

**S. S. Jain Subodh P.G. College**  
**(Autonomous)**  
**(Department of Business Administration)**

**B.Com (Honours) Business Administration**  
**Scheme of Examinations Syllabus w. e. f. session 2022-23**

**(Semester -I)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per week</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Business Law	03	70	30	100	3 Hrs.
2.	Business Organisation	03	70	30	100	3 Hrs.
3.	Human Resource Management	03	70	30	100	3 Hrs.
4.	Corporate Communication	03	70	30	100	3 Hrs.

**(Semester - II)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Commercial Legislations	03	70	30	100	3 Hrs.
2.	Entrepreneurship	03	70	30	100	3 Hrs.
3.	Marketing Management	03	70	30	100	3 Hrs.
4.	Personality Development	03	70	30	100	3 Hrs.

**(Semester-III)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Company Law	03	70	30	100	3 Hrs.
2.	Principles of Management and Practices	03	70	30	100	3 Hrs.
3.	Organisational Theory and Practices	03	70	30	100	3 Hrs.
4.	Ethics , Governance and Sustainability	03	70	30	100	3 Hrs.

**(Semester - IV)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per week</b>	<b>Theor y</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Secretarial Practices	03	70	30	100	3 Hrs.
2.	Business Environment	03	70	30	100	3 Hrs.
3.	Sales Promotion and Sales Management	03	70	30	100	3 Hrs.
4.	Business and Finance Environment	03	70	30	100	3 Hrs.

**(Semester -V)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Labour Legislation	03	70	30	100	3 Hrs.
2.	E-Commerce	03	70	30	100	3 Hrs.
3.	Organisational Change and Development	03	70	30	100	3 Hrs.
4.	Research Methodology	03	70	30	100	3 Hrs.

**(Semester - VI)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Industrial Law	03	70	30	100	3 Hrs.
2.	Production and Material Management	03	70	30	100	3 Hrs.
3.	Marketing communication and Advertising Management	03	70	30	100	3 Hrs.
4.	Group Project and Presentation (Practical)		50	50	100	

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**Examination Question Paper Pattern for all semester Exams**

**Attempt all questions**

<b>I</b>	10 Questions ( very short answer questions)	10 * 1 Mark	-	10
<b>II</b>	5 Questions (short answer questions)	5 * 3 Marks	-	15
<b>III</b>	3 Questions ( 1 question from each unit with internal choice	3 * 15 Marks	-	45
	Total of End Sem. Exam		-	70
	Internal Assessment		-	30
	Maximum Marks		-	100
	Minimum Marks		-	40

**Bachelor of Commerce(Honors)**  
**Department of Business Administration**

**Semester I**  
**Paper I**  
**Business Law**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit- I**

The Indian Contract Act 1872: Introduction, Contract: Nature and Kinds of Contracts, Offer and Acceptance, Consideration, Capacity to Parties to Contract, Free Consent, Legality of Object and Consideration, Void Agreements, Performance of Contract

**Unit- II**

Discharge of Contracts, Remedies for Breach of Contracts, Indemnity and Guarantee, Contract of Bailment and Pledge, Termination of Bailment, Rights and Duties of Pawnor and Pawnee, Contract of Agency: Rights and Duties of Agent and Principal, Agent, Creation and Termination of Agency.

**Unit- III**

The Sale of Goods Act, 1930: Contract of Sale of Goods, Conditions and Warranties, Transfer of Property, Performance of Contract of Sale, Rights of Unpaid Seller, Doctrine of Caveat Emptor, Remedies for Breach of Contract.

**Suggested Readings:**

1. Arora Sushma, Business Laws, Taxmann Publication Private Limited, New Delhi
1. Kuchhal M.C., Business Laws, Sultan Chand & Company, New Delhi.
2. Kapoor N.D., Mercantile Law, Sultan Chand & Company, New Delhi.
3. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
4. Sharma, Arya, Gupta, Business Law, Ajmera Book Company, Jaipur.
5. नौलखा आर.एल., व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर
6. सिंहल जे.पी., व्यापारिक एवं औद्योगिक विधि, अजमेरा बुक डिपो, जयपुर
7. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर

**Bachelor of Commerce (Honours)**

**Department of Business Administration**

**Semester I**

**Paper II**

**Business Organization**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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:**

1. Gupta, C.B.; Modern Business Organization, Mayoor Paper Works, 2001.
2. Chabra, T.N.-“Business Organization”, Dhanpat Rai & Sons.
3. Robert; Modern Business Administration, McMillan India, 1999.
4. Basu, C. R.; Business Organization and Management, Tata McGraw Hill, Publishing House, New Delhi, 1998.
5. Vasishth, Neeru, Business Organization, Taxmann, New Delhi
6. Talloo, Thelman J. Business Organizational and Management, TMH, New Delhi
7. Tulsian, P.C., Business Organization, Pearson Education, New Delhi
8. Sharma, Y., Singh, S.: Technology Driven Skill Development for India’s Growth, Bharti Publications.2017

**Bachelor of Commerce (Honours) Business**  
**Administration Department of Business**  
**Administration**

**Time: 3 Hours**

**Semester I**  
**Paper III**  
**Human Resource Management**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b>30</b>
	<b>100</b>

**Course Contents**

**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:**

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

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester I**  
**Paper IV**

**Corporate Communication**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Course Contents**

**Unit I**

Communication: Meaning, Nature, Importance, Objectives; Process of Communication, Media of Communication, 7 C's of Communication, Types of Communication, Barriers of Communication, Overcoming Barriers

**Unit II**

Public Speaking, Seminar, Presentation, Interview, Group Discussion, Speech, Meetings

**Unit III**

Business Letters:, Layout, Kinds, Report Writing: Format, Types of Report, Application for Employment, Resume Writing: Preparing the Resume, Do's & Don'ts of Resume.

**Suggested Readings:**

1. Chaturvedi & Chaturvedi, Business Communication, Pearson Education, Delhi
2. Mathew, M.J, Business Communication, RBSA Publication, Jaipur
3. Diwan, Parag, Communication Management, Deep Publication Pvt. Ltd, Delhi
4. Pandey, H.S. & Pareek, Neelima, Business Communication, RBD Publication, Jaipur
5. Rajendra Pal and J.S. Korhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi



**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester II**  
**Paper I**  
**Commercial Legislations**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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**

Limited Liability Partnership Act, 2008: Introduction, Need, Object, Salient features of LLP, Designated Partners, Incorporation of LLP, Foreign LLP, Conversion of Partnership Firm/ Private Company/ Unlisted Public Company into LLP, Difference between General Partnership & LLP, Merits -Demerits of LLP, Winding up of LLP.

**Unit III**

Consumer Protection Act, 2019: Need for the new Act, Significance of the Act, Rights of the Consumers, Salient Features of the Consumer Protection Act, Central Consumer Protection Authority, Consumer Disputes Redressal Commission, E- filing of Complaints, Grievance Handling Mechanism.

**Suggested Readings:**

1. Arora Sushma and Raman Arora, Cyber Crime & Laws, Taxmann Publication Private Limited, New Delhi
2. Arora Sushma, Business Laws, Taxmann Publication Private Limited, New Delhi
3. Kuchhal M.C., Business Laws, Sultan Chand & Company, New Delhi.
4. Kapoor N.D., Mercantile Law, Sultan Chand & Company, New Delhi.
5. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
6. Sharma, Arya, Gupta, Business Law, Ajmera Book Company, Jaipur.
7. नौलखा आर.एल., व्यापारिक सन्धियम, रमेश बुक डिपो, जयपुर।
8. सिंहल जे.पी.-, व्यापारिक एवं औद्योगिक विधि, अजमेरा बुक कम्पनी, जयपुर।
9. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester II**  
**Paper II**  
**Entrepreneurship**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit-I**

Entrepreneurship: Meaning, Elements, Determinants and Importance of Entrepreneurship, Dimensions of Entrepreneurship, Types of Business Entities, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship

**Unit II**

Entrepreneurial Sustainability: Public and Private System of Stimulation, Support and Sustainability of Entrepreneurship, Requirement, Availability and Access to Finance, Marketing Assistance, Technology and Industrial Accommodation

**Unit-III**

Business Plan Preparation: Sources of Business Ideas and Test of Feasibility, Significance of Writing the Business Plan, Contents of Business Plan, Preparation of Project Report, Project Presentation and Appraisal by External Agencies

**Suggested Readings:**

- Roy, Entrepreneurship, Oxford University Press, New Delhi
- Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai
- 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
- Mathur, Abha, Entrepreneurship, Taxmann Publication Private Limited, New Delhi
- Dailey, Entrepreneurial Management, Mc Graw Hill, New Delhi
- Tandon, Environment & Entrepreneur, Chug Publication, Allahabad
- सुधा जी.एस., व्यावसायिक उद्यमिता, रमेश बुक डिपो, जयपुर।
- नौलखा आर.एल., उद्यमिता एवं लघु व्यवसाय प्रबंध, रमेश बुक डिपो, जयपुर।

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester II**  
**Paper III**

**Marketing Management**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit I**

Marketing: Concept, Scope, Importance of Marketing, Difference between Marketing and Selling, Market Segmentation: Basis, Benefits of Market, Target Marketing, Product Positioning: Concept, Process, Strategies, 4 P's of Marketing

**Unit II**

Product: Product Classification, Product Line Decision, Product Life Cycle and Strategies, Price: Concept, Price Setting: Objectives, Pricing Decisions, Pricing Strategies, Distribution Channels: Concept, Types, Factors affecting choice of channels, Promotion: Sales Promotion, Advertising, Personal Selling, Publicity

**Unit III**

Service Marketing: Introduction, Characteristics, Classification, Scope, Difference between Goods and Services, 7P's of Service Marketing, Services Industries: Tourism, Travel, Transportation, Financial Services; Education and Professional Service, Telecom and Courier

**Suggested Readings:**

- Kotler Philip, Marketing Management, Prentice Hall of India Pvt., Ltd., New Delhi
- Saxena Rajan, Marketing management, Tata Mc Grow-Hill Publishing Co., Ltd. New Delhi
- Ramaswamy V.S. and Namakumari S., Marketing Management Planning Implementation and Control The Indian Context, Macmillan India Ltd., New Delhi
- Varshney R.L. & Gupta S.L., Marketing Management (An Indian Perspective) Text and Cases, Sultan Chand & Sons, New Delhi
- Shajahan S., Services Marketing, Himalaya Publishing House, Mumbai
- Jha S.M., Services Marketing, Himalaya Publishing House, Mumbai
- Gupta Rampal, Services Marketing, Galgotia Publishing Company, New Delhi
- Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmala, Services Marketing, Himalaya Publishing House, Mumbai
- Mehta, Khinvasara, Marketing of Service, RBD, Jaipur

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester II**  
**Paper IV**

**Personality Development**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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:**

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

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester III**  
**Paper I**  
**Company Law**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit- I**

Company: Meaning and Characteristics; Types of Company; Difference between Private & Public Company; Lifting of Corporate Veil; One Person Company-Meaning, Features, Provisions, Privileges, Limitations of OPC.

**Unit- II**

Formation Stages of Company; Functions and Duties of Promoters, Legal Status of Promoters, Memorandum of Association; Content and Alteration; Articles of Association: Content & Alteration.

**Unit- III**

Prospectus: - Definition, Content; Types of Prospectus, Statement in Lieu of Prospectus; Misleading Prospectus and Consequences. Share Capital: Types of Shares, 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।

**Bachelor of Commerce (Honours) Business Administration**  
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**Semester III**  
**Paper II**  
**Principles of Management and Practices**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Management:** Concept, Nature, Importance; Management Vs. Administration, Levels of Management, Characteristics of Managers, Principles of Management. Functions of Management, **Planning:** Nature, Objectives and Significance, Types of Plans, Process, Barriers to Effective Planning.

**Unit II**

**Organizing:** Definition, Forms of Organization Structure, Formal and Informal Organizations, Delegation of Authority **Staffing:** Definition, Characteristics, Need, and Importance & Elements **Co-ordination:** Need and Importance, Techniques, Effective Co-ordination.

**Unit III**

**Direction:** Meaning, Nature and Importance, Elements **Supervision:** Role of Supervisor **Motivation:** Need and Importance, Techniques, Theories of Motivation McGregor Theory, Maslow's Need Hierarchy Theory, Herzberg's Theory, Alderfer's Theory, Mc Clelland Theory, Expectancy Theory **Leadership:** Need and Importance, Functions of Leaders, Leadership Styles, Traits of Leader. **Communication:** Meaning and Importance **Control:** Nature, Process and Techniques.

**Suggested Readings:**

1. Donnel, Koontz ,Essentials of Management, Mc-Graw Hill, Noida
2. Mathur, B.S. Principles of Management, Malik&Company,Jaipur
3. Chatterjee, Satya Saran, Introduction of Management, World Press, New Delhi
4. Sarlekar, S. , Business Management, Kitab Mahal, Allahabad
5. Vashisht, Neeru, & Vibhuti Vashisht, Principles of Management, Taxmann Publications Pvt. Ltd., New Delhi
6. GuptaR.N.,PrinciplesofManagement,S.Chand&Company,NewDelhi
7. JosephL.Massie,EssentialsofManagement,PHILearningPvtLtd,NewDelhi.
8. PrasadLallan&GulshanS.S.,Management:Principles,&Practices,S.Chand&Company,NewDelhi.
9. BhatAnil,&ArunKumar,Management:Principles,Processes&Practices,OxfordUniversity Press,NewDelhi.

**Department of Business Administration**  
**Semester III**  
**Paper III**  
**Organisational Theory and Practices**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit I**

**Introduction:** Meaning of O.B., Disciplines Contributing to O.B. Field, Role of O.B. in Today's Business Organizations, Challenges and Opportunities **Individual Behaviour:** Personality: Determinants and Traits **Perception:** Process and Errors

**Unit II**

**Learning:** Theories and Reinforcement Schedules **Attitude:** Components, Factors Influencing, Attitude Formation, And Cognitive Dissonance Theory

**Interpersonal Behaviour:** Johari Window, Brief Overview of Transactional Analysis- Ego states, Types of transactions, Life Positions, Applications

**Unit III**

**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. **Management of Conflicts:** Reasons and Types of Conflicts, Positive and Negative Aspects of Conflict. Management of Conflicts.

**Suggested Readings:**

1. Rao, V.S.P, Organisational Behaviour, Excel Books.
2. Robbins, Organizational Behaviour, Pearson Edition, New Delhi.
3. Pareek, Udai, Understanding Organizational Behaviour, Oxford Publications.
4. Dwivedi, R.S., Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K., Organizational Behaviour, Himalaya publications
6. Chandan, Organizational Behaviour, Vikas publications

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester III**  
**Paper IV**  
**Ethics, Governance and Sustainability**

**Theory Marks: 70**  
**Internal Marks: 30**  
**100**

**Time: 3 Hours**

**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 Manager

**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 P Ltd.
- Sampath, K R, Law of Corporate Governance: Principles and Perspective; Snow white Publications P Ltd.
- 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 Corporate Governance Beyond Letter



**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester IV**  
**Paper I**  
**Secretarial Practices**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Time: 3 Hours**

**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.

**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।

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester IV**  
**Paper II**  
**Business Environment**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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:**

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

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester IV**  
**Paper III**  
**Sales Promotion and Sales Management**

**Time: 3 Hours**

**Theory Marks: 70**  
**Internal Marks: 30**  
**100**

**Unit- I**

Sales Promotions: Nature, Objectives and Functions, Distinction with Advertising and Personnel Selling, Role and Importance, Functions of Sales Promotion Department, Limitations in Shortage Economy, Types of Sales Promotions: Internal Organization, Consumer Promotions, Trade Sale Promotions of Industrial and Consumer Products

**Unit- II**

Export-Sales Promotion, Evaluation of Sales Promotion Programme. Effectiveness of Sales Promotion, Personal Selling, Personal Selling Process, Selling as a Career, Qualities of Successful Salesman

**Unit- III**

Sales Management, Sales Organisation, Sales Force Recruitment and Training, Sales Force Motivation and Compensation Sales Force Productivity and Performance, Sales Reports and Documents; Various Ethical Issues in Selling

**Suggested Readings:**

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

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester IV**  
**Paper IV**  
**Business and Finance Environment**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Course Objective:** To develop an understanding of the core and contemporary concepts of business finance.

**Course Contents**

**Unit I**

Business Finance: meaning, Need, Importance, Classification of capital, Sources of finance

**Unit II**

RIICO: Objectives, Functions, Organisation, Role, Criticism and suggestions. DICs: Characteristics, Objectives, Need and Importance, Functions, Management of DICs, Contribution of DICs, DICs in Rajasthan, Problems of DICs. Rajasthan Financial Corporation: Objectives, Functions and Establishment, Management of RFC, Working of RFC, Progress, Criticisms.

**Unit III**

Stock Exchanges: Origin, Development. SEBI: Constitution, introduction, objectives, Duties and Functions of SEBI, Powers of SEBI, Organisational Structure of SEBI, Role. OTCE: Establishment, Meaning, Characteristics, and activities, Key players of OTC, Methods of Trading, and Advantages. NSE: Establishment, Membership, working process.

**Suggested Readings:**

1. Prasanna Chandra, financial management ,TMH New Delhi.
2. Agarwal, Agarwal, Mishra, Business Finance , RBD Publications.
3. I.M. pandey ,Financial management , Vikas publications.
4. Dr. RL Nolakha , Business organisation, RBD Publications.

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester V**  
**Paper I**  
**Labour Legislations**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**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**

Payment of Bonus Act, 1965, Maternity Benefit (Amendment) Act, 2017

**Suggested Readings:**

1. Srivastava S.C., Industrial Relations and Labour Laws, Vikas Publishing
2. Nolakha R. L., Industrial Relations and Social Security, Ramesh Book Depot, Jaipur.
3. Nolakha R.L, Industrial Law and Industrial Relations, Ramesh Book Depot, Jaipur.
4. Somani, Mishra, Industrial and Labour Law, Ramesh Book Depot, Jaipur.
5. Padhi P.K., Labour and Industrial Laws, Prentice Hall of India, New Delhi.
6. शर्मा, सक्सेना, पोरवाल, औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।
7. कुमावत, औद्योगिक सन्नियम, साहित्य भवन, आगरा।
8. नौलखा आर.एल. औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester V**  
**Paper II**  
**E-Commerce**

**Time: 3 Hours**

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit-I**

**Introduction to e-commerce:** Meaning, Features, Scope, Types, e-Commerce v/s Traditional Commerce, Advantages and Challenges, Emerging Trends in e-commerce

**e-Business Models :** Types and its Advantages and Disadvantages.

**UNIT II**

**Electronic Payment System:** Introduction, Types of electronic payment system, Security Issues, Electronic Banking: Traditional Banking and E-Banking, Operation in E-Banking Electronic Trading: Concept and Advantages

**ERP-**Meaning, Process, SAP Applications and Advantages, E-Commerce Security Issues and Prevention

**UNIT III**

**e-Marketing** – Traditional Marketing Vs. e-Marketing, Objectives, Strategies, The e-Marketing Mix, Impact of e-Commerce on Market.

**Mobile Commerce:** Concept, Importance and Methods

**ESSENTIAL READINGS:**

1. David Whiteley, E-Commerce, Tata McGraw Hill
2. C.S. Rayudu : E-Commerce and E-Business, Himalaya Publication
3. T.N. Chhabra, R.K.Suri, E-Commerce New Vistas for Business, Dhanpat Rai & Co.
4. Eframi Turban, Jae Lee, David King, K. Michale Chung, Electronic Commerce, Pearson Education
5. Diwan Parag and Sunil Sharma, Electronic Commerce –A Manager’s Guide to E-Business, Vanity Books International, New Delhi.
6. Agarwal, K.N. and Deeksha Agarwal, Business on the net, Macmillan, New Delhi

**Department of Business Administration**

**Semester V**

**Paper III**

**Organisational Change & Development**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**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.
- चन्द्रप्रकाश, बालेश्वर पाण्डेय, संगठनात्मक व्यवहार, उत्तर प्रदेश हिंदी संस्थान, लखनउ।
- सुधा जी.एस., प्रबंध अवधारणा एवं संगठनात्मक व्यवहार, रमेश बुक डिपो, जयपुर।

**Bachelor of Commerce (Honours) Business Administration**

**Department of Business Administration**

**Semester V**

**Paper IV**

**Research Methodology**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**Unit I**

Research: Meaning, Nature, Significance, Types, Formulation of Research Problems, Steps of Research, Research Design and Formulation of Hypothesis

**Unit II**

Sampling Methods and Techniques, Properties of Data Collection and Measurement, Methods of Primary Data Collection, Data Processing,

**Unit III**

Testing of Hypotheses, Parametric and Non –Parametric Test, Report Writing and Presentation

**Suggested Readings**

- Kothari C.R., Research Methodology: Methods and Techniques, Wiley Eastern Ltd., New Delhi
- Sarangi, Prashant, Research Methodology, Taxmann Publication Pvt. Ltd., New Delhi
- Chawla & Sondhi - Research Methodology: Concepts and cases, Vikas Publishing House Pvt. Ltd., New Delhi.
- Rao, K.V., Research Methodology, Tata McGraw Hill Pvt. Ltd., New Delhi
- Young, P.V., Scientific Social Surveys and Research, Prentice Hall of India, New Delhi
- Saunders, Lewis, Thorn hill, Research Methods for Business Students, Pearson Education, Tamil Nadu
- J.F. Rummel and W.C. Ballainc, Research Methodology in Business, Harper and Row, New York
- Allan Bryman, Emma Bell, Business Research Methods, Oxford University Press, New Delhi
- रूनेला सतपाल, सर्वेक्षण अनुसंधान एवं सांख्यिकी विकास पब्लिकेशन, नई दिल्ली।



**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester VI**  
**Paper I**  
**Industrial Laws**

**Time: 3 Hours**

**Theory Marks:**  
**Internal Marks:**

**70**  
**30**  
**100**

**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:**

1. Somani, Mishra, Industrial and Labour Law, Ramesh Book Depot, Jaipur.
2. Padhi P.K., Labour and Industrial Laws, Prentice Hall of India, New Delhi.
3. Nolakha R.L., Industrial Relations and Social Security, Ramesh Book Depot, Jaipur.
4. Nolakha R.L., Industrial Law and Industrial Relations, Ramesh Book Depot, Jaipur.
5. Saharay H.K., Labour and Industrial Law, Lexis Nexis, New York
6. शर्मा, सक्सेना, पोरवाल, औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।
7. कुमावत, औद्योगिक सन्नियम, साहित्य भवन, आगरा।
8. नौलखा आर.एल. औद्योगिक सन्नियम, रमेश बुक डिपो, जयपुर।

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester VI**  
**Paper II**  
Production & Material Management

Time: 3 Hours

<b>Theory Marks:</b>	<b>70</b>
<b>Internal Marks:</b>	<b><u>30</u></b>
	<b>100</b>

**Unit-I**

Nature and Scope of Production Management,. Functions of Production and Material Management,  
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.

**Books Recommended:**

- 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

**Bachelor of Commerce (Honours) Business Administration**

**Department of Business Administration**

**Semester VI**

**Paper III**

**Marketing Communication and Advertising Management**

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

**Unit- I**

Integrated Marketing Communication (IMC); Concept, elements of IMC, Process, Evaluation of IMC, Communication Response models, Advertising and strategic marketing planning , Advertising planning process, advertising agency; types, functions , structures, agency-client relationship.

**Unit II**

Creativity in Advertising; Creative thinking , process, creative theory, advertising copy components, advertising appeals and styles, media decisions; media planning, types, features, suitability, scheduling, trends in challenges in media decisions.

**Unit III**

Advertising budget ; methods and implications, evaluating advertising effectiveness, methods, advertising research, contemporary issues in advertising.

**Books Recommended:**

1. Aaker, David, et.al., Advertising Management, Prentice Hall of India, New Delhi
2. Gupta, Ruchi, Advertising Principles and Practice, S. Chand & Company Pvt. Ltd, New Delhi
3. Norris, James S., Advertising, Prentice Hall of India, New Delhi
4. Still, Richard R., Cundiff Edward W. Sales Management & Govoni Norman, A.P., Prentice Hall of India, New Delhi
5. Mishra, Sales Promotion and Advertising Management, Himalaya Publishing House, New Delhi.
6. Chunawalla, S.A., Sethia, K.C., Foundations of Advertising- Theory & Practices, Himalaya Publishing House, New Delhi
7. Agarwal P.K, Advertising & Sales Promotion, Pragati Prakashan, Meerut
8. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publications Pvt. Ltd., New Delhi
9. सारस्वत, रितु, विज्ञापन और उपभोक्ता व्यवहार, गौरांश पब्लिकेशन, अजमेर
10. हटवाल, एकेश्वर प्रसाद, विज्ञापन कला, राजस्थान हिन्दी अकादमी, जयपुर

**Bachelor of Commerce (Honours) Business Administration**  
**Department of Business Administration**  
**Semester VI**  
**Paper IV**  
**Group Project and Presentation**

**Allocation of Marks:**

**Group Discussion: 50 Marks**

**Presentation of Project Report: 50 Marks**

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