

**UNIVERSITY OF RAJASTHAN
JAIPUR**

SYLLABUS

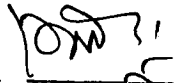
Faculty of Commerce

M.Com. Business Administration

Semester Scheme

IInd Semester Exam. June 2017

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उप-कुलसचिव
(शैक्षणिक)
राजस्थान विश्वविद्यालय
जयपुर

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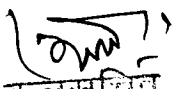
SYLLABUS OF

M.Com. (BUSINESS ADMINISTRATION)

(SEMESTER SCHEME)

(SECOND SEMESTER 2016-17)

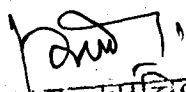
1. Eligibility: It is given in the Prospectus of the University of Rajasthan.
2. Scheme of Examination: There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/ or).
3. Semester Structure: The details of the courses with code, title and the credits assigned are given below.


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Syllabus of M.Com. (Business Administration)

Second Semester

S. No.	Subject Code	Course Title	Credit	Contact Hours Per Week	
				L	T
1	BUA 201	MANAGEMENT THINKERS	6	4	2
2	BUA 202	BUSINESS RESERCH METHODS	6	4	2
3	BUA 203	PRESENTATION IN SEMINAR AND VIVA VOCE	6	4	2
		ELECTIVE PAPERS (Any Three)			
4	BUA 204	STRATEGIC MANAGEMENT	6	4	2
5	BUA 205	BUSINESS ENVIRONMENT	6	4	2
6	BUA 206	MARKETING RESEARCH	6	4	2
7	BUA 207	MANAGERIAL ECONOMICS	6	4	2


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BUA 201: MANAGEMENT THINKERS

Unit-I

Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit- II

Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya's Arthshastra.

Unit- III

Indian Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahlad.

Unit- IV

Western Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

Unit- V

Western Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Gary Hamel.

Books Recommended

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.
2. Saneev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
3. Khanna, S. : Vedic Management, Taxman Publications (P) Ltd.
4. Bhawad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.
5. Rajgopalachari, C. : Ramayan, Bhartiya Vidya Bhawan.

17/11/21
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4.

BUA 202 - Business Research Methods

Unit I

Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem.

Unit II

Framing of Hypothesis. Research Design - Important Concepts. Sampling Design-Steps. Collection of Data: Primary and Secondary Sources.

Unit III

Questionnaire and Schedule, Interviews, Observation. Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation.

Unit IV

Hypothesis Testing : Parametric and Non-parametric Methods. Interpretation and Report Writing.

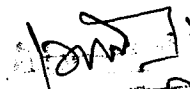
Unit V

Probability and Probability Distribution, Business Forecasting, Time Series, Decision Theory.

Books Recommended:

1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata McGraw-Hill.
2. Timothy J. Ross: Fuzzy Logic with Engineering Applications, Wiley Publications.
3. Simulated annealing: Theory and applications, Timothy J. Ross, Wiley Publications.
4. P.J. Van Laarhoven and E.H. Aarts: Simulated Annealing: Theory and Applications (Mathematics and its Applications).
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.
6. Richard Levia: Statistics of Management, Prentice Hall of India Pvt. Ltd.
7. Goode & Hatt: Methods in Social Research, McGraw-Hill.

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BUA 203 – Presentation in Seminar and Viva Voce

1. Presentation in Seminar: 50 Marks
2. Viva-Voce based on presentation: 50 Marks

The Department/College shall organise Seminar in Second Semester and announce topics (at least ten). Students can make presentations on topic of his/her choice. The presentation shall be evaluated by internal examiner appointed by Head of the Deptt. and external examiner appointed by the university.

The Viva-voce examination will be based on the presentation made by the student. The Department shall maintain record of the presentation made with a photograph pasted on the copy of the presentation made with signature, date of presentation etc.


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BUA 204- Strategic Management

UNIT I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission, Vision and Objectives , Strategy & Structure, 7s Framework.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.

UNIT IV

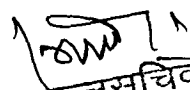
Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

UNIT V

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and Control.

Books Recommended:

1. Azhar Kazmi : Strategic Management
2. P. Rao : Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi Kumar : Strategic Management


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BUA 205: BUSINESS ENVIRONMENT

UNIT-I

Introduction of Business Environment, Concept Significance and Nature of Business Environment, Changing Dimensions of Business Environment.

UNIT -II

Implications of Globalization, Competition Act, 2002.

UNIT - III

Legal Environment of Business, Changing dimensions of Legal Environment, Intellectual Property Rights.

UNIT -IV

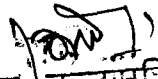
Environment Protection, Government Policy on Environment, Water Pollution Act, Air Pollution Act, Environment Pollution Act.

UNIT -V

Corporate Ethics and Government, Contemporary issues in CSR and Governance, Work Ethics, Sustainable Development.

Books Recommended

1. N. Gopal : Business Environment, Tata McGraw Hill
2. Saleem Shaikh: Environment, Pearson Education of India
3. David : The Environment of Business, SAGE Publication
4. Aswathappa : Essentials of Business Environment, Himalaya Publishing House


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BUA 206: MARKETING RESEARCH

Unit- I

Marketing Research: An Introduction, research design, marketing information system and marketing research, problems in conducting marketing research.

Unit- II

Marketing research process, Problem identification, Developing research proposal, Primary Data collection, Secondary Data sources.

Unit- III

Preparation of questionnaire, Sample design-Sampling methods and Sample size determination, field work and data collection.

Unit- IV

Data analysis and report preparation: Data editing, tabulation, editing, report preparation and presentation.

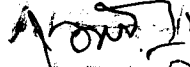
Unit- V

Marketing research applications: Consumer research, Product research, Advertising research, ethical issues in marketing research.

Books Recommended

1. Cooper, Donald, R. and Pamela, S. Schindler : Marketing Research, Tata McGraw Hill.
2. Malhotara, Naresh K. : Marketing Research, Prentice Hall of India.
3. Harper W., Boyd, Ralph Westfall and Stanley F. : Marketing Research: Text and Cases.
4. Green, Paul E., et.al : Research for Marketing Decisions, Prentice Hall of India Pvt. Ltd.
5. Donald, S., Tull and Del, I., Hawkins ; Marketing Research: Measurement and Methods, Prentice Hall of India Pvt. Ltd.

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BUA 207: MANAGERIAL ECONOMICS

Unit- I

Nature and scope of Managerial Economics, Role of Managerial Economist, Demand Elasticity, Demand Forecasting.

Unit- II

Cost: Concepts, Classification of Cost, Cost and Output Relationship.

Unit- III

Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition.

Unit- IV

Theories of Income, Profit, Wages and Rent.

Unit- V

National Income: Concept, Measurement, Distribution, National Income and Welfare.

Books Recommended

1. Dean, Joel : Managerial Economics
2. Gopalkrishan : A Study of Managerial Economics, Himalaya Publication.
3. Dwivedi, D. N. : Managerial Economics, Vikas Publishing House.
4. Agarwal, M.D. and Somdev : Managerial Economics
5. Seth, M.L. : Principles of Economics (Hindi & English).
6. Jhingam, M.L. : Principles of Economics (Hindi & English), Vikas Publishing House.

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