UNIVERSITY OF RAJASTHAN JAIPUR

SYLLABUS OF

M.Com. (BUSINESS ADMINISTRATION)

(SEMESTER SCHEME)

(SECOND SEMESTER 2016-17)

1. Eligibility: It is given in the Prospectus of the University of Rajasthan.

2. Scheme of Examination: There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/or).

3. Semester Structure: The details of the courses with code, title and the credits assigned are given below.
### Syllabus of M.Com. (Business Administration)

#### Second Semester

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<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Credit</th>
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<td>BUA 201</td>
<td>MANAGEMENT THINKERS</td>
<td>6</td>
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<tr>
<td>2</td>
<td>BUA 202</td>
<td>BUSINESS RESEARCH METHODS</td>
<td>6</td>
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<td>3</td>
<td>BUA 203</td>
<td>PRESENTATION IN SEMINAR AND VIVA VOCE</td>
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<td>ELECTIVE PAPERS (Any Three)</td>
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<td>4</td>
<td>BUA 204</td>
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<td>BUA 206</td>
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BUA 201: MANAGEMENT THINKERS

Unit- I
Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit- II
Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya’s Arthshastra.

Unit- III

Unit- IV
Western Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

Unit- V
Western Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Gary Hamel.

Books Recommended

BUA 202 - Business Research Methods

Unit I
Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem.

Unit II

Unit III
Questionnaire and Schedule, Interviews, Observation. Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation.

Unit IV

Unit V

Books Recommended:

1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata McGraw-Hill.
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.
BUA 203 – Presentation in Seminar and Viva Voce

1. Presentation in Seminar: 50 Marks
2. Viva-Voce based on presentation: 50 Marks

The Department/College shall organise Seminar in Second Semester and announce topics (at least ten). Students can make presentations on topic of his/her choice. The presentation shall be evaluated by internal examiner appointed by Head of the Deptt. and external examiner appointed by the university.

The Viva-voce examination will be based on the presentation made by the student. The Department shall maintain record of the presentation made with a photograph pasted on the copy of the presentation made with signature, date of presentation etc.
BUA 204 - Strategic Management

UNIT I

UNIT II
Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core competence.

UNIT III

UNIT IV

UNIT V

Books Recommended:
1. Azhar Kazmi : Strategic Management
2. P. Rao : Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi Kumar : Strategic Management
BUA 205: BUSINESS ENVIRONMENT

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Corporate Ethics and Government, Contemporary issues in CSR and Governance, Work Ethics, Sustainable Development.

Books Recommended

2. Saleem Shaikh : Environment, Pearson Education of India
3. David : The Environment of Business, SAGE Publication
BUA 206: MARKETING RESEARCH

Unit-I
Marketing Research: An Introduction, research design, marketing information system and marketing research, problems in conducting marketing research.

Unit-II
Marketing research process, Problem identification, Developing research proposal, Primary Data collection, Secondary Data sources.

Unit-III
Preparation of questionnaire, Sample design-Sampling methods and Sample size determination, field work and data collection.

Unit-IV
Data analysis and report preparation: Data editing, tabulation, editing, report preparation and presentation.

Unit-V
Marketing research applications: Consumer research, Product research, Advertising research, ethical issues in marketing research.

Books Recommended
5. Donald, S., Tull and Del, I., Hawkins ; Marketing Research: Measurement and Methods, Prentice Hall of India Pvt. Ltd.
BUA 207: MANAGERIAL ECONOMICS

Unit-I
Nature and scope of Managerial Economics, Role of Managerial Economist, Demand Elasticity, Demand Forecasting.

Unit-II
Cost: Concepts, Classification of Cost, Cost and Output Relationship.

Unit-III
Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition.

Unit-IV
Theories of Income, Profit, Wages and Rent.

Unit-V

Books Recommended
1. Dean, Joel : Managerial Economics
4. Agarwal, M.D. and Somdev : Managerial Economics

(Stamp and Signature)