

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

Paper Code: UB02FBVI01	Total Credits: 3
Title Of Paper: Business Organization & Management – II	

Unit	Description in detail	Weightage (%)
1	Decision making: Introduction , Definition, characteristics, Elements, process, principles of decision making, characteristics of good & effective decision, Administrative problems in decision making, types of decisions	25 %
2	Staffing: Introduction, definitions Recruitment: meaning, sources of recruitment. Selection : meaning, need, importance, stages of selection procedure Training: meaning, needs, importance & types Development: Meaning, importance & Methods /Techniques of development	25 %
3	Coordination: concept characteristics Need and importance Principles or essential of effective coordination Techniques of coordination Types of coordination Problems in coordination	25 %
4	Social Responsibility & Business Ethics Introduction, meaning & definitions Factors responsible for realization of SR SR of business towards different groups Business ethics: concept, Ethics and Business ethics Needs of Business ethics Principles of Business ethics Factors affecting business ethics, Benefits of business ethics	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
- Principal and Practice of Management — by L.M. PrasaD

