



UNIVERSITY OF RAJASTHAN
JAIPUR

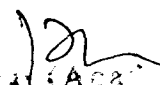
SYLLABUS

Faculty of Commerce

M.Com. Business Administration

Semester Scheme

Ist Semester Exam. December 2016


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University of Rajasthan
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First Semester

S. No.	Subject Code	Course Title	Credit	Contact Hours per week	
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Compulsory Papers					
1	BUA 101	THEORY AND PRACTICE OF MANAGEMENT	6	4	2
2	BUA 102	MARKETING MANAGEMENT	6	4	2
3	BUA 103	HUMAN RESOURCE MANAGEMENT	6	4	2
Elective Papers (Any Three)					
1	BUA 104	MANAGEMENT ACCOUNTANCY	6	4	2
2	BUA 105	INDUSTRIAL RELATIONS AND SOCIAL SECURITY	6	4	2
3	BUA 106	MODERN BUSINESS COMMUNICATION	6	4	2
4	BUA 107	ENTREPRENEURSHIP DEVELOPMENT	6	4	2

BUA 102: MARKETING MANAGEMENT

Unit- I

Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing process, Marketing Environment, Social, Legal and Ethical Issues in Marketing.

Unit- II

Product Planning: Product Policy Decision, Brands and Trade Marks, Packaging, Product Planning in India, Brand Equity.

Unit- III

Pricing-Factors to be considered in Pricing, Pricing Objectives and Strategy, Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.

Unit- IV

Channels of Distribution, Types of Channels, Evaluating the Major Channel Alternatives, Channels of Distribution in India.

Unit- V

Advertising and Sales Promotion, Advertising Programmes, Sales Promotion-Tools and Techniques, Sales Forecasting, Direct Marketing. Event Management, Integrated Marketing Communication, Customer Relationship Management.

Books Recommended

1. Kotler and Keller : Marketing Management, Pearson Publication.
2. Stanton, Etuland : Fundamentals of Marketing, Tata McGraw Hill.
3. Saxena, Rajan : Marketing Management, Tata McGraw Hill.
4. Ramaswami and Namakumari : Marketing Management in India, McMilan.
5. Kothari, Mehta, Sharma : Marketing Management, Ramesh Book Depot.

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BUA 103: HUMAN RESOURCE MANAGEMENT

Unit- I

Introduction: Concept, Objectives, Scope and Importance of Human Resource Management, Human Resource Environment in India, Changing Role of HRM, Organisation of Human Resource Department.

Unit- II

Job Analysis and Job Design: Human Resource Planning, Job Analysis, Job Description and Specifications, Job Design Approaches.

Unit- III

Recruitment and Selection: Factors affecting Recruitment, Sources of Recruitment (Internal and External), Selection Process, Psychological tests for selection, Requirement of a good test for selection. Interviewing, Placement and Induction.

Unit- IV

Performance Appraisal: Concept and Objectives, Traditional and Modern Methods, Limitations.

Unit- V

Compensation Management, Job Evaluation, Base Compensation and Supplementary Compensation, Innovations in Compensation Management.

Books Recommended

1. Dessler, Garry: Human Resource Management, Prentice Hall of India.
2. Gupta, C.B. : Human Resource Management, Sultan and Sons.
3. Chhabra, T.N. : Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd.
4. Filppo, Edwin B. : Principles of Personnel Management, Tata McGraw Hill.
5. Dwivedi, R.S. : Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Co.
6. Subba Rao, P. : Personnel & Human Resource Management, Himalaya Publishing House.
7. Aswathappa, K. : Human Resource and Personnel Management, Tata McGraw Hill.

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BUA 104: MANAGEMENT ACCOUNTANCY

Unit- I

Nature and Scope of Management Accounting, Financial Statement: Analysis and Interpretation, Comparative Statements and Common Size Statement.

Unit- II

Ratio Analysis, Fund Flow and Cash Flow Analysis.

Unit- III

Capital Budgeting, Operating and Financial Leverages.

Unit- IV

Variance Analysis, Cost of Capital, Responsibility Accounting.

Unit- V

Breakeven Analysis, Trend Analysis, Business Forecasting.

Books Recommended

1. Pandey, I.M. : Management Accounting, Vikas Publishing House Pvt. Ltd.
2. Shah, Paresh : Management Accounting, Oxford University Press.
3. Agarwal, M. R. : Management Accounting, RBSA Publishers.
4. Jain and Singh, Management Accounting, Shivam Book House.

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BUA 105: INDUSTRIAL RELATIONS AND SOCIAL SECURITY

Unit- I

Industrial Relation: Concept, nature, importance, changing pattern of industrial relations in India.

Unit- II

Industrial Dispute: Meaning, causes, forms, effects, prevention and settlement machinery, Industrial peace, suggestions.

Unit- III

Association of Employer and Employee Associations: Features, role, functioning, problems, suggestions. Study of INTUC, AITUC, Chamber of Commerce, ASSOCHAM.

Unit- IV

Collective Bargaining: Meaning, nature, scope, process, pre-requisites for success, Collective Bargaining in India, Workers Participation in Management.

Unit- V

Social Security: Need and importance, scope, Social Assistance and Social Insurance Related Laws: Workmen Compensation Act, 1923, Employee State Insurance Act. 1948, Provident Fund and Misc. Act, 1952, (Main Provisions).

Books Recommended

1. Kumar, Bipin : Industrial Relations: Legal Theory and Practice, PHI Publications.
2. Venkataratnam, C.S. : Industrial Relations, Oxford University Press.
3. Sen, Ratna, Industrial Relations: Text and Cases, Mcmillan India Pvt. Ltd.
4. George, Pylee : Industrial Relations and Personnel Management, Vikas Publishing House.
5. Mamoria, C. B. and Mamoria, Satish : Labour Welfare, Social Security, and Industrial Peace in India, Kitab Mahal.
6. Chatterjee, N. N. : Industrial Relations in India's Developing Economy, Allied Book Agency.
7. Sinha, P. R. N. : Industrial Relations, Trade Unions, and Labour Legislation, Pearson Education.
8. Bhagoliwal, T. N. : Industrial Relations, Sahitya Bhawan.

BUA 106: MODERN BUSINESS COMMUNICATION

Unit I

Business Communication: Definition, Types, Principles of Effective Communication, Barriers and Remedies to Communication.

Unit II

Business Letter: Layout, Kinds of Business letters- Interview, Communication and Technology, video Conferencing, Fax, E-mail, Multi-media presentations, Web 2.0 and Communication, Skype, Linked in, Facebook and Whatsapp.

Unit III

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening.

Unit IV

Report Writing, Agenda, Minutes of Meeting, Memorandum, Office Order, Circular, Notes.

Unit V

Business Etiquettes and Manners: Shake hand, Dress sense, Dining Etiquettes, Introducing a guest, E-mail Etiquettes, Work place Etiquettes, Telephone Etiquettes.

Books Recommended

1. Rai , Urmila and Rai ,S.M.: Business Communication, Himalaya Publishing House.
2. Thomas, Jane, Murphy, Herta and Hilderbrandt, Herbert: Effective Business Communication, Tata McGraw-Hill.
3. Madhukar , R.K.: Business Communication, Vikas Publishing.
4. Kaul , Asha: Effective Business Communication, PHI Learning Pvt. Ltd.
5. Chatterjee , Abha, Bovee , Courtland L. and Thill , John V.: Business Communication Today, Pearson Education.
6. Rao , Nageshwar and Das , Rajendra P.: Communication Skills, Himalaya Publishing House.
7. Bhatia,R.C. Business Communication, Anita Books Pvt. Ltd.

BUA 107: ENTREPRENEURSHIP DEVELOPMENT

Unit I

Concept of Entrepreneurship and Small Business Management, Characteristics, Role of Entrepreneurship in Economic Development, Competencies and Qualities of Entrepreneurs.

Unit II

Concept of SMEs, Forms of ownership for Small Business, Preparations of Project Reports, Setting up of a SSI- Steps involved, Policies and Programmes for SMEs, Concept of Start ups- Facilities and Incentives.

Unit III

Project Formulation, Project Appraisal, Financial Analysis, Social Cost-Benefit Analysis, Budgetary Control.

Unit IV

Institutional Assistance to SMEs- Central, State and District Level Entrepreneurship in Rajasthan, Role of NABARD, SIDBI, NSIC and RIICO In Entrepreneurship Development.

Unit V

Management of Small Business- Production Management, Marketing Management, Human Resource Management and Financial Management.

Books Recommended

1. Desai, Vasant: Entrepreneurship Development.
2. Khanka, S.S.: Entrepreneur Development, S.Chand & Company, New Delhi.
3. Sharma, R.A.: Entrepreneurial Change in Indian Industry, Sterling Publishers (P) Ltd.
4. Mathur, B.L.: Entrepreneurship Development, Himalaya Publishing House.
5. Chabra, T.N.: Entrepreneurship Development, S.Chand & Company, New Delhi.
6. Pareek, H.S.: Financing of Small Scale Industries in Developing Economy, National Publishing House, New Delhi.

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