

UNIVERSITY OF RAJASTHAN,
JAIPUR


~~M.A./M.SC./M.COM~~

(Bus Administration)

2013-2014 (PREVIOUS)-I/II SEMESTER

2014-2015 (FINAL)- III/IV SEMESTER

Prepared by — Pushk

Checked by — 
12/11

BUSINESS ADMINISTRATION

2. Eligibility:

A candidate who has secured more than 50% or CGPA of 3.0 in the UGC Seven Point scale [45% or CGPA 2.5 in the UGC Seven Point Scale for SC/ST/Non-creamy layer OBC] or equivalent in the Bachelor degree in Science or Engineering or Technology or Medicine or Pharmaceutical Science shall be eligible for admission to First Semester of a Master of Science course.

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3. Scheme of Examination:

- (1) Each theory paper EoSE shall carry 100 marks The EoSE will be of 3 hours duration. Part 'A' of theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry ~~one~~^{Two} mark for correct answer.
- (2) Part "B" of paper will consist of Four questions with internal choice (except in cases where a different scheme is specifically specified in the syllabus) of 20 mark each. The limit of answer will be five pages.
- (3) Each Laboratory EoSE will be of four/six hour durations and involve laboratory experiments/exercises, and viva-voce examination with weightage in ratio of 75:25.

4. Course Structure:

The details of the courses with code, title and the credits assign are as given below.

Abbreviations Used

Course Category

CCC: Compulsory Core Course

ECC: Elective Core Course

OEC: Open Elective Course

SC: Supportive Course

SSC: Self Study Core Course

SEM: Seminar

PRJ: Project Work

RP: Research Publication

Contact Hours

L: Lecture

T: Tutorial

P: Practical or Other

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S: Self Study

Relative Weights

IA: Internal Assessment (Attendance/Classroom Participation/Quiz/Home Assignment etc.)

ST: Sessional Test

EoSE: End of Semester Examination

Syllabus of M. Com. (Business Administration)

First Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	BUA 101	THEORY AND PRACTICE OF MANAGEMENT	CCC	9	6	3	0	3	0
2.	BUA 102	MARKETING MANAGEMENT	CCC	9	6	3	0	3	0
3.	BUA 103	HUMAN RESOURCE MANAGEMENT	CCC	9	6	3	0	3	0
4.	BUA 104	MANAGEMENT ACCOUNTANCY	CCC	9	6	3	0	3	0

Second Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	BUA 201	MANAGEMENT THINKERS	CCC	9	6	3	0	3	0
2.	BUA 202	BUSINESS ENVIRONMENT	CCC	9	6	3	0	3	0
3.	BUA 203	MARKETING RESEARCH	CCC	9	6	3	0	3	0
4.	BUA 204	MANAGERIAL ECONOMICS	CCC	9	6	3	0	3	0

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Third Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	BUA 301	ORGANIZATIONAL BEHAVIOUR	CCC	9	6	3	0	3	0
2.	BUA 302	FINANCIAL MANAGEMENT	CCC	9	6	3	0	3	0
3.	BUA 303	BUSINESS RESEARCH METHODS	CCC	9	6	3	0	3	0
4.	BUA 304	ADVERTISING MANAGEMENT	CCC	9	6	3	0	3	0

Fourth Semester

S. No.	Subject Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	BUA 401	INTERNATIONAL MARKETING	CCC	9	6	3	0	3	0
2.	BUA 402	HUMAN RESOURCE DEVELOPMENT	CCC	9	6	3	0	3	0
3.	BUA 403	STRATEGIC MANAGEMENT	CCC	9	6	3	0	3	0
4.	BUA 421	DISSERTATION & VIVA-VOCE 50:50	PRJ	9	0	0	14	0	1

BUA 101 - THEORY AND PRACTICE OF MANAGEMENT

Unit -I

Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Evolution of Management Thought .

Unit -II

Strategic Planning, Managerial Decision Making, MBO, Departmentalization, Leadership Styles, Power and Distribution of Authority, Contemporary Views of Motivation.

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Unit –III

Group Behavior and Team Building, Effective Communication System, Designing Control Systems, MIS.

Unit –IV

Management of Change, Conflict Management, Management of Stress, Time Management, Quality Management.

Unit –V

Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture,

BUA 102- MARKETING MANAGEMENT

UNIT –I

Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing Process, Markets and Marketing Environment- Social, Legal and Ethical issues in Marketing, Global Marketing.

UNIT – II



Product Planning: Product Policy Decision, Brands and Trade marks, Packaging, Expanding/Simplifying the Line, Product Planning in India, Brand Equity.

UNIT – III

Pricing- Factors to be considered in Pricing, Pricing Objectives and Strategy. Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.

UNIT – IV

Channels of Distribution, Types of Channels, Objectives and Constraints, Evaluating the major Channel Alternative, Changing Channels of Distribution in India, Customer Relationship Management.



UNIT -V

Advertising and Sales Promotion, Advertising Programmes, Sales Promotion- Tools and Techniques, Sales Forecasting, Direct Marketing, Event Management, Integrated Marketing Communication.

BUA 103- HUMAN RESOURCE MANAGEMENT

UNIT -I

HRM- Meaning and Significance, Job Analysis, Human Resource Planning, Recruitment, Selection, Placement and Induction

UNIT- II

Performance and Potential Appraisal, Merit Rating, Training, Career Planning and Development, Executive Development.

UNIT-III

Bases of Compensation, Methods of Job Evaluation, Wage Systems, Fringe Benefits and Incentive Systems.

UNIT-IV

Human and Organizational Conflicts, Grievance Procedure, Disciplinary Policy.

UNIT -V

Scope of Industrial Psychology Functions and Activities of Industrial Psychology, Limitations of Industrial Psychology.

BUA 104 - MANAGEMENT ACCOUNTANCY

UNIT -I

Nature and Scope of Management Accounting, Financial Statements: Analysis and Interpretation, Comparative Statements and Common Size Statements.

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UNIT -II

Ratio Analysis, Fund Flow and Cash Flow Analysis.

UNIT -III

Capital Budgeting, Operating and Financial Leverages.

UNIT -IV

Variance Analysis, Cost of Capital, Responsibility Accounting.

UNIT -V

Break Even Analysis, Trend Analysis, Business Forecasting.

BUA 201 - MANAGEMNT THINKERS

UNIT -I

Robert Owen, F.W. Taylor. Henri Fayol.

UNIT -II

Chester I. Barnard, George Elton Mayo, Chris Argyris.

UNIT -III

Kurt Levin, Herbert A. Simon, William G. Ouchi.

UNIT -IV

Tom Peters, Gary Hamel, C.K.Prahalad.

UNIT -V

Peter F. Drucker, Victor H. Vroom. Michael E Porter.

BUA 202 - BUSINESS ENVIRONMENT

UNIT -I

Environment of Business, Socio-Cultural Environment, Impact of Socio-Cultural Values.

UNIT -II

Business Ethics and Morality, Social Responsibility of Businessmen and Indian Constitution.

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UNIT -III

Control over Business through Corporate Law, Control over Capital Issues, Industrial Policies.

UNIT -IV

Forms of State Intervention in Business, Concept of Welfare State, Industrial Development and Regulation.

UNIT -V

Patent Act 1951, Competition Act 2002, Liberalization Policy, Implications of Globalization Policy in Business.

BUA 203 - MARKETING RESEARCH

UNIT -I

Marketing Research: Meaning, Nature, Scope, Importance, Limitations, Applications of Marketing Research.

UNIT -II

Procedure of Marketing Research, Basic Methods: Survey, Observation, Experiment.

UNIT -III

Primary and Secondary Data Collection, Sampling.

UNIT- IV

Processing, Tabulation and Analysis of Data.

UNIT -V

Interpretation, Report Writing, Ethical Issues in Marketing Research.

BUA 204 - MANAGERIAL ECONOMICS

UNIT -I

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

UNIT -II

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

UNIT –III

Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition, Discriminating Monopoly, Oligopoly.

UNIT –IV

Theories of Income, Profit, Wages and Rent.

UNIT –V

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

BUA 301 - ORGANIZATIONAL BEHAVIOUR

UNIT –I

Meaning and Importance of Organizational Behaviour, Values, Attitudes and Job Satisfaction, Personality and Emotions.

UNIT –II

Bureaucratic and Democratic Organizations, Authority and Power Structure, Delegation of Authority and Responsibility, Developing Decentralized Structure.

UNIT –III

Leadership: Contingency Theories, Contemporary Issues in Leadership, Contemporary Theories of Motivation.

UNIT –IV

Foundations of Group Behaviour, Understanding Team Work.

UNIT –V

Power and Politics, Group Conflicts and Negotiation, Organizational Culture and Effectiveness, Stress Management.

BUA 302- FINANCIAL MANAGEMENT

UNIT –I

Perspective of Finance: Finance Function, Meaning, Objectives, Scope of Financial Management.

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UNIT -II

Working Capital Management, Determinants of Working Capital, Management of Inventories, Receivables and Cash, Decisions based on Break Even Analysis : Key Factors, Make or buy, Export Decision, Product Mix.

UNIT -III

Capital Structure, Capital Theories, Types of Issue, Selection of Security Mix, Income and Control, Sources of Finance

UNIT -IV

Profit Planning and Control, Dividend Policy, Risk & Insurance Management.

UNIT -V

Financial Institutions: IDBI, IFCI, ICICI, IRBI, EXIM Bank, RFC.

BUA 303 - BUSINESS RESEARCH METHODS

UNIT -I

Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Business Research.

UNIT -II

Identification of Research Problems, Formulating Hypothesis and Research Design.

UNIT -III

Data Collection, Classification of Data, Tabulation and Processing of Data.

UNIT -IV

Hypothesis Testing, Chi-Square Test, Analysis of Variance, Simple Regression and Correlation.

UNIT -V

Analysis and Interpretation of Data, Research Report, Business Forecasting.

BUA 304 - ADVERTISING MANAGEMENT

Unit -I



Role of Advertising, Advertising and Marketing Process, Types of Advertising, Advertising Decisions, Role of Advertising in Adoption of New Products, Advertising Department.

Unit –II

Advertising Planning Framework, Advertising Objectives, Advertising Media Decisions, Advertising Budget, Message Tactics, Advertising Copy Elements, Advertising Campaign.

Unit –III

Measuring Advertising Effectiveness, Need and Scope of Advertising Research, Advertising Research Process, Media Research, Copy Research.

Unit –IV

Advertising and Society, Ethics in Advertising, Laws Affecting Advertising in India, Television Advertising, Globalisation and Advertising, Advertising Agencies- Role and Functions.

Unit –V

Advertising Standards Council of India – Functions and Working, Advertising Agencies Association of India, Other Institutions Facilitating Advertising in India, Social Advertising in India.

BUA 401 -INTERNATIONAL MARKETING

UNIT –I

Introduction: Meaning, Nature, Importance, Scope and Limitations of International Marketing, Domestic and International Marketing.

UNIT –II

Initial Selection of International Market, Scope of Marketing Research, Conducting Marketing Research.

UNIT –III

Domestic and Overseas Product Planning and Development, Product Life Cycle, Pricing : Factors Affecting Pricing Decisions, Pricing Methods.

UNIT –IV

Channels of Physical Distribution : Factors Affecting the Choice of Channels, Logistics Decisions, Customer Service Levels, Promotional Measures and Strategies.

UNIT –V



Export Finance, WTO, GATT, IMF, World Bank, Impact of Globalisation, Emerging Issues in International Marketing.

Book Recommended:

1. Varshney & Bhattacharya : International Marketing
2. Simon Majaro : International Marketing
3. Jain, P.K. : International Marketing
4. Saranaral : International Marketing
5. Mittal , S.C. International Marketing
6. Kothari, R.K. And Jain, Mukesh : International Marketing (MBA Edition)(RBD, Jaipur).
7. Kothari, Jain and Mittal: International Marketing (RBD, Jaipur).
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Periodical & Reports :

1. Annual Report of Ministry of Commerce, Govt. of India.
2. Annual Report of STC
3. Foreign Trade Research (New Delhi).

BUA 402 - HUMAN RESOURCE DEVELOPMENT

UNIT –I

HRD : Concepts, Goals, HRD Mechanisms, Processes and Outcomes.

UNIT –II

HRD System: Design, Principles, Line Management and HRD.

UNIT –III

Transactional Analysis, Inter-Personal Style, Team Building, Role Efficiency.

UNIT –IV

Inter-Personal Relations, Giving and Receiving Feedback, 360 Degree Appraisal System.

UNIT –V

HRD Culture and Climate, Learning Organizations, HRD for Workers, Quality Circles.

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BUA 403 - STRATEGIC MANAGEMENT

UNIT-I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission Vision, Goals and Objectives.

UNIT- II

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

UNIT- III

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

UNIT- IV

Strategy Implementation: Aspects of Strategy Implementation, Project 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, Role of Organizational Systems in Evaluation.

BU A 421 - DISSERTATIONS

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