

BENGALURU CENTRAL UNIVERSITY 1ST SEMESTER B.COM
CURRICULUM ORIENTATION REPORT ORGANISED BY
VIVEKANANDA DEGREE COLLEGE
02-08-2019

Subject: Business Dynamics & Entrepreneurship

Resource Person Dr. Sathayapal Sharma
Associate Professor, VVN College
Coordinator: Prof.Kavya Y K, VDC

Chapters	Section A 2 marks questions	Section B 5 marks questions	Section C 15 marks questions
Module – 1 Introduction to Management	Definition, meaning, concepts.	Functions , responsibilities and skills, administration v/s management, levels of management, approaches	Henry Fayol’s principles of management, Challenges of managing 21st century organizations.
Module - 2 Managerial Functions	Definition and meaning of Authority, responsibility, power, delegation, decentralization.	Staffing, directing, coordinating and control.	Planning - significance, types. Organizing – principles, theories, types of organizations.
Module - 3 Human Resource Management	Meaning of HRM, job analysis, job design.	Need for training and development, HRM process, functions, objectives.	Recruitment - process, sources. Performance appraisal.
Module – 4 Introduction to Entrepreneurship	Meaning and definition	Reasons for growth of entrepreneurs, intrapreneurs.	Women entrepreneurs - Problems and challenges, entrepreneurship characteristics, classification of entrepreneurs, competency requirements for entrepreneurs.
Module – 5 Government Support for Entrepreneurship	Meaning and definitions.	All topics concepts only	No question