

Department of Business Administration
University College of Commerce and Management Studies
Mohanlal Sukhadia University, Udaipur



Course Curriculum

Master of Commerce
(Business Administration) Programme
(Semester Scheme)
According to NEP-2020

M. Com. (Bus. Adm.)
(Two Years Post Graduate Degree Programme)
Programme Code: PG402XX

**Designed in accordance with Learning Outcomes-Based Curriculum
Framework (LOCF) of National Education Policy (NEP-2020)**

w.e.f. Academic Session 2023-24

DM
Dr. [Signature]
[Signature]
[Signature]

M. Com. (Business Administration) Programme

Curriculum Framework, General Rules and Syllabus

1. Eligibility for Admission:

A candidate who is graduate from any recognised university or passed an examination recognised as equivalent thereto, with at least 48 percent marks in aggregate shall be eligible for admission to M. Com. (Bus. Adm.) programme.

2. Courses of the Study:

The curriculum of M. Com. (Bus. Adm.) Programme is suitable mix of Discipline Core Courses and Discipline Specific Elective Courses. In two years, M. Com. (Bus. Adm.) Programme student has to earn 96 credits. The structure of course of study is given in the Table 2.

3. Credit:

Lecture Course: One credit would mean equivalent of 15 periods of 60 minutes each. For example, a four-credit course in semester means four one-hour lectures per week. In a semester of 15 weeks duration, four-credit lecture course is equivalent to 60 hours of teaching including tutorials.

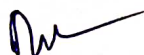
Practical Courses (Computer lab based practical, workshop, field visit, seminar etc.): One credit would mean equivalent of 30 periods of 60 minutes each.

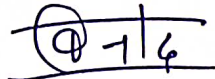
4. Medium:

Medium of instruction and examination shall be both Hindi and English.

5. Attendance:

A candidate shall be required to attend minimum 75% of the classes held in each paper including tutorial and practical, if any. A candidate failing to satisfy the requirement of attendance in one or more papers shall be detained from appearing at the main and internal







examination. For students participating in sports /cultural event / NCC camps etc. during a particular semester, the maximum number of days of absence shall not exceed 8 days. Any waiver in this context shall be on the recommendation of the Dean – Students Welfare or professor in charge or principal and the student will be required to apply in advance for the leave to concerning authority and after completion of programme a certificate of attended programme has to be submitted.

6. Levels of awards: Multiple Entry-Exit Rules

Table 1: Multiple Exit-Entry Rules (Semester System)

Exit Point	Award	Entry Point
After Completion of Two Semesters	Advanced Diploma in Business Administration	A student who exits with Advanced Diploma is permitted to re-enter within three years to complete post-graduation
After Completion of Four Semesters	Degree of M. Com. (Bus. Adm.)	

7. Award of Division:

As Specified in the Resolution rectified by the Academic Council held on 26th June, 2023 & 5th October, 2023 regarding NEP 2020.

8. System of Examination

- For Theory Papers

External Examination Scheme (80 Marks): For a question paper carrying maximum 80 marks, the structure will be as follows: The first section, SECTION- A, carrying maximum 20 marks will have 10 short answer type (not exceeding 50 words each) questions. Each question will carry 2 marks. The second section, SECTION-B, carrying maximum 40 mark will have 10 medium answer type questions (which requires answers not exceeding 250 words), two from each Unit. Out of which one from each Unit are to be attempted. Each question will carry 8 marks. The third section, SECTION- C, carrying maximum 20 marks will have 5 questions (which require answers not exceeding 300 words), one from each Unit out of which 2 questions are to be attempted. Each question will carry 10 marks. The duration of main examination shall be three hours.



nm



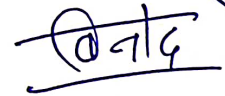
PSR
@atg
Vishu
Gen

Internal Examination Scheme (20 Marks): 50% of the total internal assessment marks (i.e. 10 out of 20 marks) for each theory paper will be awarded on the basis of the performance in the descriptive type written examination of one hour duration conducted by the department. There will be 3 questions each carrying 5 marks covering the entire syllabus out of which two questions must be answered. If a candidate fails to appear in the written examination of the internal assessment due to valid reasons, department may conduct defaulter's examination after collecting fee of Rs. 500/-. Remaining 50% of the internal assessment (i.e., 10 out of 20) for each theory paper shall be awarded on the basis of the performance in the assignments/ seminars/presentations/ oral examination/ group discussion etc.

• **For Practical Courses (Field Survey/ Project Report/ Presentation/ Viva Voce)**

Each practical course shall have maximum marks of 100 to be evaluated both internally (if specified) and externally, to be distributed as 20 marks for internal assessment and 80 marks for external examination. It may include written examination or/and viva-voce. The duration of internal and external examination shall be one and three hours respectively. If a candidate fails to appear in the written examination of the internal assessment due to valid reasons, department may conduct defaulter's examination after collecting fee of Rs. 500/.

Master of Commerce (Business Administration)

Table 2: Structure of Course Curriculum

Level	Course Type	Course Code	Nomenclature of Course	Credits	Mode of Teaching			Total Hours	Total Marks		
					L	P	T		Internal	External	
First Semester											
8	DCC	BAD8025T	Management Concepts	4	4	0	0	60	20	80	
	DCC	BAD8026T	Personnel Management	4	4	0	0	60	20	80	
	DCC	BAD8027T	Marketing Management & Research	4	4	0	0	60	20	80	
	DCC	BAD8028T	Management Information System	4	4	0	0	60	20	80	
	DCC	BAD8029T	Labor Welfare & Industrial Relations	4	4	0	0	60	20	80	
	DCC	BAD8030S	Survey Assignment	4	4	0	0	60	20	80	
Second Semester											
8	DCC	BAD8031T	Business & Economic Environment	4	4	0	0	60	20	80	
	DCC	BAD8032T	Organization Behavior	4	4	0	0	60	20	80	
	DCC	BAD8033T	Labor Legislation in India	4	4	0	0	60	20	80	
	DCC	BAD8034T	Management of Small & Medium Enterprise	4	4	0	0	60	20	80	
	DCC	BAD8035S	Presentation Skills	4	4	0	0	60	20	80	
				PICK ANY ONE							
			BAD8125T	Retail Management	4	4	0	0	60	20	80
	GEC		BAD8126T	International Marketing	4	4	0	0	60	20	80
		BAD8127T	Event Management	4	4	0	0	60	20	80	
EXIT WITH ADVANCED DIPLOMA IN BUSINESS ADMINISTRATION											






 Pen No.

 Date

Level	Course Type	Course Code	Nomenclature of Course	Credits	Mode of Teaching			Total Hours	Total Marks		
					L	P	T		Internal	External	
Third Semester											
9	DCC	BAD9036T	Research Methods & Statistics	4	4	0	0	60	20	80	
	DCC	BAD9037S	Combined Project Report	4	4	0	0	60	20	80	
			PICK ANY ONE								
	DSE		BAD9128T	Rural & Service Marketing	4	4	0	0	60	20	80
			BAD9129T	Management behaviour & Effectiveness	4	4	0	0	60	20	80
			BAD9130T								
			BAD9131T								
				PICK ANY ONE							
	DSE		BAD9132T	Business Law	4	4	0	0	60	20	80
			BAD9133T	Written Communication	4	4	0	0	60	20	80
			BAD9134T								
			BAD9135T								
				PICK ANY ONE							
	DSE		BAD9136T	Management of Public Enterprises	4	4	0	0	60	20	80
		BAD9137T	Principle & Practices of Cooperation	4	4	0	0	60	20	80	
		BAD9138T									
		BAD9139T									
			PICK ANY ONE								
DSE		BAD9140T	Operation Management	4	4	0	0	60	20	80	


 Date: _____


Level	Course Type	Course Code	Nomenclature of Course	Credits	Mode of Teaching			Total Hours	Total Marks		
					L	P	T		Internal	External	
9		BAD9141T	Human Resource Management	4	4	0	0	60	20	80	
		BAD9142T									
		BAD9143T									
	Fourth Semester										
		DCC	BAD9038T	Strategic Management	4	4	0	0	60	20	80
				PICK ANY ONE							
		DSE	BAD9144T	Organization Development	4	4	0	0	60	20	80
			BAD9145T	Stress Management	4	4	0	0	60	20	80
			BAD9146T								
			BAD9147T								
				PICK ANY ONE							
		DSE	BAD9148T	Entrepreneurship	4	4	0	0	60	20	80
			BAD9149T	Cooperative Management & Administration	4	4	0	0	60	20	80
			BAD9150T								
			BAD9151T								
			PICK ANY ONE								
	DSE	BAD9152T	Business Ethics	4	4	0	0	60	20	80	
		BAD9153T	Management Thinkers	4	4	0	0	60	20	80	
		BAD9154T									
		BAD9155T									
			PICK ANY ONE								

Level	Course Type	Course Code	Nomenclature of Course	Credits	Mode of Teaching			Total Hours	Total Marks	
					L	P	T		Internal	External
		BAD9156T	Tourism Management	4	4	0	0	60	20	80
	DSE	BAD9157T	Brand Management	4	4	0	0	60	20	80
		BAD9158T								
		BAD9159T								
			PICK ANY ONE							
		BAD9160P	Data Analytics through Computer Application	4	0	4	0	120	20	80
	DSE	BAD9161S	Comprehensive Oral Evaluation	4	4	0	0	60	20	80
		BAD9162S								
		BAD9163P								
Exit with Degree of Master in Commerce (Bus. Adm.)										
Total Credits 96 for Four Semester M. Com. (Bus. Adm.) Programme including DCC 56 credits and DSE 40 credits.										

Abbreviations

BAD- Business Administration
DSE - Discipline Specific Elective Course

DCC- Discipline Centric Course
GEC- Generic Elective Course

[Handwritten signatures and initials]

[Handwritten signature]

Program Outcomes M. Com. (Business Administration)

PO 1	Choosing a M. Com. In Business Administration can be a good choice for students who are interested in pursuing a career in business and management. The program focuses on developing leadership, decision making and problem solving and so on.
PO 2	The four-semester programme goes deeper into the topics covered in the Graduation Programme, such as management, commerce and business law.
PO 3	Graduates will have a deep understanding of key concepts, theories, and principles in business administration, including areas such as finance, marketing, human resources, operations, and strategy.
PO 4	The curriculum will help the student acquire the conceptual, applied, and research abilities as well as the competencies needed to solve problems effectively and make the appropriate decisions in both normal and unique operations related to a business management.
PO 5	This programme stresses Theoretical and Critical thinking abilities based on subject knowledge to prepare students for their careers.
PO 6	This curriculum forces you to investigate subject matter expertise in order to comprehend complicated challenges and carry out the plan for addressing them through efficient knowledge pool networking.
PO 7	Through this curriculum, students' skill sets are strengthened, their capacity for lifelong learning is enabled, and they are instilled with an entrepreneurial spirit in their pertinent academic areas.
PO 8	Bridging the gap between academia and industry, ability to face the challenges and achieve excellence in a chosen career path.

Program Specific Outcomes M. Com. (Business Administration)

PSO 1	Knowledge of all fundamental subjects, including Management Concepts, Marketing Management, MIS, OB, Business Laws, Strategic management.
PSO 2	Building the conceptual, theoretical, and research skills as well as the competencies necessary for efficient problem solving and wise decision making in both ordinary and unusual operations related to a business operation and regulation.
PSO 3	Graduates will be equipped with the leadership and management skills necessary to lead teams, departments, and organizations effectively.
PSO 4	Application of information technology to enhance the data analytical skills through various statistical tools assisting decision making.
PSO 5	Students will gain a deep understanding of Management Information System, Research methods & statistics, Brand management, Stress Management, Labour welfare and Industrial Relations and Organizational Behaviour
PSO 6	The program will enhance students' written communication skills, making them effective communicators in the business world.
PSO 7	Graduates will understand the global business environment and the challenges and opportunities that come with operating in an international context.
PSO 8	Graduates will have a strong sense of ethical and social responsibility in business practices and decision-making.

Dr. P. S. Reddy

Dr. P. S. Reddy

M. Com. (Bus. Adm.) Curriculum as per NEP 2020

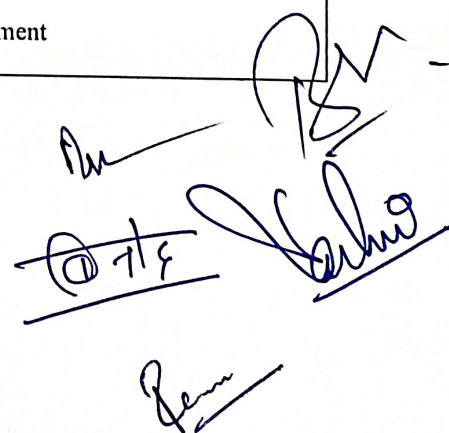
Effective from 2023-24

PSO 9	M.Com. in Business Administration can open up career opportunities in various industries and positions, including management, consulting, finance, marketing, and more.
PSO 10	The students can work as managers, accountants, cost accountants, bank managers, auditors, company secretaries, teachers, professors, stock agents, government employees, etc. thanks to the training and curriculum.
PSO 11	Programs include a focus on entrepreneurship, preparing students to start and manage their own businesses.

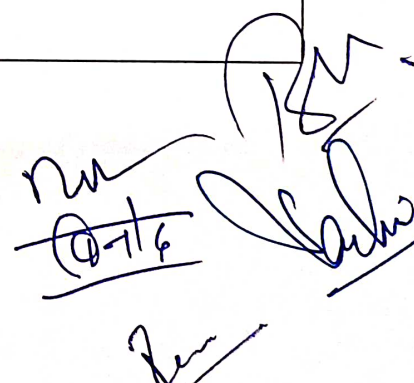
[Handwritten signatures and initials]

DETAILED COURSE CURRICULUM

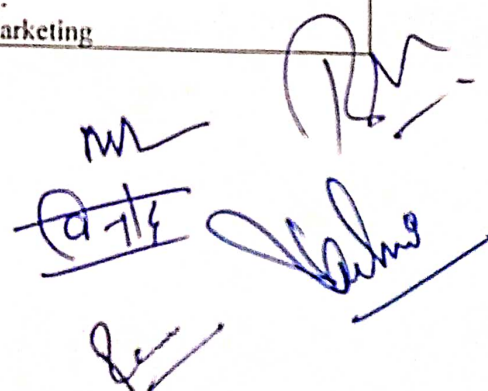
M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8025T
Title of the Course	MANAGEMENT CONCEPTS
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic concepts of management studies such as Planning, Organizing, Directing and Controlling.
Co-requisites	None
Objectives of the Course	To develop leadership skills, enhance decision making and problem-solving abilities and stay current with business trends in global era.
Learning Outcomes	Students will be able to: <ul style="list-style-type: none"> • Enhance problem solving skills • Build effective managerial and leadership skills • Apply latest trends and practices of management at both national and international level.
SYLLABUS	
UNIT-I	Management – basic concepts, development of management thought, Functions of management
UNIT –II	MBO – concepts, nature, process, benefits, weakness and recommendations
UNIT-III	Management Decision making and problem solving, Committees advantage, disadvantage, Misuse and suggestion for effective Committee decision making.
UNIT-IV	Organization structures in global era, Latest Trend & Practices of Management in India.
UNIT-V	Influence of International Management Practices on India – Western thoughts v/s Eastern thoughts.
Suggested Readings	1. Koontz and Wehrich: Management, Tata Mc Graw 2. Luthans Fred: OB 3. Rajpurohit, Sharma, Sharma & Gupta: Management 4. Stoner and Gilbert et al: Management 5. Singh B.P and Chabra TN: Principles of Management 6. Tripathi P C: Principles of Management



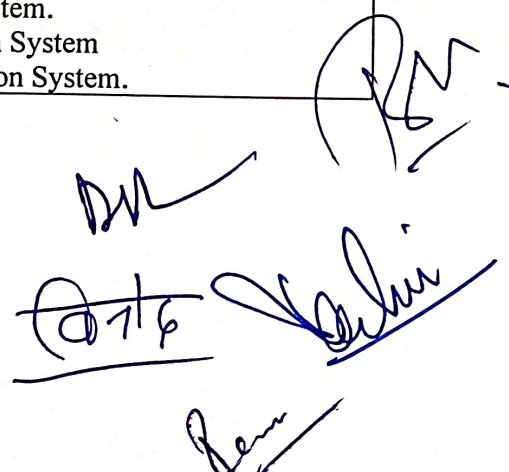
M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8026T
Title of the Course	PERSONNEL MANAGEMENT
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Management and Human Resource Concepts.
Co-requisites	None
Objectives of the Course	To develop an understanding of concepts and scope of personnel management in India, manpower planning and participatory management techniques.
Learning Outcomes	Student will be able to: <ul style="list-style-type: none"> • Understand personnel policies and procurement of personnels. • Differentiate between various aspects of job analysis
SYLLABUS	
UNIT-I	Personnel Management – Concepts, roles and functions importance and scope of personnel management in India
UNIT -II	Manpower Planning, Personnel policies and Procurement of Personnel, Discipline
UNIT-III	Promotion, Demotion, Job enrichment and Job enlargement
UNIT-IV	Safety health and Employees service programs grievance, Records and Research
UNIT-V	Participatory Management techniques and interpersonal relations.
Suggested Readings	<ol style="list-style-type: none"> 1. Ashwathappa K.-Human Resource Management. 2. Fillppo E.B.-Principles of Personnel Management. 3. Memoria C.B.-Personnel Management (Himalaya) 4. Memoria & Dashora- Sevivarigia Prabandh. 5. Tripathi P.C.- Personnel Management.



M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8027T
Title of the Course	MARKETING MANAGEMENT & RESEARCH
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of marketing and research tools and techniques.
Co-requisites	None
Objectives of the Course	To enable the students to understand the basic concepts of marketing, process and techniques.
Learning Outcomes	<ul style="list-style-type: none"> To help develop and prioritize appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges. Students will be able to apply appropriate tools and techniques to conduct market research.
SYLLABUS	
UNIT-I	Marketing Management – Meaning functions, concepts and importance. An introduction to Marketing mix.
UNIT –II	Marketing Environment – Meaning, importance components, Micro and Macro –Environment, Consumer Behaviour – concept, importance and buying motives
UNIT-III	Marketing Research: Definition, nature, scope, importance and steps in Marketing Research.
UNIT-IV	Marketing Research Design, Tools & Techniques
UNIT-V	Areas of application of Marketing Research and Marketing Research in INDIA.
Suggested Readings	<ol style="list-style-type: none"> 1. Gandhi J.C. - Marketing Management. 2. Kotler Philip - Marketing Management. 3. Richard D.Crisp- Marketing Research 4. Srivastava P.K.- Marketing Research. 5 Srivastava P.K.- Marketing Management. 6 Stanton, William J. - Fundamentals of Marketing



M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8028T
Title of the Course	MANAGEMENT INFORMATION SYSTEM
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of information technology.
Co-requisites	None
Objectives of the Course	To aware students about use of IT effectively in collecting, storing and managing data within organizations
Learning Outcomes	Students will be able to <ul style="list-style-type: none"> • use management information system to support strategic decision making • They will be able to leverage technology for a competitive edge by better serving the customer, identifying market trends and adapting to change
SYLLABUS	
UNIT-I	Management Information System: Meaning, need, importance, objective and role of Management Information System
UNIT -II	Decision Support System, Executive Information System, Decision Making and modern communication methods
UNIT-III	Trends and terminologies in IT and IT applications
UNIT-IV	System development for MIS – Types of systems, factors affecting choice of system in MIS, Integration of organization system & information system
UNIT-V	Internet and Intranet: Components, uses and importance of managing of Data Processing System in Business
Suggested Readings	<ol style="list-style-type: none"> 1. Bajaj K.K. and Debjani Nag-“Electronic Commerce”. 2. Dyson Peter -Internet/Intranet Bible. 3. Goyal D P - Management Information System. 4. Jawadekar, W.S-Management Information System 5. Kanter, Jerome -Managing with Information System.



 DM
 07/6
 RSM
 Kishu
 Renu

M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8029T
Title of the Course	LABOR WELFARE & INDUSTRIAL RELATIONS
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge of trade unions and labor welfare.
Co-requisites	None
Objectives of the Course	The objective of the course is to gain knowledge of labor laws and regulations, protecting the rights of both employers and employees. Understanding the principles of collective bargaining and negotiation
Learning Outcomes	Students will be able to <ul style="list-style-type: none"> • Design and implement labor welfare programs which will improve the quality of life of workers. • Improve their skills to mediate and resolve conflicts and disputes effectively. • Understand alternative sources of finance and investment opportunities and their suitability in particular circumstances
SYLLABUS	
UNIT-I	Trade Unions in India, Obstacles in their growth, Industrial disputes, India - Their causes Machinery for prevention settlement of disputes (Voluntary and statutory)
UNIT -II	Collective Bargaining – Benefits: Process Types of negotiating Procedures, collectives bargaining in India, Workers participation in Management.
UNIT-III	Objectives & Scope of social security, social assistance and social insurance growth and development of social security in India.
UNIT-IV	Labour welfare, objectives scopes, agencies, welfare work done and its evaluation, labour administration central and state bodies, Indian Constitution and labour policy.
UNIT-V	I.L.O. Constitution, functions, objectives, important Conventions and recommendations.
Suggested Readings	<ol style="list-style-type: none"> 1. Govt. of India: Report of the Labour Welfare Committee, 1969 2. Mamoria C.B.: Principles and Practice social security housing of Industrial Workers and its problems – Housing Schemes undertaken by Govt. of India Labour Administration. 3. Mamoria and Dashora: Bhartiya Sharma Smasyaen. 4. Mathur A.S. : Labour Policy and Industrial Relation in India. 5. Monga I.N.: Reading in Indian Labour and Social Welfare. 6. Pant S.S.: Indian Labour Problems. 7. Report of the National Commission on Labour, 1969. 8. Vaid K.N.: Labour Welfare in India.

M. Com. (Bus. Adm.) Curriculum as per NEP 2020

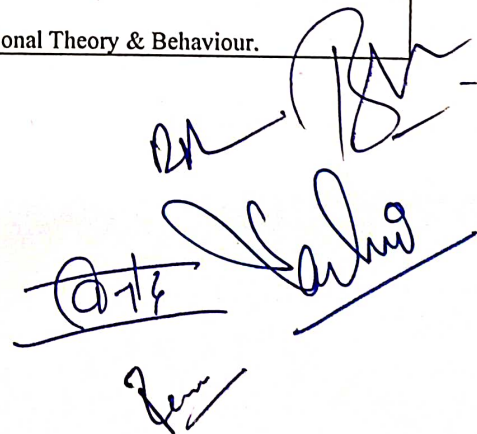
Effective from 2023-24

M. Com. (Business Administration) Two-year Degree Programme	
First Year	
First Semester	
Subject- Business Administration	
Code of the Course	BAD8030S
Title of the Course	SURVEY ASSIGNMENT
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Field Survey. The 60 hours for research, data collection, analyze and interpret, and problem solving.
Prerequisites	Basic knowledge of Questionnaire Formation and Research Skills.
Co-requisites	None
Objectives of the Course	To provide students with a comprehensive understanding of survey research, from its theoretical foundations to practical application, while also developing a range of skills that are valuable in both academic and professional contexts.
Learning Outcomes	Students will be able to <ul style="list-style-type: none"> • Develop Research Skills • Perform Data Analysis • Design Questionnaire
SYLLABUS	
<p>Internal Evaluation (20% of the total grade): - Assignments will be given by the faculty.</p> <p>External Evaluation (80% of the total grade): The students have to select 5 similar business unit belonging to one sector such as manufacturing Service, Process, outsourcing etc. in and around Udaipur and would explore business information, managerial issues, challenges, Problems etc. on a questionnaire survey given by subject faculty the survey report has to be attached with survey questionnaire in spinal bound form.</p>	




M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8031T
Title of the Course	BUSINESS AND ECONOMIC ENVIRONMENT
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge of Fundamentals of Economic and Business Environment.
Co-requisites	None
Objectives of the Course	To equip students with Understanding of Economic Fundamentals and Impact of FDI and Multinational Corporations on Indian Economy.
Learning Outcomes	Students will understand: <ul style="list-style-type: none"> • Elements of Business Environment • Role of World Trade Organization • Basic concepts of Public-Private Partnerships • Impact of FDI
SYLLABUS	
UNIT-I	Environment of Business, Impact of Socio- Cultural Values, Business Ethics & Mortality, Social Responsibilities of Business.
UNIT –II	World Trade Organization: Brief Introduction of its organization and working, Important Multilateral Trade Agreement and INDIA viz. GATT-1994, AOA, Agreement of TRIPS, TRIMS, SPS Measures & GATS
UNIT-III	Economic Infrastructure (Transport, Communications, 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 & SAFTA.
UNIT-V	Foreign Direct Investment: Concept, Progress and impact. Multinational Corporations: Concepts and role in Indian Economy
Suggested Readings	<ol style="list-style-type: none"> 1. Adhikarey M.: Economic Environment of Businesses. 2. Cherulinam Francis : Business & Govt. (Himalaya) 3. Clark, J.M.: Social Control of Business (New York MC Graw Hill, 1953). 4. Committee for Economic Development: Social Responsibilities of Business Corporation (New York, C.E.D.) 5. George, Stoner: A case in Business & Society (New York, Random House, 1975). 6. Ghosh B: Economic Environment of Business, Vikas Publishing House Pvt. Ltd. New Delhi. Bowen, Howard R. : Social Responsibilities of Business (Harper & Brother , New York 1953). 7. Heald Morrel: The Social Responsibilities of Business & Community. 8. Ozbekhan Hasan & Gane E. Teberteed.: Business Government, R.I. Institute of Management Service. 9. Reports of the Monopoly Inquiry Commission, Report of Dutia Licensing Committee.

M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8032T
Title of the Course	ORGANIZATIONAL BEHAVIOUR
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Psychological Concepts such as Motivation, Perception and Attitudes.
Co-requisites	None
Objectives of the Course	To develop an understanding of Determinants of Individual Behaviour in an Organization.
Learning Outcomes	Student will be able to understand: <ul style="list-style-type: none"> • Concepts of OB • Theories of Motivation • Leadership Styles
SYLLABUS	
UNIT-I	Organizational Behaviour: Concepts & determinants (Individual, Group & Organization).
UNIT -II	Understanding Individual Behaviour – Personality, Perception & Attitudes
UNIT-III	Group Dynamics and Team Work: Group Role Norms, Team Building and Effectiveness
UNIT-IV	Motivation & Morale: Concepts, Theories & Techniques.
UNIT-V	Leadership: Concepts, theories & Styles
Suggested Readings	1. Davis Keith – Human Behaviour at Work 2. Hersey, Blanchard – Management of Organizational Behaviours 3. Luthans Fred – Organizational Behaviour 4. Robbins - Organizational Behaviour 5. Singh B P & Chabbra T N – Organizational Theory & Behaviour.



M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8033T
Title of the Course	LABOUR LEGISLATION IN INDIA
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Labour welfare and Industrial Relationship.
Co-requisites	None
Objectives of the Course	To make students understand the various law relating to Labour prevalent in India.
Learning Outcomes	Students will be able to understand <ul style="list-style-type: none"> Provisions of Various acts governing labour such as Industrial Dispute Act,1947, Trade Union Act,1926, The Apprentice Act,1961 etc.
SYLLABUS	
UNIT-I	Industrial Dispute Act 1947, Workmen Compensation Act 1923.
UNIT -II	Trade Union Act 1926, Payment of Bonus Act 1965
UNIT-III	The Payment of Wages Act 1936, Minimum Wages Act
UNIT-IV	The Employee Provident Fund Act 1952, The Apprentice Act 1961
UNIT-V	The Employee State Insurance Act, The Maternity Benefit Act 1961
Suggested Readings	1. Kapoor N D – Business Laws 2. Malhotra O P – The Law of Industrial Disputes. 3. Malik P L – Handbook of Industrial Law 4. Mamoria C B – Labour Laws 5. Singh Avtar – Labour Laws



 Dr. Anil Kumar

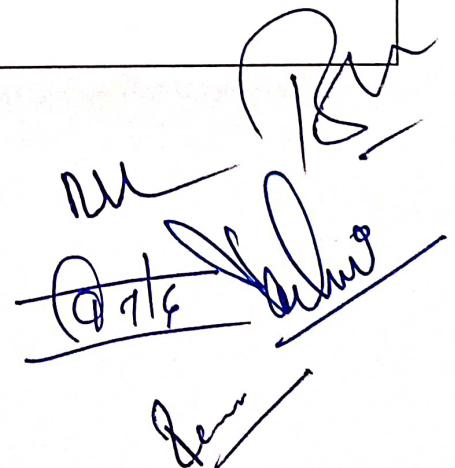
M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8034T
Title of the Course	MANAGEMENT OF SMALL ENTERPRISES
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge about Different Scales of Enterprises
Co-requisites	None
Objectives of the Course	To introduce Students with concept of Small Scale Industry and Role of government Agencies in Its Growth.
Learning Outcomes	Students will be able to learn about <ul style="list-style-type: none"> • Environment of Small Scale Industry and Its Growth Centers • Management of Capital in Small Scale Enterprises
SYLLABUS	
UNIT-I	Environment of Small scale Industry. The Entrepreneur, Selection & Establishment of a Small scale Unit, Preparation of a Feasibility report.
UNIT –II	Growth Centers of small scales units. Role of Government Agencies – DIC, SFES, Incentives & Subsidies by State & Central Government.
UNIT-III	Procuring initial capital & credit, location & procurements of land/shed, purchase of plant & provision of other physical facilities, layout, incentives for establishing small scale industry.
UNIT-IV	Staffing, Procuring raw materials, problems of marketing, problems of small scale ancillary units, small scale industries & government purchases.
UNIT-V	Working capital problems & managing a cash, credit limits, securing assistance from SISIC Common facility & equality, making centres, management & control of business operation, export promotion through small scale sector.
Suggested Readings	<ol style="list-style-type: none"> 1. Administrative Reforms Commission, Report on Small Scale Sector 2. Desai Vasant: Organization & Management of small Industries. 3. Dhar & Lydall: The Role of Small Enterprises in Indian Economic Development. 4. Eeian A. Woetmen: Successful Small Business Management. 5. Iyenger K.C.: The Philosophy of Small Scale Industrial Management 6. Khan R.R.: Management of Small Scale Industries. 7. Mehta Ashok: Committee Report on the working of Khadi & Village Industries Commission (1968). 8. Stanley & Modsa: Modern Small Scale Industry for Developing Countries. 9. Steninwoff Dan: Small Business Management Fundamentals 10. Vepa, Ram K.: Small Industries in Japan.

M. Com. (Bus. Adm.) Curriculum as per NEP 2020

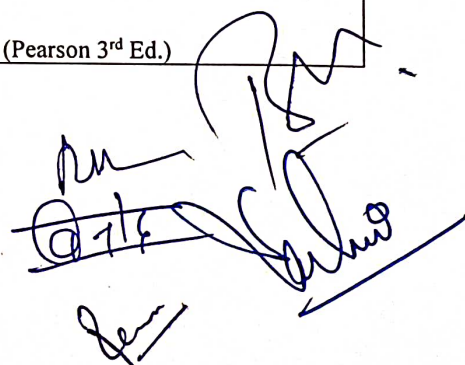
Effective from 2023-24

M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8035S
Title of the Course	PRESENTATION SKILLS
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	The 20 lectures for content delivery and 40 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic content knowledge And Communication Skills.
Co-requisites	None
Objectives of the Course	To enable the students to understand the basic concepts of Accounting Standards and understand the principles of recognition, measurement, presentation, and disclosure of Indian Accounting Standards by various organizations
Learning Outcomes	Students will be able to <ul style="list-style-type: none"> • Effective use of Body Language and Visuals • Improve Communication Skills
SYLLABUS	
<p>Internal Examination (20% of the total grade): Class activities/ Discussions/ Presentations/ Assignments will be given by the subject faculty.</p> <p>External Examination (80% of the total grade): The students have to prepare 10 Power Point Presentation slides in each subject of Second Semester and submit a hard and soft copy in a C.D. There would be classes held on preparing PPT's and Presentation skills Practical's the faculty would assign topics to students for PPT on each subject from different Units.</p>	

M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8125T
Title of the Course	RETAIL MANAGEMENT
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Generic Elective Course (GEC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge into the concepts of Business and Management Principles.
Co-requisites	None
Objectives of the Course	To impart the knowledge about the concepts of Retailing and Its Development and Understanding about Retailer Consumer and Customer And Retail Mix.
Learning Outcomes	Students will be able to understand <ul style="list-style-type: none"> • Concept of Retailing • Elements of communication Mix • Concepts of Retail mix • Retail Market Strategy
SYLLABUS	
UNIT-I	Retailing: Indian & Global overview, introduction & concept of retailing, development & growth of retailing. Mall Management: Introduction
UNIT –II	Retailer's Consumer & Customer Retail Institution – An introduction & various types of Retail formats Tenant Mix – Concept & Introduction
UNIT-III	Retail Mix – Introduction, concept & relevance & its importance Retail promotion – Concept, importance & elements Maintenance Management in Mall
UNIT-IV	Retail Communication Mix – Various Elements, Importance & Integration of miscellaneous elements. Multi – Channel Retailing – concepts & importance
UNIT-V	Retail location & Site Selection Retail Market Strategy & retail product strategy.
Suggested Readings	1. Berman & Evans – Retail Management- A Strategic Approach 2. Levy Michael - Retail Management 3. Swapnpradhan - Retail Management

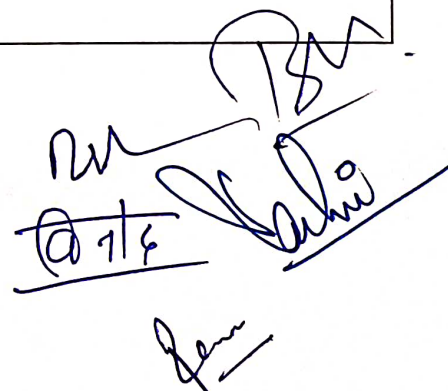


M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Secondary Semester	
Subject- Business Administration	
Code of the Course	BAD8126T
Title of the Course	INTERNATIONAL MARKETING
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Generic Elective Course (GEC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge into Core Marketing Knowledge and Cross-cultural Awareness.
Co-requisites	None
Objectives of the Course	To enable the students to understand the functioning and regulation of International Marketing and Overview of International Trading Organization.
Learning Outcomes	Students will be able to understand <ul style="list-style-type: none"> • International perspective of Marketing • Environments influencing international trades • Internationally oriented marketing strategies
SYLLABUS	
UNIT-I	Introduction: Meaning and importance of International Marketing. Distinction between international and export marketing Scope of international marketing, Export and economic development. The International market: Initial selection of market. Marketing Research: Scope, conducting marketing research and the impact of external environment.
UNIT –II	The Export Organization: Internal, external export houses, Trading houses. Product Planning & Development: Domestic product development and overseas product development, quality control branding, trademarks, packaging, product life cycle, pricing, price policy, price quotation transfer pricing, factors affecting pricing decisions.
UNIT-III	Channel of Distribution, Factors affecting the choice, Types of channels. Promotional measures, Institutional support IDA TFO Export promotion councils, commodity Boards, IIFT - Governmental measures Duty Draw Back CCS. Export Oriented Units, Free Trade Zones, Marketing Development Assistance.
UNIT-IV	Export Finance: Meaning, Methods of Payment of bills of Exchange, letter of credit, buyers' credit, suppliers credit refinancing facilities. Institutional support EXIM Bank, ECGC Export, procedure & documentation
UNIT-V	International Trading Organization and Blocks: Impact of GATT, UNCTAD, EEC, COMECO, SAARC, ASEAN.
Suggested Readings	1. Varshney & Bhattacharya: International Marketing 2. Simon Majaro: International Marketing 3. Jain, P.K.: International Marketing 4. Saranaral: International Marketing 5. Mittal, S.C.: International Marketing 6. Onkvisit S., Shaw J.: International Marketing (Pearson 3 rd Ed.)

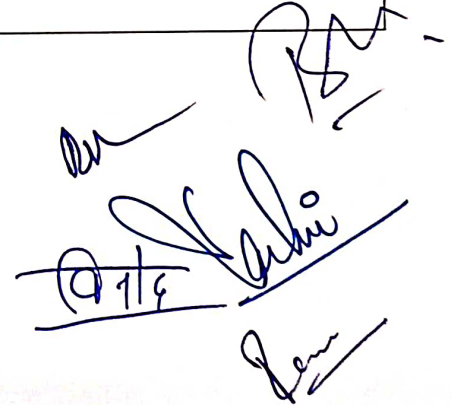


M. Com. (Business Administration) Two-year Degree Programme	
First Year	
Second Semester	
Subject- Business Administration	
Code of the Course	BAD8127T
Title of the Course	EVENT MANAGEMENT
Qualification Level of the Course	NHEQF Level 6
Credit of the Course	4
Type of the Course	Generic Elective Course (GEC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic concepts of marketing, budgeting, event planning and customer service etc.
Co-requisites	None
Objectives of the Course	This subject will enable the students to widen their knowledge on organizing events from conception, designing, planning, budgeting to final execution.
Learning Outcomes	Student will be able to learn about: <ul style="list-style-type: none"> • Management of Different kinds of Events • Functions of event planner • Practices in Event Management • Importance of Co-ordination
SYLLABUS	
UNIT-I	Nature, Scope, Significance of Event Management, Role, Qualities and Functions of Event Planner
UNIT -II	Event Management Planning: Concept, Nature, Practices in Event Management, Customer Relationship Management
UNIT-III	Event Coordination Management Logistics
UNIT-IV	Coordination- Need, Importance & Process of Coordination Styles of Leadership
UNIT-V	Corporate & Sports Events
Suggested Readings	<ol style="list-style-type: none"> 1. Anton Shone & Bryan Parry (2002) - Event Successful Management 2. Julia Rutherford Silvers, Professional Event Coordination Wehrich, Heinz and Harold Hootz: 3. Mc Graw Hill Publication-Essentials of Management: International Perspective 4. G.S. Sudha- Principles of Management 5. Jude Allen- Event Planning

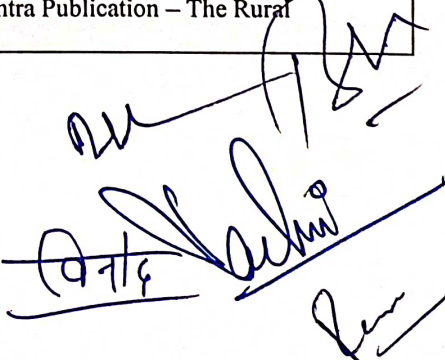
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9036T
Title of the Course	RESEARCH METHODS & STATISTICS
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge of Research and its Techniques
Co-requisites	None
Objectives of the Course	To provide students with knowledge of Research, Correlation, Regression, Chi-Square, ANOVA
Learning Outcomes	Students will be able to learn about <ul style="list-style-type: none"> • Meaning, Types and Process of Research • Sampling techniques • Tools and Techniques of Research
SYLLABUS	
UNIT-I	Meaning, scope, types, process and importance of Research, Research Design – Research problem & Hypothesis
UNIT –II	Sampling techniques, sources of data and report writing
UNIT-III	Tools and techniques – Measures of Central tendency and dispersion.
UNIT-IV	Correlation, Regression
UNIT-V	Chi-square, ANOVA
Suggested Readings	<ol style="list-style-type: none"> 1. Elhance D N – Statistics 2. Gupta S P – Statistics 3. Gupta B N – Statistics 4. Hair, Black et al – Research Methods & Data Analysis. 5. Kothari C R - Research Methodology 6. Sharma K R – Research Methodology



M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9037S
Title of the Course	COMBINED PROJECT REPORT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	20+40= 60 hours. The 20 lectures for content delivery and 40 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Students required to have Team work skills and Project management skills.
Co-requisites	None
Objectives of the Course	To Provide Field Knowledge relating to Marketing, HR and Finance
Learning Outcomes	This subject will help students in contextualization of knowledge, Critical thinking, Research and communication.
SYLLABUS	
Internal Examination (20% of the total grade): Class activities/ Discussions/ Presentations/ Assignments/ Case Study will be given by the subject faculty.	
External Examination (80% of the total grade): The students have to carry out projects on five different Business Organization/Industries and based on subject Faculty would choose one area of Management such as Marketing, HR, Finance Strategy etc. and the student has to collect data and prepare a Comparative report and submit it in handwritten form before a stipulated date prescribed by Faculty.	



M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9128T
Title of the Course	RURAL MARKETING & SERVICE MARKETING
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic understanding of Marketing.
Co-requisites	None
Objectives of the Course	To equip Students with Knowledge relating to Rural Marketing and Its Working AND Concepts of Service Marketing
Learning Outcomes	Students will be able to learn about: <ul style="list-style-type: none"> • Rural Marketing Information System • Techniques of Rural Marketing • Characteristics of Service Marketing • Various Service Marketing Strategies
SYLLABUS	
UNIT-I	Understanding the Rural Market Environment. Profile of Urban/Rural Markets and Customers. Problems in Rural Retailing.
UNIT –II	Rural Marketing Research, Marketing Information System. Product & Services for Rural India. Channel of Distribution & Trade Management in Rural India.
UNIT-III	New product launch techniques in Rural Market. Advertising/ Sales promotion strategies for Rural Retailing. Future of Rural Retailing in India
UNIT-IV	Service Marketing: Introduction concepts The nature of services: Service Industries, categories of service misc. characteristics of services. Marketing Strategies for Service Firms.
UNIT-V	Managing Service quality: Introduction, Customer Expectation best practices for Service – quality Management, Managing Service Brands; Managing Product Support Services.
Suggested Readings	1. Pradeep Kashyap & Siddhart Raut, Biztantra Publication – The Rural Marketing



 Pradeep Kashyap

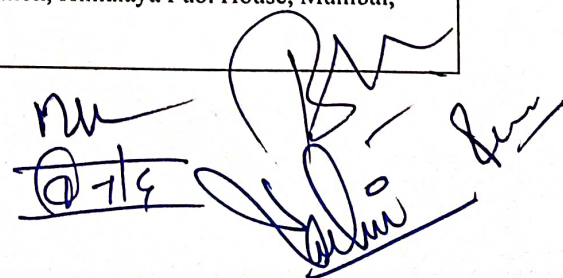
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9129T
Title of the Course	MANAGEMENT BEHAVIOUR AND EFFECTIVENESS
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Understanding of fundamental of Selection, Recruitment and Appraisal Methods.
Co-requisites	None
Objectives of the Course	To provide a detailed understanding of Job Behaviour, Career Management and Organizational Climate.
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> • Difference in Managerial Job Behaviour • Managerial Skill Development • Performance Appraisal Methods • Current Industrial And Government Practices
SYLLABUS	
UNIT-I	DEFINING THE MANAGERIAL JOB Description Dimensions of Managerial Jobs- Methods-Model-Time Dimensions in Managerial Jobs- Effective and Ineffective Job behaviour Functional and level differences in Managerial Job behaviour
UNIT –II	DESIGNING THE MANAGERIAL JOB Identifying Managerial Talent- Selection and Recruitment- Managerial Skills Development- Pay and Rewards- Managerial Motivation- Effective Management Criteria- Performance Appraisal Measures- Balanced Scorecard Feedback- Career Management- Current Practice
UNIT-III	THE CONCEPT OF MANAGERIAL EFFECTIVENESS Definition- The person, process, product approaches- Bridging the Gap Measuring Managerial Effectiveness- Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer
UNIT-IV	ENVIRONMENT ISSUES IN MANAGERIAL EFFECTIVENESS Organizational Processes- Organizational Climate- Leader- Group Influences- Job Challenge- Competition- Managerial Style
UNIT-V	DEVELOPING THE WINNING EDGE Organizational and Managerial efforts- Self Development- Negotiation Skills- Development of the Competitive Spirit- Knowledge Management- Fostering Creativity and innovation
Suggested Readings	1. Blanchard and Thacker, Effective Training System, Strategies and Practices Pearson 2006 2. Drucker Peter, Management, Harper Row, 2005. 3. Dubrin, Leadership, Research Finding, Practices & Skills, Biztantra, 2008 4. Joe Tidd, John Bessant, Keith Pavitt, Managing Innovation, Wiley 3rd edition, 2006 5. Milkovich and Newman, Compensation, McGraw- Hill International, 2005 6. Omkar R.M., Personality Development and Career Management, S.Chand 1st edition, 2008 7. Richard L. Daft, Leadership, Cengage, 1st Indian Reprint 2008 8. Rao T.V., Appraising and Development Managerial Performance, Excel Books, 2000

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9132T
Title of the Course	BUSINESS LAW
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge of Law.
Co-requisites	None
Objectives of the Course	To equip the students with the knowledge about Various Law relating to Business.
Learning Outcomes	Students will learn about provisions of: <ul style="list-style-type: none"> • Right to Information, 2005 • SEBI Act, 1992 • Patent Act, 1970 • Competition Act 2002
SYLLABUS	
UNIT-I	Right to Information Act 2005: Meaning, Definition, Objectives, Scope, Steps, Fines & Penalties. Prevention of Sexual Harassment (POSH) at Work Place- Vishakha Guidelines, Process of POSH Complaints
UNIT-II	SEBI Act 1992: Definition, Establishment, Funds, Powers & Functions of Board, Penalties and Adjudications. Export-Import Documentation: Major documents used in Export Transactions and Import Transactions.
UNIT-III	Patent Act 1970: General Principles of Patent Invention, Grant of Patent, criteria of patent, Civil and Criminal remedies under the act. Introduction to World Trade Organization: Objectives, Functions, WTO & GATTs, Understanding TRIPS, TRIMS, GATS, DSB.
UNIT-IV	Understanding Government Schemes on Startups and Process from Business Ideas, Elevator Pitch, Launch And Processes of Registration of Startups.
UNIT-V	Competition Act 2002: Objectives, Important Terminologies, Anti-Competitive Agreements, Combinations, Competition Commission of India (CCI), Legal instruments & Jurisdictions. Introduction to Human Rights: Right to Equality and Freedom from Discrimination, Right to life, liberty & Personal Security, Freedom from torture & Degrading treatment, Right to Equality before the law, Freedom of Opinion.
Suggested Readings	<ol style="list-style-type: none"> 1. Bare Acts 2. Right to Information: Law & Practices – Dr. R.K. Verma & Dr. Anuradha 3. The World Trade Organization : Law, Practices & Policy- Mitsuo, Thomas, Petros 4. Starting Up in India: A Guide for Tech Entrepreneurs- Preet Deep Singh 5. Basics of Entrepreneurship – Sangram Kesari Mohanty 6. Human Rights in India: Theory and Practices – Santhan Singh Deol

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9133T
Title of the Course	WRITTEN COMMUNICATION
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Practicum 80+40=120. The 80 hours for the hands-on exercises, 20 hours for the computer lab practices and 20 hours on diagnostic assessment, formative assessment, subject/class activity, problem solving
Prerequisites	Understanding of functionalities of Basic Communication.
Co-requisites	None
Objectives of the Course	To Introduce students to Effective Ways of Written Communication
Learning Outcomes	To provides students understanding of: <ul style="list-style-type: none"> • Journal Writing • Cross Cultural Communication • Questionnaire Development • Features of Publication • Gender sensitivity in Communication
SYLLABUS	
UNIT-I	Personal Communication: Journal Writing, Mails/E-Mails, SMS, Greeting Cards, Situation Based- accepting/declining invitations, Congratulating, Consoling, Conveying Information.
UNIT –II	Social Communication: Blog, Reviews (films, books), posting comments, tweets, Cross Cultural Communication, Gender sensitivity in Communication
UNIT-III	Work Place Communication : E-Mails , Minutes, Reports of different kinds- Annual report, Status Report, Survey Report, Proposals, Memorandums, Presentations, Interviews, Profile of Institutions, Speeches, Responding to the enquiries, Complaints, Resumes, Application, Summarizing, Strategies for Writing
UNIT-IV	Research Writing : Articles for publication { Journals} Developing Questionnaire, writing abstract, Dissertation, Qualities of Research writing, Data { Charts & Tables} Analysis, Documentation.
UNIT-V	Writing for Media Creative Writing: Features for Publication (News papers, Magazines, Newsletters, Notice Boards) Case studies, Short Stories, Travelogues, Writing for Children, Translation, and Techniques of writing.
Suggested Readings	1. Raymond V Lesikar, John D Pettit, and Mary E Flatly 2009, Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi. 2. Sharan J Gerson, and Steven M Gerson 2008. Technical Writing, Process and Product. Pearson Education. New Delhi

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9136T
Title of the Course	MANAGEMENT OF PUBLIC ENTERPRISES
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Types of Enterprises
Co-requisites	None
Objectives of the Course	To make students learn about the Role of Public Enterprises and Its Regulation.
Learning Outcomes	This course will help students in understanding: <ul style="list-style-type: none"> • Scope of Public Sector in India • Management of Public Sector • Labour management relation in Public Sector
SYLLABUS	
UNIT-I	Evolution and growth of Public Enterprises in India. Role of Public Enterprises under different types of economic systems
UNIT -II	Social and Economic Objectives of Public Enterprises, Scope & Rationale of Public Sector in India.
UNIT-III	Pattern, Organization & Management of Public Sector
UNIT-IV	Control of State Monopolies and State Trading Regulation & Control of Public Sector Enterprises, Public Accounts, Committee, Parliamentary Apparatus, Boards, Bureau of Public Enterprises etc.
UNIT-V	Problems facing Public Sector in India – Financial, Marketing, Technological, Material & Human, Labour Management Relations in Public Sector.
Suggested Readings	<ol style="list-style-type: none"> 1. Bureau of Public Enterprises (New Delhi): A handbook of Public Enterprises. 2. Kaushal O.P.: Management, Organization & Control in Public Enterprises. 3. Khera S.S.: Govt. in Business 4. Laxmi Narain: Public Enterprises in India. 5. Mallya M.N.: Public Enterprises in India 6. Om Prakash: Theory & Working of State Corporation 7. Ramanandham V.: Control of Public Enterprises in India 8. Ramanadham V.: Structure of Public Enterprises in India. 9. Ramaswami T.: Public Enterprises in India

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9137T
Title of the Course	PRINCIPLE & PRATICE OF CO-OPERATION
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Students are required to have basic understanding of functioning of Co-operative societies.
Co-requisites	None
Objectives of the Course	To enable the students to understand the origin and classification of co-operation Societies And Government Participation.
Learning Outcomes	Students will be able to Understand: <ul style="list-style-type: none"> Principles and Features of co-operation Societies Classification of Societies Role of Co-operative Society
SYLLABUS	
UNIT-I	Introduction of Co-operation : Definition of Co-operation - Principles - Features of Co-operation Societies - Principles Reformulated by ICA-Comparison with Capitalism and Socialism
UNIT -II	Origin and Classification of Co-operation Societies : Classification of Societies - Agricultural Credit Societies - Non Agricultural Credit Societies - Non Credit Societies - Origin and Growth of Co-operative Movement in India.
UNIT-III	Various Committee Findings and Recommendations : All India Rural Credit Survey Committee - Findings and Recommendations - All India Rural Credit Review Committee - Findings and Recommendations - Banking Commission Report with Reference to the Development of Co-operative Societies
UNIT-IV	Government Participation : Role of Co-operative in Uplifting the Weaker Sections - Co-operation and Various Schemes - Government Assistance - Central and state Participation in Share Capital - Subsidy - Administrative Assistance - ICA - Function.
UNIT-V	Co-operative Education and Training : Co-operative Education and Training - Central and State Level Organizations - Programme and Policies of Member Education - Role of National and State Co-operation Union - Women's Role in Co-operation
Suggested Readings	Text Books 1) Bedi, R.D., Theory, History and Practice of Co-operation, Rolla Book Depot Merit, Uttar Pradesh, 2000. 2) Hajela, T.N. Co-operative Principles and Problems, Konark Pub., Delhi, 2002. 3) Mathur, B.S., Co-operation in India, Sahitya Bhavan Pub., Agra, 2002. 4) Sharada, V., The Theory of Co-operation, Himalaya Pub. House, Mumbai, 2000. Reference Books



M. Com. (Bus. Adm.) Curriculum as per NEP 2020

Effective from 2023-24

	<ol style="list-style-type: none">1) Madan, G.R., Co-operative Movement in India, Mittan Pub., New Delhi, 1994.2) Patnaik, Umesh, Roy & Ananta, K., Co-operation and Co-operation Management, Kalyani Pub., Ludhiyana, 2002.3) Tripathy, Co-operative for Rural Development, Tamilnadu Book House, Chennai, 2000
--	--

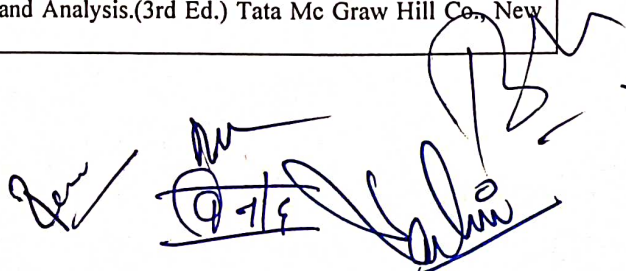
Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9140T
Title of the Course	OPERATION MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Practicum 80+40=120. The 80 hours for the hands-on exercises, 20 hours for the computer lab practices and 20 hours on diagnostic assessment, formative assessment, subject/class activity, problem solving
Prerequisites	Basic Understanding of Scientific Management.
Co-requisites	None
Objectives of the Course	To develop an understanding of Management of Production System and Production Planning and Control
Learning Outcomes	Students will be able to: <ul style="list-style-type: none"> • Principles of Scientific Management • Product Life Cycle • Factories Act • Labour Welfare Act
SYLLABUS	
UNIT-I	Managements of Production systems: Managements of production systems and types – Principles of scientific management, productivity concept and measurement product engineering – Product Life Cycle- value engineering simplification – standardization and diversification.
UNIT –II	Work Study- Method study, Principles of motion economy Ergonomics –time study , work sampling PMTs- plant location and layout –Plant location – factors; basic models – Plant layout- types of travel charts – materials handling.
UNIT-III	Materials Management : Importance and functions of materials management in industries – purchasing methods – stores Management – Bills of materials – inventory management , order – level order – quantity , q system – p system and mini max system and selective inventory controls – JIT techniques .
UNIT-IV	Production Planning and Control : Routing – Loading scheduling - dispatching and follow up – Use of Gantt Charts – Quality control – statistical quality control techniques and , acceptance sampling .
UNIT-V	Case studies in production planning and control – Industrial laws – Factory Act , Workmen’s Compensation Act , Labor Welfare Acts , Pollution control Acts
Suggested Readings	<ol style="list-style-type: none"> 1. Chary.S.N. Production Operation Management, Tata Mc Graw Hill Publishing Company Ltd. New Delhi , 1998. 2. Elsayed , E.A and T.O Boucher, Analysis and Control of Production System, Englewood Ciffs, 1985. 3. Gopalakrishnan , P. and Sunderesan M., Material Management – An Integrated Approach , Prentice Hall of India , New Dellhi 1978. 4. Khanna .O.P. Industrial engineering and Management :Text and Cases, Dhanpat Raj. Delhi, 1983. 5. Juran , D.M and F.M Gryna, Quality , Planning and Analysis, Tata McGraw Hill, New Delhi , 1980. 6. Juran, Quality Planning and Analysis.(3rd Ed.) Tata Mc Graw Hill Co., New Dehli, 2002.



 9/1/24

M. Com. (Bus. Adm.) Curriculum as per NEP 2020

Effective from 2023-24

- | | |
|--|--|
| | <p>7. Sharhmey , Productivity Management : Concepts and Techniques, Tata Mc Graw Hill Publishing, New Dehli, 2000.</p> <p>8. Shore, B., Operations Management , Mc Graw Hill (TMH) New Delhi, 1973.</p> <p>9. Verma.M.M., Materials Management , S.Chand & Co New Delhi, 2002.</p> |
|--|--|

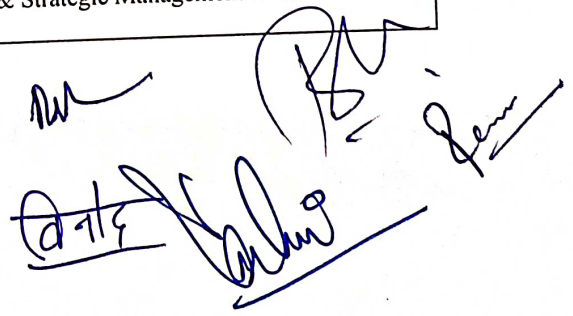
[Handwritten signature]

[Handwritten signature]



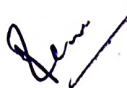
[Handwritten signature]

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Third Semester	
Subject- Business Administration	
Code of the Course	BAD9141T
Title of the Course	HUMAN RESOURCE MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Students need a foundation in business and Human resources concepts.
Co-requisites	None
Objectives of the Course	To Understand the importance of Human Resource and to familiarize the students with Methods and Techniques of HRM
Learning Outcomes	Students will be able to learn about: <ul style="list-style-type: none"> • Concepts of HRM • Human Resource Forecasting • Process of Recruitment and Selection • Performance Appraisal Methods
SYLLABUS	
UNIT-I	Human Resource Management – Meaning, concepts and importance, scope, roles and functions
UNIT –II	Human Resource Forecasting, job analysis and job design
UNIT-III	Resume Preparation, Recruitment, selection and interview methods and process
UNIT-IV	Performance Appraisal Methods and their merits & demerits
UNIT-V	Work culture and Quality of Life
Suggested Readings	<ol style="list-style-type: none"> 1. Aswathappa K.- Human Resource Management 2. Chabbra T N - Human Resource Management 3. David & Robbins - Human Resource Management 4. Dessler Garry – Human Resource Management 5. Dowling et al – International HRM 6. Dwivedi R S – Managing Human Resource

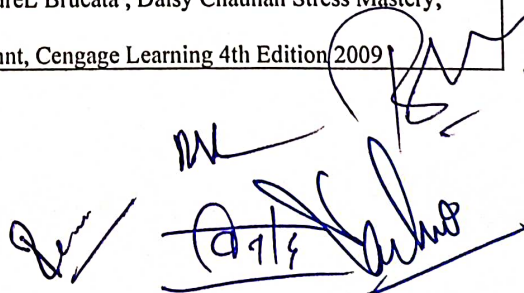
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9038T
Title of the Course	STRATEGIC MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory Course (DCC) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic concepts of management studies such as Planning, Organizing, Directing and Controlling
Co-requisites	None
Objectives of the Course	To develop an understanding of Concepts of Strategic Management, Environment Appraisal.
Learning Outcomes	Student will be able to learn about: <ul style="list-style-type: none"> • Process of Strategic Management • Strategy Formulation and Implementation • Process of Strategic Choice
SYLLABUS	
UNIT-I	Concepts of strategy and strategic Management, strategic Decision Making, Process of Strategic Management, Mission and Purpose of Strategic Management, Mission and purpose, Business Definition and objectives. Impact of Socio-cultural values, Business ethics & Mortality, Social responsibilities of business.
UNIT –II	Environment Appraisal: Components of Environmental analysis, Diagnosis of the Environment. Internal Analysis and Diagnosis Internal Factors to be analyzed, Analysis of Strengths and weaknesses
UNIT-III	Strategic Alternatives: Strategic Alternatives, Stability Strategies, Expansion Strategies, Retrenchment Strategies, Combination Strategies, Knowledge Management Strategies
UNIT-IV	Strategic Choice: Process of Strategic Choice, Corporate Portfolio Analysis, Contingency Strategies, Choosing Internal Strategies.
UNIT-V	Implementation: Resource allocation, Organizational Considerations, Functional Plans and Behavioral Considerations.
Suggested Readings	<ol style="list-style-type: none"> 1. Ansoff- H.I. Corporate Strategy, McGraw 2. Azhar Kazmi- Business Policy 3. Mc Carthy et.al. - Business Policy & Strategy, Irwin 4. Glueck & Jauch- Business Policy and Strategic Management 5. William F. Glueck- Business Policy & Strategic Management Tata McGraw. 6. U.I. Khan- Business Policy



M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9144T
Title of the Course	ORGANIZATION DEVELOPMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Understanding of Organizational Behaviour.
Co-requisites	None
Objectives of the Course	To enable students in understanding Concepts and Process of Organizational Development.
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> • Assumptions and Values in Organization • Factors Resisting Organizational Change • Methods of Organizational Development
SYLLABUS	
UNIT-I	Organizational Development – Concepts, Process Advantages and Component
UNIT –II	Assumptions and Values.
UNIT-III	Organizational Diagnosis and Methods.
UNIT-IV	Resistance to Change and Managing Change, Role of Change Agent.
UNIT-V	Organizational Developments Interventions – Methods and Technique.
Suggested Readings	<ol style="list-style-type: none"> 1. Ahmed Abad - Developing Effective Organization. 2. French & Bell - Organizational Development 3. French, Zawacki & Bell - Organizational Development 4. Harvey & Brown – An Experimental approach to OD 5. Rao, T V, Pareek Uday & Pestonjee D M – Behavioural Process in Organization

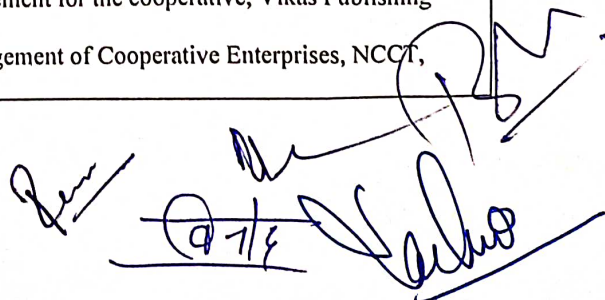




M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9145T
Title of the Course	STRESS MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of concepts of Stress and Common stress factors
Co-requisites	None
Objectives of the Course	To familiarize the students with Fundamentals of Stress and its Effects And Crisis management
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> • Work related stress • Time Management • Role of Team Spirit • Crisis Management
SYLLABUS	
UNIT-I	UNDERSTANDING STRESS: Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.
UNIT –II	COMMON STRESS FACTORS TIME & CAREER PLATEAUNG Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say No
UNIT-III	CRISIS MANAGEMENT Implications – People issues – Environmental issues – Psychological fail outs – Learning to keep calm - Preventing interruptions - Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.
UNIT-IV	WORK PLACE HUMOUR Developing a sense of Humour – Learning to laugh – Role of group cohesion and team sprit – using humour at work – Reducing conflicts with humour
UNIT-V	V SELF DEVELOPMENT Improving Presonality – Leading with integrity – Enhancing Creativity – Effective decision Making – Sensible Communication – The Listening Game – Managing Self – Meditaion for l
Suggested Readings	1. Argyle The Philosophy of Happiness. Tata McGraw Hill 2012 2. Bartlet Stress – Perspective & Process. Tata McGraw Hill 2014 3. Cooper Managing Stress, Sage , 2011 4. Davidson Jeff, Managing Stress, Prentice Hall of India, New Delhi 2010 5. Juan R. Alascal, Brucata, LaureL Brucata , Daisy Chauhan Stress Mastery, Pearson 6. Waltschafer, Stress Managemnt, Cengage Learning 4th Edition 2009

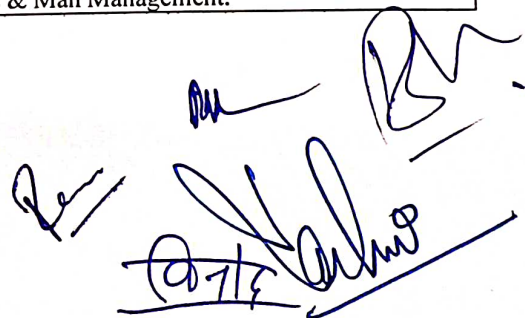


M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9148T
Title of the Course	ENTREPRENEURSHIP
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Business Studies
Co-requisites	None
Objectives of the Course	To impart knowledge and develop understanding of Entrepreneurship and Capital structure of an enterprise
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> • Entrepreneurship development Programme • Environmental Scanning • Project Evaluation • NSIC, SSIB, SIDCO
SYLLABUS	
UNIT-I	Entrepreneurship development in India : Emergence of Entrepreneurship Class in India. Environmental factors affecting Entrepreneurship : Entrepreneurship Development Programmes. Objectives, Phase of ED. Evaluation of EDP. Problems faced by EDP.
UNIT -II	Project Identification & Formulation, criteria for selecting a particular project, scanning of business environment & identifying projects, steps in project formulation, project evaluation
UNIT-III	Preparation of Project Report significance, contents, formulation of project formulation, Project Evaluation.
UNIT-IV	Function of Enterprise, need for financial planning, sources of finance, Institutional Finance to Entrepreneur.
UNIT-V	Internal & External sources of capital structure of an enterprise, Institutional support to entrepreneurs, needs, support institutions National Small Industry Corporations limited (NSIC), Small Scale Industry Board (SSIB). Small Industry Development Organization (SIDCO).
Suggested Readings	<ol style="list-style-type: none"> 1. Desai Vasant: " Dynamics of Entrepreneurial Development & Management", HPH, Mumbai, 2002. 2. Gupta C.B. and Khape S.S, " Entrepreneurial and Small Business Management Development", S. Chand & Sons 3. Khanka S.M. " Entrepreneurial Development , S. Chand & Sons, New Delhi Edition 2000. 4. Thanka S.S., "Entrepreneurial Development" S. Chand & Sons.

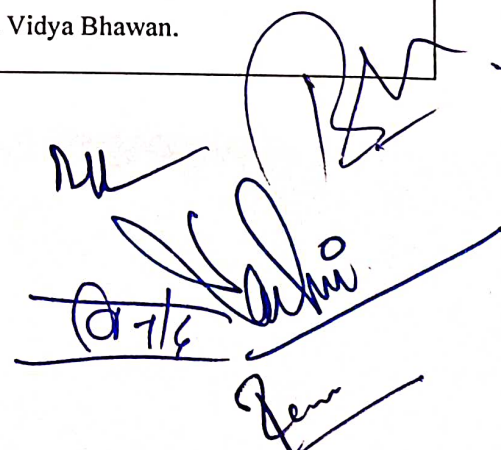
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9149T
Title of the Course	COOPERATIVE MANAGEMENT & ADMINISTRATION
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic business knowledge of Co-operative business Models.
Co-requisites	None
Objectives of the Course	To provide a comprehensive understanding of Cooperative Management and Its Management Structure and Cooperative Administration
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> Principles and Features of Cooperative Management Functions of Cooperative Functions and powers of Registrar
SYLLABUS	
UNIT-I	Cooperative Management: Definition, objectives and Features - Principles of Management and Principles of co-operation Management in Public, Private and Cooperative Sectors.
UNIT -II	Management Structure of Cooperatives: Democratic Management Structure - General Body, The Board and Chief Executive - Committees - Relationship between the Board and the Chief Executive - Co-operative Leadership
UNIT-III	Functions and Functional Areas of Management in Co-operative: Management Functions applied to cooperatives - Materials, Production, Marketing, Financial, Human Resources and Office Management applied to cooperatives.
UNIT-IV	Issues in Cooperative Management: Professionalization - Management Development Programmes - Common Cadre - Deofficialization of Cooperative Management - Evaluation of Performance of Co- operatives: Key Result Areas, Performance Evaluation - Operational Efficiency Measurement Criteria for Cooperatives.
UNIT-V	Co-operative Administration: Cooperative Departmental set up - Legal provisions and administrative powers of the Registrar of Cooperative Societies affecting the co-operative - Functional Registrar and their powers.
Suggested Readings	Text Book 1. Nakkiran. S.A. Treatise on Co-operative Management, Rainbow Publication, Coimbatore, 2007 Books Recommended: 2. Kulandaisamy, V, Text Book of Co-operative Management, Arudra Academy, Combatore-2002. 3. Kamat. G.S. Mew Dimensions of Cooperative Management, Himalaya Publishing House, New Delhi, 2001. 4. Readings in Cooperative Management and Administration, ICA & ILO. 5. Sah. A.K., Professional Management for the cooperative, Vikas Publishing House, New Delhi, 1984. 6. Sinha S.K. & R. Sahaya, Management of Cooperative Enterprises, NCCT, New Delhi, 1981



M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9152T
Title of the Course	BUSINESS ETHICS
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic understanding of ethics
Co-requisites	None
Objectives of the Course	To provide an overview of Business Ethics and Indian Ethos.
Learning Outcomes	Students will develop understanding of: <ul style="list-style-type: none"> • Needs and Objectives of Business Ethics • Corporate Social Responsibility in India • Influence of Indian Ethos on Management • Learnings from Ramayana and Mahabharata
SYLLABUS	
UNIT-I	Business Ethics – Meaning, needs, objectives, importance and components.
UNIT –II	Human Values and Ethics, individual society and system, codes of ethics / conduct in Profession.
UNIT-III	Corporate Social Responsibility – Meaning, need , types and methods of CSR in India. (Comparative Study of three public sectors and three private sectors enterprises)
UNIT-IV	Indian Ethos and influence on Management – Learning from Mahabharata and Ramayana
UNIT-V	Indian Thinkers – Swami Vivekanand, Mahatma Gandhi, JRD Tata.
Suggested Readings	1. Autobiography & life sketches of Indian Thinkers. 2. Bhatia S K– Business Ethics. 3. Chakraborty & Chakraborty – Human Values & Ethics. 4. John Story – Preparing for 21st century. 5. Jatana R & Crowther - Corporate Social Responsibility vol. 1,2,3. 6. Monappa Arun & Engineer Marukh – Liberalization & HRM . 7. Rao A Venkateswara - Indian Ethos & Man Management.



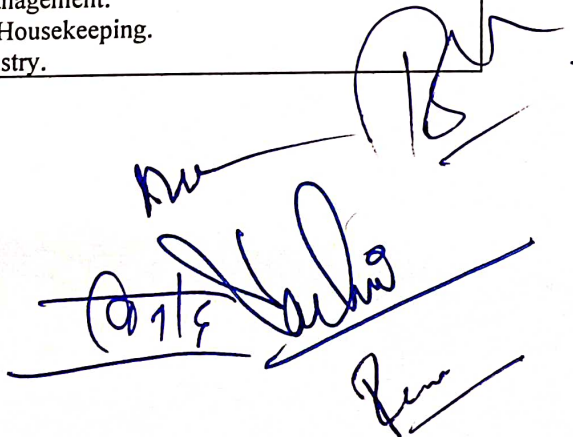
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9153T
Title of the Course	MANAGEMENT THINKERS
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic Knowledge of History and Evaluation of management.
Co-requisites	None
Objectives of the Course	To Provide students valuable insights into the development of Management theories and Practices.
Learning Outcomes	Students will be able to understand <ul style="list-style-type: none"> • Different thoughts of Management • Understanding into Vedic education and Modern Education
SYLLABUS	
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, Ramayana, Kautilaya's Arthshastra
UNIT-III	Indian Thinkers- Swami Vivekanand, Mahatma 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.
Suggested Readings	<ol style="list-style-type: none"> 1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers. 2. Sanjeev, R., Khanna, P.: Ethics and Values in Business 3. Kannan, S.: Vedic Management, Taxmann's Publications (P) Lid. 4. Bhagavad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop. 5. Rajgopalachari, C.: Ramayana, Bhartiya Vidya Bhawan.



M. Com. (Bus. Adm.) Curriculum as per NEP 2020

Effective from 2023-24

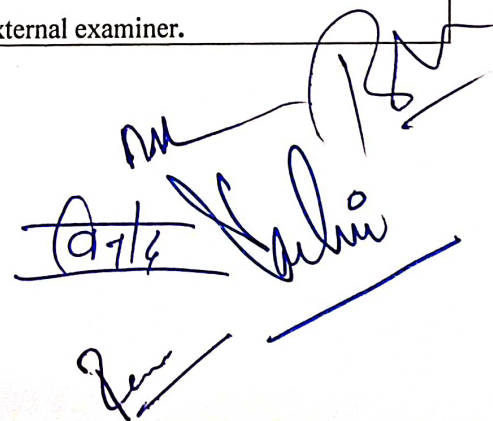
M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9156T
Title of the Course	TOURISM MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Lecture, 40+20=60. The 40 lectures for content delivery and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic understanding relating to Functioning of Tourism
Co-requisites	None
Objectives of the Course	To impart knowledge about Tourism Industry in India And Hotel Management
Learning Outcomes	Students will be able to understand: <ul style="list-style-type: none"> • Types of Tourism • Emerging Concepts of Tourism • Travel Organization such as WTO, WTTC, TAAI etc • Hotel Management
SYLLABUS	
UNIT-I	Tourism : Meaning ,Definition, Tourism Industry in India and Typologies of Tourism.
UNIT -II	Emerging Concepts of Tourism : Ecotourism, Rural Tourism, Medical Tours, Greet Tourism countrywide Tourism and their merits/ demerits
UNIT-III	Travel Organizations – WTO, WTTC, TAAI, FHRAI, DOT (Central & State)
UNIT-IV	Hotel Management – Meaning, Definition & Features of Hotel Management. Classification of Hotels & Hotel Organization.
UNIT-V	Functions of Hotel Management and problems and prospects of Hotel Management in India.
Suggested Readings	1. Gee et al.- Travel Industry. 2. Kamra K K - Principles of Tourism. 3. Mill & Morrison – Tourism System. 4. Negi J M S – Professional Hotel Management. 5. Raghubalan & Raghubalan – Hotel Housekeeping. 6. Seth P N – Successful Tourism Industry.



 01/5

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9157T
Title of the Course	BRAND MANAGEMENT
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Practicum 80+40=120. The 80 hours for the hands-on exercises, 20 hours for the computer lab practices and 20 hours on diagnostic assessment, formative assessment, subject/class activity, problem solving
Prerequisites	Knowledge and understanding of marketing management
Co-requisites	None
Objectives of the Course	To equip students with the knowledge of Branding concepts, Brand Communication, Brand performance
Learning Outcomes	Students will be able to understand <ul style="list-style-type: none"> • Functions and significance of Brand • Brand Positioning • Brand Promotion Methods • Brand Equity Management
SYLLABUS	
UNIT-I	Introduction: Basic Understanding of Brands - Definitions - Branding Concepts - Functions of Brand - Significance of Brand - Different Types of Brands - Co Branding- Store Brands.
UNIT -II	Brand Strategies: Strategic Brand Management Process – Building a strong Brand – Brand Positioning – Establishing Brand Values – Brand Vision – Brand Element – Branding for Global Market Competing with Foreign Brands
UNIT-III	Brand Communication: Brand Image Building – Brand Loyalty Programmes – Brand Promotion Methods – Role of Brand Ambassadors, Celebrities – On Line Brand Promotions.
UNIT-IV	Brand Extension: Brand Adoption Practices – different type of Brand Extension – Factors influencing Decision for Extension – Re Branding and Re- Launching.
UNIT-V	Brand Performance: Measuring Brand Performance – Brand Equity Management- Global Branding Strategies – Brand Audit – Brand Equity Measurement – Brand Leverage- Role of Brand Managers – Branding Challenges & Opportunities.
Suggested Readings	<ol style="list-style-type: none"> 1. Kevin Lane Keller, Strategic Brand Management: Building , Measuring and Managing , Prentice Hall 3rd Edition ,2007. 2. Moorthi YLR, Brand Management – I edition , Vikas Publishing Houses 2012. 3. Jagdeep Kapoor , Brandex, Biztranze, India, 2005. 4. Lan Batey, Asian Branding – A Great way to fly , PHI, Singapore, 2002. 5. Mahin Sagar, Deepali Singh, D.P. Agrawal , Achintya Gupta- Brand Management Ane Books. 6. Paul Temporal, Branding in Asia ,John Willy , 2000.

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9160P
Title of the Course	DATA ANAYTICS THROUGH COMPUTER APPLICATION
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	Practicum 80+40=120. The 80 hours for the hands-on exercises, 20 hours for the computer lab practices and 20 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	Basic knowledge of Computer Application
Co-requisites	None
Objectives of the Course	The Course provides an introduction to the principles and practical techniques of data analytics using computer applications.
Learning Outcomes	Students will learn how to collect, clean, analyze, and interpret data to make informed decisions in various domains. The course emphasizes hands-on experience with data analytics tools.
SYLLABUS	
<p>Unit I: Introduction to Data Analytics, Data Collection and Processing, Unit II: Descriptive statistics, Data Visualization with Excel, Histograms, Scatter plots, box plots and more Unit III: Correlation, Regression Unit IV: Hypothesis testing, T-tests, ANOVA, Chi-square tests, Unit V: Time series, Ethics and Communication in Data Analytics etc.</p> <p>Internal Evaluation (20% of the total grade): - Assignments will be given by the faculty.</p> <p>External Evaluation (80% of the total grade): - A practical examination will be conducted through an external examiner.</p>	



 07/4
 2023

M. Com. (Business Administration) Two-year Degree Programme	
Second Year	
Fourth Semester	
Subject- Business Administration	
Code of the Course	BAD9161S
Title of the Course	COMPREHENSIVE ORAL EVALUATION
Qualification Level of the Course	NHEQF Level 6.5
Credit of the Course	4
Type of the Course	Discipline Specific Elective Course (DSE) in Business Administration.
Delivery Type of the Course	20+40=60. The 20 lectures for content delivery and 40 hours on diagnostic assessment, formative assessment, and subject/class activity, problem solving.
Prerequisites	None
Co-requisites	None
Objectives of the Course	To ensure that students are able to present the knowledge and presentation skills in front of the Panel of experts.
Learning Outcomes	Students will be able to develop Presentation & communication skills and gain self-confidence.
SYLLABUS	
<p>Internal Evaluation (20% of the total grade): - Assignments will be given by the faculty related to all subjects of M.Com. Business Administration.</p> <p>External Evaluation (80% of the total grade): A Comprehensive Oral Evaluation with Final exam would be held based on all subjects of M.Com. Business Administration with minimum one External Examiner.</p>	

