

B.Com. Part - I
Semester II

PRINCIPLES OF BUSINESS

MANAGEMENT Unit 1 Management Concept

- 1.1 Management-Concept, Meaning, Definition and Importance
- 1.2 Management Thought and Schools
- 1.3 Contribution of Fredrik Taylor
- 1.4 Contribution of Henry Fayol
- 1.5 Contribution of Elton Mayo

Unit 2 Planning

- 2.1 Planning : Concept, Meaning and Definition.
- 2.2 Nature and Importance of Planning
- 2.3 Objectives of Planning
- 2.4 Forecasting and Planning
- 2.5 Planning Process.

Unit Organizing

- 3.1 Organization -Concept, Nature, Meaning and Importance
- 3.2 Principles of Organization.
- 3.3 Line Organization
- 3.4 Staff Organization
- 3.5 Departmentalization

Unit Directing

- 4.1 Directing- Concept, Meaning, Definition and Importance.
- 4.2 Nature of Direction
- 4.3 Advantages and Disadvantages
- 4.4 Motivations Concept, Meaning and Importance
- 4.5 Coordination: - Meaning and Principle

Unit Controlling

- 5.1 Controlling-Concept, Meaning, Definition and Importance.
- 5.2 Advantages and Disadvantages
- 5.3 Technique of Controlling
- 5.4 Tool of Controlling
- 5.5 Process of Controlling.