

S. S. JAIN SUBODH P.G. COLLEGE, JAIPUR

(An Autonomous Institution)

BACHELOR OF COMMERCE (Honours)

Business Administration

SYLLABUS

Eligibility: 10+2 with 48% from Rajasthan Board/ CBSE in Rajasthan State or 60% from CBSE or any other equivalent recognized Board from other State.

Semester-I

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Law of Contract	DSC	5	90	35	125
	Entrepreneurship and Small Business Management	DSC	5	90	35	125
	Human Resource Management	DSC	5	90	35	125

Semester-II

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Business Laws	DSC	5	90	35	125
	Business Communication	DSC	5	90	35	125
	Organisational Change and Development	DSC	5	90	35	125

Semester-III

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Company Law	DSC	5	90	35	125
	Principles of Management	DSC	5	90	35	125
	Personality Development	DSC	5	90	35	125

Semester-IV

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Retail Management	DSC	5	90	35	125
	Strategic Management	DSC	5	90	35	125
	Business, Ethics, Governance and Sustainability	DSC	5	90	35	125

Semester-V

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Marketing Management	DSC	5	90	35	125
	E ₁ -E-Commerce Or E ₂ -Organisational Behaviour or E ₃ . Business Organisation or E ₄ . Labour Laws	DSC	5	90	35	125
	Project Formulation and Presentation	DSC	5	90	35	125

Semester-VI

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Production and Materials Management	DSC	5	90	35	125
	E ₁ - Advertising and Sales Promotion Or E ₂ -Business Environment Or E ₃ - Industrial Laws Or E ₄ - Marketing Research	DSC	5	90	35	125
	Group Presentation and Viva- Voce	DSC	5	90	35	125

** Student may choose *one theory Elective* out of E₁, E₂, E₃ and E₄ as Paper *Third*

***Project Report along with viva-voce is mandatory

****Project Report and viva-voce will carry 5 credits

*****Department will offer elective courses for the semester based on options submitted by students and availability of Faculty to teach the course.

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Examination Pattern & Marking Scheme

B.Com. (Honours)
Business Administration
Session 2023-2024

- **Total Time allowed in semester end examination: 3 hours**
- **Maximum Marks 125**
- **Total End Sem. Exam 90**
- **Internal Assessment 35**
- **Minimum Marks 50**

- **Examination Question Paper Pattern for all Semester Exams**

S.No.	Pattern	Mark	No. of Questions	Total Marks
1.	Very short Answer Questions	2	9	18
2.	Short Answer Questions	9	3	27
3.	Long Question (attempt one from each unit)	15	3	45
Total				90

S. S. Jain Subodh P.G. College

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SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com. (Honours)

Semester: I

Course Title: Law of Contract

Paper: I

Objectives:

- **The objective of this paper is to develop a logical understanding of Law of contract with The Contract Act, 1872 and prescribes the law relating to contracts in India.**
- **To ensure that contracts are entered into freely and fairly and with full knowledge of the rights and obligation of all parties involved.**

Syllabus:

Unit- I

The Indian Contract Act: Valid Contract and its Elements; Types of Agreements and Contract; Offer and Acceptance; Contractual Capacity of Parties; Free Consent of Parties; Lawful Object and Consideration, Agreements Expressly Declared as Void, Contingent Contracts; Quasi Contracts.

Unit- II

Discharge of Contracts: Methods of Discharge of Contracts; Consequences of Breach of Contracts. Contract of Indemnity: Elements of Contract of Indemnity; Rights of Indemnity Holder and Indemnifier. Contract of Guarantee: Features of Contract of Guarantee; Rights and Liabilities of Surety; Discharge of Surety; Difference between Contract of Indemnity and Guarantee.

Unit- III

Contract of Bailment: Types of Bailment, Termination of Bailment, Duties and Rights of Bailor and Bailee. Contract of Pledge: Essentials of Pledge, Rights and Duties of Pawnor and Pawnee. Contract of Agency: Methods of Creation and Termination of Agency; Extent of Agents Authority; Sub- Agent and Substituted Agent; Rights and Duties of an Agent; Liability of Principal to Third Party and Agents Personally Liable to Third Party.

Suggested Readings:

- Arora Sushma, Business Laws, Taxmann Publication Private Limited, New Delhi .
- Gupta Parul, Legal Aspects of Business, Vikas Publishing House Pvt. Ltd., New Delhi.
- Kuchhal M.C., Business Laws, Sultan Chand & Co., New Delhi.
- Kapoor N.D., Mercantile Law. Sultan Chand & Co., New Delhi.
- Sharma, Arya Rashmi, Gupta, Gupta , Business Law, Ajmera Book Co., Jaipur.
- Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
- Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.
- Mathew M. J., Principles & Practice of Commercial Law, RBSA, Jaipur.
- Bangia, R. K., Principles of Mercantile Law, Allahabad Law Agency, Allahabad.
- Ramachandran V. G., Law of Contract of India, Eastern Book Company, New Delhi.

Learning Outcome of the Paper:

- **Graduate students will develop a understanding of contract, that how a contract works in business and importance of contract in businesses according to The Contract Act.1872.**
- **Students would enhance logical and practical thinking process among the students, including the ability to understand businesses and their working.**
- **The student will be able to demonstrate an understanding of the Legal Environment of Business. Apply basic legal knowledge to business transactions, Communicate effectively using standard business and legal terminology.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com. (Honours)

Semester: I

Course Title: Entrepreneurship and Small Business Management

Paper: II

Objectives:

- **The objective of this paper is to develop and strengthen the quality of entrepreneurship to fulfill time's demand**
- **To make students know the sources of help and support available for starting a small-scale industry and acquire the necessary managerial skill required to run the industrial unit.**

Syllabus:

Unit-I

Entrepreneurship: Meaning, Elements, Determinants and Importance of Entrepreneurship, Dimensions of Entrepreneurship, Types of Business Entities.

Unit II

Concept of Small and Medium Enterprises, Role of SMEs, Policies Governing Small Enterprises in India, Project Feasibility, Business Idea Generation Techniques, Identification of Business Opportunities, Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs.

Unit III

Start up Process of Small Enterprises, Organizational Structure of Small Scale Industries in India, Taxation Benefits and Concessions to Small Scale Industries, Problems of Small Scale Industries and Properties. Entrepreneurial Development in India - History, Objectives, Stages of Growth, Target Group, Programmes.

Suggested Readings:

- Roy, Entrepreneurship, Oxford University Press, New Delhi
- Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing
- Sudha G.S., Entrepreneurship and Small Business Management, Ramesh Book Depot, Jaipur.
- Sharma, Sharma, Nagar, Jain, Bakshi Entrepreneurship and Small Business Management, ABC
- Mathur, Abha, Entrepreneurship, Taxmann Publication Private Limited, New Delhi
- Dailey, Entrepreneurial Management, Mc Graw Hill, New Delhi
- Tandon, Environment & Entrepreneur, Chug Publication, Allahabad

Learning Outcome of the Paper:

- **Graduate students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.**
- **Students will know that Business success is the outcome of an entrepreneurial skill and risk taking and innovation.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com. (Honours)

Semester: I

Paper Title: Human Resource Management

Paper: III

Objectives:

- **The objective of this paper is to covers re-skilling and up skilling the workforce on all types of behaviours as well as skills, as well as the assessment of the gaps that exist from a learning level perspective.**
- **To make the students understand the designing and evaluating strategies of human resource to increase the retention of personnel and to Create a positive and enjoyable work environment to maintain harmony.**

Syllabus:

Unit I

Human Resource Management: Meaning, Nature, Scope, Objectives, Importance, Problems, Role of HR Manager, Job Analysis: Purpose, Steps, Techniques, Job Description, Purpose, Contents, Preparation and Characteristics of Good Job Description, Human Resource Planning: Features, Objectives, Process, Limitations.

Unit II

Recruitment: Importance, Sources, Process, Types and Techniques, Factors affecting Recruitment, Selection: Factors affecting Selection, Selection Policy, Steps and Techniques, Placement and Induction of Employees. Training: Need, Importance, Process, Methods, Difference between Training and Development.

Unit III

Performance Appraisal: Types, Need, Methods and Steps, Compensation: Concept, components, Monetary and Non Monetary Rewards, Discipline: Concept, Causes of Indiscipline, Types of Discipline, Disciplinary Measures Grievance Handling: Concept, Need, Causes, Grievance Handling Procedure.

Suggested Readings:

- Jeffrey A. Mello, Strategic Human Resource Management, South Western Publication, U.S.A., Mason.
- Handblin, A.C., Evaluation and Control of Training, McGraw Hills, University of Michigan.
- Aswathappa, K., Human Resource Management, McGraw Hills, University of Michigan.
- Sudha, G.S., Human Resource Management, RBD, Jaipur.
- Mehta, A. & Upadhyay Payal, Human Resource Management, RBD, Jaipur.
- Subba Rao, P., Essentials of Human Resource Management and Industrial Relations, Konark Publishers

Learning Outcome of the Course:

- **A nation's development is heavily reliant on human resources, which include human skill, technology, thinking, and knowledge, all of which contribute to a nation's power. Only human ingenuity and technology can transform natural substances into valuable resources so this paper gives the outcome of using human resources in the optimal manner.**
- **Student after studying this paper will be able to know effectively manage and plan key human resource functions within organizations, examine current issues, trends, practices, and processes in HRM.**
- **Student would be able to solve problems related to human resource challenges and contribute to employee performance management and organizational effectiveness.**

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SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com. (Honours)

Semester: II

Course Title: Business Laws

Paper: I

Objectives:

- **To make the students understand the object and significance of the Sale of Goods Act, 1930 the concept of Goods, Types of Goods, Condition & Warranty, Doctrine of Caveat Emptor, Rights of Unpaid Seller and Remedies for Breach of Contract of Sale.**
- **To help the students to understand the nuance of The Partnership Act, 1932, Concepts, Essentials, True Test of Partnership, Types, Rights & Duties. Modes & Consequences of Dissolution of Partnership.**
- **To make the students understand the object and significance of the Consumer Protection Act, 1986, Concepts, Consumer Dispute, Complaint, Defect, Deficiency, Unfair Trade Practices, Redressal Agencies.**

Syllabus:

Unit- I

The Sale of Goods Act, 1930 – Nature, Formation of Contract of Sale of Goods; Conditions and Warranties, Transfer of Property; Performance of Contract of Sales; Rights of Unpaid Seller; Suits of Breach of Contract.

Unit- II

The Indian Partnership Act, 1932– Nature and Characteristics of Partnership; Formation of Partnership; Duties and Obligations of Partners; Dissolution of Partnership Firm; Limited Liability Partnership – Introduction, Scope, Formation and Incorporation of LLP.

Unit- III

The Consumer Protection Act, 1986 - Salient Features of The Consumer Protection Act; Rights of Consumers; Consumer Protection Councils; Consumer Disputes Redressal Machinery.

Suggested Readings:

- Arora Sushma, Business Laws, Taxmann Publication, Private Limited, New Delhi.
- Kuchhal M.C., Kuchhal Vivek, Business Legislation for Management, Vikas Publishing, New Delhi.
- Aiyar P. Ramanatha, The Sales of Goods Act, The University Book Agency, New Delhi.
- Kuchhal, M. C., Business Laws, Sultan Chand & Co., New Delhi.
- Kapoor, N. D., Mercantile Law, Sultan Chand & Co., New Delhi.
- Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
- Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.

Learning Outcome of the Course:

- **The students would be able to deal with the legal aspect of different business situations.**
- **Students would learn the rules regarding the Contract of Sale, Distinction between Sale & Agreement to sell, Condition & Warranty, Doctrine of Caveat Emptor, Rights of Unpaid Seller and Remedies for Breach of Contract of Sale**
- **Students would learn the rules regarding the Consumer Protection Act, 1986, Concepts, Consumer Dispute, Complaint, Defect, Deficiency, Unfair Trade Practices, Redressal Agencies.**

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SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com. (Honours)

Semester: II

Course Title: Business Communication

Paper: II

Objectives:

- **To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.**
- **To apprehend the importance of specifying audience and purpose and to select appropriate communication choices.**
- **To penetrate and appropriately apply modes of expression in written, visual, and oral communication.**

Syllabus:

Unit- I

Business Communication: Meaning, Importance, Purposes, Dimensions of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs of Communication, Types of Communication, Barriers of Communication and Overcoming Barriers, Social Media: Role, Major Platforms, Impact and Ethics.

Unit- II

Interview: Meaning, Types, Preparation by Interviewer and Candidate, Presentation: Meaning, Process, Guidelines, Audio-Visual Aids in Presentation, Speeches: Prepared vs. Impromptu, Listening: Effective Listening, Principles and Advantages, Meetings: Concept, Importance, Procedure of Convening a Meeting.

Unit- III

Business Letter Writing: Essentials of Effective Correspondence, Functions and Kinds, Layout and Types of Letter Writing, Job Application and Resume Writing, Report Writing: Importance, Types, Parts and Characteristics of a good Report, E-Correspondence: E-Mail and E-Mail Etiquettes.

Suggested Readings:

- Sinha, K. K., Business Communication, Galgotia Publishing House, New Delhi
- Verma, Shalini, Business Communication, Vikas Publishing House Private Limited, New Delhi
- Robinson, David, Business Etiquette, Kogan Page, London
- Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
- Ray, Reuben, Communication Today – Understanding Creative Skills, Himalaya Publishing House, New Delhi
- Chhabra, T.N., Communication for Management, Sun India Publication, New Delhi

Learning Outcome of the Course:

- **The students will penetrate the communication skills used in business world.**
- **The students will be able to use communication skills for effective business writing, effective business communications, research approaches and information collection, developing and delivering effective presentations.**
- **It will enable them to enhance their verbal communication using modern technology.**
- **Students will be benefitted to write business letters effectively.**
- **Students will be conversant with business or official communication terms and writing skills**

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SYLLABUS WITH CBCS SCHEME

Business Administration

B.Com (Honours)

Semester: II

Paper Title: Organisational Change & Development

Paper: III

Objectives:

- **Provide an opportunity to become familiar with the basic theories of “change management,” develop an awareness and fundamental knowledge of the need for change, why organizations change or fail to change, and how to plan for, manage and measure change.**
- **The basic objective is to acquaint the students with the concepts underlying organizational change and development and to explore the practice of change management and to examine individual group and organizational reactions to change.**

Syllabus:

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.
- Sharma R.A., Organisation Theory and Behaviour, Tata Mc Graw Hill, New Delhi.
- Robbins S.P., Organisational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
- Rao V.S.P., Organisational Behaviour, Excel Books, New Delhi.

Learning Outcome of the Course:

- **Gaining knowledge about organizational development process and how to change and develop organizations. Better understanding of the change management model. Skills needed to develop an action plan for the development process.**
- **Contextualization of knowledge, critical thinking, research and communication**
- **Different approaches to manage organizational change and understand and utilize the competencies to induce and manage changes at organization, group and individual levels.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com. (Honours)

Semester: III

Course Title: Company Law

Paper: I

Objectives:

- 1. The objective of this paper is to acquire knowledge and develop understanding of the regulatory framework of The Companies Act, 2013 with reference to various provisions of Companies Act and its schedules, rules, notifications, circulars, clarifications there under including case laws and Secretarial standards.**
- 2. To knowledge the transparency and high standards of Corporate Governance and the practices of Company Secretary.**

Syllabus:

UNIT-I

Company- Meaning, Nature, Lifting of Corporate Veil, Kinds of Companies, and Formation of Company: - Promoters and Company: Functions, Importance, and Remuneration: Legal Status Rights, Duties, and Liabilities. Prospectus: - Definition; Contents; Statement in Lieu of Prospectus, Misleading Prospectus and its Consequences.

UNIT-II

Memorandum of Association, Doctrine of Ultra-Virus, Articles of Association, Constructive Notice and Doctrine of Indoor Management. Share Capital, Types of Share and Debentures, Membership, Provisions of dividend, Directors : Qualifications and Disqualifications, Appointment and removal, Powers and duties, Meeting of the company, Proxy, Agenda, Resolution, Minutes, winding up of a company.

UNIT-III

Company Secretary: Appointment, Role, position and qualifications, Secretarial practice related to allotment of shares. Transfer and Transmission of shares, Calls, Forfeitures of Shares and Reissue of Shares., Meetings of Company: Statutory Meeting. Annual General Meeting, Directors meetings ,General Body Meetings, Board Meetings, Shareholder Meetings, Declaration and Payment of Dividend, Prevention of Operation and Mismanagement.

Reference Books :

- Kuchal M.C., Modern Indian Company Law, Shree Mahavir Books, Noida.
- Singh Avtar, Company Law; Eastern Book Company, Lucknow.
- Majumdar, Kapoor, Company Law & Practices, Taxmann Publications Pvt. Ltd., New Delhi.
- Bhandari M. C., Company Law Procedure, Wadhawa & Company Law Publishers, New Delhi. Circulars & Clarifications on Company Law, Taxmann Allied Services Pvt. Ltd., NewDelhi.
- Sachdeva Suresh, Company Law, Laxmi Narayan Agarwal, Agra.
- Kapoor G. K., Saxena S. B., Company Law, Kitab Mahal, New Delhi.
- Gogna P. P.S., Text Book on Company Law, S. Chand & Company Ltd., NewDelhi.
- Kapoor N.D., Company Law - incorporating the provisions of the Companies Amendment Act

Learning Outcome of the Course:

- **Graduate students will understand The Company Act, that how a company works in business and also knowledge about Indian law and the importance of rules and regulation of a company according to prescribed Act.**
- **A Graduate student would be able to understand the practices of Company Secretary and can do the related works in the Companies.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com (Honours)

Semester: III

Course Title: Principles of Management

Paper: II

Objectives:

- **The course provides an overview of management and its evolution.**
- **It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.**
- **Students will be required to think critically and strategically about management theories and issues, which will enable them to develop their decision-making skills, analytical skills and enhance their managerial capabilities.**

Syllabus:

UNIT-I

Management: Introduction, Principles, Process, Management by Objectives, Planning: Characteristics, limitations, Criteria of Effective Planning, Principles and Techniques of Planning, Organizing: Characteristics, Importance, Principles, Theories, Formal and Informal Organization, Types of Organization Structure, Centralization & Decentralization.

UNIT-II

Coordination and Co-operation, Decision Making, Authority and Responsibility, Power, Delegation, Direction: Nature, Importance, Principles, Scope and Components, Leadership: Nature, Importance, Theories of Leadership, Traits and Styles.

UNIT-III

Motivation: Concept, Significance and Theories, Controlling: Concept, Significance, Process, Principles, Tools and Techniques, Limitations.

Suggested Readings:

- Vashisht, Neeru, & Vibhuti Vashisht, Principles of Management, Taxmann Publications Pvt. Ltd., New Delhi.
- Gupta, R. N., Principles of Management, S. Chand & Company, New Delhi.
- Joseph L. Massie, Essentials of Management, PHI Learning Pvt. Ltd, New Delhi.
- Prasad Lallan & Gulshan S. S., Management: Principles, & Practices, S. Chand & Company, New Delhi.
- Bhat Anil, & Arun Kumar, Management: Principles, Processes & Practices, Oxford University Press, New Delhi.
- Mathur B.S. & Mathur Navin, Management, Malik & Company, Jaipur.
- Sudha G. S., Management, RBSA Publishers, Jaipur.
- Sharma, Sharma, Gupta, Malhotra, Business Management, Ajmera Book Co., Jaipur.
- Gupta C. B., Principles & Practices of Management, Mayoor Paperworks, Noida.

Learning Outcome of the Course:

- **Examine the functions of planning, organizing, leading, staffing and controlling.**
- **Learn and describe the primary functions of management and their importance in the work performed by managers.**
- **Evaluate and anticipate the potential effectiveness of various management styles, communications, and decisions for a given situation.**
- **Evaluate the major models of leadership and motivation, and suggest situations when they may be successfully applied.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com. (Honours)

Semester: III

Course Title: Personality Development

Paper: III

Objectives:

- **The objective of this paper is to give a theoretical knowledge to develop students' personality as it plays an essential role in improving one's communication skills.**
- **Personality development helps an individual to inculcate positive qualities like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on.**

Syllabus:

Unit-I

Personality Development: Definition, Determinants of Personality Development, Types of Personalities, Personality Traits, Attitude: Definition, Factors, Positive Attitude and Negative Attitude, Ways to Develop Positive Attitude.

Unit II

Self Awareness: Concept, Types, Goal Setting. Habits: Good and Bad Habits, Forming Good Habits. Time Management: Concept, Time as a resource, Techniques of Time Management. Stress: Causes and its Management

Unit III

Etiquettes: Grooming, Digital, Dining and Cross Cultural Etiquettes, Facing Failures: Factors affecting Failures, Learning from failures, Overcoming Failures, Practicing Faith.

Suggested Readings:

- Narula, S.S., Personality Development & Communication Skills, Taxmann Publications Pvt. Ltd., New Delhi.
- Hurlock Elizabeth B, Personality Development, Mc Graw Hill, New Delhi.
- Covey Stephen, Seven Habit of Highly Effective Teens, Fireside Publishers, New York.
- Sinha, K. K.; Business Communication, Galgotia Publishers .
- Robinson, David; Business Etiquette, Kogan Page.
- Narula, S.S., Campus to Corporate, Taxmann Publications Pvt. Ltd., New Delhi .
- Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
- Ray, Reuben; Communication Today- Understanding Creative Skills, Himalaya Publishing House.
- Chhabra, T.N.; Communication for Management, Sun India Publication.

Learning Outcome of the Course:

- **After studying this paper a student will definitely have personal Development, improved interpersonal competence, social responsibility and cognitive and practical skills.**
- **Personal development helps a student to improve his self-esteem and like a person as one want to become.**
- **A graduate student also learn to respect, accept, and love, will believe in himself and know that he is capable of achieving growth and his goals.**

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(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (Honours)

Semester: IV

Paper Title: Retail Management

Paper: I

Objectives:

- **To make students understand about the optimisation of internal processes such as inventory management, offline and online storefronts, warehouse operations, payment and accounting, and human resources.**
- **To make students understand overall company cohesion and to make them know that how to improve customer experience and boost customer satisfaction.**

Syllabus:

Unit I

Introduction to Retail: Role, Relevance and Trends, Benefits, Enablers and Challenges, Types of Retail Outlets- organized and unorganized. Product and Merchandise Management, Merchandise Procurement, Merchandise Forecasting, Budgeting.

Unit II

Store layout, Location Atmosphere and Space Management, Retail Market Segmentation, Retail Store operation. Retail Pricing, Retail Promotion Strategy, Retail Selling, Communication and Consumer Handling.

Unit III

Stock and Inventory Management, Recent Trends and FDI, Impact and Execution of FDI in Retail, Problems and Prospectus of Retailing in India.

Suggested Readings:

- Gibson G. Vedamani: Retail Management, Jaico Publishing House.
- Chetan Bajaj, Rajnish Tuli. Nidhi V. Shrivastava,; Retail management- Gourav Ghoshal: Retail Management.
- S.C.Bhatia: Retail Management.
- S. Sudershan, S.R.Prakash and M.S.Sharma: Retail Management.

Learning Outcome of the Course:

- **Learners will perceive about the retail management concepts and its operations.**
- **Learners will be aware of the latest trends in retail industry.**
- **Learners will procure an understanding of retail management terminology including merchandize management, store management and retail strategy.**
- **Understand the ways that retailers use marketing tools and techniques to interact with their customers**
- **Learners will acquire information related to legal and ethical aspects of retail management.**

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SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com (Honours)

Semester: IV

Course Title: Strategic Management

Paper: II

Objectives:

- To expose students to various perspectives and concepts in the field of Strategic Management
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems
- To help students master the analytical tools of strategic management

Syllabus:

Unit- I

Overview of Strategic Management, External Environment Analysis, Internal Organisation Analysis, Strategic Planning.

Unit- II

Strategy Formulation, Organisation Redefine, Strategy Implementation, Strategy Evaluation and Control.

Unit- III

Strategic Management in International Business, Strategic Issues in E-Business of Digitalisation, Strategic Management of Technology and Innovation, Strategic Issues in Organisational Change.

Suggested Readings:

- David F.R., Cases in Strategic Management, Prentice Hall, New Jersey.
- Ramaswamy V.S. and Namakumari S., Strategic Planning Formulation of Corporate Strategy Macmillan India, New Delhi.
- Jain, P.C., Strategic Management, RBD, Jaipur.
- Prasad L.M., Business Policy & Strategy, Sultan Chand & Sons, New Delhi.
- Grigspy D.W. and Stahl, M.J., Cases in Strategic Managements, Blackwell Publishers Ltd

Learning Outcome of the Course:

- **Understand the basic concepts and principles of strategic management, analyse the internal and external environment of business**
- **Develop and prepare organizational strategies that will be effective for the current business environment**
- **Devise strategic approaches to managing a business successfully in a global context**

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(Autonomous)

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B.Com. (Honours)

Semester: IV

Paper Title: Business Ethics, Governance and Sustainability

Paper: III

Objectives:

- **The objective of this paper is to acquire knowledge of ethics, emerging trends in good governance practices and sustainability.**
- **Students enhance their knowledge to understand ethical sustainability how humans ought to live while also considering their connections with other humans, the natural world, and future generations.**

Syllabus:

Unit- I

Business Ethics: Meaning, Characteristics and Assumptions, Principles, Scope, Ethical Standards of Business, Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to improve ethical conduct in business. Nature and Concept of Group Ethics, Ethical elements of Group Decision Making, Ethics and the Indian Managers.

Unit- II

Corporate Governance: Meaning, Need, Principles, SEBI Code of Corporate Governance, History, Perspectives and Issues. Good Governance: Features, Significance, National Committees on Corporate Governance, Corporate Governance and Shareholders.

Unit- III

Sustainability: Meaning, Scope, Corporate Social Responsibility and Corporate Sustainability, Sustainability Terminologies and Meanings, Why is Sustainability an Imperative, Triple Bottom Line (TBL), Corporate Sustainability Reporting Frameworks, Challenges in Sustainability Reporting.

Suggested Readings:

- Dube, Inderjit, Corporate Governance; Lexis Nexis Butterworths Wadhwa, Nagpur
- Agarwal, Sanjiv, Corporate Governance: Concept & Dimensions; Snow White Publications
- Sampath, K R, Law of Corporate Governance: Principles and Perspective; Snow White Publication.
- Balasubramanian, N, Corporate Governance and Stewardship; Tata McGraw Hill
- Mruthyunjaya, H C, Business Ethics and Value System, PHI
- Fernando, A C, Business Ethics-An Indian Perspective ICSI Taxmann .

Learning Outcome of the Course:

- **Graduate Students will be able to demonstrate an understanding of the nature of governance systems.**
- **Students will have an understanding of their social responsibility as future professionals and citizens**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com (Honours)

Semester: V

Course Title: - Marketing Management

Paper: I

Objectives:

- **The objective of this paper is to provide students knowledge on marketing strategy and its implications for management decision making and society.**
- **To provide the student with an understanding of the marketing management function and the general structure of the marketing environment.**
- **To help the student develop a clear understanding of the role of marketing managers in the dynamic process of globalization as it relates to international trade and competition.**

Syllabus:

UNIT-I

Marketing: Concept, Nature, Importance and Scope of Marketing, Challenges, Difference between Marketing and Selling, Market Segmentation, Targeting and Positioning, Marketing Mix.

UNIT-II

Product: Concept, Consumer and Industrial Goods, Product Life Cycle, Product Planning and Development, Packaging: Functions, Brand Name, Trademark, After Sales Services, And Price: Factors affecting price and price strategies, Place: Distribution Channels, Physical Distribution of goods.

UNIT-III

Place: Distribution Channels, Physical Distribution of Goods, Promotion: Promotion Mix: Meaning and Techniques, Sales Promotion, Advertising: Concepts, Advantages and Disadvantages, Personal Selling, Public Relations, Service Marketing, Relationship Marketing, Ethical Issues in Marketing

Reference Books:

- Kotler, Philip, Marketing Management Analysis, Planning Implementation and Control, New Delhi
- Stanton, William J, Fundamentals of Marketing, McGraw Hill
- Cundiff, E.W, Still, R.R. & Govini, Fundamentals of Modern Marketing, Prentice Hall of India, Delhi
- Kotler & Armstrong, Principles of Marketing ,Prentice Hall of India, New Delhi
- Sharma, Kavita, Principles of Marketing, Taxmann Publication Private Limited, New Delhi

Learning Outcome of the Course

- **On successful completion of the course students will be able to understand the basics of marketing strategy formulation and implementation.**
- **This course will help the students aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere.**
- **Give complete relationship between Marketing and other Management functions.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com (Honours)

Semester: V

Course Title: E- Commerce

Paper: II (Elective)

Objectives:

- **The objective of this paper is to provide students with the basic business knowledge necessary for student. Analyze the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models and is aware of the e-Business environment, the identification of contemporary ebusiness issues, and the evaluation of their implications for organizations.**
- **To empower students with unique concepts, methods, acquisitions, and fundamentals of e-commerce business.**

Syllabus:

UNIT-I

E-Commerce: Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce, Elements, Benefits, Standard Technologies, E-Commerce Models, Mobile Commerce, Barrier to E-Commerce, Internet and E-Commerce, Multimedia Applications.

UNIT-II

Electronic Payment Systems, Methods, Security Issues, Electronic Banking, Electronic Stock Trading, Data Warehousing, Client Server Computing, Data Mining.

UNIT-III

Website Management: Steps, ERP: Meaning, Functions, SAP Applications, Business Intelligences, Ethics, Security and E-Governance.

Suggested Readings:

- Rayudu, C.S., E-Commerce and E-Business, Himalya Publishing House, New Delhi
- Dudeja, V.D. Information Technology: E-Commerce & E- Business, Common Wealth Publisher, New Delhi
- Bhasker, B., Electronic Consumer Frame Work- Technologies and Applications, Tata Mc Graw Hill, New Delhi
- Diwan, Parag and Sunil Sharma, Electronic Commerce A Managers Guide to E-Business, Vanity Books, International, New Delhi

Learning Outcome of the Course:

- **Analyze the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models and be aware of the e-Business environment, the identification of contemporary ebusiness issues, and the evaluation of their implications for organizations.**
- **Describe about the anatomy of e-commerce applications and demonstrate about the E-commerce consumer application.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce

Business Administration

B.Com (Honours)

Semester: V

Course Title: Organizational Behaviour

Paper: II (Elective)

Objectives:

- **The course provides students with an opportunity to develop a way of thinking about individuals, group and competitive factors that influence the functioning of any business organization.**
- **To acquaint the students with the conceptual framework of understanding, analyzing, and predicting behaviour the challenges and opportunities with reference to organizational behaviour**

Syllabus:

Unit- I

Organisational Behaviour: Introduction, Meaning ,Nature, Role . Challenges and opportunities. Theories of Organisational Behaviour, Social System and organisational Culture, Personality: Features, Personality Determinants, Personality Characteristics, Personality Traits and types. Perception: Nature and Importance, Perceptual Process, Perceptual Errors, Learning: Theories and Reinforcement Schedules.

Unit- II

Interpersonal Behaviour: Johari Window, Brief Overview of Transactional Analysis-Ego States, Types of Transactions, Life Positions, Applications , Group Dynamics: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Group Norms, Group Cohesiveness; Group Think and Group Shift, Team Vs. Group; Types of teams; Building and managing effective teams.

Unit- III

Conflicts: Management of Conflicts, Reasons and Types of Conflicts, Positive and Negative Aspects of Conflict. Negotiation Process, Individual differences in negotiation effectiveness. Causes of stress and its effects.

Suggested Readings:

- David F.R., Cases in Strategic Management, Prentice Hall, New Jersey.
- Ramaswamy V.S. and Namakumari S., Strategic Planning Formulation of Corporate Strategy Macmillan India, New Delhi.
- Jain, P.C., Strategic Management, RBD, Jaipur.
- Prasad L.M., Business Policy & Strategy, Sultan Chand & Sons, New Delhi.
- Grigspy D.W. and Stahl, M.J., Cases in Strategic Managements, Blackwell Publishers Ltd

Learning Outcome of the Course:

- **The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership theories & styles and contribute to the effective performance of a team as the team leader or a group member.**
- **The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com. (Honours)

Semester: V

Course Title: Business Organisation

Paper: II (Elective)

Objectives:

- **The objective of this paper is to aware students about the different forms of businesses and their suitability's at different places.**
- **It provides the academic knowledge and skills to pursue global career opportunities and helps to develop a broad understanding of businesses and specific areas such as finance, marketing and human resources.**

Syllabus:

Unit-I

Business: Concept, Nature and Scope, Business Organisation, Characteristics, Importance, Suggestions, Steps for Establishing Business Organisation, Difference between Industry, Trade and Commerce, Forms of Ownership: Sole Proprietorship, Partnership, Company, Co-operative Society: Features, Merits, Demerits and Suitability.

Unit-II

Business Combinations: Concept, Objectives and Types, Advantages & Disadvantages, Motivating factors behind combination moments, Corporate Social Responsibility: Concept, Principles and Responsibility towards different interest groups.

Unit –III

Economic Liberalisation Policy and its Implications, Implications of Globalisation Policy on Business. Concept of Welfare State, Government Assistance to Industry, Industrial Policy, Industrial Democracy.

Suggested Readings:

- Gupta, C.B.; Modern Business Organization, Mayoor Paper Works, 2001.
- Chabra, T.N.-“Business Organization”, Dhanpat Rai & Sons.
- Robert; Modern Business Administration, McMillan India, 1999.
- Basu, C. R.; Business Organization and Management, Tata McGraw Hill Publishing House
- Vasishth, Neeru, Business Organization, Taxmann, New Delhi
- Talloo, Thelman J. Business Organizational and Management, TMH, New Delhi
- Tulsian, P.C., Business Organization, Pearson Education, New Delhi
- Sharma, Y., Singh, S.: Technology Driven Skill Development for India’s Growth, Bharti Publications.

Learning Outcome of the Course:

- **After Graduating with this course students will develop key management skills to get employment, and know about business world to be own boss.**
- **Business organisation would enhance logical and practical thinking of multiple discipline among the students, including the ability to understand businesses and their working.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (H)

Semester: V

Paper Title: Labour Laws

Paper : II (Elective)

Objectives:

- **The objective of this paper is to provide a comprehensive understanding of the legal framework surrounding labor laws and regulations. Students pursuing this course will learn about the fundamental principles of labor law, including employment contracts, workplace safety, wages, and social security. They will also gain knowledge of labor disputes, collective bargaining, and labor relations.**
- **The objective of the regulative legislations is to regulate the relations between employees and employers and to provide for methods and manner of setting industrial disputes. Such laws also regulate the relationship between the workers and their trade unions, the rights and obligations of the organisations of employers and workers as well as their mutual relationships.**

Syllabus:

Unit- I

The Factories Act 1948. Social Security Act, 2008.

Unit- II

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

Unit- III

The Payment of Bonus Act, 1965, The Maternity Benefit (Amendment in 2023) Act, 1961

Suggested Readings:

- Srivastava S.C., Industrial Relations and Labour Laws, Vikas Publishing
- 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.

Learning Outcome of the Course:

- **Graduate students will learn the salient features of welfare and wage legislations also to integrate the knowledge of Labour Law in General HRD Practice. Students will learn the laws relating to Industrial Relations, Social Security and Working conditions and also learn the enquiry procedural and industrial discipline.**
- **Labour Legislations would enhance logical and practical thinking process among the students, including the ability to understand businesses and their working.**

S. S. Jain Subodh P.G. College
(Autonomous)
SYLLABUS WITH CBCS SCHEME
Bachelor of Commerce
Business Administration
B.Com (H)
Semester: V

Paper: III

Paper Title: Project Formulation and Presentation

Objectives:

- **To provide background information and tools to guide project identification and formulation.**
- **To demonstrate how project elements can be clearly specified and risks assessed and reduced.**
- **To set out to link logical project design to work planning and budgeting.**

Syllabus:

Unit- I

Project: Objectives & Identification and Definition, Project Classification, Project Choice: Investment Evaluation and Financial Evaluation of the Project.

Unit- II

Parameters of Project Formulation, Project Feasibility Analysis: Evaluation of the Feasibility, Prospects of the Project Idea, Techno-Economic Analysis of the Project, Project Designing and Network Analysis: PERT/CPM Techniques of the Project Analysis.

Unit- III

Project Presentation: Concept, Definition, Presentation Skills and Power Point Presentation, Effective Presentation.

Suggested Readings:

- United E.A: Guidelines of Project Evaluation.
- Somulies C.G: Project Methodologies and Techniques.
- United Nations: Evaluation of Industrial Projects.
- Matto P.K: Project Formulation of other Countries.

Learning Outcome of the Course:

- **Grasp the main issues and questions in project identification, formulation, and design.**
- **Understand the processes to follow in formulating projects to identify problems for primary stakeholders and set appropriate project objectives.**
- **Ensure that both alternative approaches and alternative means of implementation are fully considered and appropriate choices made in selecting the best means of achieving given objectives.**
- **Know how to formulate logically consistent projects and to specify the key project elements in a clear and precise way.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (Honours)

Semester: VI

Course Title: Production & Materials Management

Paper: I

Objectives:

- **The objective of this paper is to equip students with updated knowledge of modern materials management concepts and aims to develop their functional expertise in the store and purchase management disciplines.**
- **It helps students to conduct appropriate research and analysis to efficiently map out customer requirements and market trends.**

Syllabus:

Unit- I

Nature and Scope of Production Management, Functions of Production, Types of Production Systems.

Unit- II

Product Design and Development, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety.

Unit- III

An overview of Material Management, Material Planning and Inventory Control, Inventory Control techniques, Store Management, Safety Management.

Suggested Readings:

- Buffa, E.S.- Modern Production and Operations Management, John Willey & Sons, U.K.
- Buffa & Sarin- Modern Production & Operations Management, John Willey & Sons, U.K.
- Chunawalla, Patel- Production and Operations Management, Himalaya PublicationHouse, India
- Everett & Adam- Production and Operations Management, Prentice Hall, CornellUniversity.
- Goel & Gupta- Production Management, Pragati Prakashan, India.6 Jain, J.- Industrial Management, Kitab Mahal; Allahabad
- Kandelwal, Production & Operation Management, Ajmera Book Company, Jaipur

Learning Outcome of the Course:

- **Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.**
- **Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operational environments.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (Honours)

Semester: VI

Course Title: Advertising and Sales Promotion

Paper: II (Elective)

Objectives:

- **The objective of this course is to describe the various tools that advertisers use to gain information about markets and how they apply their findings to marketing and advertising decision-making.**
- **Understand the relative advantages and disadvantages of different media options, including print, broadcast, interactive, and supplemental media and understand how market segmentation, consumer behaviour, branding, and brand positioning relate to the process of creating and placing successful advertisements and sales promotion campaign.**

Syllabus:

UNIT-I

Advertising: Meaning, Objectives, Importance, Types, Role, Legal, Social and Economic Aspects of Advertising, Types of Media, Selection of Media, Advertising Agencies- Selection, Compensation, Appraisal.

UNIT-II

Advertising Copy, Message Generation, Advertising Themes and Appeals, Preparation of an Advertising Copy, Planning and Managing Advertising Campaign, Evaluating Advertising effectiveness, Advertising Ethics.

UNIT-III

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Importance, Types of Sales Promotion, Sales Promotion of Industrial and Consumer Products, Export Sales Promotion: Types and Importance and their relevance in modern context.

Suggested Readings:

- Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
- Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
- Panda, Sales and Distribution Management, Oxford University Press, Mumbai
- Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur
- David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
- Douglas, William, Thomas, Sales Management, Replika Press Pvt. Ltd.

Learning Outcome of the Course:

- **Graduate students will assess the strengths; weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.**
- **Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program**
- **Develop creative strategies for advertising.**
- **Assess strategic uses of sales promotions.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com. (Honours)

Semester: VI

Course Title: Business Environment

Paper: II (Elective)

Objectives:

- **The objective of this paper is to understand the impact of internal and external environment in the business climate and the knowledge about the minor and major factors affecting the business in various streams.**
- **To acquire in-depth knowledge about different environment like, political, technological and economic environment and legal environment etc.**

Syllabus:

Unit- I

Business Environment: Concept, Nature, Significance, Elements of Environment – Internal and External, Micro & Macro Environment, Changing Dimensions of Business Environment. Economic Environment: Concept, Elements of Economic Environment, Strategy for Economic Development, Types of Economic Systems.

Unit- II

Economic Aspect of Indian Constitution, Policies Relating to Business Industrial Policy, New Economic Policy 1991, EXIM Policy, And Political Environment: Critical Elements of Political Environment, Legal 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).

Unit- III

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

Learning Outcome of the Course:

- **Graduate students will Identify and evaluate the complexities of business environment and their impact on the business and Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.**
- **Students Understand and evaluate the global scale of environmental problems; and. Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (H)

Semester: VI

Paper Title: Industrial Laws

Paper : II (Elective)

Objectives:

- **The objective of this paper is to put an end to unfair labour practices and provides for the rights, privileges, obligations and responsibilities of the workforce.**
- **Industrial laws help both workers and management to know exactly about their rights, duties and obligations and also the liabilities.**

Syllabus:

Unit- I

The Industrial Disputes Act, 1947

Unit- II

The Payment of Bonus Act, 1965, Workmen's Compensation Act, 1923.

Unit- III

The Employee State Insurance Act, 1948. Employees' Provident Funds & Miscellaneous Provisions Act, 1952

Suggested Readings:

- Somani, Mishra, Industrial and Labour Law, Ramesh Book Depot, Jaipur.
- Padhi P.K., Labour and Industrial Laws, Prentice Hall of India, New Delhi.
- Nolakha R.L., Industrial Relations and Social Security, Ramesh Book Depot, Jaipur.
- Nolakha R.L., Industrial Law and Industrial Relations, Ramesh Book Depot, Jaipur.
- Saharay H.K., Labour and Industrial Law, Lexis Nexis, New York

Learning Outcome of the Course:

- **Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution. Understand the various processes and procedures of handling Employee Relations.**
- **Develop understanding of constitutional provisions and industrial relations legislation relating to Labour.**
- **Understand Social and Industrial aspects of psychology of work.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com. (H)

Semester: VI

Course Title: Marketing Research

Paper : II (Elective)

Objectives:

- **To define the probable market for a particular product and to find out general market conditions and tendencies.**
- **To assess competitive strengths and policies using SWOT analysis and to indicate the distribution methods best suited to the product and market.**
- **To study consumer behaviour and get feedback using surveys.**

Syllabus:

Unit- I

Marketing Research: Introduction, Research Design, Marketing Information System and Marketing Research, Problems in Conducting Marketing Research. Marketing Research process, problem Identification, Developing Research Proposal. Data : Primary and Secondary.

Unit- II

Preparation of Questionnaire, Sample Design, Sampling Methods and Sample size Determination, Field Work and Data Collection. Data Analysis and Report Preparation, Data Editing, Tabulation, Report Preparation and Presentation.

Unit- III

Marketing Research Applications : Consumer Research, Product Research, Advertising Research, Ethical Issues in Marketing Research.

Suggested Readings:

- Cooper, Donald R. and Pamela, S. ScHindler : Marketing Research, Tata McGraw Hill
- Malhotra Naresh K. : Marketing Research : Prentice Hall of India
- Harper W, Boyd, Ralph, Westfall and Stanley F. : Marketing Research : Text and Cases
- Green Paul E, et. al.: Research of Marketing Decision, Prentice Hall of India
- Donald S. Tuli and Dell, I, Hawkins: Marketing Research : Measurement and Methods, Prentice Hall of India

Learning Outcomes:

- **A graduate student would be able to learn the processes used in formulating and conducting market research projects and understand the relationship between marketing research and decision making.**
- **Create understanding of the market conditions under which research may be undertaken, and the impact of these conditions on the type of research to be conducted, including the methodology.**
- **Learn to perform some of the more common qualitative and quantitative techniques, including survey construction, data collection/fieldwork and analysis and reporting.**

S. S. Jain Subodh P.G. College

(Autonomous)

SYLLABUS WITH CBCS SCHEME

Bachelor of Commerce (Honours)

Business Administration

B.Com (H)

Semester: VI

Course Title: Group Presentation and Viva-Voce

Paper : III

Objectives:

- **The objective of this paper is to to develop students' critical and reflective thinking and practical skills in designing an empirical research proposal .**
- **The objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods.**

Rules for this course:

- **The students of B.Com (Hons.) VI Sem. Paper must be divided into groups. Each group must consist at least five students.**
- **These groups of students should be given separate Current Theme/Topic for preparing Group Project and Presentation.**
- **The Theme/Topic among the groups should not be repeated.**
- **Presentation shall be given in the presence of Internal and External Examiners.**
- **The External Examiner shall evaluate performance of each student on the basis of merit**

Learning Outcome of the Course:

- **Students will be able to communicate business knowledge both orally and written.**
- **Provide students with knowledge, general competence, and analytical skills in Research.**