

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocation (Insurance & Financial Marketing)**  
**Semester: I**  
**Syllabus with effect from: June 2015**

<b>Paper Code:</b> UB01FBVI01	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Business Organization & Management – I	

Unit	Description in detail	Weightage (%)
1	<b>Nature &amp; Scope of Business</b> Concept of business Characteristics of business Classification of business activities Interrelation ship between industry, commerce, trade, Functions of business	25 %
2	<b>Forms of business organization</b> Sole proprietorship: Concept, characteristics, merits and demerits Partnership : Concept, characteristics, Types, advantages and disadvantages Joints Stock Company: Concept, Features, types of companies, advantages and disadvantages Cooperative society: Concept, characteristics, distinction between cooperative and company,	25 %
3	<b>Management</b> Meaning, nature, purpose, functions, managerial process Planning: Nature & purpose, objectives, strategies, polices and planning premises Organizing: Nature & Purpose of organization, Types of Organization: Line & Functional Organization	25 %
4	<b>Directing &amp; Controlling:</b> Directing: Meaning, characteristics & purpose Motivation: Meaning & significance, theories of motivation- Maslow& Herzberg theory Leadership: Meaning & nature, leadership styles Controlling: Meaning characteristics, importance & process	25 %

**Basic Text & Reference Books:**

- Business Organisation & Management — by R.K. Sharma
- Business Organisation & Management — by C.B. Gupta
- Principles of Business Organisation — by Y.K. Bhushan
- Essentials of Management — by Koontz & O’Donald
- Principal and Practice of Management — by L.M. Prasad

