

**SARDAR PATEL UNIVERSITY**

**(Effect from June, 2021-22)**

<b>M.COM. (BUSINESS STUDIES) SEMESTER-I</b>		
<b>Paper Code</b> <b>PB01CCOM51</b>	<b>Title of the Paper</b> <b>STRATEGIC BUSINESS MANAGEMENT-I</b>	<b>Total Credit</b> <b>04</b>

<b>Course Objectives</b>	To enable students to learn basic concepts of business management and contemporary aspect of business management.
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<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>BASIC MANAGEMENT AND DECISION MAKING:</b> Concept of management, Functions of management, Importance of management, Managerial Roles Concept of decision making, Characteristics of Decision making, Decision making process, Principles of decision making, Characteristics of effective decision making, Types of decisions	<b>25%</b>
<b>2.</b>	<b>MANAGEMENT INFORMATION SYSTEM:</b> Meaning and definition of information and data, Objectives of management information system, Elements of management information system, Areas of management information system, Importance of management information system, Factors affecting the management information system, Types of information, Process of management information system, Causes of poor management information system	<b>25%</b>
<b>3.</b>	<b>CONFLICT AND CO-ORDINATION:</b> Concept, Functional and dysfunctional aspect of conflict, Individual level and Intergroup conflict, Conflict management, Need and Importance of coordination, Principles of Coordination, Types of coordination, Techniques of coordination	<b>25%</b>
<b>4.</b>	<b>MANAGING CHANGE AND INNOVATION:</b> Forces for Change, Process of Planned Change, Resistance to Change, Overcoming Resistance to Change, Role of Change Agent, Concept of Organisational Development (OD), Types of OD activities, Managing Creativity and Innovation	<b>25%</b>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation
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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	University Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	understand the basic concepts of management
<b>2.</b>	develop techniques of effective decision-making skills
<b>3.</b>	familiarize with the usage of MIS and managing change in organisation

<b>Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Prasad, L. M. (2007). Principles and Practices of Management. New Delhi: Sultan Chand & Sons.
<b>2.</b>	Ramaswami, T. (2008). Principles of Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
<b>3.</b>	Robbins, S. P. (2017). Management. Noida: Pearson India Education Services Pvt. Ltd.
<b>4.</b>	Stoner, J. (1995). Management. New Delhi: Prentice Hall of India.
<b>On-Line Resources available that can be used as Reference Material</b>	
<b>UGC-MOOCs courses:</b> Management concept and organizational behaviour Organisation Behaviour	