



**Maharaja Surajmal Brij University**

**Bharatpur (Raj.)**

**SYLLABUS**

**B.Com. BUSINESS ADMINISTRATION**

**(Part I, II, III)**

**Only For Session  
2020-21**

  
**अकादमिक प्रभारी**  
महाराजा सूरजमल बृज विश्वविद्यालय  
भरतपुर (राज.)

**BUSINESS ADMINISTRATION**  
**B.Com. PART -I EXAMINATION**

**B.Com. PART-I**

Paper I - Business Laws

Paper II - Entrepreneurship and Small Business Management

**Paper I- Business Laws**

**Time : 3 hours.**

**Min. Marks : 36**

**Max. Marks : 100**

**Unit-I**

The Indian Contract Act, 1872: Section 1 to 75.

**Unit- II**

The Indian Contract Act, 1872: Special Contracts- Indemnity, Guarantee, Bailment, Pledge.

**Unit- III**

The Sale of Goods Act, 1930.

**Unit- IV**

The Limited Liability Partnership Act. 2008

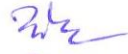
**Unit- V**

The Consumer Protection Act, 1986

**Recommended Books :**

1. Elements of mercantile law: N.D. Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Law: P.C. Tulsian, Tata Mcchow-Hill Publishing Company, New Delhi.
3. Business Law: S.S. Gulshan, Excel Books, New Delhi.
4. Business Law: Nirmal Singh, Deep & Deep., Publication Pvt. Ltd., New Delhi.
5. Business Law: R.L. Nolakha, R.B.D. Jaipur.
6. Mercantile Law: N.M. Sharma, Shivam Book Depot, Jaipur
7. Business Law: Sharma, Arya, Gupta, Ajmer Books Company, Jaipur
8. व्यापारिक सन्नियम : जे. पी. सिंघल, अजमेरा बुक कम्पनी, जयपुर
9. व्यापारिक सन्नियम : आर. एल. नौलखा, आर. बी. डी., जयपुर

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## **Paper II- Entrepreneurship and small Business Management**

**Time : 3 hours.**

**Min. Marks : 36**

**Max. Marks : 100**

### **Unit - I**

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Problem of Entrepreneurship.

### **Unit - II**

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

### **Unit - III**

Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.

### **Unit - IV**

Start up process of small enterprises, problems of small scale industries.


### **Unit - V**

Management of small business enterprises, DIC's in promoting small business.

### **Recommended Books :**

1. Small Scale industries and Entrepreneurship Development: C.S.V. Muunshy Himalaya Publishing House Pvt. Ltd.
2. Developing Entrepreneurship : Pareek and Rao.
3. Entrepreneurship Development : Bhansali, HPB
4. Fundamentals of Entrepreneurship : G.S. Sudha, RBD, Jaipur.
5. Fundamentals of Entrepreneurship and Small business management: Drevasant Desai, Himalaya Publishing House Pvt. Ltd.
6. Fundamental of Entrepreneurship: Dr. K.K. Patna, Himalaya Publishing House Pvt. Ltd.
7. Entrepreneurship Development: G.S. Sudha, RBD, Jaipur.
8. A Practical Guide to Industrial Entrepreneurship : S.B. Srivastava, Sultan Chand and Sons.
9. A Practical Guide to Industrial Entrepreneurship : Rajpurohit, Vyas and Sharma, Ajmer Book Company, Jaipur.

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## **B.COM. Part II**

### **B.COM. Part- II**

Paper I - Company Law and Secretarial Practice

Paper II - Management

### **Paper I - Company Law and Secretarial Practice**

**Time : 3 hours.**

**Min. Marks : 36**

**Max. Marks : 100**

#### **Unit I**

Meaning, Characteristics of a Company, Lifting of Corporate veil, types of company.

#### **Unit II**

Formation of a Company, Memorandum of Association: Contents and Alterations, Articles of Association.

#### **Unit III**

Prospectus, share Capital, Types of Shares and Debentures, Membership.

#### **Unit IV**

Directors- Qualifications and Disqualifications, Appointment and Removal, Power and Duties, Managing Director, Whole time Director.

#### **Unit V**


Company Secretary - Qualifications, Role and Position, Secretarial Practice relating to allotment of shares.

Note: All Provisions as per Companies Act, 2013.

#### **Book Recommended:**

1. आर.सी. अग्रवाल एवं एन.एस. कोठारी कम्पनी अधिनियम एवं सचिवीय पद्धति
2. एस.एम. शुक्ला एवं सहाय : कम्पनी अधिनियम एवं सचिवीय पद्धति
3. S.A. Sharlekar : Secretarial Practice.
4. J.C. Bahl: Secretarial Practice.
5. N.D. Kapoor: Company Law.
6. M.C. Kuchhal: Secretarial Practice.
7. Awatar Singh : Company law.
8. माथुर सकसैना : कम्पनी अधिनियम एवं सचिवीय पद्धति (रमेश बुक डिपो, जयपुर)
9. शर्मा जोशी, खीचा : कम्पनी अधिनियम (अजमेरा बुक कम्पनी, जयपुर)

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## Paper II - Management

Time : 3 hours.

Min. Marks : 36

Max. Marks : 100

### Unit I

Management: Concept, Nature, Principles, Importance and Process; MBO; Planning- Importance, process and Components; Decision Making- Process, Types and Techniques.

### Unit II

Organization- Goal, Structure, Importance, Formal and Informal Organization; Organizational Change and Development; Authority and Responsibility; Power and Authority; Sources of Authority; Delegation of Authority; Centralization and Decentralization; Span of Control.

### Unit III

Communication- Significance, Channels, Types, Process, Barriers and Remedies; co-ordination and cooperation; co-ordination as an essence of management; Principles and Techniques of co-ordination; obstacles in co-ordination.

### Unit IV

Leadership- Functions, Qualities, Styles and theories; Motivation- Importance, Types, Process and Techniques; Theories of Motivation (maslow, Herzberg).

### Unit V

Control-Nature, Process, Techniques and Essentials of Effective Control; TQM.

### Book Recommended:

1. B.S. Mathur: principles of Management. (1978)
2. Satya Saran Chatterjee : Introduction of Management.
3. Mritunjoy Banerjee: Business Administration.
4. Richard, Hatman tuwence P.Hogan and John Wholipan: Modern Business Administration
5. S. Sarlekar; Business Management.
6. Koontz o'Donnel: Essentials of Management
7. जे.पी. सिंघल : प्रबंध, अजमेरा बुक कम्पनी, जयपुर
8. P. Subha Rao : Management- Theory and Practice, HPH.

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## BUSINESS ADMINISTRATION

### B.COM. Part III

Paper - I Functional Management

Paper - II Optional Paper (Any one of the following)

1. Advertising and sales Management
2. Insurance
3. Industrial Laws

### Paper I: Functional Management

Time : 3 Hours

Min. Marks 36

Max. Marks : 100

#### Unit I

Meaning, Scope, Role and Functions of Human Resource Management, Human Resource Planning Recruitment, Selection, Placement and Induction.

#### Unit II

Job Analysis, Job Enlargement and Job Enrichment, Training and Development, Performance Appraisal.

#### Unit III

Marketing- Meaning, Scope and Importance, Product Planning and Development; Channels of Distributions; Pricing Policies and Strategies.

#### Unit IV

Finance Functions; Importance and Scope of Financial management; Functions and Role of Finance Manager; Financial Planning; Sources of Finance.

#### Unit V

Meaning , Nature, Scope and Importance of Production Management; Production Planning and Control; Quality Control.

#### Books Recommended:

1. Gupta, C.B.: Human Resource Management, Sultan Chand and Sons, New Delhi
2. P.Subba Rao : Essentials of HRM and Industrial Relations (Himalaya Publishing House)
3. Butta, E.S.: Modern Production Management
4. Dutta, S.K.: Materials Management
5. Gopal Krishnan and Sonderiam: Integrated Material Management
6. Kotler, Keller, Koshy, Jha: Marketing Management (Pearson)
7. शर्मा, शर्मा, सुराणा : मानव संसाधन प्रबन्ध (रमेश बुक डिपो)
8. जी.एस. सुधा : क्रियात्मक प्रबन्ध (रमेश बुक डिपो)
9. भदादा, पोरवाल : विपणन प्रबन्ध के सिद्धान्त एवं व्यवहार (रमेश बुक डिपो)
10. अग्रवाल, अग्रवाल : वित्तीय प्रबन्ध (रमेश बुक डिपो)
11. पोरवाल, सुधान : उत्पादन प्रबन्ध (रमेश बुक डिपो)
12. पोरवाल, सुधार : सामग्री प्रबन्ध के सिद्धान्त एवं व्यवहार (रमेश बुक डिपो)

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**Paper II - Optional Paper**  
**1. Advertising and Sales Management**  
**OR**

**Time : 3 Hours**  
**Min. Marks 36**

**Max. Marks : 100**

**Unit I**

Advertising Concept; Objectives and Significance of Advertising; Types of Advertising.

**Unit II**

Advertising Budget, Advertising Campaign Planning.

**Unit III**

Advertising Media planning; Media Scheduling; Factors Affecting Selection of Media; Measuring Advertising Effectiveness.

**Unit IV**

Role of Selling in Planned Economy; Selling as a Career; Qualities of a Salesman; Sales Organization; Recruitment and Selection of Salesman; Training, Motivation, Remuneration of Salesman.


**Unit V**

Sales Forecasting Sales Quotas and Territories; Consumer Psychology; Buying Motives, Control of Sales Operations.

**Books Recommended:**

1. Batra, Myres and Akar: Advertising Management, Prentice Hall of India, New Delhi
2. Chunawalla and Sethia: Foundations of Advertising, Himalaya Publishing House, New Delhi
3. S. Shyam Prasad & Sumit Kumar: Advertising Management, Ramesh Book Depot, Jaipur
4. Anurag Sharma: Advertising and Sales Management, (Thakur Publications, Jaipur)
5. आर.एल. नौलखा : विक्रय संवर्धन एवं विक्रय प्रबन्ध (रमेश बुक डिपो)
6. जी.एस. सुधा : विक्रय संवर्धन एवं विक्रय प्रबन्ध (रमेश बुक डिपो)

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**Paper II - Optional paper**

**2. Insurance**

**OR**

**Time : 3 Hours**

**Min. Marks 36**

**Max. Marks : 100**

**Unit I**

Insurance: An Introduction, Risk Management and Insurance, principles of Insurance contract.

**Unit II**

Fire Insurance, Life Insurance, Development of life Insurance in India.

**Unit III**

Life Insurance, corporation of India, Life Insurance Agents, Life Insurance Plans.

**Unit IV**

Settlement of Claims in Life Insurance, General Insurance, The General Insurance Corporation of India.


**Unit V**

Liberalisation and Insurance, The Insurance Regulatory and Development Authority (IRDA), Prospects and Challenges in Insurance Sector.

**Book Recommended:**

1. Mishra, M.N. : Principles & Practice of Insurance, S. Chand & Company, New Delhi.

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**Paper II - Optional paper**  
**3. Industrial Laws**

**Time : 3 Hours**  
**Min. Marks 36**

**Max. Marks : 100**

**Unit I**

The Factories Act, 1948.

**Unit II**

The Indian Trade Union Act, 1926.

**Unit III**

The Industrial Disputes Act, 1947.

**Unit IV**

Workmen's Compensation Act, 1923.

**Unit V**


Employee's Provident Fund and Miscellaneous Provision Act, 1952.

Gratuity Act, 1972.

**Book Recommended:**

1. Inderjeet: Labour Laws
2. Sarkar: Labour Laws of India
3. O.P. Gupta: Industrial and Labour Laws
4. Taxmann's Labour Laws
5. शर्मा, सक्सैना, पोरवाल : औद्योगिक सन्नियम
6. कुमावत : औद्योगिक सन्नियम

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