UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Faculty of Commerce

M.Com. Business Administration

Semester Scheme

1st Semester Exam. December 2016
BUSINESS ADMINISTRATION

(SEMESTER SCHEME)

(FIRST SEMESTER 2016-17)

1. Eligibility: Bachelor of Commerce (B.Com.) with at least 50% in the aggregate or 55% marks in the subject of postgraduation or Bachelor or its equivalent degree recognized by this University with at least 55% marks in the aggregate.

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

Unit- I
Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Schools of Management Thought.

Unit -II
Planning, Managerial Decision Making, MBO, Departmentalization, Leadership Styles, Power and Distribution of Authority, Contemporary Views of Motivation.

Unit -III
Leadership styles, Group Behavior and Team Building, Effective Communication System, Designing Control System, MIS.

Unit -IV

Unit -V
Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.

Books Recommended
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

Books Recommended
4. Ramaswami and Namakumari : Marketing Management in India, M. Milan.
BUA 103: HUMAN RESOURCE MANAGEMENT

Unit- I

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

Unit- III

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

Unit- V

Books Recommended
BUA 104: MANAGEMENT ACCOUNTANCY

Unit- I

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

2. Shah, Paresh : Management Accounting, Oxford University Press.
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

Unit-V

Books Recommended
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, Web2.0 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

2. Thomas, Jane, Murphy, Herta and Hilderbrandt, Herbert: Effective Business Communication, Tata McGraw-Hill.
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

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

Books Recommended