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M. COM. (PREVIOUS) BUSINESS ADMINISTRATION

6.1 BUSINESS MANAGEMENT

Unit – I

Development of Management Thought

Taylor : Fayol :	Scientific Management
McGregor :	Principles of General Management Theory-X and Theory-Y
Maslow's :	Need Hierarchy Theory
Rensis Likert :	Link Pin-Model

Unit – II

Management by objectives: Concept, Nature, Process, Benefit & Weakness and Recommendations to make MBO Successful.

Unit – III

Committees and Group decision-making: Nature of Committees, reasons for using Committee, Disadvantages of Committees, misuse of Committee, Successful operation of Committee.
Managing Group Dynamics: Concept, Importance, Uses & limitation.

Unit – IV

Relationship between person and organisation: Organisational conflict, Causes and management of conflict, Organisational culture and its impact.

Unit – V

Organisational change and development: Approaches to organizational change, introducing change successfully, Organisational development.

Suggested Readings

1. Dwivedi, R.S.: Human Relations of Organisationl Behaviour (Oxford & IBH).
2. Koontz O'Donnell and Weirhich: Management, McGraw Hill, New Delhi.
3. Luthans: Organisational Behaviour – An Outline of Organisational Principles of Management.
4. Rajpurohit, Sharma, Sharma Gupta: Management Ajmera Book, Jaipur.
5. Singh, Kavita: Organisational Behaviour (Prentice Hall). Study
6. Shrimali, Sudha, Vyas, Jain: Principle of Business Management, RBD Publication, Jaipur.

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6.2 MARKETING MANAGEMENT

Unit – I

Marketing: Definition, Old and new concepts of marketing, Demarketing function, Importance and relevance of marketing in India.

Marketing Organisation: Meaning, Type of Organisation – product-wise, territory-wise, customer-wise, market-wise etc.

Unit – II

Marketing Environment: Meaning and Importance, Major components of marketing environment, Organisational environment, Market environment and macro-environment Impact of environment on business.

Market Segmentation: Meaning, Ways to segment a market, requirements for effective segmentation, basis for segmenting markets, strategies towards market segmentation.

Unit – III

Sales Forecasting: Meaning and Importance, Market: potential, Demand and Forecast, Factors influencing sales forecast, techniques of sales forecasting.

Product Planning and Development: Basic product concepts, Development of a new product, product life cycle, Merchandising function.

Unit – IV

Pricing: Meaning, Pricing Objectives, Factors influencing Pricing Decisions.

Channels of Distribution: Marketing Channels and Intermediaries; Types of channels, Selection of channels, Future of Wholesaler. Recent forms of selling units viz. Departmental stores, super markets etc.

Unit – V

Consumer Behaviour: Consumer Buying motives, Buyer behavioural model.

Marketing Research: Meaning, Scope importance tools of Marketing Research and Marketing Information System.

Suggested Readings

1. Bhadada, B.M. and Porwal, B..L.: Vipran Prabandh.
2. Prof. R.C.S. Rajpurohit, Dr. B.L.Verma-Marketing Management, Ajmera Book Company, jaipur
3. Porwal, Verma, Khincha, Khanna- Marketing Management (Hindi), Ramesh Book Depo jaipur
4. Gandhi, J.C.: Marketing Management.
5. Jain, S.C.: Vipran Prabandh, Sahitya Bhawan, Agra.
6. Kotler, Philip: Marketing Management, Prentice Hall.
7. Stanton, William J.: Fundamentals of Marketing, McGraw Hill.
8. Srivastava, P.K.: Marketing Management in a Developing Economy, Sterling Publishers, New Delhi.
9. Srivastava, P.K.: Vipran Prabandh, Himalaya Publishing House, Bombay.

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6.3 HUMAN RESOURCE MANAGEMENT

1. Human Resource Management: Concept of HRM & Personnel Management, Objectives, Scope, Importance and functions of HRM environment in India.
2. Manpower planning: Concept, nature, objectives, need and process, concept of job analysis- job description and job specification, job enrichment, job rotation
3. Concept of Recruitment & Selection:

Recruitment – Meaning, policies, sources- internal and external their merits and demerits

Selection- Meaning, essentials, procedure of selection, concept of training & development determining training needs, design, methods and evaluation of training programmes

4. Employee Remuneration: Meaning, components, factors internal and external, division of remuneration plans and challenges, Wages policy in India. Incentive payments- meaning, prerequisites, scope and types.
5. Industrial disputes: Meaning Causes, settlement, collective bargaining, grievance procedure arbitration, conciliation, adjudication, consultative machinery, participative management- meaning, evaluation, scope importance and limitations

Suggested Readings

1. Chundawat & Kicha -Human Resource Management (RBD, Jaipur)
2. Prof. Vijay Shrimali, Dr. Mukesh Prajapat, Dr. Anushree Sharma-Human Recourse Management, Himanshu Publication, Udaipur
3. G.S.Sudha –Human Resource Management (RBD, Jaipur)
4. T.N.Chhabra- Human Resource Management (Dhanpat Rai & Co(P) Ltd)
5. K. Aswathappa-Human Resource Management (Tata McGraw Hill Publishing Co. Ltd.)
6. Memoria, C.B.: Personnel Management, Himalaya. 3. Memoria and Dashora: Sevivargia Prabandh

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6.4 RESEARCH METHODOLOGY AND BUSINESS STATISTICS

Unit – I

Meaning of Research, Scope of Research in Business, Research Designs, Research Process, Defining the Research Problem, Hypothesis.

Unit – II

Types of Data, Collection of Data, Analysis and Interpretation of Data, Report Writing.

Unit – III

Measures of Central Tendency and Measures of Dispersion

Unit – IV

Regression & Correlation

Analysis of time series: Meaning, Components of time series, Measurement of trend by the moving Average and Least Square Method, Index Number

Unit – V

Chi-Square test, paired t test, ANOVA, Association of Attributes and Consistency of data.

Suggested Readings

1. Agarwal, B.L.: Basic Statistics, Wiley Eastern Ltd., 1988.
2. Elhance, D.N.: Fundamentals of Statistics.
3. Gupta, B.N.: An Introduction of Statistics (English & Hindi).
4. Gupta, S.C.: Fundamentals of Statistics.
5. Gupta, S.P.: Statistical Methods (English & Hindi).
6. Nagar, K.N.: Sankhyiki ke Mool Tatva (Hindi).
8. Sancheti and Kapoor: Statistics – Theory, Methods and Applications.
9. Shukla, S.M.: Principles of Statistical (Hindi).

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6.5 BUSINESS AND ECONOMIC ENVIRONMENT

Unit – I

Environmental of Business, Impact of Socio-cultural values, Business ethics and Morality, Social responsibilities of business.

Unit – II

World Trade Organisation: Brief introduction of its organisation and working, Important Multilateral Trade Agreements and India viz. GATT-1994, AOA, Agreements on TRIPS, TRIMS, SPS measure & GATS.

Unit – III

Economic Infrastructure (Transport, Communication, Water, Power), Basic Concepts of Public-Private Partnerships, Build-own Operate and Transfer Schemes, Autonomous Regulatory Authorities.

Unit – IV

Economic Environment: Liberalization of Indian Economy, Features, Recent Trends and Impact on Trade Industry and Agriculture, Economic Globalization, Regional Trade Agreements and SAFTA.

Unit – V

Foreign Direct Investment: Concept, progress and impact, Multinational corporations, concept and role in Indian Economy. Competition Act.

Suggested Readings

1. Adhikarey, M.: Economic Environment of Business.
2. Cherunilam, Francis: Business and Govt. Himalaya.
3. Clark, J.M.: Social Control of Business, New York, McGraw Hill.
4. Committee for Economic Development: Social Responsibilities of Business Corporation, New York, C.E.D.
5. Ghosh, B.: Economic Environment of Business, Vikas Publishing House Pvt. Ltd., New Delhi.
6. Ozbekhan Hasan and Gane E. Teberted.: Business Government, R.I. Institute of Management Service.
7. Reports of the Monopoly Inquiry Commission, Report of Dutia Licensing Committee.
8. Rogene A. Buvhols: Business Environmental and Public Policy, Prentice Hall, 1982.
9. Singh, P.K.: Business Environment.
10. Stoner George: A case in Business and Society, New York, Random House, 1975.