(A) Concept of E-Commerce, its merits and demerits, B2B, B2C, C2C, B2G, (B) Event Management -Meaning, Nature, Scope, Significance, Components.	
<u>Unit 6</u>	Case Study	(10%)

Note :

1. Topics 1 to 3 are to be taught through case-study.
2. Only theoretical idea is to be given for topic No.4 and practical are not to be Eyeleted