



UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.Com.in Business Administration

Annual Scheme

M.Com.(Previous)Examination 2021

M.Com. (Final)Examination 2022

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Raj/Vas
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR

SCHEME OF EXAMINATION

M.Com Business Administration
(Annual Scheme)

Each Theory Paper Duration: 3 Hrs. 100 Marks
Dissertation/Thesis/Survey Report/Field Work, if any. 100 Marks

1. The number of paper and the maximum marks for each paper/practical shall be shown in the syllabus for the subject concerned. It will necessary for a candidate to pass in the theory part as well in practical part (where prescribed) of a subject/paper separately.
2. A candidate for a pass at each of the Previous and the Final Examination shall be required to obtain:
 - i) At least 36% marks in the aggregate of all the papers prescribed for the examination, and
 - ii) At least 36% marks in practical(s) wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% marks in each individual paper at the examination and also in the Dissertation/Survey Report/Field work, wherever prescribed, he shall be deemed to have failed at the examination notwithstanding his having obtained the minimum percentage of marks required in the aggregate for the examination. No division will be awarded at the Previous and the Final Examination. Division shall be awarded at the end of the Final Examination on the combined marks obtained at the Previous and the Final Examination taken together, as noted below:

First division	60%	of the aggregate marks taken together of the Previous and the Final Examination
Second Division	48%	

All the rest will be declared to have passed the examination.

3. If a candidate clears any paper(s) Practical(s)/Dissertation 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 are cleared after the expiry of the aforesaid period of three years. Provided that in case where a candidate required more than 25% marks in order to reach the minimum aggregate as many marks out of those actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate

4. The Thesis/Dissertation/Survey Report/Field Work shall be type written and submitted in triplicate to the office of the Registrar at least one month before the commencement of the theory examination. Only such candidate shall be permitted to attend the examination Field Work/Survey Report/Thesis/Dissertation shall be submitted in triplicate at all the necessary places as mentioned in the following table:-

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5. The Dissertation shall carry 50 marks and there shall be a viva-voce based on dissertation of 50 marks. The Viva-voce shall be conducted in the college/institution concern by the external examiner appointed by the university.
6. The dissertation shall be evaluated by two examiners independently and the average of the two awards shall be taken into consideration. However if the difference between two awards exceeds 20% of the Maximum marks, the dissertation shall be evaluated by third examiner and the average of the two nearest awards shall be taken into consideration.
Note: Non-Collegiate candidates are not eligible to offer dissertation as per provisions of O.170-A.
7. The external examiner for conducting the practical examination shall be appointed by the university through BOS.
8. There will be 9 papers in all. Out of these 9 papers, 6 will be compulsory and three optional. A candidate will be required to appear in three compulsory papers and one optional paper in the Previous Examination and the three compulsory papers and two optional papers in the Final Examination. Dissertation in lieu of one optional paper can be offered by a collegiate/regular student secured at least 55% marks in the aggregate of the Previous Examination.
9. There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or).
10. The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

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M.COM. BUSINESS ADMINISTRATION

(Annual Scheme)

There will be nine papers in all, four in M.Com. (Previous) Bus. Admn. Examination and five papers in M.Com. Bus. Admn. (Final) Examination. A candidate for the previous examination shall be required to offer four compulsory papers. In M.Com. (Final) Business Administration Examination the candidate is required to offer:

(a) Two compulsory papers and

(b) Any three optional papers mentioned in the syllabus:.

M.Com Previous

Compulsory Papers:

Paper 1 - General Management

Paper 2 - Business Environment

Paper 3 - Managerial Economics and Management Accountancy

Paper 4 - Management Thinkers

M.Com Final

Compulsory Papers:

Paper 1 - Human Resource Management

Paper 2 - Marketing Management

Optional Papers: Any three of the following:

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- Paper 1 - Management of Public Enterprises.
- Paper 2 - Management of Cooperative Institutions
- Paper 3 - Industrial Relations & Social Security
- Paper 4 - International Marketing
- Paper 5 - Financial Management
- Paper 6 - Stock Exchange
- Paper 7 - Production Management
- Paper 8 - Material Management
- Paper 9 - Marketing Research
- Paper 10 - Advertising Management
- Paper 11 - Tourism Management
- Paper 12 - Business Research Methods
- Paper 13 - Human Resource Development

Note: Dissertation/ Field Work may be offered in lieu of one paper in the optional group provided that a candidate secures at least 55% marks in the aggregate of all the papers prescribed for the previous examination and subject to the approval of the topic and a candidate being adjusted suitable for undertaking such work.

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DY. REGISTRAR
(Academic)
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JAIPUR, RAJ.

M.COM (PREVIOUS) BUSINESS ADMINISTRATION
(Annual Scheme)

PAPER-I:

Duration 3 hrs

GENERAL MANAGEMENT

Max Marks : 100

Unit -I

Evolution of Management: Pre-scientific & 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 styles and theories, Content and process theories of motivation.

Unit V

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- Managerial effectiveness, Criteria of Effectiveness, Managerial Control & its basic tools, Modern trends in management, Professionalisation, 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. M.Y. Yoshino: Japanese Management System tradition & Innovation.
5. Richard Panner Pascale & Anthony G. Athos: The Art of Japanese Management.
6. Charles J.M. Millian: The Japanese Industrial System.

PAPER-II:

BUSINESS ENVIRONMENT

Duration 3 hrs

Max. Marks : 100

Unit-I

Socio-cultural Environment: Environment of business, impact of socio-cultural values. Business ethics and morality. Social responsibility of business and Indian constitution.

Unit-II

Economic Environment: Economic systems, Economic organisation (Corporate sector, Public sector, Joint sector, Co-operative sector), unorganized sector.

Unit-III

Economic infrastructure (transport communication, water power)
Industrial Licensing procedure, Import and export policy - taxation
Fiscal Policy (objective and impact)

Unit-IV

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Liberalisation Policy, Policy Implication, Implications of Globalization Policy on business.

Unit-V

Legal Environment (Study of main provision of) : The Patent Act, 1951, The Competition Act 2002, Essential Commodities Act, 1955, FEMA 1999.

Books Recommended:

1. Aswathappa K.: 'Essentials of Business Environment', Himalaya Publishing House, Mumbai.
2. Cherunilam Francis, : 'Business Environment: Text & Cases', Himalaya Publishing House, Mumbai.
3. Chopra, B.S.,: 'Business Environment In India', Pune: Symboisis Institute.
4. George A., Stenier and John F. Steiner, : 'Business Government and Society', McGraw - Hill.
5. Glos, R. and Others, : 'Business its Nature and Environment', Ohio, South Western Publication Co.
6. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House, Mumbai, 2006, 12th Ed.

PAPER-III:

MANAGERIAL ECONOMICS AND MANAGEMENT

ACCOUNTANCY

Duration 3 hrs.

Max. Marks 100

Unit I

Nature and scope of managerial economics - Role of Management
Environment, Demand elasticity, demand forecasting

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Unit-II

Cost concepts classification. Relevant cost, cost and output, pricing decision under pure competition, monopolistic competition and discrimination monopoly, oligopoly.

Unit-III

Profit- Concept and theories Measurement and control. National income concept : Measurement and distribution.

Unit-IV

Meaning, Nature and scope of Management Accounting, Management Accounting distinguished from financial and cost accounting.

Analysis of financial statement ratio analysis, Funds flow analysis, cash flow analysis. Trend Analysis.

Unit-V

Budgets and Budgetary - control preparation of various types of budgets . Flexible Budgets performance Budgeting, Zero Base Budgeting. Analysis of variances-Meaning and types of variances computation and analysis of material, labour and overhead variances.

Books Recommended:

1. Baumol William J. : Economic Theory and Operations Analysis , Prentice Hall, London
2. Baya, Micheal R. : Managerial Economics and Business Strategy, McGraw Hill Inc, New York
3. Chopra O.P. : Managerial Economics, Tata McGraw Hill, Delhi
4. Dean, Joel : Managerial Economics, Prentice Hall, Delhi
5. Dholkia, R.H and A.L. Oza : Micro Economics for Management Students, Oxford University Press, New Delhi
6. Ganss, R. Curtis, and Diane Paton : Micro Economy, Prentice Hall, Englewood Cliffs, N.J.

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6. Dwivedi D N : Managerial Economics, Vikas Publishing House
7. M.R. Agarwal : Management Accountancy
8. Jain, Khandelwal, Singh: Management Accounting

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M.Com. Previous

Paper- IV : 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.

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Dr. R. K. ...
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