



UNIVERSITY OF RAJASTHAN, JAIPUR

Three/ Four Year Undergraduate Programme

Faculty of Commerce

Programme Name: UG0204 –Three/ Four Year B.Com. (Business Administration)

B. Com. (Business Administration)

Subject/Discipline - Business Administration

(Syllabus as per NEP – 2020 and Choice Based Credit System)

Medium of Instruction: Hindi/English

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Raj Jais
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR

Academic Session 2024-25

Programme Name: UG0204 – Three/Four Year B.Com. (Business Administration)

Name of University	University of Rajasthan, Jaipur
Name of Faculty	Commerce
Name of Discipline	B.Com. (Business Administration)
Type of Discipline	Major
List of Programme were offered as Minor Discipline	ABST/EAFM
Prerequisites	XII Pass
Offered to Non-Collegiate Students	No

Programme Outcomes (POs):

- **Business Knowledge:** Gain a comprehensive understanding of key business concepts, principles, and practices across various domains such as management, marketing, finance, and law.
- **Critical Thinking:** Develop analytical and problem-solving skills to make informed decisions in a dynamic business environment.
- **Communication Skills:** Enhance verbal and written communication abilities to effectively convey business information and ideas.
- **Ethical Understanding:** Foster a strong sense of business ethics and social responsibility, applying ethical principles in business decisions.
- **Leadership and Teamwork:** Cultivate leadership qualities and the ability to work effectively in teams, managing group dynamics and contributing to organizational success.
- **Global Perspective:** Understand the global business environment, including international markets, cross-cultural interactions, and the impact of globalization on business.
- **Entrepreneurial Skills:** Develop the ability to identify business opportunities, create business plans, and manage startups with an entrepreneurial mindset.
- **Technological Proficiency:** Gain proficiency in the use of modern business tools and technologies, including software applications for business operations and management.
- **Legal Acumen:** Understand the legal framework governing business operations, including company law, business laws, and regulations affecting various business activities.
- **Sustainability Awareness:** Recognize the importance of sustainable business practices and their impact on the environment, society, and long-term business success.

Programme Specific Outcomes (PSOs):

- **Understanding Business Organizations:** Analyze the structure, types, and functions of business organizations, with an emphasis on their role in the economy.
- **Application of Business Laws:** Apply knowledge of business laws to ensure compliance and address legal challenges in business operations.
- **Management Principles:** Implement principles of business management to effectively manage resources, operations, and people within an organization.
- **Corporate Law Application:** Understand and apply company law principles in the governance and administration of corporate entities.
- **Business Environment Analysis:** Assess and analyze the external business environment, identifying opportunities and threats for business growth.
- **Entrepreneurial Development:** Develop skills for creating and managing new ventures, with an emphasis on innovation and entrepreneurial processes.
- **Marketing Strategies:** Formulate and execute marketing strategies that effectively promote products and services, utilizing principles of marketing.
- **Human Resource Management:** Apply principles of human resource management to recruit, retain, and develop talent within organizations.
- **Sales and Operations Management:** Manage sales operations and production processes to enhance efficiency and achieve organizational goals.
- **Organizational Behaviour Understanding:** Analyze and apply concepts of organizational behavior to improve workplace culture, motivation, and employee performance.

SEMESTER-WISE PAPER TITLES WITH DETAILS

UG0204 – Three/Four Year B.Com. (Business Administration)								
S. No.	Level	Semester	Type	Business Administration	Credits			
					Title	L	T	P
1.	5	I	MJR	UG0204-BDM-51T-151-Business Organization	6	0	0	6
2.	5	I	MJR	UG0204-BDM-51T-152-Business Laws	6	0	0	6
3.	5	II	MJR	UG0204-BDM-52T-153-Principles of Business Management	6	0	0	6
4.	5	II	MJR	UG0204-BDM-52T-154-Company Law	6	0	0	6
5.	6	III	MJR	UG0204-BDM-63T-251-Business Environment	6	0	0	6
6.	6	III	MJR	UG0204-BDM-63T-252-Fundamentals of Entrepreneurship	6	0	0	6
7.	6	IV	MJR	UG0204-BDM-64T-253- Principles of Marketing	6	0	0	6

8.	6	IV	MJR	UG0204-BDM-64T-254- Fundamentals of Human Resource Management	6	0	0	6
9.	7	V	MJR	UG0204-BDM-75T-351- Sales Promotion and Sales Management	6	0	0	6
10.	7	V	MJR	UG0204-BDM-75T-352-Production & Operation Management	6	0	0	6
11.	7	VI	MJR	UG0204-BDM-76T-353- International Marketing	6	0	0	6
12.	7	VI	MJR	UG0204-BDM-76T-354- Organizational Behaviour	6	0	0	6

Examination Scheme

- 1 credit = 25 marks for examination/evaluation
- For Regular Students there will be Continuous Assessment, in which sessional work and the terminal examination will contribute to the final grade. Each course in Semester Grade Point Average (SGPA) has two components- Continuous assessment (20% weightage) and (End of end-semester examination) EoSE (80% weightage).
- For Regular Students, 75% Attendance is mandatory for appearing in the EoSE.
- To appear in the EoSE examination of a course/subject a regular student must appear in the mid-semester examination and obtain at least a C grade in the course/subject.
- Credit points in a Course/Subject will be assigned only if, the regular student obtains at least a C grade in the CA and EoSE examination of a Course/Subject.
- In the case of Non-Collegiate Students there will be no Continuous assessment and credit points in a course/subject will be assigned only if, the non-collegiate student obtains at least a C grade in the EoSE examination of a Course/Subject.

Letter Grades and Grade Points

Letter Grade	Grade Point	Marks Range (%)
O (Outstanding)	10	91 – 100
A+ (Excellent)	9	81 – 90
A (Very good)	8	71 – 80
B+ (Good)	7	61 – 70
B (Above average)	6	51 – 60
C (Average)	5	40 – 50
P (Pass)	4	
F (Fail)	0	
Ab (Absent)	0	

Examination Scheme for Continuous Assessment (CA)

DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS

S. No.	CATEGORY	○ ◡ ◡ ◡ ◡ ◡	THEORY	PRACTICAL
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	Max Internal Marks		CORE (Only Theory)	CORE (Theory + Practical)	AEC	SEC	VAC	CORE (Theory + Practical)	SEC	VAC	
			30	20	20	10	10	10	10	10	
1	Mid-term Exam	50%	15	10	10	5	5	5	5	5	
2	Assignment	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
3	Attendance	25%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	
		Regular Class Attendance	= 75%	3	2	2	1	1	1	1	1
			75-80%	4	3	3	1.5	1.5	1.5	1.5	1.5
			80-85%	5	4	4	2	2	2	2	2
> 85%	7.5	5	5	2.5	2.5	2.5	2.5	2.5	2.5		

Note:

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.

Examination Scheme for EoSE

CA – Continuous Assessment

EoSE – End of Semester Examination

Type of Examination	Course Code and Nomenclature	Duration of Examination		Maximum Marks		Minimum Marks	
		CA	1 Hr.	CA	30 Marks	CA	12 Marks
Theory	UG0204-BDM-51T-151-	CA	1 Hr.	CA	30 Marks	CA	12 Marks

	Business Organization	EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-51T-152- Business Laws	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-52T-153- Principles of Business Management	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-52T-154- Company Law	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-63T-251- Business Environment	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-63T-252- Fundamentals of Entrepreneurship	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-64T-253- Principles of Marketing	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-64T-254- Fundamentals of Human Resource Management	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-75T-351- Sales Promotion and Sales Management	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-75T-352- Production & Operation Management	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-76T-353- International Marketing	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks
Theory	UG0204-BDM-76T-354- Organizational Behaviour	CA	1 Hr.	CA	30 Marks	CA	12 Marks
		EoSE	3 Hrs.	EoSE	120 Marks	EoSE	48 Marks

The question paper consists of **three** parts A, B & C.

PART-A: 20 Marks

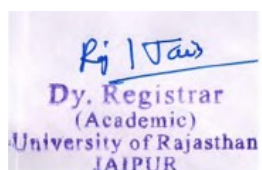
Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

PART-B: 20 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 10 marks each.

PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.



Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Business Organization

Paper Code: UG0204-BDM-51T-151

Semester: I

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UG0204-BDM-51T-151	Business Organization	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

The objective of this course is to provide knowledge of the business organisation & overview in practical commercial situations.

UNIT I: Introduction: Definition of business, Industry & commerce and their interrelationship in today's environment. MSME- Definitions, Profile of activities, Role of MSMEs in Indian economy.

UNIT II: The Environment of Business: The elements of the environment: natural, legal & political, technological, economic, socio-cultural and international; Business- environment interface; SWOT analysis, strategy formulation.

UNIT III: Forms of Business Organization: Sole proprietorship, partnership, limited liability partnership, private limited company, public limited company, cooperatives & self-help groups, HUF and family business; Criteria for the choice of a suitable form of business organization. Relative suitability of the various forms for MSMEs.

UNIT IV: Origin, development and activities of Stock Exchanges in India. A brief study of SEBI, OTCE and NSE. Need and Importance of Finance, Sources of Finance, A brief study of Rajasthan Finance Corporation.

Suggested Books and References:

1. Chhabra, T.N., Modern Business Organization, New Delhi, Dhanpat Rai & Sons, Latest Edition.
2. Chhabra T.N., Business Organisation & Management, Sun India Publications, New Delhi.
3. Shankar, Gauri, Modern Business Organisation, Mahavir Book Depot, New Delhi.
4. Tulsian, P.C., Business Organisation & Management, Pearson Education, New Delhi.
5. Tripathi, P.C., Principles of Management, Tata McGraw Hill, Publishing Co., New Delhi.

Course Learning Outcomes:

1. Gain knowledge of Indian Business Organization structure.
2. Enhance the basic knowledge to business transactions and its enforceability in the business environment.
3. Develop an understanding of various forms of business organizations.

Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Business Laws

Paper Code: UG0204-BDM-51T-152

Semester: I

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
I	UG0204-BDM-51T-152	Business Laws	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to practical commercial situations.

UNIT I:The Indian Contract Act, 1872, Section 1 to 75

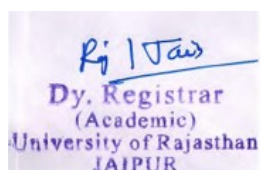
UNIT II: Special Contracts; Indemnity; Guarantee; Bailment and pledge, Agency

UNIT III: Indian Sale of Goods Act, 1930

UNIT IV: Consumer Protection Act 1986

Suggested Books and References:

1. Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
2. Kuchal, M.C. and Kuchhal, Vivek : Business Laws, Vikas Publishing House, Noida (UP).
3. Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow



4. Kapoor, N.D. : Business Law , Sultan Chand & Sons, New Delhi
5. Tulsian P.C., Tulsian Bharat, TulsianTushar: Business Laws, S.Chand Publishing.
6. Chandra, P.R. : Business Law, Galgotia, New Delhi
7. The Indian Contract Act, 1872- Bare Act.
8. The Sale of Goods Act, 1930- Bare Act.

Course Learning Outcomes:

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Principles of Business Management

Paper Code: UG0204-BDM-52T-153

Semester: II

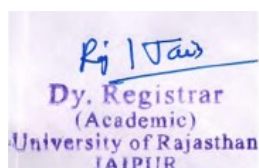
Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
II	UG0204-BDM-52T-153	Principles of Business Management	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm 12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

UNIT I: Introduction: Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Planning: Concept, Process, Types, Levels, Advantages, Disadvantages and Principles of Planning.



UNIT II: Decision- Making: Concept and Process; Management by Objective (MBO). Organisation: Concept, Nature, Process and Significance, Authority and Responsibility Relationships. Centralization and Decentralization; Span of Management. Coordination: Meaning, Importance, Principles and Techniques.

UNIT III: Direction: Meaning & Principles. Motivation and Leading People at Work: Motivation- Concept, Importance, Theories of - Maslow, Herzberg, McGregor and Ouchi. Leadership- Concept and Leadership Styles; Likert's System of Management.

UNIT IV: Managerial Control: Concept and Process; Effective Control System; Techniques of Control. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and Methods of Reducing Resistance to Change.

Suggested Books and References:

- Harold Knootz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill, New Delhi
- Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
- Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo
- Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York
- Hampton David R. : Modern Management, McGraw Hill, New York
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: Management, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: Management of Organizational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson: Management Principles and Functions. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: Principles of Management, AITBS Publishers and Distributors, New Delhi.
- R.D. Agarwal: Organization and Management, Tata McGraw Hill, New Delhi.

Course Learning Outcomes:

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

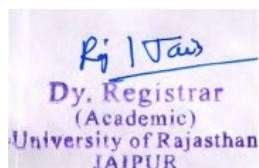
Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Company Law

Paper Code: UG0204-BDM-52T-154

Semester: II

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
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II	UG0204-BDM-52T-154	Company Law	5	6
Level of Course	Type of the Course	Delivery Type of the Course		
Introductory	Major	Lecture,-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013.

UNIT I: Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company- Promoters and their legal position, pre- incorporation contract and provisional contract, online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

UNIT II: Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy-back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

UNIT III: Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director, Qualification and Dis- Qualifications. Legal Position, Powers and Duties, Removal of Director, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

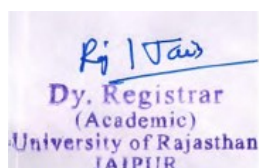
Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.

UNIT IV: Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders.

Winding-up of Company: Meaning of winding-up, Dissolution of Company, Conceptual understanding of Winding-up by the Tribunal, Compulsory Winding-up, Members' Voluntary Winding-up, Creditors' Voluntary Winding-up.

Suggested Books and References:

- Avtar Singh, Indian Company Law, Eastern Book Company.
- Roy & Das, Company Law, Oxford University Press.



- GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
- C.R. Datta, Datta on the Company Law; Lexis Nexis, Butterworths Wadhwa, Nagpur.
- K.C. Garg, R.C. Chawla, Vijay Gupta : Company Law; Kalyani Publishers.
- Kuchhal M.C., Modern Indian Company Law, Shri Mahavir Book Depot, Delhi.
- H.K. Saharay, Company Law; Universal Law Publishing Co., Delhi.
- V.S. Datey, Guide to Tax and Corporate Laws; Taxmann, New Delhi.
- Shukla S.M., Company Adhinyam evam Sachiviya padhati.
- Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi.

Course Learning Outcomes:

1. Understand the regulatory aspects and the broader procedural aspects involved in different companies covered in Companies Act.
2. Comprehend the process and legal documents of formation and incorporation of a company.
3. Acquire an understanding of the process and documents for raising capital for the company.
4. Develop an understanding of the winding up process.

Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Business Environment

Paper Code:UG0204-BDM-63T-251

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG0204-BDM-63T-251	Business Environment	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr		Midterm-30 Marks	Midterm -12 Marks	
EoSE-3 Hrs		EoSE-120Marks	EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To provide knowledge of the environment in which businesses operate, the economic operational and financial framework
2. To give students an understanding of the various constituents of the local and global business environments.
3. To have a critical study of liberalization, privatization and globalization.
4. To study the procedural aspects of various forms of Business Organizations in India.

UNIT I: An Overview of Business Environment: Meaning Definition and Components of Business Environment, Factors affecting Environment of Business, Internal and External Environment, Micro Environment, Macro Environment. Types of Environment.

UNIT II: Economic Environment: Economic Environment: Nature of economy, structure of the economy, Economic Conditions. Economic Policies- Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues. Economic Systems(Capitalism, Socialism, Mixed Economy), Economic Organization: Corporate sector, Public sector, Joint sector, Cooperative sector, Unorganized sector. W.T.O. and emerging Business Environment.

UNIT III: Socio-Cultural Environment: Nature and Concept of Socio-Cultural Environment, Impact of Socio-cultural Values on Business, Culture and Globalization, Corporate Social Responsibility, Social Audit, Business Ethics and Corporate Governance, Corporate Citizenship and Social Initiatives

Political and Technological Environment: Concept and Significance of Political and Technological Environment. Political Institutions: Legislature, Executive, Judiciary and Its Impact on Business. Infrastructure and Policy: Transport Infrastructure, Communication Infrastructure, Water Resources, and Their Significance. Regulation of Foreign Investment and Collaboration.

UNIT IV: Legal Environment: The Patent Act, 1951; Consumer Protection Act 1986; Environment (Protection) Act 1986; Foreign Exchange Management Act (FEMA); The Competition Act 2002. Regulatory Framework: Regulatory Bodies and Their Roles, Import and Export Policies, and Taxation Policies. Globalization Policy on Business.

Suggested Books and References:

- Dhar, P.K., 2015. Indian Economy Growing Dimensions. Kalyani Publishers
- Rangarajan, C.A.; Perspective in Economics, S.Chand& Sons, New Delhi
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi
- Branson William H., Macro Economic Theory and Policy, First East – West Press, 3rd edition 2005.
- Dornbusch, R. and S. Fischer Macro Economic 6th edition Publisher Tata McGraw Hill.
- Oliver Blanchard Macro Economic 4th edition Pearson Education, LPE.
- Mankiw, N. Gregory, Macro Economic 4th edition. Macmillan.

Course learning outcome:

1. Identify and evaluate the complexities of business environment and their impact on the business.
2. Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
3. Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.
4. Gain knowledge about the operation of different institutions in international business environment.

Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

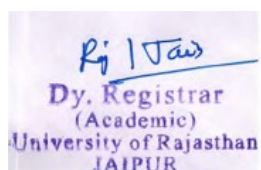
Title of the Course: Fundamentals of Entrepreneurship

Paper Code: UG0204-BDM-63T-252

Semester: III

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
III	UG0204-BDM-63T-252	Fundamentals of Entrepreneurship	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120 Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus



Objectives of the Course:

1. To inspire students and help them to imbibe an entrepreneurial mind-set.
2. To familiarise with the basic concept, role and structures of Entrepreneurship and Small Business Management.
3. To understand the latest trends and developments in Entrepreneurship.
4. To create awareness about government programmes and schemes for Entrepreneurs.
5. To analyse and solve the problems of Entrepreneurship and Small Business Management.

UNIT I: Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

UNITII: Entrepreneurs from Rajasthan, Rural Entrepreneurs, Technopreneurship, Agripreneurs, Women Entrepreneurs, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

UNITIII: Concept of Small and Medium Enterprises, Role of Small and Medium Enterprises, Policies Governing Small and Medium Enterprises in India, Management of Small and Medium Business Enterprises, Role of Financial Institutions Promoting Small and Medium Enterprises.

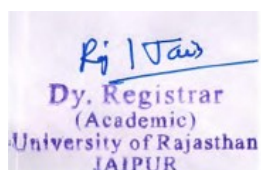
UNITIV: Start up process of Small Enterprises, Organization Structure of Small Scale Industries in India, Taxation benefits and Concessions to Small Scale Industries in India, Problems of Small Scale Industries in India.

Suggested Books and References:

- Rao, T. Venkateswara&Pareek, Udai, Developing Entrepreneurship, New Delhi learning system company.
- Bhansali, Entrepreneurship Development, HPB.
- Sharma, Pradeep, Entrepreneurship and Small Business management, RBSA, Jaipur.
- Desai, Drevasant, Fundamentals of Entrepreneurship and Small business management, Himalya Publishing House Pvt. Ltd.
- Patna, K.K., Fundamentals of Entrepreneurships, Himalya Publishing House Pvt. Ltd.
- Shrivastava, S.B., A Practical Guide to Industrial Entrepreneurship, Sultan Chand & Sons.

Course Learning Outcome:

1. Develop understanding about entrepreneurship and successful entrepreneurs.
2. Develop an entrepreneurial mind set, learning key skills such as negotiation, personal selling and communication.
3. Understand the thought process of entrepreneur and understand their strength, weakness and decision making power from an entrepreneurial perspective.



Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Principles of Marketing

Paper Code: UG0204-BDM-64T-253

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG0204-BDM-64T-253	Principles of Marketing	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-20 Marks EoSE-120Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

1. To familiarize with the basic concepts, and techniques of marketing management.
2. To understand the behaviour of consumers.
3. To create awareness of marketing mix elements, and
4. To analyse and solve marketing problems in the complex and fast changing business environment.

UNIT-I: Introduction to Marketing and Marketing Management, Marketing Concepts. Consumer and buying behaviour. Market segmentation, targeting and positioning.

UNIT-II Product Decisions - concept of a Product, Classification of products, Product mix decisions-Product line and product mix, Brand. New Product Development- Steps, Product Life Cycle- Stages and strategies.

UNIT-III Marketing environment- macro and micro components and their impact on marketing decisions; Marketing mix –Price, Place, Promotion and Physical Distribution. Price Decisions - Pricing objectives, Factors affecting price determination, Pricing policies and constraints, Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

UNIT-IV Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Suggested Books and References:

- K.S. Chandrasekar, Marketing Management Text and Cases, Tata Mcgraw-Hill Publication, New Delhi.

- Govindarajan, Marketing Management Concepts, Cases, Challenges and Trends, Prentice Hall of India, New Delhi.
- Philip Kotler, Marketing Management- Analysis Planning and Control, Prentice Hall of India, New Delhi,
- Ramaswamy. V S & Namakumari. S, Marketing Management-Planning Implementation and Control, Macmillan Business Books, New Delhi
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-Mcgraw Hill, New Delhi.
- Saxena, Rajan, Marketing Management, Tata-Mcgraw Hill, New Delhi.
- Mccarthy, E.J., Basic Marketing: A Managerial Approach, Irwin, New York.

Course Learning Outcome:

1. Critically evaluate the key analytical frameworks and tools used in marketing.
2. Apply key marketing theories, frameworks and tools to solve Marketing problems.
3. Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.
4. Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment.
5. Critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings.
6. Evaluate and act upon the ethical and environmental concerns linked to marketing activities.

Name of the Programme: Three/ Four Year Bachelor of Commerce (Bus. Admn.)

Title of the Course: Fundamentals of Human Resource Management

Paper Code:UG0204-BDM-64T-254

Semester: IV

Semester	Code of the Course	Title of the Course/Paper	NHEQF Level	Credits
IV	UG0204-BDM-64T-254	Fundamentals of Human Resource Management	6	6
Level of Course	Type of the Course	Delivery Type of the Course		
Intermediate	Major	Lecture-Six Hours per Week		
Duration of Examination		Maximum Marks	Minimum Marks	
Midterm -1 Hr EoSE-3 Hrs		Midterm-30 Marks EoSE-120Marks	Midterm -12 Marks EoSE-48 Marks	

Detailed Syllabus

Objectives of the Course:

This course aims at acquainting students with the knowledge of Human Resource Management.

UNIT I: Human Resource Management- Meaning, Definition, Importance, Concept of HRM, Functions of HRM, Role and Competencies of HR Manager. HRM vs Personnel Management. Human Resource Planning: Concept, Objectives, Need and Process of HRP.

UNITII: Job Analysis: Meaning and Definitions, objectives, Uses, Process and Techniques of Job Analysis. Job description and Job Specification: Meaning and definition of Job Description, Contents and Characteristics of a good Job Description, Meaning of Job Specification, Job Description vs Job Specification.

UNITIII: Recruitment: Meaning and Definitions, Recruitment Process, Factors Affecting Recruitment, Sources of Recruitment. Selection: Meaning and Definitions, Selection Process. Placement: Concept, Principles of Placement.

UNITIV: Training: Definition and Meaning, Need and Importance of Training, Steps in Systematic Training Plan, Training Methods and Techniques. Performance Appraisal: Meaning and Definition, Objectives, Performance Appraisal Process, Methods of Performance Appraisal.

Suggested Books and References:

- D'Çenzo, David A. & Stephen P. Robbins: Human Resource Management, John Wiley and Sons, NewDelhi.
- Ian, Beardwelland Len Holden: Human Resource Management, MacMillan, Delhi.
- Dessler, Garry: Human Resource Management, Prentice Hall of India, NewDelhi.
- Saiyadain Mirza S.: Human Resource Management, DhanpatRai and Co. Pvt. Ltd., NewDelhi.
- Chhabra, T.N.: Human Resource Management, DhanpatRai and Co. Pvt. Ltd., NewDelhi.
- Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, NewDelhi.
- Harzing, A.W. and Joris Van Ruyseveldt: International Human Resource Management: An Integrated Approach, Sage Publication, London.
- Seema Sanghi: Human Resource Management, Vikas Publishing House.
- S.S. Khanka: Human Resource Management S. Chand Publishing.
- Sharma and Surana: Sevivargiya Prabandh evam Audyogik Sambandh (Hindi).

Course Learning Outcome

1. Understand and demonstrate the concept of HRM, Job Analysis, Job Design, Recruitment, Selection, Placement and Performance Appraisal.
2. Apply HR Managers quality, Methods and Techniques of Training and Performance at personal and business level.

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