

# SARDAR PATEL UNIVERSITY

B. Com. (Honours) (3 Years)

Specialization in International Accounting and Corporate Banking & Insurance  
(Under Choice Based Credit System Based on UGC Guidelines)

Semester: III

Syllabus with effect from: June 2019

<b>Paper Code: UB03SCOH22</b>	<b>Total Credits:03</b>
<b>Title of Paper: Time Management</b>	

Objective: In the emerging era of Globalization, there exists heavy pressure of performance and targets. It is observed that at a very elementary level the seriousness towards Time Management is every sphere of life is very important.

<b>Unit No.</b>	<b>Description in Detail</b>	<b>Weightage</b>
1	<b>Introduction to Time Management</b> <ul style="list-style-type: none"><li>• Meaning, Characteristics and Objectives of Time Management</li><li>• Significance of Time Management</li><li>• Ingredients of Time</li><li>• Basic Principles</li></ul>	25%
2	<b>Typical Time Wasters</b> <ul style="list-style-type: none"><li>• Office Environment</li><li>• Meetings – Telephone Calls</li><li>• Visitors – Poor Delegation</li><li>• Inability to say “No”</li><li>• Internet – Televisions</li><li>• Emotional blocks to Time Management</li></ul>	25%
3	<b>Time Management Tools</b> <ul style="list-style-type: none"><li>• Ways to overcome Time Wasters</li><li>• Planning Components and Time Management: Objective, Policy, Programmes, Schedule, Strategies</li><li>• TIME TECH System</li><li>• Budget – Best Tools for Time Management</li><li>• How to save time?</li></ul>	25%
4	<b>Application of Time Management</b> <ul style="list-style-type: none"><li>• Learning Time Management</li><li>• Practical Experience and games on;</li><li>• Goal Setting</li><li>• Prioritizing</li><li>• Weekly Plan</li><li>• Creative Time Management Idea</li></ul>	25%

❖ **Evaluation:**

- Internal: 40 Marks (Theory):
- External: 60 Marks (Theory) – Two Hours Examination

❖ **Reference Books:**

- Marketing Management by Philip Kotler
- Marketing Management by C.B.Gupta & N.Rajan Nair
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak