



Maharaja Surajmal Brij University

Bharatpur (Raj.)

SYLLABUS

B.Com. BUSINESS ADMINISTRATION

(Part I, II, III)

**Only For Session
2020-21**

Session 2021-22

2/5/22
अकादमिक प्रभारी
महाराजा सुरजमल ब्रिज विश्वविद्यालय
भरतपुर (राज.)

2

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

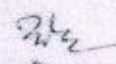
The Consumer Protection Act, 1986

Recommended Books :

1. Elements of mercantile law: N.D. Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Law: P.C. Tulsian, Tata McLow-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 सन्निधम : जे. पी. सिंघल, अजमेरा बुक कम्पनी, जयपुर
9. व्यापारिक सन्निधम : आर. एल. नौलखा, आर. बी. डी., जयपुर

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अकादमिक प्रभारी
महाराजा यू.एन.एल. बृज विश्वविद्यालय
भरतपुर (राज.)

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 to 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. Sharfekar : 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. माधुर सकसेना : कम्पनी अधिनियम एवं सचिवीय पद्धति (रमेश बुक डिपो, जयपुर)
9. शर्मा जोशी, रवीचा : कम्पनी अधिनियम (अजमेरा बुक कम्पनी, जयपुर)

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भरतपुर (राज.)

5-

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 Suran 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'Donnell: 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. भदावा, 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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भरतपुर (राज.)

1-

Paper II - Optional Paper
I. 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

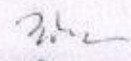
Sales Forecasting Sales Quotas and Territories; Consumer Psychology; Buying Motives, Control of Sales Operations.

Books Recommended:

1. Batra, Myres and Akar: Advertising Management, Prentice Hall of India, New Delhi
2. Chunnawalla 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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भरतपुर (राज.)

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

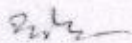
Liberalisation and Insurance, The Insurance Regulatory and Development Authority (IRDA), Prospects and Challenges in Insurance Sector.

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, सक्सेना, पोरवाल : औद्योगिक सन्निधम
6. कुमावत : औद्योगिक सन्निधम

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W. M.
अकादमिक प्रभारी
महाराजा सुरजमल कृष्ण विश्वविद्यालय
भरतपुर (राज.)