



गोविन्द गुरु जनजातीय विश्वविद्यालय बाँसवाड़ा

चयन आधारित क्रेडिट व्यवस्था की पाठ्यचर्या के अंतर्गत अधिस्रातक पाठ्यक्रम

(Choice Based Credit System)

विषय नाम: M.Com (Business Administration)

प्रश्न पत्र सूची

प्रथम सेमेस्टर

क्रम	पेपर कोड	प्रकार	प्रश्न पत्र निर्धारण	पेपर नाम	क्रेडिट
1		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Business Management व्यावसायिक प्रबंध	4
2		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Sales And Distribution Management विक्रय एवं वितरण प्रबंध	4
3		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Organizational Behaviour संगठनात्मक व्यवहार	4
4		विषय विशिष्ट ऐच्छिक कोर्स (DSE)	1	Human Resource Development and Management मानव संसाधन विकास एवं प्रबंधन	4
5		सामान्य ऐच्छिक कोर्स (GE)	1	Digital Marketing डिजिटल विपणन	4
				Total	20

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द्वितीय सेमेस्टर

क्रम	पेपर कोड	प्रकार	प्रश्न पत्र निर्धारण	पेपर नाम	क्रेडिट
1		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Consumer Behaviour उपभोक्ता व्यवहार	4
2		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Advertising Management विज्ञापन प्रबंध	4
3		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Labour Welfare And Industrial Relations श्रम कल्याण एवं औद्योगिक संबंध	4
4		विषय विशिष्ट ऐच्छिक कोर्स (DSE)	1	Training and Development प्रशिक्षण और विकास	4
5		सामान्य ऐच्छिक कोर्स (GE)	1	Entrepreneurship Development उद्यमिता विकास	4
				Total	20


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तृतीय सेमेस्टर

क्रम	पेपर कोड	प्रकार	प्रश्न पत्र निर्धारण	पेपर नाम	क्रेडिट
1		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Strategic Management व्यूहरचनात्मक प्रबंध	4
2		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Marketing Management विपणन प्रबंध	4
3		विषय विशिष्ट ऐच्छिक कोर्स (DSE)	1	Industrial Marketing औद्योगिक विपणन	4
4		सामान्य ऐच्छिक कोर्स (GE)	1	Rural Marketing ग्रामीण विपणन	4
5		On-Job Experience (OJT) course or Community Engagement Experience (CEE)	1		4
				Total	20


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चतुर्थ सेमेस्टर

क्रम	पेपर कोड	प्रकार	प्रश्न पत्र निर्धारण	पेपर नाम	क्रेडिट
1		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Retail Management फुटकर प्रबंधन	4
2		विषय केन्द्रित अनिवार्य कोर्स (DCC)	1	Human Resource Management & Practices मानव संसाधन प्रबंध एवं पद्धतियां	4
3		विषय विशिष्ट ऐच्छिक कोर्स (DSE)	1	E-Commerce ई-कॉमर्स	4
4		सामान्य ऐच्छिक कोर्स (GE)	1	❖ अनुसन्धान प्राविधि Communication and Documentation in Business व्यवसाय में संचार एवं प्रपत्र	4
5		Dissertation/Project/Field Study (DPR) course, Internship or On-Job Experience (OJT) Or Course Seminar (SEM), Research Credit Courses (RCC).	1		4
				Total	20

Abbreviations

- ❖ DCC: Discipline Centric Compulsory
- ❖ DSE: Discipline-Specific Elective
- ❖ GE: Generic Elective
- ❖ OJT: On Job Training
- ❖ CEE: Community Enhancement Experience
- ❖ RCC: Research Centric Course
- ❖ DPR: Dissertation/Project/Field Report
- ❖ SEM: Course Seminar

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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester I
BUSINESS ADMINISTRATION
DCC
Business Management

Unit – I

Management Thought Taylor, Fayol, McGregor and Maslow's Management by objectives: Concept, Nature, Process, Benefit & Weakness and Recommendations to make MBO Successful, Centralization and Decentralization

Unit – II

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


Unit – III

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


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Suggested Books

- *Dwivedi, R.S.: Human Relations of Organisational Behaviour (Oxford & IBH).*
- *Koontz O'Donnell and Weirich: Management, McGraw Hill, New Delhi.*
- *Dr. Mukesh Prajapat and Dr. Rajiv Gandhi : Business Organisation & Management, Himanshu Publication, Udaipur-Delhi*
- *Luthans: Organisational Behaviour – An Outline of Organisational Principles of Management.*
- *Raj purohit, Sharma, Sharma Gupta: Management Ajmera Book, Jaipur.*
- *Singh, Kavita : Organisational Behaviour (Prentice Hall). Study*
- *Shrimali, Sudha, Vyas, Jain: Principle of Business Management, RBD Publication, Jaipur.*


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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester I
BUSINESS ADMINISTRATION
DCC
Sales and Distribution Management

UNIT I

Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives, Salesmanship, Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes.

UNIT II

Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme


UNIT III

An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries - Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels, Assessing Performance of Marketing Channels, Marketing Channel Policies and Legal Issues, Sales Management and Recent Trends In Marketing


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Suggested Books

- *Anderson, R. Professional Sales Management., Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992.*
- *Anderson, R. Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.*
- *Buskirk, R H and Stanton, W J. Management of, Sales Force. Homewood Illinois, Richard D. Irwin, 1983.*
- *Dalrymple, D J. Sales Management: Concepts and Cases. New York, John Wiley, 1989.*
- *Johnson, E M etc. Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986.*
- *Stanton, William J etc. Management of a Sales Force. Chicago, Irwin, 1995.*


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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester I
BUSINESS ADMINISTRATION
DCC
Organizational Behaviour

Unit- I

Concept Organizational Behaviour : Concept, Nature, Scope, Organization Shape, Models Of Organizational Behavior, Importance, Organizational Theories, Modern Organization Design, Project Designs, Matrix Organization, Organizational and Individual Goals

Unit-II

Group Dynamics and Team Building: Theories of Group Formation, Formal and Informal Groups, Importance of Team Building, Conflict- Definition, Traditional Vs Modern View of Conflict, Types of Conflict- Intra Personal, Interpersonal, Organizational, Constructive and Destructive Conflict, Conflict Management.

Unit-III

Leadership: - Concept, Roles of Leadership, Qualities and Task of A Leader, Theories and Styles of Leadership. Stress Management, Time Management, Organizational Effectiveness

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Suggested Books

- *Principles and Practices of Management: Shejwalkar.*
- *Essentials of Management: Koontz H. And Weirich.*
- *Principles And Practices of Management : T.N. Chabra.*
- *Management: Stomen and Jane.*
- *पी.सी. जैन: संगठनात्मक व्यवहार, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर*
- *Organisational Behaviour: Stephen Robbins.*
- *Organisational Behaviour: Keith & Davis.*
- *Organisational Behaviour: Fred Luthans.*
- *Organisational Behaviour: K.A. Ashwathappa.*
- *Management And Organisational Behaviour: P. Subha Rao.*
- *Understanding Organisational Behaviour: Uda Pareek.*


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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com Two Year Post Graduate Course Semester I BUSINESS ADMINISTRATION DSE

Human Resource Development and Management

Unit I

Introduction To Human Resource Development:- Concept Of HRD, Objectives and Importance of HRD, Relationship Between HRD and HRM, HRD Processes and Outcomes, HRD Mechanism or Systems, Globalization and HRD, HRD Skills, Functions of HRD Department; Functions, Roles and Competencies of HRD Professionals.

Unit II

HRD Process:- HRD Instruments, Classical and Modern Subsystems of HRD, Steps in HRD Process, Developing HRD System, Role of HRD in Organizational Effectiveness. Designing and Developing Effective HRD Programmes; Evaluating and Implementing HRD Programmes.

Unit III

Emerging Issues in HRD and Performance Measurement:- HRD Audit, HRD In Service Industry, HRD In Govt. Sector. Emerging Trends And Perspectives; Concept And Process Of Performance Management; Meaning & Importance Of Performance Appraisal ; Performance Appraisal Techniques, Meaning And Concept Of Potential Appraisal. Employee Counseling And Feedback.


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Suggested Books

- *Prof. Vijay Shrimali, Dr. Mukesh Prajapat, Dr. Anushree Sharma - Human Recourse Management, Himanshu Publication, Udaipur*
- *Dr. Mukesh Prajapat, Dr. Rajiv Gandhi Human Recourse Management, Himanshu Publication, Udaipu-New Delhi*
- *Reid, M A. etc. Training Interventions: Managing Employee Development. 3rd ed. London, IPM, 1992.*
- *Werner J. M., DeSimone, R.L., Human resource development, South Western.*
- *Nadler, L., Corporate human resources development, Van Nostrand Reinhold.*
- *Mankin, D., Human resource development, Oxford University Press India.*
- *Haldar, U. K., Human resource development, Oxford University Press India.*
- *Rao, T.V., Future of HRD, Macmillan Publishers India.*
- *Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.*
- *Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.*
- *Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education*


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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com Two Year Post Graduate Course Semester I BUSINESS ADMINISTRATION DSE / GE Digital Marketing

Unit I

Introduction :

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market.

Unit II


Digital Marketing Management:

Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.

Unit III

Digital Marketing Presence:

Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimisation: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management, Ethical issues and legal challenges in digital marketing


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Suggested Books

- *Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015) Internet Marketing: Strategy, Implementation, and Practice. Pearson India*
- *Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge*
- *Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.*
- *Kapoor, Neeru. E-Marketing, Pinnacle learning*
- *Kotler, Philip, HermawanKartajaya, and IwanSetiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India*
- *Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.Kogan page*

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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester II
BUSINESS ADMINISTRATION
DCC
Digital Marketing
Consumer Behaviour

UNIT I

Introduction to Consumer Behaviour; Nature, Scope, Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making; Information Search Process, Consumer Motivation; Information Processing and Consumer Perception

UNIT II

Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation, Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.


UNIT III

Factors affecting Consumer Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.


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Suggested Books

- *Dr. Mukesh Prajapat, Consumer Behaviour and Consumer Protection, Himashu Publications, Udaipur*
- *Assael, H. Consumer Behaviour and Marketing Action. Ohio, South Western, 1995.*
- *Engle, J F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.*
- *Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.*
- *Hawkins, D I. etc. Consumer Behaviour.- Implications for Marketing Strategy. Texas, Business, 1995.*
- *Mowen, John C. Consumer Behaviour. New York, MacMillan, 1993.*
- *Schiffman, L G and Kanuk, L L. Consumer Behaviour. New Delhi, Prentice Hall of India, 1994.*


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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester II
BUSINESS ADMINISTRATION
DCC
ADVERTISING MANAGAMENT

UNIT I

Advertising's Role in the Marketing Process, Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand - Objective Setting and Market Positioning; Dagmar Approach Determination of Target Audience.

UNIT II

Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, Layout; Campaign Planning; Media Planning; Budgeting; Evaluation - Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs.

UNIT III

Advertising Organisation - Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign- Advertising V/s Consumer behaviour;


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Suggested Books

- *Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, Prentice Hall of India, 1985.*
- *Dr. Ajay Kumar Pandey & Dr. Mukesh Prajapat, Effect of Advertisements of FMCG Goods on Consumer Behavior of Triba, Himanshu Publications, Udaipur*
- *Beleh, George E and Beleh, Michael A. Introduction to Advertising and Promotion. 3rd ed. Chicago, Irwin, 1995.*
- *Borden, William H. Advertising. New York, John Wiley, 1981.*
- *Hard, Norman. The Practice of Advertising. Oxford, Butterworth Heinemann, 1995.*
- *Kleppner, Otto. Advertising Procedure. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.*
- *Ogilvy, David. Ogilvy on Advertising. London, Longman, 1983.*
- *Sengupta, Subroto. Brand Positioning, Strategies for Competitive Advantages. New Delhi, Tata McGraw Hill, 1990*

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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com Two Year Post Graduate Course Semester II BUSINESS ADMINISTRATION DCC

Labour Welfare and Industrial Relations

Unit – I

Labour welfare, Objectives, Scope, Agencies, Welfare work done and its evaluation, Labour administration: Central and state bodies, Indian constitution and labour policy.

Unit – II


The code on Social Security, 2020: Provision of employees compensation, employees state insurance, employees PF, Maternity benefit, Payment of gratuity

Unit – III

Occupational Safety, Health and working conditions code, 2020

Suggested Books

- *Govt. of India: Report of the Labour Welfare Committee, 1969.*
- *Memoria and Dashora: Bhartiya Sharma Smasyaen*
- *Mathur, A.S.: Labour Policy and Industrial Relations in India.*


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- *Mamoria, C.B.: Principles and Practice social security housing of Industrial Workers and its problems Housing Schemes under taken by Govt. of India Labour Administration.*
- *Monga, I.N.:Reading in Indian Labour and Social Welfare. 6.Pant, S.C.: Indian Labour Problems.*
- *Report of the National Commission on Labour, 1969.*
- *Vaid, K. N.:Labour Welfare in India*

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GOVIND GURU TRIBAL UNIVERSITY BANSWARA

M.Com
Two Year Post Graduate Course
Semester II
BUSINESS ADMINISTRATION
DSE
Training and Development

UNIT I

Training Process - an Overview; Role, Responsibilities and Challenges to Training Managers, Organization and Management of Training Function; Training Needs Assessment and Action Research

UNIT II

Instructional Objectives and Lesson Planning; Learning Process, Training Climate and Pedagogy; Developing Training Modules; Training Methods and Techniques, Facilities Planning and Training Aids; Training Communication; Training Evaluation; Training and Development in India


UNIT III

Training and Career Planning Development:- Concept and Importance of Career Planning and Development; Career Stages; Process of Career Planning and Development; Effective Career Planning; Succession Planning; Career Counseling. Concept of Training; Objectives and Importance of Training; Development of Training Programme; Types of Training; Methods of Training; Training Process; Executive Development; Evaluation of Training Programme.

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Suggested Books

- *Beunet, Roger ed. Improving Training Effectiveness. Aldershot, Gower, 1988.*
- *Prof. Vijay Shrimali, Dr. MukeshPrajapat, Dr. Anushree Sharma- Human Recourse Management, Himanshu Publication, Udaipur*
- *Buckley R &Caple, Jim. The Theory & Practice of Training. London, Kogan& Page, 1995.*
- *Lynton, R Pareek, U. Training for Development. 2nd ed. New Delhi, Vistaar, 1990.*
- *Pepper, Allan D. Managing the Training and Development Function. Aldershot, Gower, 1984.*
- *Rae, L. How to Measure Training Effectiveness. Aldershot, Gower, 1986.*
- *Reid, M A. etc. Training Interventions: Managing Employee Development. 3rd ed. London, IPM, 1992.*
- *Senge, P. The Fifth Discipline: The Art and Practice of the Learning Organization. London, Century, 1992*


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M.Com Two Year Post Graduate Course Semester II BUSINESS ADMINISTRATION DSE/GE Entrepreneurship Development

Unit I

Introduction

Entrepreneurship: concept, functions, need and importance, Determinants of entrepreneurship, creative responses to social challenges; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, netpreneurship, ecopreneurship, social entrepreneurship.

Unit II


Individual and Entrepreneurship

Entrepreneurial myth, motivation for entrepreneurship, Entrepreneurial skills and competencies, entrepreneurial values and attitude; Entrepreneurial risk propensity and ability to cope; Entrepreneurship in Indian scenario - Entrepreneurial mindset in the contemporary business scenario, family business and entrepreneurship vis-à-vis first generation entrepreneurs (Nascent Entrepreneurship)

Unit III

Managerial Aspects of Business

Managing finance, understanding of capital-mix; Management of human resources of a new enterprise; Adopting a marketing strategy for sustaining new venture; Managing assets (cash


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management), relationship management; Managing family business; Understanding cost management.

Suggested Books

- *Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth Company. MacMillan Business Books.*
- *Dollinger, M. J. Entrepreneurship: Strategies and Resources. Illinois: Irwin.*
- *Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.*
- *Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.*
- *Roy, R. (2011). Entrepreneurship. Oxford University Press.*
- *Taneja, S.; & Gupta, S. L. Entrepreneurship Development-New Venture creation. New Delhi: Galgotia Publishing House.*
- *Vasper, K. H. New Venture Strategies. New Jersey: Prentice-Hall.*

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