

S.S.Jain Subodh P.G. (Autonomous) College
Affiliated to University of Rajasthan

(Department of Business Administration)

B.Com. Hons. (Bus. Admn.)
Scheme of Examination & Syllabus 2016-19

Semester - I

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Time (end sem. exam)
Core Papers					
101	Business Law	70	30	100	3 Hrs.
102	Business Organization	70	30	100	3 Hrs.
103	Labour Policy and Problems	70	30	100	3 Hrs.
104	Business Environment	70	30	100	3 Hrs.

Semester - II

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Time (end sem. exam)
Core Papers					
201	Commercial Legislations	70	30	100	3 Hrs.
202	Business Organisation and System	70	30	100	3 Hrs.
203	Labour Welfare and Social Security	70	30	100	3 Hrs.
204	Corporate Environment	70	30	100	3 Hrs.

Semester - III

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Time (end sem. exam)
	Core Papers				
301	Company Law	70	30	100	3 Hrs.
302	Principles of Management and Practices	70	30	100	3 Hrs.
303	Trade Union Regulatory Framework	70	30	100	3 Hrs.
304	Sales Promotion and Sales Management	70	30	100	3 Hrs.

Semester - IV

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Time (end sem. exam)
	Core Papers				
401	Secretarial Practices	70	30	100	3 Hrs.
402	Essentials of Business Management	70	30	100	3 Hrs.
403	Industrial Relations & Workers Participation	70	30	100	3 Hrs.
404	Sales Administration and Practices	70	30	100	3 Hrs.

Semester -V

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Duration (end sem. exam)
Core Papers					
501	Functional Management	70	30	100	3 Hrs.
502	Entrepreneurship	70	30	100	3 Hrs.
503	Organisational Theory and Practices	70	30	100	3 Hrs.
504	Labour Legislation	70	30	100	3 Hrs.

Semester -VI

Paper No.	Nomenclature of the Paper	Theory	Int.	Total	Duration (end sem. exam)
Core Papers					
601	Production & Material Management	70	30	100	3 Hrs.
602	Small Business Management	70	30	100	3 Hrs.
603	Organisational Change and Development	70	30	100	3 Hrs.
604	Industrial Laws	70	30	100	3 Hrs.

B.Com. Hons. (Bus. Admn.)

(Semester - I)

Business Law Paper 101

Unit- I

Indian Contract Act: Contract, Agreement, Proposal, Capacity to Contract, Free Consent, Legality of Object and Consideration, Agreements Expressly Declared as Void, Performance of Contract, Discharge of Contracts, Remedies for Breach of Contracts.

Unit- II

Indemnity and Guarantee, Contract of Bailment and Pledge: Essentials, Kinds, Rights and Duties of Bailor and Bailee, Termination of Bailment, Rights and Duties of Pawnor and Pawnee, Contract of Agency: Rights and Duties of Agent and Principal, Agent and Principal Liability towards Third Party, Creation and Termination of Agency.

Unit- III

Consumer Protection Act 1986: Introduction, Rights of Consumers, Consumer Protection Councils, Consumer Disputes Redressal Agencies: The District Forum, The State and National Commission.

Suggested Readings:

- Kuchhal M.C., Business Laws, Sultan Chand & Company, New Delhi.
- Kapoor N.D., Mercantile Law, Sultan Chand & Company, New Delhi.
- Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
- Sharma, Arya, Gupta, Business Law, Ajmera Book Company, Jaipur.
- नौलखा आर.एल., व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर
- सिंहल जे.पी., व्यापारिक एवं औद्योगिक विधि, अजमेरा बुक डिपो, जयपुर
- शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर

B.Com. Hons. (Bus. Admn.)

(Semester - I)

Business Organisation Paper 102

Unit I

Business Organization: Characteristics, Significance, Problems and Suggestions, Forms of Business Organisation: Sole Proprietorship, Partnership, Company, Co-operative Society: Features, Merits, Demerits and Suitability.

Unit II

Establishment of a Business Organization: Consideration and Steps only, Business Environment: Features, Significance, Types and Need, Business Ethics: Features, Principles, Scope, Causes of Ethical and Unethical Conduct, Measures.

Unit III

Business Combinations: Concept, Objectives, Types, Combination Movement in India, Advertising: Objectives, Functions, Types, Advantages and Principles, Publicity: Features, Objectives, Types and Difference in Advertising and Publicity, Advertising Media: Types, Selection of Media, Essentials of Good Advertising Copy.

Suggested Readings:

- Gupta C.B., Business Organisation, National Publishing House, New Delhi.
- Mathew, Sharma, Mehta: Business Organization, Shell Write Well (P) Ltd, Jaipur.
- Nolakha R.L., Business Organisation, Ramesh Book Depot, Jaipur.
- Sharma, Badaya, Vyas, Jain, Business Organisation, Ajmera Book Company, Jaipur.
- सुधा जी.एस., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
- शर्मा, व्यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - I)

Labour Policy & Problems Paper 103

Unit I

Indian Labour – Labour in Indian Context, Organised Labour, Unorganized Labour, Labour Problems – Problems of Labour Working in Public Enterprises, Child Labour in India – Meaning, Social – Legal Analysis, National Norms.

Unit II

Agriculture Labour: Meaning, Features and Problems of Agriculture Labour, Initiatives Taken by Government for Upliftment of Labour.

Unit III

Labour Movement and Trade Unions, Labour Turnover, Absenteeism, Discipline, Negotiation.

Suggested Readings

- Padhi P. K, Labour and Industrial Law, PMI Publication, New Delhi.
- Gupta CB, Human Resource Management; Sultan Chand & Sons, New Delhi.
- Mamoria & Mamoria, Industrial Labour, Social Security and Industrial Peace in India, Kitab Mahal, Allahabad.
- Saxena R.C., Labour Problems and Social Welfare in India; Jai Prakash Nath Publisher, Meerut.
- Giri V.V., Labour Problems in Indian Industry, India Asia Publishing House, Bombay.
- Mamoria C. B, Mamoria S & Gankar S. V, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi.
- Bhagoliwal T.N, Labour Economics and Industrial Relations, Sahitya Bhawan Publications, Agra.
- सक्सेना आर.सी., श्रम समस्यायें एवं समाज कल्याण, के नाथ एण्ड कंपनी, मेरठ ।
- भगोलीवाल टी.एन., श्रम अर्थशास्त्र एवं औद्योगिक संबंध, साहित्य भवन पब्लिकेशन, आगरा ।

B.Com. Hons. (Bus. Admn.)

(Semester - I)

Business Environment Paper 104

Unit I

Theoretical Framework of Business Environment: Concept, Significance and Nature, Elements of Environment – Internal and External, Micro & Macro Environment, Changing Dimensions of Business Environment.

Unit II

Economic Environment of business: Concept and Elements of Economic Environment, Strategy for Economic Development, Types of Economic Systems.

Unit III

Economic Aspect of Indian Constitution, Policies Relating to Business Industrial Policy, New Economic Policy 1991, EXIM Policy, Eleventh Five Year Plan: Salient Features.

Suggested Readings

- Cherunilam F, Business Environment, Himalaya Publishing House, New Delhi.
- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi.
- Dayal, Mathur, Shrivastav, Business Environment, RBD Jaipur.
- Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi.
- Raj, Agarwal, Business Environment, Excel Books, Delhi.
- Adhikary M., Economic Environment of Business, Sultan Chand & Sons, New Delhi.
- Fernando AC, Business Environment, Pearson's publication, New Delhi.
- उपाध्याय, शर्मा, दयाल, व्यावसायिक वातावरण, रमेश बुक डिपो, जयपुर।
- जाट डी.आर., वशिष्ठ वी.के., भिण्डा पी.सी., जैन दीपा, भारत में आर्थिक पर्यावरण, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - II)

Commercial Legislations Paper 201

Unit- I

Indian Partnership Act: Nature of Partnership Firm, Test of Partnership, Duties and Rights of Partners, Relations of Partners to Third Parties, Position of Minor in Partnership, Reconstitution of a Partnership Firm, Registration of Firm, Dissolution of Firm: Modes and Consequences of Dissolution of Firm.

Unit- II

Sales of Goods Act: Introduction, Formation of Contract of Sale of Goods, Conditions and Warranties, Transfer of Property or Ownership, Performance of Contract, Rights of Unpaid Seller, Remedies for Breach of Contract.

Unit- III

Negotiable Instruments Act: Essentials, Promissory Notes, Bills of Exchange, Cheques, Parties to Negotiable Instruments, Discharge of Parties from Liability, Dishonour of Negotiable Instruments, Presentment of Negotiable Instrument, Negotiation.

Suggested Readings:

- Kuchhal M.C., Business Laws, Sultan Chand & Company, New Delhi.
- Kapoor N.D., Mercantile Law, Sultan Chand & Company, New Delhi.
- Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
- Sharma, Arya, Gupta, Business Law, Ajmera Book Company, Jaipur.
- नौलखा आर.एल., व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर।
- सिंहल जे.पी., व्यापारिक एवं औद्योगिक विधि, अजमेरा बुक कम्पनी, जयपुर।
- शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - II)

Business Organisation and System Paper 202

Unit- I

RIICO and District Industrial Centre: Role, Need, Functions, Organisation and Management, A Brief Study of Rajasthan Finance Corporation: Criticisms and Suggestions.

Unit- II

Business Finance: Need, Importance and Sources of Finance, Stock Exchanges in India: Functions and Importance, SEBI: Objectives and Functions, OTCEI and NSE.

Unit- III

Economic Liberalization and Globalisation, Welfare State, Government Assistance to Industries, Industrial Policy, Industrial Democracy.

Suggested Readings:

- Gupta C.B., Business Organisation, National Publishing House, New Delhi.
- Mathew, Sharma, Mehta, Business organization, Shell Write Well (P) Ltd, Jaipur.
- Nolakha R.L., Business Organisation, Ramesh Book Depot, Jaipur.
- सुधा जी.एस., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
- शर्मा, व्यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - II)

Labour Welfare and Social Security Paper 203

Unit I

Labour welfare – Meaning, Objectives, Scope, Significance and Principles of Labour Welfare, Theories of Labour Welfare, Activities Undertaken by Various Agencies in India.

Unit II

Payment of Wages – Concept, Factors Affecting Wage Structure, Methods of Wage Payment. Incentive Plans, Fringe Benefits, Underlying Principles, Different Kinds of Fringe Benefits, Profit Sharing and Bonus Payment, Essentials of Sound Wage Payments.

Unit III

Social Security for Indian Workers – Meaning and Scope of Social Security, Importance of Social Security, Social Security Plans. Collective Bargaining – Meaning, Nature, Objectives and Scope.

Suggested Readings

- Padhi P. K, Labour and Industrial Law, PMI Publication, New Delhi.
- Gupta C.B., Human Resource Management; Sultan Chand & Sons, New Delhi.
- Mamoria & Mamoria, Industrial Labour, Social Security and Industrial Peace in India, Kitab Mahal, Allahabad.
- Saxena R.C., Labour Problems and Social Welfare in India; Jai Prakash Nath Publisher, Meerut.
- Giri V.V., Labour Problems in Indian Industry, India Asia Publishing House, Mumbai.
- Mamoria C. B, Mamoria S & Gankar S. V, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi.
- Bhagoliwal T.N, Labour Economics and Industrial Relations, Sahitya Bhawan Publications, Agra.
- सक्सेना आर.सी., श्रम समस्यायें एवं समाज कल्याण, के नाथ एण्ड कंपनी, मेरठ।
- भगोलीवाल टी.एन., श्रम अर्थशास्त्र एवं औद्योगिक संबंध, साहित्य भवन पब्लिकेशन, आगरा।

B.Com. Hons. (Bus. Admn.)

(Semester - II)

Corporate Environment Paper 204

Unit I

Political and Legal Environment of Business: Critical Elements of Political Environment, Changing Dimensions of Legal Environment in India, Foreign Exchange Management Act, 1991 (Provisions related to Contravention and Penalties, Adjudication and Appeal), Competition Act, 2002 (Amended Act 2007), Consumer Protection Act, 1986 (Consumer Rights, Duties, Complaint Redressed Procedure).

Unit II

Socio Cultural Environment: Elements of Socio-cultural Environment, Influence of Socio-cultural Factors on Corporate Procedures and Practices. Business Ethics, Arguments in Favour and Against of Business Ethics, Corporate Social Responsibility.

Unit III

Technological Environment – Meaning, Technology and Development, Technology Transfer, Process, Determinants of Technological Environment, Integrating Technology with Business.

Suggested Readings

- Cherunilam F, Business Environment, Himalaya Publishing House, New Delhi.
- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi.
- Dayal, Mathur, Shrivastav, Business Environment, RBD Jaipur.
- Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi.
- Raj, Agarwal, Business Environment, Excel Books, Delhi.
- Adhikary M., Economic Environment of Business, Sultan Chand & Sons, New Delhi.
- Fernando AC, Business Environment, Pearson's publication, New Delhi.
- उपाध्याय, शर्मा, दयाल, व्यावसायिक वातावरण, रमेश बुक डिपो, जयपुर।
- जाट डी.आर., वशिष्ठ वी.के., भिण्डा पी.सी., जैन दीपा, भारत में आर्थिक पर्यावरण, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(III Semester)

Company Law Paper-301

Unit- I

Company : Meaning and Characteristics; Lifting of Corporate Veil; Private Company: Nature and Privileges; Types of Company; One Person Company.

Unit- II

Formation of Company; Functions and Duties of Promoters, Memorandum of Association; Content and Alteration; Articles of Association: - Contents, Alteration.

Unit- III

Prospectus: - Definition, Contents; Statement in Lieu of Prospectus; Misleading Prospectus and Consequences. Share Capital: Types of Shares and Debentures, Allotment, Issue, Transfer and Transmission of Shares.

Suggested Readings:

- Kuchal M.C., Modern Indian Company Law, Shri Mahavir Books, Noida.
- Kapoor N.D., Company Law, Sultan Chand & Sons, New Delhi.
- Singh Avtar, Company Law, Eastern Book Company, Lucknow.
- माथुर और सक्सेना, कंपनी अधिनियम और व्यापारिक पद्धति, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., कंपनी अधिनियम और सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
- शर्मा अशोक कुमार, जोशी अजय एवं खींचा प्रदीप, कंपनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(III Semester)

Principles of Management and Practices Paper-302

Unit- I

Management: Concept, Nature, Objectives, Principles, Importance and Process, Schools of Management Thought, MBO. Planning: Nature, Type, Importance, Process, Principles, and Techniques. Decision Making: Process and Techniques.

Unit- II

Organisation: Goals, Structure, Importance, Process and Principles. Theories of Organization. Environment and Organization. Formal and Informal Organization, Direction: Concept, Nature, Importance and Principles.

Unit- III

Authority and Responsibility, Power and Authority: Sources of Authority, Delegation of Authority, Centralization and Decentralization, Span of Control.

Suggested Readings:

- Bhat, Management- Principles, Processes and Practices, Oxford University Press, Mumbai.
- Koontz O'Donnel, Essentials of Management, McGraw-Hill Education, Columbus.
- Naulakha R. L., Principles of Management, Ramesh Book Depot, Jaipur.
- नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
- सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।
- राजपुरोहित आर.सी.एस., शर्मा अशोक, शर्मा सरला एवं गुप्ता अंजू, प्रबंध, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(III Semester)

Trade Union Regulatory Framework Paper-303

Unit- I

Functions of Trade Unions, Essentials of a Sound Trade Union. Role of Trade Unions in Industrial Organizations, Theories of Trade Unions, Kinds of Trade Unions, Trade Union Organization in India.

Unit- II

Central Organizations Leadership Patterns, Union Functions: Internal and External, Historical Back ground and Present Position of Trade Unions, Problems of Indian Trade Unions. White Collar Unions.

Unit- III

Industrial Peace: Machinery for Prevention and Settlement for Disputes, Worker Committees, Joint Management, Court of Enquiry : Conciliation, Arbitration and Adjudication. Problems related to Machinery.

Suggested Readings:

- Mathur J.S., Indian Working Class Movement, Chaitanya Pub. House, Allahabad.
- Agnihotri, Industrial Relation in India, Pearson Education India, New Delhi.
- Myres C., Industrial Relation in India, Pearson Education India, New Delhi.
- अग्रवाल आर.सी, कोठारी एन.सी, औद्योगिक संबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(III Semester)

Sales Promotion and Sales Management Paper-304

Unit- I

Sales Promotions: Nature, Distinction with Advertising and Personnel Selling, Role and Importance, Functions of Sales Promotion Department, Limitations in Shortage Economy.

Unit- II

Types of Sales Promotions: Internal Organization, Consumer Promotions, Trade Sale Promotions of Industrial and Consumer Products. Export-Sales Promotion, Evaluation of Sales Promotion Programme.

Unit- III

Sales Management, Role of Selling in a Planned Economy, Selling as a Career, Qualities of a Salesman, Product Knowledge, Effective Speaking, Consumer Relations.

Suggested Readings:

- Panda, Sales and Distribution Management, Oxford University Press, Mumbai.
- Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi.
- Sudha G. S., Sales Management, Ramesh Book Depot, Jaipur.
- Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur.
- सुधा जी.एस., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(IV Semester)

Secretarial Practices Paper 401

Unit- I

Company Secretary: Qualifications, Role, Position, Importance, Functions and Secretarial Practices in India. Directors: Qualification and Disqualification, Duties, Powers, Liabilities, Appointment and Removal of Directors, Managing Director and Whole Time Director.

Unit- II

Essentials of Valid Meeting; Meetings of Board of Directors; Proxy; Voting, Notice, Agenda and Minutes of Meetings. Meetings of Shareholders: - Statutory Meeting; Annual General Meeting; Extra-Ordinary General Meeting.

Unit- III

Winding Up: Meaning, Compulsory Winding Up, Voluntary Winding Up, Winding Up Under the Supervision of Court, Consequences of Winding Up. Provisions and Payment of Dividend.

Suggested Readings:

- Kuchal M.C., Modern Indian Company Law, Shri Mahavir Books, Noida.
- Kapoor N.D., Company Law, Sultan Chand & Sons, New Delhi.
- Singh Avtar Company Law Eastern Book Company, Lucknow.
- माथुर, सक्सेना, कंपनी अधिनियम और व्यापारिक पद्धति, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल, कंपनी अधिनियम और सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
- शर्मा अशोक कुमार, जोशी अजय एवं खींचा प्रदीप, कंपनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(IV Semester)

Essentials of Business Management Paper –402

Unit- I

Communication, Significance, Channels of Communication, Types and Process of Communication, Barriers and Remedies. Co-ordination, Co-ordination and Co-operation, Co-ordination as Essence of Management, Principles and Techniques, Obstacles in Co-ordination.

Unit- II

Leadership: Function, Qualities, Styles and Theories of Leadership. Motivation: Importance, Type, Process, Techniques of Motivation, Theories of Motivation (McGregor, Maslow, Herzberg), Sound Motivation System.

Unit- III

Control: Nature, Process, Techniques and Essentials of Effective Control. Business Process Re-engineering, TQM, Six Sigma.

Suggested Readings:

- Bhat, Management- Principles, Processes and Practices, Oxford University Press, Mumbai.
- Koontz O'Donnel, Essentials of Management, McGraw-Hill Education, Columbus.
- Naulakha R. L., Principles of Management, Ramesh Book Depot, Jaipur.
- नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
- सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।
- राजपुरोहित आर.सी.एस., शर्मा अशोक, शर्मा सरला एवं गुप्ता अंजू, प्रबंध, अजमेरा बुक कंपनी, जयपुर।

B.Com. Hons. (Bus. Admn.)

(IV Semester)

Industrial Relations & Workers Participation Paper-403

Unit- I

Industrial Relations: Concept, Importance of Sound Industrial Relations in India, Industrial Disputes: Meaning, Causes and Consequences. Magnitude of Industrial Dispute.

Unit- II

Collective Bargaining: Concept, Pre-conditions, Process, Negotiations, Strategies, Hurdles, and Suggestions to Encourage Collective Bargaining.

Unit- III

Workers Participation in Management: Concept, Method, Forms, Problems and Suggestions. Problems of Industrial Relations in Public Sector Enterprises.

Suggested Readings:

- Mathur J.S., Indian Working Class Movement, Chaitanya Pub. House, Allahabad.
- Agnihotri, Industrial Relation in India, Pearson Education India, New Delhi.
- Myres C., Industrial Relation in India, Pearson Education India, New Delhi.
- अग्रवाल आर.सी, कोठारी एन.सी, औद्योगिक संबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(IV Semester)

Sales Administration Practices Paper-404

Unit- I

Sales Organization, Branch Set-up, Recruitment and Selection of Salesman, Training, Motivation and Remuneration.

Unit- II

Planned Selling Approach, Pre-Approach, and Meeting Objections. Closing Sales, Sales Call, Sales Forecasting, Sales Quotas and Territories.

Unit- III

Consumer Psychology, Buying Motives of Consumers, Control of Sales Operations.

Suggested Readings:

- Panda, Sales and Distribution Management, Oxford University Press, Mumbai.
- Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi.
- Sudha G. S., Sales Management, Ramesh Book Depot, Jaipur.
- Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur.
- सुधा जी.एस., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - V)

Functional Management Paper 501

Unit-I

Human Resource: Concept, Scope, Role and Functions of Human Resource Management, Organisation of Personnel Department. Recruitment, Selection, Training and Development, Performance Appraisal

Unit-II

Marketing: Concept, Evolution of Modern Concept of Marketing, Scope and Importance of Marketing, Product Planning and Development, Marketing Research, Channels of Distribution, Pricing Policies and Strategies.

Unit-III

Finance: Function, Scope and Importance of Financial Management, Functions and Role of Financial Manager, Financial Planning and Capital Structure, Sources of Finance, Working Capital and its Sources.

Suggested Readings:

- Flippo, Personnel Management, McGraw Hill, New Delhi.
- Sherlekar, Marketing Management, Himalaya Publishing, Mumbai.
- Sudha G.S., Functional Management, Ramesh Book Depot, Jaipur.
- शर्मा, शर्मा, सुराणा, मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर।
- सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर।
- अग्रवाल, कोठारी, विपणन प्रबंध, कॉलेज बुक डिपो, जयपुर।
- अग्रवाल, अग्रवाल, वित्तीय प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - V)

Entrepreneurship Paper 502

Unit-I

Entrepreneurship: Concept, Origin and Development of Entrepreneurship, Functions of an Entrepreneur, Types of Entrepreneurship, Start up vs. Corporate Entrepreneurship.

Unit- II

Role of Entrepreneurship, Importance and Benefits of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship: Environmental, Organizational and Personal Entrepreneurship Problems.

Unit-III

Entrepreneurship Training and Development, Nature Importance, Rationale of Training and Development Programmes, Critical Evaluation and Suggestions of Training and Development Programmes, Government Encouragement to Entrepreneurship.

Suggested Readings:

- Sudha G.S., Entrepreneurship and Small Business Management, Ramesh Book Depot, Jaipur.
- Sharma, Sharma, Nagar, Jain, Bakshi, Entrepreneurship and Small Business Management, Ajmera Book Company, Jaipur.
- Dailey, Entrepreneurial Management, Mc. Graw Hill, New Delhi.
- Tandon, Environment & Entrepreneur, Chug Publication, Allahabad.
- Roy, Entrepreneurship, Oxford University Press, New Delhi.
- Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.
- सुधा जी.एस., व्यावसायिक उद्यमिता, रमेश बुक डिपो, जयपुर।
- नौलखा आर. एल., उद्यमिता एवं लघु व्यवसाय प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - V)

Organisational Theory and Practices Paper 503

Unit-I

Organisation: Concept, Characteristics, Types, Theories of Organisation Classical and Modern System and Contingency Approaches. Basis of Individual Behaviour, Elementary Study of Human Personality, Individual and Work Environment.

Unit-II

Motivation: Concept, Importance. Theories: Maslow's Need Hierarchy, McGregor's XY, Herzber's Two Factor Theory, Alderfer's ERG Theory, McClelland's Theory of Needs, Vroom's Motivation. Organizational Effectiveness.

Unit-III

Group: Concept, Characteristics, Types, Functions, Informal Communication, Group Norms and Cohesiveness. Leadership: Functions, Types and Quality of Leaders, Traits, Leadership Effectiveness.

Suggested Readings:

- Luthans, Organisational Behaviour, Mc Graw Hill, New Delhi.
- Prasad L.M., Organisation Theory and Behaviour, S. Chand & Company, New Delhi.
- Shama R.A., Organisation Theory and Behaviour, Tata Mc Graw Hill, New Delhi.
- चन्द्रप्रकाश, बालेश्वर पाण्डेय, संगठनात्मक व्यवहार, उत्तर प्रदेश हिंदी संस्थान, लखनऊ।
- Robbins S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
- Rao V.S.P., Organisational Behaviour, Excel Books, New Delhi.
- सुधा जी.एस., प्रबंध अवधारणा एवं संगठनात्मक व्यवहार, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - V)

Labour Legislation Paper 504

Unit-I

The Factories Act: 1948.

Unit-II

The Payment of Wages Act: 1936, The Minimum Wages Act: 1948.

Unit-III

The Indian Trade Union Act: 1926.

Suggested Readings:

- Nolakha R.L., Industrial Relations and Social Security, Ramesh Book Depot, Jaipur.
- Nolakha R.L., Industrial Law and Industrial Relations, Ramesh Book Depot, Jaipur.
- Somani, Mishra, Industrial and Labour Law, Ramesh Book Depot, Jaipur.
- Padhi P.K., Labour and Industrial Laws, Prentice Hall of India, New Delhi.
- शर्मा, सक्सेना, पोरवाल, औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।
- कुमावत, औद्योगिक सन्नियम, साहित्य भवन, आगरा।
- नौलखा आर.एल. औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - VI)

Production & Material Management Paper 601

Unit-I

Production Management: Meaning, Nature, Scope and Importance. Production Process, Types and Technologies.

Unit-II

Production Planning, Techniques, and Process. Production Control, Types, Tools and Importance. Quality Control, Product Design and Product Research.

Unit-III

Materials Management: Meaning, Scope and Functions of Materials, Purchase Planning, Inventory Planning and Control, Vendor Development DGS & D Purchase Process and Procedure.

Suggested Readings:

- Sudha G.S., Functional Management, Ramesh Book Depot, Jaipur.
- Murthy P.Rama, Production and Operations Management, New Age, New Delhi.
- Dutta A.K., Material Management, Prentice Hall of India, New Delhi.
- सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर।
- पोरवाल सुथार, उत्पादन प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - VI)

Small Business Management Paper 602

Unit-I

Small and Medium Enterprises: Concept, Characteristics, Role, Growth, Performance and Prospects. Policies Governing Small Enterprises in India: Need, Objectives, Industrial Policies Resolutions, Institutional and Recent Policy Measures. Establishing a Small Business Enterprise.

Unit-II

Organization Structure of Small Scale Industry in India. Taxation Benefits and Concessions to Small Scale Industries. Problems, Challenges and Remedial Measures of Small Business Enterprises.

Unit-III

Management of Small Business Enterprise (SBE): Production Management, Finance Management, Marketing Management, HR Management of SBE's. Role of DIC's in Promoting Small Scale Entrepreneurs.

Suggested Readings :

- Sudha G.S., Entrepreneurship and Small Business Management, Ramesh Book Depot, Jaipur.
- Dailey, Entrepreneurial Management, Mc. Graw Hill, New Delhi.
- Tandon, Environment & Entrepreneur, Chug Publication, Allahabad.
- Roy, Entrepreneurship, Oxford University Press, New Delhi.
- Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.
- सुधा जी.एस., व्यावसायिक उद्यमिता, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., उद्यमिता एवं लघु व्यवसाय प्रबंध, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - VI)

Organisational Change & Development Paper 603

Unit-I

Change: Meaning, Genesis of Change, Understanding Change, Strategies of Change, Resistance to Change, Overcoming Resistance to Change. Transactional Analysis.

Unit-II

Organisational Culture and Climate: Concept and Determinants of Organisational Culture. Developing Organizational Culture. Power: Sources, Tactics. Conflict: Meaning, Type, Consequences, Sources and Strategies of Conflicts Management.

Unit-III

Organisational Development: Concept, Characteristics, Stress Management, Individual and Organisational Factors to Stress; Work Stressors, Consequences of Stress on Individual and Organization; Prevention and Management of Stress.

Suggested Readings:

- Luthans, Organisational Behaviour, Mc Graw Hill, New Delhi.
- Prasad L.M., Organisation Theory and Behaviour, S. Chand & Company, New Delhi.
- ShamaRA., Organisation Theory and Behaviour, Tata Mc Graw Hill, New Delhi.
- चन्द्रप्रकाश, बालेश्वर पाण्डेय, संगठनात्मक व्यवहार, उत्तर प्रदेश हिंदी संस्थान, लखनउ।
- Robbins S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
- Rao V.S.P., Organisational Behaviour, Excel Books, New Delhi.
- सुधा जी.एस., प्रबंध अवधारणा एवं संगठनात्मक व्यवहार, रमेश बुक डिपो, जयपुर।

B.Com. Hons. (Bus. Admn.)

(Semester - VI)

Industrial Laws Paper 604

Unit-I

The Industrial Disputes Act: 1947.

Unit-II

The Payment of Bonus Act: 1965, Workman's Compensation Act: 1923

Unit-III

Employee State Insurance Act: 1948, Provident Fund and Miscellaneous Provisions Act: 1952.

Suggested Readings:

- Nolakha R.L., Industrial Relations and Social Security, Ramesh Book Depot, Jaipur.
- Nolakha R.L., Industrial Law and Industrial Relations, Ramesh Book Depot, Jaipur.
- Somani, Mishra, Industrial and Labour Law, Ramesh Book Depot, Jaipur.
- Padhi P.K., Labour and Industrial Laws, Prentice Hall of India, New Delhi.
- शर्मा, सक्सेना, पोरवाल, औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।
- कुमावत, औद्योगिक सन्नियम, साहित्य भवन, आगरा।
- नौलखा आर.एल. औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।