

F.Y.B.COM Semester – 2

Major - Modern Business Practice (Credit - 4)

Syllabus

Unit – I: Motivation **20%**

Meaning and Definitions, Tools of Motivation, Comparison of Maslow and Herzberg Theories, McClelland's Need Theory, Vroom's Expectancy Theory

Unit-II: Communication **30%**

Concept of Communication, Difference between Reporting and Communication, Network of Communication, Types of Communication (Formal, Informal, Verbal, Written, Upward, Downward, Horizontal, Computer Based, Rumour), Barriers to and improving business communication, Self-development and communication, Development of positive personal attitudes

Unit-III: Control **20%**

Role of Information Systems in Controlling, Control Techniques at Operations Level (Budgetary Control, Control through Costing, Time- Event Network Analysis, PERT/CPM), Use of Information Technology for Controlling

Unit-IV: Event Management **10%**

Meaning, Scope, Significance, Components

Unit-V: Change Management **10%**

Importance, Forces, Process and Impact of Change

Unit-VI: Case Study **10%**