



**B. J. VANIJYA MAHAVIDYALAYA**  
**(Autonomous)**  
**(Grant-in-Aid)**  
**(Affiliated to Sardar Patel University)**  
**Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India**  
**Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC**  
**Syllabus with effect from June - 2024**

**Master of Commerce (M.Com.)**  
**Semester - I**

<b>Course Code PB01CCOM51</b>	<b>Title of the Course Strategic Business Management - I</b>	<b>Total Credit 04</b>
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1) To enable students to learn basics of Management, Planning and Decision Making.</li> <li>2) To learn various aspects related to MIS in organization.</li> <li>3) To have understanding of Co-ordination and Conflict in the organization.</li> <li>4) To enable students to learn about Change Management, Innovation and Technology.</li> </ol>	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1</b>	<b>Basics of Management</b> <ul style="list-style-type: none"> <li>• Management: Definition, Nature &amp; Characteristics</li> <li>• Management – An Emerging Profession</li> <li>• Roles and Skills of an Effective Manager,</li> <li>• Nature, Process and Types of Planning,</li> <li>• Decision Making: Concept, Characteristics, Process &amp; Types</li> </ul>	<b>25%</b>
<b>2</b>	<b>Management Information System</b> Management information system (MIS): Definition, Meaning & Need for MIS, Role of MIS in an Organization, Objectives of MIS, Characteristics of MIS, MIS Development Process, Kinds of problems solved by MIS, Types of MIS, Advantages and Disadvantages of MIS, Skills of MIS Manager	<b>25%</b>
<b>3</b>	<b>Co-ordination and Conflict in Organization</b> <ul style="list-style-type: none"> <li>• Co-ordination: Introduction, Significance, Need, Principles, Techniques, Types &amp; Benefits</li> <li>• Conflict: Introduction, Types, Process, Different Views, Impact &amp; Sources</li> <li>• Modes of Conflict Management</li> </ul>	<b>25%</b>
<b>4</b>	<b>Managing Change Innovation and Technology</b> Forces of Change, Process of Planned Change, Resistance to Change, Overcoming Resistance to Change, Role of Change Agent, Management of Technology, Decision-making for Use of Technology, Calculating the Cost of Technology, Factors affecting Management of Technological Changes, Innovation as Change, Diffusion of Innovation, Managing Intellectual	<b>25%</b>



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<b>Teaching-Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	<b>20%</b>
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments & Attendance	<b>10%</b>
3.	External Examination	<b>70%</b>

Students will have to score minimum 40 % to pass the course.

<b>Course Outcomes: Having completed this course, the students will be able to:</b>	
1.	Understand the basic concepts of management and develop techniques of effective decision-making skills.
2.	Understand various aspects related to MIS in an organization.
3.	Learn to coordinate and resolve conflicts in an organization.
4.	Familiarize with the usage of MIS and managing change in an organization.

<b>Suggested References:</b>	
Sr. No.	References
1.	Prasad, L. M. (2007). Principles and Practices of Management. New Delhi: Sultan Chand & Sons.
2.	Ramaswami, T. (2008). Principles of Management. Mumbai: Himalaya PublishingHouse Pvt. Ltd.
3.	Robbins, S. P. (2017). Management. Noida: Pearson India Education Services Pvt. Ltd.
4.	Stoner, J. (1995). Management. New Delhi: Prentice Hall of India.
5.	<b>Websites:</b> <ul style="list-style-type: none"> <li>• <a href="https://ebooks.inflibnet.ac.in/lisp6/chapter/management-information-systems/">https://ebooks.inflibnet.ac.in/lisp6/chapter/management-information-systems/</a></li> <li>• <a href="https://ebooks.inflibnet.ac.in/mgmt05/chapter/coordination/">https://ebooks.inflibnet.ac.in/mgmt05/chapter/coordination/</a></li> <li>• <a href="https://egyankosh.ac.in/bitstream/123456789/64333/2/Unit-10.pdf">https://egyankosh.ac.in/bitstream/123456789/64333/2/Unit-10.pdf</a></li> <li>• <a href="https://www.egyankosh.ac.in/bitstream/123456789/41842/1/Unit-4.pdf">https://www.egyankosh.ac.in/bitstream/123456789/41842/1/Unit-4.pdf</a></li> </ul>
6.	On-Line Resources available that can be used as Reference Material
7.	<b>UGC-MOOCs Courses:</b> Management concept and Organization Behavior