



(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 – II

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| Course Code | UBV02MACR02 | Title of the Course | Business Organization and Management-II |
| Total Credits of the Course | 4 | Hours per Week | 4 |

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| Course Objectives: | <ul style="list-style-type: none">• To develop an understanding of motivation and business communication theories and apply them for improving workplace effectiveness.• To explore the principles and techniques of coordination and budgeting for effective management control.• To analyze the internal and external business environment and understand tools for environmental scanning.• To foster entrepreneurial thinking and analyze the process and forms of entrepreneurship in the modern economy.• To examine contemporary issues affecting business organizations and understand how innovation and technology drive organizational success. |
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| Course Content | | |
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| Unit | Description | Weightage* (%) |
| 1. | Motivation and Business Communication Motivation: <ul style="list-style-type: none">• Concept• Importance• Theories of Motivation: Maslow Theory, Herzberg Theory, McGregor's Theory. Communication: <ul style="list-style-type: none">• Concept• Importance• Process• Types of Communication• Barriers of Communication• Measures For Effective Communication | 20% |

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| 2. | <p>Co-Ordination and Budgeting</p> <p>Co-Ordination:</p> <ul style="list-style-type: none"> • Definition • Characteristics • Importance • Principles • Techniques • Types of Co-Ordination <p>Budgeting:</p> <ul style="list-style-type: none"> • Meaning Definition of Budget • Meaning and Definition of Budgetary Control • Characteristics of Budgetary Control • Types of Budget | 20% |
| 3. | <p>Business Environment</p> <ul style="list-style-type: none"> • Meaning and Significance of Business Environment • Internal and External Environment • Dimensions of Business Environment; • Uncertainty and Business; • Environmental Analysis and Diagnosis, • Environment Scanning Techniques: SWOT And ETOP | 20% |
| 4. | <p>Entrepreneurship: Founding The Business</p> <ul style="list-style-type: none"> • Entrepreneur-Entrepreneurship-Enterprise • Entrepreneurial Ideas and Opportunities in The Contemporary Business Environment • Process of Entrepreneurship • Forms of Entrepreneurship • Skill India, Start-Up India, Make In India and Globalisation | 20% |
| 5. | <p>Contemporary Issues of Business Organisations</p> <ul style="list-style-type: none"> • Emerging Issues and Challenges • Innovation in organisational Design • Learning Organisations, Workforce Diversity, Franchising, Outsourcing, and E-Commerce • Government and Business Interface • Sustainability, Digitalisation and Technological Innovations | 20% |

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| Teaching-Learning Methodology | <ol style="list-style-type: none"> 1. Lecture Method 2. Online Lectures 3. Group Discussion 4. 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%) | ---- |

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| 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%) |

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| Course Outcomes: Having completed this course, the learner will be able to | |
| 1. | Apply various motivation theories (Maslow, Herzberg, McGregor) and evaluate the process, barriers, and types of effective business communication. |
| 2. | Demonstrate an understanding of coordination principles and techniques, and explain the concept, types, and importance of budgeting and budgetary control. |
| 3. | Analyze the internal and external dimensions of the business environment and utilize SWOT and ETOP techniques for environmental scanning. |
| 4. | Identify entrepreneurial opportunities and explain the entrepreneurship process, forms, and relevance of national initiatives like Skill India and Start-Up India. |
| 5. | Evaluate emerging trends such as digitalisation, innovation, outsourcing, and sustainability, and explain their impact on modern organizational practices. |

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| Suggested References: | |
| Sr.No. | References |
| 1. | Robbins, S. P., & Judge, T. A. (2019). <i>Organizational behaviour</i> (18th ed.). Pearson. |
| 2. | Raman, M., & Singh, P. (2012). <i>Business communication</i> . Oxford University Press. |
| 3. | Mullins, L. J. (2016). <i>Management and organisational behaviour</i> (11th ed.). Pearson. |
| 4. | Aswathappa, K. (2022). <i>Essentials of business environment</i> (15th ed.). Himalaya Publishing House. |
| 5. | Khanka, S. S. (2012). <i>Entrepreneurship development</i> . S. Chand Publishing. |
| 6. | Jones, G. R., & George, J. M. (2020). <i>Contemporary management</i> (10th ed.). McGraw-Hill Education. |
| Digital resources to be used if available as reference material | |
| Digital Resources | |
| https://www.osou.ac.in/eresources/dim-02-block-04.pdf | |
| https://egyankosh.ac.in/bitstream/123456789/53128/1/Block-4%20COMMUNICATION%2C%20MOTIVATION%20AND%20LEADERSHIP.pdf | |



Chairman
BOS of Commerce
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College