UNIVERSITY OF RAJASTHAN

JAIPUR

SYLLABUS

M.Com. Business Administration

Annual Scheme

Part-I (Previous) Examination 2020
Part-II (Final) Examination 2021

[Signature]
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
SCHEME OF EXAMINATION
M.Com Business Administration
(Annual Scheme)

Each Theory Paper Duration: 3 Hrs. 100 Marks
Dissertation/Thesis/Survey Report/Field Work, if any. 100 Marks

1. The number of paper and the maximum marks for each paper/practical shall be shown in the syllabus for the subject concerned. It will necessary for a candidate to pass in the theory part as well as practical part (where prescribed) of a subject/paper separately.

2. A candidate for a pass at each of the Previous and the Final Examination shall be required to obtain:
   i) At least 36% marks in the aggregate of all the papers prescribed for the examination, and
   ii) At least 36% marks in practical(s) wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% marks in each individual paper at the examination and also in the Dissertation/Survey Report/Field work, wherever prescribed, he shall be deemed to have failed at the examination notwithstanding his having obtained the minimum percentage of marks required in the aggregate for the examination. No division will be awarded at the Previous and the Final Examination. Division shall be awarded at the end of the Final Examination on the combined marks obtained at the Previous and the Final Examination taken together, as noted below:

<table>
<thead>
<tr>
<th>Division</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>First Division</td>
<td>60%</td>
</tr>
<tr>
<td>Second Division</td>
<td>48%</td>
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</tbody>
</table>

All the rest will be declared to have passed the examination.

3. If a candidate clears any paper(s) Practical(s)/Dissertation prescribed at the Previous and/or Final examination after a continuous period of three years, then for the purpose of working out his division the minimum pass marks only viz. 25% (36% in the case of practical) shall be taken into account in respect of such Paper(s)/Practical(s)/Dissertation are cleared after the expiry of the aforesaid period of three years: Provided that in case where a candidate required more than 25% marks in order to reach the minimum aggregate as many marks out of those actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate.

4. The Thesis/Dissertation/Survey Report/Field Work shall be typed written and submitted in triplicate soon to reach the office of the Registrar at least one week before the commencement of the theory examination. Only such candidates shall be permitted to the dissertation/Field Work/Survey Report. The said period is at least 60% marks in the aggregate of all the papers prescribed for the respective examination, otherwise a candidate shall not be permitted to appear in the examination.
5. The Dissertation shall carry 50 marks and there shall be a viva-voce based on dissertation of 50 marks. The Viva-voce shall be conducted in the college/institution concern by the external examiner appointed by the university.

6. The dissertation shall be evaluated by two examiners independently and the average of the two awards shall be taken into consideration. However if the difference between two awards exceeds 20% of the Maximum marks, the dissertation shall be evaluated by third examiner and the average of the two nearest awards shall be taken into consideration.

Note: Non-Collegiate candidates are not eligible to offer dissertation as per provisions of O.170-A.

7. The external examiner for conducting the practical examination shall be appointed by the university through BOS.

8. There will be 9 papers in all. Out of these 9 papers, 6 will be compulsory and three optional. A candidate will be required to appear in three compulsory papers and one optional paper in the Previous Examination and the three compulsory papers and two optional papers in the Final Examination. Dissertation in lieu of one optional paper can be offered by a collegiate/regular student secured at least 55% marks in the aggregate of the Previous Examination.

9. There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or).

10. The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Dy. Registrar
(Academic)
University of Rajasthan
Jaipur
M.COM. BUSINESS ADMINISTRATION

(Annual Scheme)

There will be nine papers in all, four in M.Com. (Previous) Bus. Admn. Examination and five papers in M.Com. Bus. Admn. (Final) Examination. A candidate for the previous examination shall be required to offer four compulsory papers. In M.Com. (Final) Business Administration Examination the candidate is required to offer:

(a) Two compulsory papers and
(b) Any three optional papers mentioned in the syllabus.

M.Com Previous

Compulsory Papers:

Paper 1 – General Management
Paper 2 – Business Environment
Paper 3 – Managerial Economics and Management Accountancy
Paper 4 – Management Thinkers

M.Com Final

Compulsory Papers:

Paper 1 – Human Resource Management
Paper 2 – Marketing Management

Optional Papers: Any three of the following:
Paper 1 - Management of Public Enterprises
Paper 2 - Management of Cooperative Institutions
Paper 3 - Industrial Relations & Social Security
Paper 4 - International Marketing
Paper 5 - Financial Management
Paper 6 - Stock Exchange
Paper 7 - Production Management
Paper 8 - Material Management
Paper 9 - Marketing Research
Paper 10 - Advertising Management
Paper 11 - Tourism Management
Paper 12 - Business Research Methods
Paper 13 - Human Resource Development

Note: Dissertation/Field Work may be offered in lieu of one paper in the optional group provided that a candidate secures at least 55% marks in the aggregate of all the papers prescribed for the previous examination and subject to the approval of the topic and a candidate being adjusted suitable for undertaking such work.

[Signature]
Dy. Registrar
(Academic)
University of Rajasthan
Jaipur - 302017
M.COM (PREVIOUS) BUSINESS ADMINISTRATION
(Annual Scheme)

PAPER-I:

GENERAL MANAGEMENT

Duration 3 hrs

Max Marks: 100

Unit - I


Unit - II

Creativity in management, creative process. Types of creativity, Traits for creativity. Management by exception, M.B.O. Design of organization, Theories of organization. The art and process of delegation. Status & Role system, management committees, Matrix structure.

Unit - III

\(\text{Sources of power, Power and value system, planned change, organizational Development: Concept and process. Management strategies-Objective and Planning.}\)

Unit - IV

Management communication Interpersonal communication and information system. Transactional analysis, Leadership styles and styles. Content and process theories of motivation.
Managerial effectiveness, Criteria of Effectiveness, Managerial Control & its basic tools, Modern trends in management, Professionalisation, Management of technology.

Books Recommended:

1. H.G. Hicks and Gueller: Management in Organisations.

PAPER-II:

BUSINESS ENVIRONMENT

Duration 3 hrs

Max. Marks: 100

Unit-I


Unit-II


Unit-III

Economic infrastructure (transport communication, water power)

Industrial Licensing procedure, Import and export policy taxation

Local Policy (objective and impact)

Unit V


Books Recommended:


PAPER-III:
MANAGERIAL ECONOMICS AND MANAGEMENT
ACCOUNTANCY

Unit I

Unit-II

Cost concepts classification. Relevant cost, cost and output, pricing decision under pure competition, monopolistic competition and discrimination monopoly, oligopoly.

Unit-III


Unit-IV

Meaning, Nature and scope of Management Accounting, Management Accounting distinguished from financial and cost accounting.
Analysis of financial statement ratio analysis, Funds flow analysis, cash flow analysis. Trend Analysis.

Unit-V

Budgets and Budgetory - control preparation of various types of budgets. Flexible Budgets performance Budgeting, Zero Base Budgeting. Analysis of variances-Meaning and types of variances computation and analysis of material, labour and overhead variances.

Books Recommended:

   Dean, Joel : Managerial Economics, Prentice Hall, Delhi
   5. B. Crotts and Diane Eromatic : Micro Economics, Prentice Hall, New Jersey

\( (a) \)
7. M.R. Agarwal: Management Accountancy
8. Jain, Khandelwal, Singh: Management Accounting
M.Com. Previous

Paper- IV : 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 Arthashastra.

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

M. COM. (FINAL) BUSINESS ADMINISTRATION
(Annual Scheme)

PAPER-I:

HUMAN RESOURCE MANAGEMENT

Max. Marks : 100

Unit - I

Introduction: Organisation and functions of personnel Management. Role of personnel Department in the Organisational set-up, personnel policies and Procedures.

Unit - II


Unit - III

Performance and Potential Appraisal, Merit Rating, Executive Development Career planning, employee counseling.


Unit - IV

Integration: Motivation and Morale, Employee Leadership, Human and Organisational Conflicts, Disciplinary Policy and Grievance Procedure.

Industrial Psychology: Psychological Determinants of Industrial Efficiency, Role of Industrial Psychology in solving Labour Problem.

Unit - V

Termination, Policies for redundancy and Labour separation process. Lay-Off, Retrenchment, Dismissal, displacement and discharge. Personal...

Books Recommended:

6. Dessler, Garry, Human Resource Management, Prentice Hall of India,
PAPER-II:  
MARKETING MANAGEMENT  
Duration 3 hrs  
Max. Marks : 100

Unit-I

Introduction: Nature and scope of Marketing, Importance of marketing in liberalized Economy, Marketing environment, Approaches to marketing, Marketing concept.

Unit-II


Unit-III

Pricing Strategy: Factors to be considered in pricing, pricing objectives and strategies, Break even analysis, Price maintenance.

Unit-IV

Sales Promotion Mix. Determining the sales promotion programme, personal selling, selling process, qualities of a salesman, Advertising.
(Media choice, Good copy, timing, Budgeting, Testing Efficiency). Sales Promotion (dealer aids, consumer stimulation), Public Relations (Methods).

Marketing Organization: Purpose of marketing, Basis of Divisionalisation, Relation of the marketing departments with other departments.

Unit-V

Control of Marketing Operations: Need for control, phase of Control, Techniques of controlling (Budgeting, Sales analysis Distribution cost accounting and analysis ). Marketing audit.

Marketing of Service: Banking, Insurance and Transport.

Books Recommended:

1. Still, Condiff and Govani : Fundamental of Modern Marketing
2. Kotler, Philip: Marketing Management-Analysis, Planning and Control
4. Davar, R.S.: Modern Marketing Management
7. Srivastave, P. Kumar : Marketing in India
   Stand, T.A and Taylor, D.A : A Management Approach of Marketing
OPTIONAL PAPERS
(Any three of the following)

PAPER - I:

MANAGEMENT OF PUBLIC ENTERPRISES

Duration 3 hrs.  Max. Marks : 100

Unit-I


Unit-II

Financial Administration, compensation, Sources of finance, debt equity ratio, state of capitalization. Evaluation and the criteria of efficiency, Performance Budgeting, output and price policy, Purchase sale policy. Inventory policy. Profit policy.

Unit-III

Personnel Administration: Labour Relations, Joint Consultative Committees and collective bargaining, workers participation in management, wage and salary administration as compared to private sector undertaking , development of Regular management cadre. Management of Public relations in Public enterprises. Division of share capital of Public Enterprise.
Public Accountability-Parliamentary and Presidential and ministerial control; government directives and informal contracts, autonomy of public enterprise in theory and practice, Social audit, department of public enterprise. Comptroller and Auditor General Control.

Unit-V

Critical appraisal of working of public enterprise in India Organizational structure and management of (i) Railway board (ii) Steel Authority of India (S.A.I.L.) (iii) Oil and Natural Gas Commission (ONGC).

Books Recommended:

1. V.V. Ramanandham: Nature of Public Enterprises.
5. Ramanandham V.V.: Control of public Enterprises.
7. Krishna Menon Committee: Report on State Undertaking (Nov. 59)

PAPER –II:

MANAGEMENT OF CO-OPERATIVE INSTITUTIONS

Unit I  Duration 3 hrs    Max Marks 100

Principles of Co-operation, types of co-operatives, Origin and development of Co-operative movement in India, Present position, Problems and suggestion, Co-operative management concept, importance, present trend.

Unit II
Organizations structure, General body, Boards of Directors, Executive Committees, Chief Executive, Role and Function of Co-operative Manager, Qualities of Manager.

Unit -III

Co-operative leadership, Co-operative Democracy, co-operative education – Member education, co-operative training – Objects, co-operative training in India.

Unit -IV

Management of Co-operative banks, Agriculture credit societies, consumer cooperative stores and marketing societies.

Unit -V

Co-operative audit – objects, kinds, audit machinery, efficiency audit, supervision, role of registrar of Co-operative societies societies in Co-operative movement, public relations in Co-operatives.

Books:

3. I.I.O Co-operative organizations.
4. B.S. Mathur: Co-operation in India.
PAPER -III:

INDUSTRIAL RELATIONS & SOCIAL SECURITY

Unit-I  Duration 3 hrs.     Max Marks : 100

Concept of Industrial relations, Trade Unionism, Collective Bargaining, Workers participation in management, Labour administration in Tripartite machinery.

Unit-II

I.L.O - its organization and impact on labour legislation in India. Industrial Housing.

Unit-III

Law relating to: (i) Trade Unions (ii) Industrial disputes (iii) Minimum wages (iv) Payment of wages.

Unit-IV

Social security concept, Social insurance and Social assistance, Social security in India. Unemployment insurance Scheme.

Unit-V


Books Recommended:

PAPER-IV:

INTERNATIONAL MARKETING

Duration 3 hrs

Max. Marks : 100

Unit-I


Unit-II

The Export Organisation; Internal, external export houses, Trading houses.
Product Planning & Development: Domestic product development and overseas product development, quality control branding, trademarks, packaging, product life cycle, pricing, price policy, price quotation transfer pricing. Factors affecting pricing decisions.

Unit-III

Channels of Distribution: Factors affecting the choice, types of channels, stand alone export agency, international franchises.

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Promotional Measures: Institutional support - TDA TFO Export promotion councils, commodity Boards, IIFT- Governmental measures - Duty Draw Back CCS. Export Oriented Units. Free Trade Zones, Marketing Development Assistance.

Unit-IV

Export Finance: Meaning, Methods of Payment of bills of Exchange, letter of credit, buyers credit, suppliers credit refinancing facilities. Institutional support EXIM Bank, ECGE Export, procedure & clococumentation.

Unit-V

International Trading Organization and Blocks: Impact of GATT, UNCTAD, EEC, COMEKO, SAARC, ASEAN.

Books Recommended:

6. Onkvisit S, Shaw J - International Marketing (Pearson, 3rd Ed.)
7. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
PAPER-V:
FINANCIAL MANAGEMENT

Duration 3 hrs.  Max. Marks : 100

Unit -I

Perspective of Finance: Finance function, Meaning, scope and objectives of Financial Management.

Capital Budgeting: Concept, nature and process, Methods and techniques of appraising investment, Proposals, Capital rationing.

Unit-II

Cost of Capital: Need and Importance of measuring cost of capital, measurement of cost of various components of capital, weighed average cost of capital.

Unit-III

Financing decisions: Key Decisions in capital structure, type of issues, selection of security mix, income and control, operating and financial leverages. Sources of long terms finance - external and internal.

Unit-IV

Financial Institutions. IDBI, ICICI, IRBI, EXIM Bank, RFC, Bonus Shares. Right Shares.

Unit-V

Working capital management determinants of working capital, management of inventories, receivables and cash, Profit: Planning and control, Break-Even analysis.

Books Recommended:


Dy. Registrar (Academic) University of Rajasthan JAIPUR E.O.
PAPER – VI:

STOCK EXCHANGE

Duration 3 hrs.            Max. Marks : 100

Unit-I


Organization and management of stock exchange, Membership of Stock exchange, Responsibilities and duties of stock exchange members, code of conduct. Functions of stock exchange.

Unit-II

Transaction of business on stock exchange – Spot and forward trading.

Speculation Distinction with bearing agreements. Kinds of securities.

Unit-III

New Issue market in India: Method of new issues, listing, transfer of shares and debentures (provisions of companies act, 1956 relating to issue, listing and transfer of securities).


Unit IV

Stock exchange intermediary - Brokers, sub-broker, Merchant Banker. Referees in case of shares, transfer agents and mutual funds.
Securities contracts regulation act and rules (main provisions, Securities and Exchange Board of India (SEBI) and stock exchanges in India (Act and Guidelines).

Unit-V

Indian Stamp Act (Provisions relating to stamping of Securities).


Books:

1. Sharma, Agarwal, Gupta: Working of Stock exchanges in India

PAPER - VII:

PRODUCTION MANAGEMENT

Duration 3 hrs. Max. Marks : 100

Unit-I


Unit II

Types of plans layout, evaluation of alternative layout Management of industrial power.

Work measurement and work standards. Uses of work measurement date, procedure for work measurement. Direct work measurement. Time study, activity sampling. Indirect work measurement: Synthetic timing, Predetermined motion time system, analytical estimating.

Unit-III

Methods analysis: Areas of application, Approaches to methods design, Tools of methods analysis, work simplification programme.
Product design and Engineering Designing the product, product research, Product development, product improvement engineering product line simplification. Diversification and standardization, Patent legislation in India.

Unit-IV

Production Control- Control functions: Routing Loading, Scheduling, Dispatching, Follow up.
Quality control & inspection: Place of quality control in modern enterprises, organization of quality control. Statistical quality control inspection location for inspection, inspection procedure and records Inspection devices.

Unit-V

Automation - Pre-requisites, Role in production, Bottlenecks, Role of Operations Research in Production.

Books Recommended:


**PAPER-VIII:**

**MATERIAL MANAGEMENT**

Duration 3 hrs. Max. Marks: 100

**Unit-I**

Conceptional: Role and Importance of Materials Management, Scope and functions, Material cycle, Organisation of materials management, Goals and objectives of materials organisation, materials planning.

**Unit-II**

Purchase function: Make or buy decision, purchase procedure, factors affecting purchase organization centralised versus decentralized purchasing, purchases practices, Legal aspects of purchasing, price payment Quality Delivery terms.

**Unit-III**

Value analysis: Meaning, objects, application and problems.

Inventory Management: Inventory classification Inventory control level, safety stock level, Peak and slack level, ABC Analysis of Inventory

**Unit-IV**

Stores Management. Functions, Principles of strings, stores classification, coding and identification, receiving procedure, storing Issuing materials, record, physical verification of materials.

Warehousing: Functions of warehousing, manager, location and layout of warehouse, warehousing problem.
Unit V

Materials handling: Objective, Principles, Types and classification of materials handling equipment, selection of materials handling equipments, Relationship with flow of materials and plant layout.
Obsolescence Surplus and Scrap Management: Reasons for generation, Identification and control, Disposal.

Books Recommended:

5. Lamer and Donald : Purchasing and Materials Management.

PAPER-IX:
MARKETING RESEARCH

Duration 3 hrs Max Marks: 100

Unit I

Definition and Nature, Purpose and Importance of Marketing Research, Limitations of Marketing Research and Information System Organisation of marketing research.

Unit II

Application of Marketing Research, Basic Methods (Survey, Observation, Experiment)
Specialised Techniques of Marketing Research (Panel, Brand, Barometer)

Unit-III


Unit-IV

Questionnaire designing, collection of data-tabulation of data.

Unit-V

Analysis of data, Interpretation and Report writing. Application and Follow-up.

Books Recommended:

2. Grisp, R.D. Marketing Research.

PAPER-X:

ADVERTISING MANAGEMENT

Duration: 3 hrs. Max Marks: 100

Unit I

Unit II

Types of advertising decisions, Organisation of Advertising department, functions and importance of advertising department.

Unit III

Advertising Media- types of media, planning media mix for campaign, media scene in India, advertising strategy, advertising copy, copy formulation, Advertising Budget, Planning and Execution of advertising campaign.

Unit IV

- Measuring Advertising Effectiveness, Need and Scope of Advertising Research, Advertising Research process, Survey tools, sources of data, media research, copy research, motivational research.

Unit V

- Advertising ethics, Laws affecting advertising in India, Industrial Advertising, Advertising agencies role and functions, Television Advertising in India.

Books Recommended:

2. H.M. Ahuja: Advertising (Subject Publications, New Delhi)
4. M.N. Mishra: Sales Promotion and Advertising Management (Himalaya Publishing House, Bombay)
5. Aaker, Batra and Mayers: Advertising Management (Prentice-hall of India Pvt. Ltd., New Delhi, India ed.)
PAPER - XI:

TOURISM MANAGEMENT

Unit - I

Tourism and social cultural correlations, objectives of tourism, role of tourism in socio-economic development. Tourism and Transport linkage. Tourism Marketing - Objectives and strategies, Role of advertising and public relations in tourism. Role of travel agents and tourist guide.

Unit - II

Tourism and International organizations World travel and Tourism Council - Objectives and Functions. Tourism Policy and Programmes in India. Tourism perspectives in Eighth Five Year Plan and onwards.

Unit - III

Role of Indian Tourism Development Corporation. Problems and Prospects of Tourism Industry in India. Hotel Management - Need and Importance. Hotel Management Institutes in India Hotel Planning and Development.

Unit - IV

Importance of Tourism in Rajasthan. Important Tourist Places in Rajasthan. Tourist Facilities, Role organization and progress of RTDC. Heritage Hotels in Rajasthan - Importance, present position and prospects.

Unit - V

Role of state in promoting Tourism in Rajasthan. Shortcomings of Tourism and Hotel Management in Rajasthan. Prospects of Tourism in Rajasthan.

Books:

3. RTDC Annual Report.
PAPER - XII:

BUSINESS RESEARCH METHODS

Duration 3 hrs. Max. Marks : 100

Unit I


Unit II

Collection of Data – Primary and Secondary Source. Questionnaire and Schedule. Interviews and observation, scaling – Importance and Techniques, Editing, Coding Classification and Tabulation.

Unit III


Unit IV

Use of Statistical Devices in Research. Intrapolation and Extrapolation. Analysis of Variance, Simple regression and Correlation.

Unit V


Books


PAPER -XIII:

HUMAN RESOURCE DEVELOPMENT

Duration 3 hrs Max. Marks : 100

Unit-I


Unit-II

- Transactional Analysis, Interpersonal Styles, Team Building, Role Efficacy, Employees Empowerment.

Unit-III

- Training- Concept, Importance, Training need Assessment, Training Methods, Evaluation of Training, Executive Development.
- Motivational Aspects of HRD, Counseling & Mentoring, Career Planning & Development.

Unit-IV

- Interpersonal Relations, Feedback-Giving and Receiving Feedback 360 Degree Appraisal System.

Unit-V

- HRD culture & Climate, learning Organisations, HRD for Workers, Quality Circles.

Books Recommended:

1. Dayal Ishwar: Designing HRD Systems, New Delhi Concept, 1993
