



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Vocation
RETAIL MANAGEMENT
B Voc Semester – I

Course Code	UBV01MACR02	Title of the Course	Business Organization and Management-I
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• To introduce the fundamental concepts, principles, and processes of management and explore the roles of managers.• To develop an understanding of planning and decision-making processes and their role in effective management.• To enable students to understand the nature and characteristics of organization, explore different organizational structures, and examine the principles and stages of organizing, including centralization and decentralization.• To familiarize students with the core concepts of directing and controlling in management and their practical applications.• To introduce learners to the concept of leadership, its characteristics, importance, and different leadership styles, and to identify the qualities that make an effective leader in various organizational contexts.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Management <ul style="list-style-type: none">• Concept, Meaning and Definition• Characteristics of Management• Management as Art, Science and Profession• Levels of Management• Principles of Management	20%

	<ul style="list-style-type: none"> • Significance of Management • Managerial Scope and Classification • Management Process • Managerial Roles 	
2.	<p>Planning and Decision Making</p> <p>Planning</p> <ul style="list-style-type: none"> • Meaning and Definition • Characteristics and Importance of Planning • Process of Planning • Components of Planning • Types of Planning • Factors Affecting Planning • Advantages and Disadvantages of Planning <p>Decision Making</p> <ul style="list-style-type: none"> • Meaning and Definition • Types of Decision • Characteristics, Process and Principles 	20%
3.	<p>Organisation</p> <ul style="list-style-type: none"> • Meaning of Organisation • Characteristics of Organisation • Forms of Organisation structure: Line, functional & Line & Staff organisation • Guiding Principles of Organisation • Stages of Organisation Process • Centralisation and Decentralisation: Meaning, Advantages and Disadvantages 	20%
4.	<p>Directing and Controlling</p> <ul style="list-style-type: none"> • Meaning and Nature of Directing • Importance of Directing • Principles of Directing • Elements of Directing • Meaning and Nature of Controlling • Importance of Controlling • Steps in The Process of Controlling • Types of Controlling • Control Techniques :Break Even Analysis & Budgetary Control 	20%
5.	<p>Leadership</p> <ul style="list-style-type: none"> • Meaning and Definition • Characteristics of Leadership • Importance of Leadership 	20%

	<ul style="list-style-type: none"> Qualities of Good Leaders Styles of Leadership : Autocratic, Democratic and Free-rein Leadership 	
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Teaching-Learning Methodology	<ol style="list-style-type: none"> Lecture Method Online Lectures Group Discussion Practical Problem Solving
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
End Semester Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the fundamental concepts, principles, roles, and functions of management, and explain the nature of management as an art, science, and profession.
2.	Analyse the planning process and decision-making techniques to determine their impact on organizational effectiveness.
3.	Apply organizational principles and structures to design an effective organization suited to varying business scenarios and compare centralization with decentralization.
4.	Evaluate directing and controlling techniques to ensure efficient coordination and performance in management functions.
5.	Assess various leadership styles and qualities to recommend suitable leadership approaches in different managerial situations.

Suggested References:	
Sr.No.	References
1.	Prasad, L. M. (2020). <i>Principles and practice of management</i> (10th ed.). Sultan Chand & Sons.
2.	Gupta, C. B. (2012). <i>Management: Theory and Practice</i> . New Delhi: Sultan Chand and Sons.
3.	Moshal, B. S. (2007). <i>Principles of management</i> . Galgotia Publications.
4.	Koontz, H., & Wehrich, H. (2012). <i>Essentials of management</i> (10th ed.). Tata McGraw-Hill.
5.	Tripathi, P. C., & Reddy, P. N. (2008). <i>Principles of management</i> (2nd ed.). Tata McGraw-Hill Publishing Company.
Digital resources to be used if available as reference material	
Digital Resources	
https://anucde.info/bba1a.pdf	
https://www.unishivaji.ac.in/uploads/distedu/Home/SIM%202015/B.%20Com.%20I%20Prin.%20of%20Business%20Management%20sem%20I.pdf	



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BOS of Commerce
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
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