

MAHARAJA GANGA SINGH UNIVERSITY, BIKANER

SYLLABUS

FACULTY OF COMMERCE

M.Com.

BUSINESS MANAGEMENT



M.Com. Previous Examination - 2021

M.Com. Final Examination – 2022

© M.G.S. UNIVERSITY, BIKANER

4. If a candidate clears any paper(s)/Practical(s)/Dissertation/Case Study prescribed at the Previous and or Final Examination after a continuous period of three years, then for the purpose of working out his division the minimum pass marks only viz 25% (36% in the case of practical) shall be taken into account in respect of such paper(s) / Practical(s) / Dissertation / Case Study are cleared after the expiry of the aforesaid period of three year, provided that in case where a candidate require more than 25% marks in order to reach the minimum aggregate as many marks out of those actually secured by him/her will be taken into account as would enable him to make the deficiency in the requisite minimum aggregate.
5. The Thesis/Dissertation/Survey Report/Field Work/Case Study shall be **hand written** and submitted in triplicate so as to reach the office of the Registrar at least 3 weeks before the commencement of the theory examinations. Only such candidates shall be permitted to offer Case Study/Thesis/Dissertation/ Survey Report/Field Work (if provided in the scheme of examination) in lieu of a paper as have secured at least 55% marks in the aggregate of all scheme and I and II Semester examination taken in the case of semester scheme, irrespective of the number of papers in which a candidate actually appeared at the examination.

N.B. (i) Non-Collegiate candidates are not eligible to offer dissertation as per Provision of 170-A.

M.COM. BUSINESS MANAGEMENT

DISTRIBUTION OF PAPERS

There will be 9 papers, in all. Of these 9 papers, 7 will be compulsory and further a candidate will be required to offer two papers as optional. A candidate will be required to offer four compulsory papers in the previous and the remaining three compulsory papers and any two optional papers in the final examination. Each paper will be of 100 marks and 3 hours duration. Case Study/Dissertation in lieu of a paper can be offered at the final

examination provided that a candidate secures at least 55% marks in the aggregate of the previous examination.

M.COM. PREVIOUS

(Four Papers - All Compulsory)

Paper - I	-	Modern Management
Paper - II	-	Management Thinkers
Paper - III	-	Business Environment
Paper - IV	-	Managerial Economics & Management Accountancy

M.COM. FINAL

(Compulsory Papers - Three)

Paper V	-	Marketing Management
Paper VI	-	Human Resources Management
Paper VII	-	Production Management

(Optional Papers - Any two papers from the given under)

Paper VIII	-	Development of Business Entrepreneurship
Paper IX	-	Consumer Behavior
Paper X	-	Tourism Management
Paper XI	-	Tourism Development
Paper XII	-	Material Management
Paper XIII	-	Financial Management
Paper XIV	-	Marketing Research
Paper XV	-	Advertising Management
Paper XVI	-	Industrial Relations and Social Security in India
Paper XVII	-	Strategic Management
Paper XVIII	-	Dissertation (Subject to approval of the topic of survey work and the candidate being adjudged suitable for undertaking such work)

M.COM. (PREVIOUS) BUSINESS MANAGEMENT

FOUR PAPERS - ALL COMPULSORY

PAPER I - Modern Management

Unit -I

Evolution of Management: Pre-scientific and Post Scientific Management. Human Relations Management, Schools of Management Thought, Management approaches-systems and contingency. The Universal concept, comparative management concept, management systems in Japan.

Unit-II

Creativity in management, creative process. Types of creativity, Traits for creativity. Management by exception, M.B.O. Design of organization, Theories of organization. The art and process of delegation. Status & Role system, management committees, Matrix structure.

Unit-III

Sources of power, Power and value system, planned change, organizational Development: Concept and process. Management strategies-Objective and Planning.

Unit-IV

Management communication Interpersonal communication and information system. Transactional analysis, Leadership: Theories and styles, Content and process theories of motivation.

Unit-V

Managerial effectiveness, Criteria of Effectiveness, Managerial Control & its basic tools, Modern trends in management, Professionalization, Management of technology.

Books Recommended:

1. H.G. Hicks and Gueller: Management in Organisations.
2. Claude S. George Jr. The History of Management Thought.
3. William G. Ouchi : Theory A- How American Business can meet the Japanese Challenge.
4. MY. Yoshino: Japanese Management System tradition & Innovation.
5. Richard Panrier Pascale & Anthony G. Athos: The Art of Japanese Management.
6. Charles J.M. Millian: The Japanese Industrial System.
7. Management Gurus: Naveen Mathur, National Publishing House, New Delhi.
8. Management: Rajpurohit, Gupta, Ajmera Book Company, Jaipur
9. Business Management: Gupta, Mathur: Ajmera Book Company

PAPER II - MANAGEMENT THINKERS

Unit- I

Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit- II

Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya's Arthshastra.

Unit- III

Indian Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahlad.

Unit- IV

Western Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

Unit-V

Western Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Gary Hamel.

Books Recommended

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.
2. Saneev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
3. Khanna, S. : Vedic Management, Taxman Publications (P)Ltd.
4. Bhagwad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.
5. Rajgopalachari, C. : Ramayan, Bhartiya Vidya Bhawan.
6. Management Gurus: Naveen Mathur, National Publishing House, New Delhi.

PAPER III - Business Environment

Unit - I

Socio-Cultural Environment: Environment of business: impact of socio-cultural values, business ethics & morality, social responsibility of business, social audit, various Environmental movements.

Unit - II

Economic Environment : Economic systems, economic organizations corporate sector, public sector, Joint sector, unorganized sector, Economic Infra-structures (Transport, Communication, Water & Power)

Unit - III

Economy & Government : Economic role of Government - Planning in India & its implications for Business Enterprises, Monetary Policies, Fiscal Policies, Import & Export Policy & Budgeting, Emerging Structure of Indian economy.

Unit - IV

Business & Legal Environment: Main provisions of Industries (Development & Regulation) Act 1951, Consumer's Protection Act, Regulation of Stock Exchanges and the role & functions of S.E.B.I.

Unit - V

M.R.T.P. Act, 1969, FEMA, Government policy for foreign collaborations and N.R.I. Investments, Industrial sickness & Government Rehabilitation policy.

Books Recommended:

1. Francis: Business & Government (Himalaya)
2. M. Adhikary: Economics Environment & Public Policy.
3. अग्रवाल एवं कोठारी, सरकार समाज एवं व्यवहार, त्रिवेणी प्रकाशन, अजमेर।
4. उपाध्याय एवं शर्मा: सरकार एवं व्यवसाय।
5. जीएसएस, व्यावसायिक वातावरण, रमेश बुक डिपो, जयपुर।

PAPER IV - Managerial Economics & Management Accountancy

Unit - I

Managerial Economics - Concept, Nature and Scope, Role of Managerial Economics, Managerial Decisions and Economics, Micro & Macro Economics, Economic Growth - Stages and Theories.

Unit - II

Demand Analysis, Demand Forecasting, Cost Analysis, Cost Output Relationship. Price Decision under different market structure Pure Competition, Monopoly, Monopolistic competition, Price Discrimination. Theories of Profit, National Income Analysis.

Unit - III

Definition, scope and objects of Management Accountancy, Financial Planning, Working Capital, Ratio Analysis.

Unit - IV

Fund Flow Analysis, Cash Flow Analysis, Analysis of Long Term Capital. Capital Structure, Trend Analysis.

Unit - V

Preparation of Cash Budget, Capital Budget, Financial Budget, Long Term Budget, Performance Budgeting, Flexible Budgeting, Break Even Analysis, Analysis of Variances.

Books Recommended:

1. Varshney : Managerial Economics - Sultan Chand.
2. Boulding : Economic Analysis.
3. Meade : Economic Analysis & Policy.
4. Man Mohan & Goyal : Management Accountancy.
5. S. P. Gupta : Management Accountancy.
6. Khan & Jain : Management Accountancy.
7. बी.एल.ओझा, प्रबन्धकीय अर्थशास्त्र।
8. सिंह चौधरी शर्मा, प्रबन्धकीय अर्थशास्त्र, रमेश बुक डिपो, जयपुर।
9. अग्रवाल, प्रबन्धकीय लेखांकन, रमेश बुक डिपो, जयपुर।