

**S. S. JAIN SUBODH P.G. COLLEGE, JAIPUR**  
*(An Autonomous Institution)*  
**BACHELOR OF COMMERCE**  
**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	3	54	21	75
	Entrepreneurship and Small Business Management	DSC	3	54	21	75

**Semester-II**

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Business Laws	DSC	3	54	21	75
	Business Communication	DSC	3	54	21	75

**Semester-III**

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Company Law	DSC	3	54	21	75
	Principles of Management	DSC	3	54	21	75

**Semester-IV**

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Retail Management	DSC	3	54	21	75
	Strategic Management	DSC	3	54	21	75

## Semester-V

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Marketing Management	DSC	3	54	21	75
	E-Commerce or Organisational Behaviour	DSC	3	54	21	75

## Semester-VI

Level	Course Title	Course Category	Credit	ESE Marking Scheme		
				ESE	Internal	Total
5	Production and Material Management	DSC	3	54	21	75
	Advertising and Sales Promotion or Business Environment	DSC	3	54	21	75

\*\* There will be a choice offered between DSE2A and DSE2B.

\*\*\*Students with 70% or more will be eligible for opting Project Report in Semester VI in lieu of opted DSE2 (A or B), which will carry 3 credits.

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## Examination Pattern & Marking Scheme for B.Com. Pass Course

- Total Time allowed in semester end examination: 3 hrs
- Total End Sem .Exam 54 Marks
- Internal Assessment 21 Marks
- Maximum Marks 75 Marks
- Minimum Marks 30 Marks

- Examination Question Paper Pattern for all Semester Exams

- Attempt all questions

I 6 Questions (very short answer questions )	9*1 Mark	09
II 6 Questions (short answer questions)	3*6 Marks	18
III 3 Questions(1 Question from each unit with internal choice)	3*9 Marks	27

# **S. S. Jain Subodh P.G. College**

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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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.**
- **The outcome of this programme will help to accumulate and analyse requisite legal knowledge and its application about the legal framework for starting a business venture.**
- **The students would be able to interpret various legal provisions and learn how to apply them in building their career through an exposure to various case studies and clinical legal education.**
- **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**



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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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**

**Bachelor of Commerce**

**Business Administration**

**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., New Delhi.
- 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., New Delhi.
- Kapoor N.D., Company Law - incorporating the provisions of the Companies Amendment Act 2019, Taxmann Publications Pvt. Ltd., New Delhi.

### **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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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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, NewDelhi.
- 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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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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  
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 Redesign, 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**

# **S. S. Jain Subodh P.G. College**

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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce  
Business Administration  
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, Price: Factors affecting price and price strategies.

### **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**

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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce  
Business Administration  
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 e-business 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.**

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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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 Behavior : 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:**

- Robbins, Stephen P., Organisational Behaviour, Prentice Hall of India, New Delhi.
- Vashisht Neeru, Organisational Behaviour, Taxman Publication Pvt. Ltd., New Delhi.
- Luthans, Fred, Organisational Behaviour, McGraw Hill Pvt. Ltd., New Delhi.
- Hersey Blachard, Management of Organisational Behaviour, Prentice Hall of India, New Delhi.

**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.



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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce  
Business Administration  
Semester: VI**

**Paper Title: Production & Materials Management**

**Paper: I**

### **Objectives:**

- **The objective of this paper is to equip students with updated knowledge of modern Production and 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 Production 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**

**Business Administration**

**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.**

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## **SYLLABUS WITH CBCS SCHEME**

**Bachelor of Commerce**

**Business Administration**

**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, The Foreign Exchange Management Act, 1999(Provisions related to Contravention and Penalties, Adjudication and Appeal), The Competition Act, 2002 (Amended Act 2023).

#### **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 will 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.**