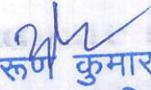




**Maharaja Surajmal Brij University**  
**Bharatpur (Rajasthan)**  
**Syllabus for Business Administration**  
**(Under Graduate Programme)**  
**Semesters V & VI**  
**Academic Session 2025-26**

  
डॉ. अरुण कुमार पाण्डेय  
उपकुलसचिव  
प्रभारी अकादमिक प्रथम

Academic Session 2025-26

**BAD-30T-501-Functional Management**  
**V<sup>th</sup> Semester- Business Administration**

semester	Code of the course	Title of the course/paper				NHEQF Level	Credits
V	BAD-30T-501	Functional Management				5.5	6
Level of Course	Type of the Course	Credit Distribution				Course Delivery Method	
		Theory	Practical	Total	Offered to NC Student		
High Level	Major	6	0	6	Yes	Lecture	
Duration of Examination		Maximum Marks				Minimum Marks	
Midterm -1 Hr EoSE -3 HR		Midterm-30 Marks EoSE-120 Marks				Midterm-12 Marks EoSE-48 Marks	

**Paper I Functional Management B.com sem-V<sup>th</sup>**

**Unit-I**

Meaning, Scop, Role and Functions of Human Resource Management, organization of Human Resources department, Human Resource Planning, Recruitment, Selection, Placement and Induction.

**Unit-II**

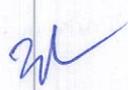
Job Analysis, Job Enlargment and Job Enrichment, Training and Development, Performance Appraisal and Merit Rating.

**Unit-III**

Marketing-meaning, Evolution, Modern Concept, Scope and Importance, Product planning and Development; Marketing Research; Channels of Distribution; Marketing Research; Channels of Distribution; Pricing Policies and Strategies.

**Unit-IV**

Finance Functions; Importance and Scope of Financial Management; Functions and Role of Finance Manager; Financial Planning and Capital Structure; Sources of Finance Working Capital and its Sources. Meaning, Nature, Scope and Importance of Production Mangement; Production Process, Prouction :Planning and Control.

  
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**BAD-30T-601-Advertising and Sales Management  
VI<sup>th</sup> Semester- Business Administration**

Semester	Code of the Course	Title of the Course/Paper			NHEQF Level	Credits
VI	BDM-76T-302	Advertising and Sales Management			5.5	6
Level of Course	Type of the Course	Credit Distribution			Offered to NC Student	Course Delivery Method
		Theor y	Practical	Total		
High Level	Major	6	0	6	Yes	Lecture
Duration of Examination		Maximum Marks			Minimum Marks	
Midterm -1 Hr EoSE -3 HR		Midterm-30 Marks EoSE-120 Marks			Midterm-12 Marks EoSE- 48 Marks	

**Advertising and Sales Management B.Com- Sem- VI<sup>th</sup>**

**Unit-I**

Advertising Concepts; Objectives and Significance of Advertising; Dagmar Approach; 5M Model; Types of Advertising. Advertising Budget, Advertising Campaign Planning; Advertising Message.

**Unit-II**

Advertising Media Planning Reach, Frequency, Media Scheduling, Factors Affecting Selection of Media; Measuring Advertising Effectiveness; Advertising Agency- Structure and Functions.

**Unit-III**

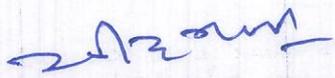
Role of Selling in a Planned Econmy; Selling as a Career; Qualities of a Salesman; Product Knowledge; Effective Speaking, Customer Relations: Sales Organisation; Recruitment and Selection of Salesman Tranning, Motivation, Remuneration of Salesman.

**Unit-IV**

Planned Selling Approach Steps involed; Sales Call; Sales Forecasting Sales Quotas and Territories; Consumer Psyholgy; Buying Motives, Control of Sales Operations; Salesman's Reports; Meeting selling Costs and Sales Cost Control.

**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 Prasas & sumit Kumar: Advertising Management, Ramesh Book Depot. Jaipur.

  
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