

UDHNA CITIZEN COMMERCE COLLEGE &
SPB COLLEGE OF BUSINESS ADMINISTRATION & SHRIMATI
DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.
F.Y.B.Com. Semester-II

2025-26

Subject: MODERN BUSINESS PRACTICE.

Unit-I Motivation

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

Unit-II Communication

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

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

Meaning, Scope, Significance, Components.

Unit-V Change Management

Importance, Forces, Process and Impact of Change.

Unit-VI Case Study.