



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Modern Business Organization and Management

Summary

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 st March 2023
End Date:	30 th May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

Course Layout

Week 1: Introduction to Business Organization

Concepts of business, industry and interrelationship –Significance of Business –Characteristic features of business –Nature and Scope –Setting up a business Enterprise –Summary –Self Assessment Question

Week 2: Organizations

Concept of Organization –Nature and Characteristics –Principles of Organization –Types of Organization –Organization Chart –Summary –Self assessment

Week 3: Forms of Business Organisation

Sole Trading Concern –Partnership Firm –Joint Hindu Business –Joint Stock Company –
Summary –Self Assessment Questions

Week 4: Introduction to Management

Concept and definition of Management –Functional areas of Management –Characteristics of
Management –Management Roles –Definition of Leadership and qualities of a successful
leader –Leader versus Manager –Summary –Self Assessment Questions

Week 5: Management Thoughts

Introduction– Evolution of Management Thought –Scientific management of F.W. Taylor –
Administrative Management by Henry Fayol –Modern Management Approaches –Future of
Leadership and Management –Summary –Self Assessment Questions

Week 6: Planning and Decision Making

Concept of Planning –Nature and characteristics of Planning –Types of Planning –Limitations of
Planning –Steps in Planning Process –Decision making process –Process of decision making –
Modern method of planning and decision making – Summary –Self Assessment

Week 7: Delegation and Decentralization

Definition of delegation of authority –Process of Delegation –Principles of Delegation –Barriers
to Effective Delegation –Measures to Make Delegation effective –Decentralization – Meaning
and nature –Advantages of Decentralization –Delegation versus Decentralization –Summary –
Self Assessment Questions

Week 8: Entrepreneur and Entrepreneurship

Introduction –Meaning of Entrepreneur –Qualities of Entrepreneur –Types of Entrepreneur –
Functions of Entrepreneur –Entrepreneurship Caselet –Summary –Self Assessment Questions

Books and References

- Modern Business Organisation and Management by Tn Chhabra
- Business Organisation and Management by P.C. Tulsian

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation - 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria - 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.