



**UNIVERSITY OF RAJASTHAN, JAIPUR**

**Three/Four Year Undergraduate Programme**

**Faculty of Commerce**

**Programme Name:**

**UG0202– Three/Four Year Bachelor of Commerce  
(B. Com.)**

**Subject/Discipline – Business Administration**

**(Syllabus as per NEP – 2020 and Choice Based Credit System)**

**Medium of Instruction: Hindi/English**

**Academic Session : 2025-26**

**Programme Name: UG0202 –Three/Four Year Bachelor of Commerce  
(B. Com.)**

|                                                           |                                        |
|-----------------------------------------------------------|----------------------------------------|
| <b>Name of University</b>                                 | <b>University of Rajasthan, Jaipur</b> |
| <b>Name of Faculty</b>                                    | <b>Commerce</b>                        |
| <b>Name of Discipline</b>                                 | <b>Business Administration</b>         |
| <b>Type of Discipline</b>                                 | <b>Major</b>                           |
| <b>List of Programme were offered as Minor Discipline</b> | <b>ABST/EAFM</b>                       |
| <b>Prerequisites</b>                                      | <b>XII Pass</b>                        |
| <b>Offered to Non-Collegiate Students</b>                 | <b>Yes</b>                             |

**Programme Outcomes (POs):**

- **Business Knowledge and Understanding:** Develop a strong foundation in key business concepts, theories, and practices across disciplines such as accounting, economics, marketing, and management.
- **Critical Thinking and Problem-Solving:** Enhance analytical skills to critically evaluate business scenarios, identify challenges, and develop innovative solutions.
- **Effective Communication:** Build proficiency in oral and written communication to effectively convey business information to diverse audiences.
- **Ethical and Social Responsibility:** Cultivate a sense of ethics and social responsibility, ensuring that business decisions contribute positively to society and the environment.
- **Leadership and Teamwork:** Develop leadership qualities and teamwork abilities to function effectively in managerial and collaborative roles.
- **Global Business Awareness:** Gain insights into the global business environment, including international markets, cultural diversity, and global economic trends.
- **Technological Competence:** Acquire proficiency in modern business technologies and information systems to enhance operational efficiency and decision-making.
- **Research and Analytical Skills:** Strengthen research capabilities, enabling the systematic investigation of business issues and the formulation of evidence-based strategies.
- **Adaptability and Lifelong Learning:** Foster a mindset of adaptability and continuous learning to stay relevant in a rapidly changing business landscape.

- **Entrepreneurial Spirit:** Encourage entrepreneurial thinking and the ability to initiate and manage new business ventures effectively.

### Programme Specific Outcomes (PSOs):

- **Management Principles Application:** Apply fundamental management principles to real-world business situations, enhancing organizational efficiency and effectiveness.
- **Financial Acumen:** Demonstrate the ability to analyze financial statements, manage budgets, and make informed financial decisions to support business growth.
- **Marketing Strategies:** Develop and implement marketing strategies that align with organizational goals and respond to market demands.
- **Human Resource Management:** Effectively manage human resources by applying contemporary practices in recruitment, training, performance management, and employee relations.
- **Operations Management:** Optimize business operations through the application of production, logistics, and supply chain management techniques.
- **Business Law and Ethics:** Understand and apply relevant laws and ethical principles in business operations, ensuring legal compliance and ethical conduct.
- **Strategic Planning:** Engage in strategic planning processes, including SWOT analysis, to guide long-term business growth and sustainability.
- **Customer Relationship Management:** Implement customer relationship management (CRM) strategies to enhance customer satisfaction and loyalty.
- **Project Management:** Apply project management techniques to plan, execute, and close projects successfully within set timelines and budgets.
- **Business Communication:** Utilize effective business communication strategies to facilitate internal and external communication, ensuring clear and consistent messaging.

## SEMESTER-WISE PAPER TITLES WITH DETAILS

| UG0202 –Three/Four Year Bachelor of Commerce (B.Com.) |       |          |      |                                                      |         |   |   |       |
|-------------------------------------------------------|-------|----------|------|------------------------------------------------------|---------|---|---|-------|
| S. No.                                                | Level | Semester | Type | Business Administration                              | Credits |   |   |       |
|                                                       |       |          |      | Title                                                | L       | T | P | Total |
| 1.                                                    | 5     | I        | MJR  | UG0202-BDM-51T-101-Principles of Business Management | 6       | 0 | 0 | 6     |
| 2.                                                    | 5     | II       | MJR  | UG0202-BDM-52T-102- Business Laws                    | 6       | 0 | 0 | 6     |
| 3.                                                    | 6     | III      | MJR  | UG0202-BDM-63T-201-Company Law                       | 6       | 0 | 0 | 6     |
| 4.                                                    | 6     | IV       | MJR  | UG0202-BDM-64T-202-Fundamentals of Entrepreneurship  | 6       | 0 | 0 | 6     |

|    |   |    |     |                                                                      |   |   |   |   |
|----|---|----|-----|----------------------------------------------------------------------|---|---|---|---|
| 5. | 7 | V  | MJR | <b>UG0202-BDM-75T-301-Principles of Marketing</b>                    | 6 | 0 | 0 | 6 |
| 6. | 7 | VI | MJR | <b>UG0202-BDM-76T-302- Fundamentals of Human Resource Management</b> | 6 | 0 | 0 | 6 |

## Examination Scheme

- 1 credit = 25 marks for examination/evaluation
- For Regular Students there will be Continuous Assessment, in which sessional work and the terminal examination will contribute to the final grade. Each course in Semester Grade Point Average (SGPA) has two components- Continuous assessment (20% weightage) and (End of end-semester examination) EoSE (80% weightage).
- For Regular Students, 75% Attendance is mandatory for appearing in the EoSE.
- To appear in the EoSE examination of a course/subject a regular student must appear in the mid-semester examination and obtain at least a C grade in the course/subject.
- Credit points in a Course/Subject will be assigned only if, the regular student obtains at least a C grade in the CA and EoSE examination of a Course/Subject.
- In the case of Non-Collegiate Students there will be no Continuous assessment and credit points in a course/subject will be assigned only if, the non-collegiate student obtains at least a C grade in the EoSE examination of a Course/Subject.

## Letter Grades and Grade Points

| Letter Grade      | Grade Point | Marks Range (%) |
|-------------------|-------------|-----------------|
| O (outstanding)   | 10          | 91 – 100        |
| A+ (Excellent)    | 9           | 81 – 90         |
| A (Very good)     | 8           | 71 – 80         |
| B+ (Good)         | 7           | 61 – 70         |
| B (Above average) | 6           | 51 – 60         |
| C (Average)       | 5           | 40 – 50         |
| P (Pass)          | 4           |                 |
| F (Fail)          | 0           |                 |
| Ab (Absent)       | 0           |                 |

# Examination Scheme for Continuous Assessment (CA)

## DISTRIBUTION OF CONTINUOUS ASSESSMENT (CA) MARKS

| S. No. | CATEGORY           | Weightage<br>(out of total internal marks) | THEORY                |                              |     |     |     | PRACTICAL                    |     |     |
|--------|--------------------|--------------------------------------------|-----------------------|------------------------------|-----|-----|-----|------------------------------|-----|-----|
|        | Max Internal Marks |                                            | CORE<br>(Only Theory) | CORE (Theory<br>+ Practical) | AEC | SEC | VAC | CORE (Theory<br>+ Practical) | SEC | VAC |
|        |                    |                                            | 30                    | 20                           | 20  | 10  | 10  | 10                           | 10  | 10  |
| 1      | Mid-term Exam      | 50%                                        | 15                    | 10                           | 10  | 5   | 5   | 5                            | 5   | 5   |
| 2      | Assignment         | 25%                                        | 7.5                   | 5                            | 5   | 2.5 | 2.5 | 2.5                          | 2.5 | 2.5 |
| 3      | Attendance         | 25%                                        | 7.5                   | 5                            | 5   | 2.5 | 2.5 | 2.5                          | 2.5 | 2.5 |
|        |                    | Regular Class Attendance                   |                       |                              |     |     |     |                              |     |     |
|        |                    | = 75%                                      | 3                     | 2                            | 2   | 1   | 1   | 1                            | 1   | 1   |
|        |                    | 75-80%                                     | 4                     | 3                            | 3   | 1.5 | 1.5 | 1.5                          | 1.5 | 1.5 |
|        |                    | 80-85%                                     | 5                     | 4                            | 4   | 2   | 2   | 2                            | 2   | 2   |
|        |                    | > 85%                                      | 7.5                   | 5                            | 5   | 2.5 | 2.5 | 2.5                          | 2.5 | 2.5 |

### Note:

1. Continuous assessment will be the sole responsibility of the teacher concerned.
2. For continuous assessment no remuneration will be paid for paper setting, Evaluation, Invigilation etc.
3. For continuous assessment Paper setting and Evaluation responsibility will be of teacher concern.
4. For continuous assessment no Answer sheets/question papers etc. will be provided by the University.
5. Colleges are advised to keep records of continuous assessment, attendance etc.

## Examination Scheme for EoSE

CA – Continuous Assessment

EoSE – End of Semester Examination

### Regular Students –

| Type of Examination | Course Code and Nomenclature                                 | Duration of Examination |        | Maximum Marks |           | Minimum Marks |          |
|---------------------|--------------------------------------------------------------|-------------------------|--------|---------------|-----------|---------------|----------|
| Theory              | UG0202-BDM-51T-101-Principles of Business Management         | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |
| Theory              | UG0202-BDM-52T-102-Business Laws                             | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |
| Theory              | UG0202-BDM-63T-201-Company Law                               | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |
| Theory              | UG0202-BDM-64T-202-Fundamentals of Entrepreneurship          | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |
| Theory              | UG0202-BDM-75T-301-Principles of Marketing                   | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |
| Theory              | UG0202-BDM-76T-302-Fundamentals of Human Resource Management | CA                      | 1 Hr.  | CA            | 30 Marks  | CA            | 12 Marks |
|                     |                                                              | EoSE                    | 3 Hrs. | EoSE          | 120 Marks | EoSE          | 48 Marks |

The question paper consists of **three** parts A, B & C.

#### PART-A: 20 Marks

Part A will be compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each.

#### PART-B: 20 Marks

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 10 marks each.

#### PART-C: 80 Marks

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.

### Non-Collegiate Students –

| Type   | Course Code and Nomenclature                                  | Duration of Examination | Maximum Marks (EoSE) | Minimum Marks (EoSE) |
|--------|---------------------------------------------------------------|-------------------------|----------------------|----------------------|
| Theory | UG0202-BDM-51T-101- Principles of Business Management         | 3 Hrs                   | 150 Marks            | 60 Marks             |
| Theory | UG0202-BDM-52T-102- Business Laws                             | 3 Hrs                   | 150 Marks            | 60 Marks             |
| Theory | UG0202-BDM-63T-201- Company Law                               | 3 Hrs                   | 150 Marks            | 60 Marks             |
| Theory | UG0202-BDM-64T-202- Fundamentals of Entrepreneurship          | 3 Hrs                   | 150 Marks            | 60 Marks             |
| Theory | UG0202-BDM-75T-301- Principles of Marketing                   | 3 Hrs                   | 150 Marks            | 60 Marks             |
| Theory | UG0202-BDM-76T-302- Fundamentals of Human Resource Management | 3 Hrs                   | 150 Marks            | 60 Marks             |

The question paper consists of **three** parts A, B & C.

#### **PART-A: 40 Marks**

Part A will be compulsory having 20 very short answer-type questions (with a limit of 20 words) of two marks each.

#### **PART-B: 30 Marks**

Part B of the paper shall consist of 4 questions selecting one question from each unit and the student shall attempt any 2 questions (with a limit of 100 words) that carry 15 marks each.

#### **PART-C: 80 Marks**

Part C of the question paper shall be divided into four units comprising question numbers 6-9. There will be one question from each unit with internal choice. Each question will carry 20 marks.

# Syllabus

## UG0202-BDM-51T-101-Principles of Business Management

### 1<sup>st</sup> Semester - Business Administration

| Semester                    | Code of the Course | Title of the Course/Paper         |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-----------------------------------|-----------|-------|------------------------------------|------------------------|
| I                           | BDM-51T-101        | Principles of Business Management |           |       | 5                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution               |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                            | Practical | Total |                                    |                        |
| Introductory                | Major              | 6                                 | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                     |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

### Detailed Syllabus

#### BDM-51T-101-Principles of Business Management

##### Objectives of the Course:

1. To make the students aware of the universality of management and need for formal management education.
2. To enable them to appreciate the evolutionary process of management thought.
3. To introduce them to the various managerial functions and the principles behind practicing them.
4. To acquaint the students with the recent changes in the field of management.

**UNIT I:** Introduction: Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches. Planning: Concept, Process, Types, Levels, Advantages, Disadvantages and Principles of Planning.

**UNIT II:** Decision- Making: Concept and Process; Management by Objective (MBO). Organisation: Concept, Nature, Process and Significance, Authority and Responsibility Relationships. Centralization and Decentralization; Span of Management. Coordination: Meaning, Importance, Principles and Techniques.

**UNIT III:** Direction: Meaning & Principles. Motivation and Leading People at Work:



Motivation- Concept, Importance, Theories of - Maslow, Herzberg, McGregor and Ouchi.  
Leadership- Concept and Leadership Styles; Likert's System of Management.

**UNIT IV:** Managerial Control: Concept and Process; Effective Control System; Techniques of Control. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and Methods of Reducing Resistance to Change.

**Suggested Books and References:**

- Harold Knootz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill, New Delhi.
- Vijay Kumar Kaul: Business Management, Vikas Publishing House, Noida (UP).
- Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo.
- Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York.
- Hampton David R. : Modern Management, McGraw Hill, New York.
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: Management, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: Management of Organizational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi.
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson: Management Principles and Functions. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: Principles of Management, AITBS Publishers and Distributors, New Delhi.
- R.D. Agarwal: Organization and Management, Tata McGraw Hill, New Delhi.

**Course Learning Outcomes:**

1. Acknowledge the need for formal management education.
2. Acquire skills for becoming effective managers.
3. Acquire ability to apply basic business management principles to solve business and industry related problems.
4. Practice management principles wherever possible and utilize the available resources more productively.

## UG0202-BDM-52T-102-Business Laws II<sup>nd</sup> Semester - Business Administration

| Semester                    | Code of the Course | Title of the Course/Paper         |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-----------------------------------|-----------|-------|------------------------------------|------------------------|
| II                          | BDM-52T-102        | Business Laws                     |           |       | 5                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution               |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                            | Practical | Total |                                    |                        |
| Introductory                | Major              | 6                                 | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                     |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

### Detailed Syllabus BDM-52T-102-Business Laws

#### Objectives of the Course:

1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
2. To understand the applications of these laws to practical commercial situations.

**UNIT I:** The Indian Contract Act, 1872, Section 1 to 75

**UNIT II:** Special Contracts; Indemnity; Guarantee; Bailment and pledge, Agency

**UNIT III:** Indian Sale of Goods Act, 1930

**UNIT IV:** The Limited Liability Partnership Act, 2008

#### Suggested Books and References:

- Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
- Kuchal, M.C. and Kuchhal Vivek : Business Laws, Vikas Publishing House, Noida (UP).
- Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
- Kapoor, N.D. : Business Law, Sultan Chand & Sons, New Delhi
- Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
- Chandra, P.R. : Business Law, Galgotia, New Delhi
- The Indian Contract Act, 1872- Bare Act.
- The Sale of Goods Act, 1930- Bare Act.

**Course Learning Outcomes:**

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases.

## UG0202-BDM-63T-201-Company Law III<sup>rd</sup> Semester - Business Administration

| Semester                    | Code of the Course | Title of the Course/Paper         |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-----------------------------------|-----------|-------|------------------------------------|------------------------|
| III                         | BDM-63T-201        | Company Law                       |           |       | 6                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution               |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                            | Practical | Total |                                    |                        |
| Intermediate                | Major              | 6                                 | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                     |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

### Detailed Syllabus BDM-63T-201-Company Law

**Objectives of the Course:**

The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013.

**UNIT I:** Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil. Formation and Incorporation of company-Promoters and their legal position, pre-incorporation contract and provisional contract, online registration of a company, Certificate of Incorporation. Memorandum of Association, Articles of Association-Doctrine of Constructive Notice and Indoor Management.

**UNIT II:** Prospectus: Meaning and Definition–Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy- back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

**UNIT III:** Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number(DIN), Appointment of Director, Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors. Key Managerial Personnel–Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director.

**UNIT IV:** Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra-Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders.

Winding-up of Company: Meaning of winding-up, Dissolution of Company, Conceptual understanding of Winding-up by the Tribunal, Compulsory Winding-up, Members' Voluntary Winding-up, Creditors' Voluntary Winding-up.

### **Suggested Books and References:**

- Avtar Singh, Indian Company Law, Eastern Book Company.
- Roy & Das, Company Law, Oxford University Press.
- GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
- C.R. Datta, Datta on the Company Law; Lexis Nexis, Butterworths Wadhwa, Nagpur.
- K.C. Garg, R.C. Chawla, Vijay Gupta : Company Law; Kalyani Publishers.
- Kuchhal M.C., Modern Indian Company Law, Shri Mahavir Book Depot, Delhi.
- H.K. Saharay, Company Law; Universal Law Publishing Co., Delhi.
- V.S. Datey, Guide to Tax and Corporate Laws; Taxmann, New Delhi.
- Shukla S.M., Company Adhiniyam evam Sachiviya padhati.
- Mittal and Agarwal: Company Adhiniyam Evam Sachiviya Vidhi.

### **Course Learning Outcomes:**

1. Understand the regulatory aspects and the broader procedural aspects involved in different companies covered in Companies Act.
2. Comprehend the process and legal documents of formation and in corporation of a company.
3. Acquire an understanding of the process and documents for raising capital for the company.
4. Understand the process of company meetings and corporate decision making. Develop an understanding of the winding-up process.

## BDM-64T-202-Fundamentals of Entrepreneurship IV<sup>th</sup> Semester - Business Administration

| Semester                    | Code of the Course | Title of the Course/Paper         |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-----------------------------------|-----------|-------|------------------------------------|------------------------|
| IV                          | BDM-64T-202        | Fundamentals of Entrepreneurship  |           |       | 6                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution               |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                            | Practical | Total |                                    |                        |
| Intermediate                | Major              | 6                                 | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                     |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

### Detailed Syllabus

#### BDM-64T-202-Fundamentals of Entrepreneurship

##### Objectives of the Course:

1. To inspire students and help them to imbibe an entrepreneurial mind-set.
2. To familiarise with the basic concept, role and structures of Entrepreneurship and Small Business Management.
3. To understand the latest trends and developments in Entrepreneurship.
4. To create awareness about government programmes and schemes for Entrepreneurs.
5. To analyse and solve the problems of Entrepreneurship and Small Business Management.

**UNIT I:** Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problems of Entrepreneurship.

**UNIT II:** Entrepreneurs from Rajasthan, Rural Entrepreneurs, Technopreneurship, Agripreneurs, Women Entrepreneurs, Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

**UNIT III:** Concept of Small and Medium Enterprises, Role of Small and Medium Enterprises, Policies Governing Small and Medium Enterprises in India, Management of Small and Medium Business Enterprises, Role of Financial Institutions Promoting Small and Medium Enterprises.

**UNIT IV:** Start up process of Small Enterprises, Organization Structure of Small Scale Industries in India, Taxation benefits and Concessions to Small Scale Industries in India, Problems of Small Scale Industries in India.

**Suggested Books and References:**

- Rao, T. Venkateswara & Pareek, Udai, Developing Entrepreneurship, New Delhi learning system company.
- Bhansali, Entrepreneurship Development, HPB.
- Sharma, Pradeep, Entrepreneurship and Small Business management, RBSA, Jaipur.
- Desai, Drevasant, Fundamentals of Entrepreneurship and Small business management, Himalya Publishing House Pvt. Ltd.
- Patna, K.K., Fundamentals of Entrepreneurships, Himalya Publishing House Pvt. Ltd.
- Shrivastava, S.B., A Practical Guide to Industrial Entrepreneurship, Sultan Chand & Sons.

**Course Learning Outcomes:**

1. Develop understanding about entrepreneurship and successful entrepreneurs.
2. Develop an entrepreneurial mind set, learning key skills such as negotiation, personal selling and communication.
3. Understand the thought process of entrepreneur and understand their strength, weakness and decision making power from an entrepreneurial perspective.

**UG0202-BDM-75T-301- Principles of Marketing**  
**V<sup>th</sup> Semester - Business Administration**

| Semester                    | Code of the Course | Title of the Course/Paper         |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-----------------------------------|-----------|-------|------------------------------------|------------------------|
| V                           | BDM-75T-301        | Principles of Marketing           |           |       | 7                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution               |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                            | Practical | Total |                                    |                        |
| High Level                  | Major              | 6                                 | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                     |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

**Detailed Syllabus**  
**BDM-75T-301- Principles of Marketing**

**Objectives of the Course:**

1. Understand fundamental marketing concepts and the role of marketing management.
2. Analyze consumer behavior, market segmentation, targeting, and positioning.
3. Examine product, pricing, and distribution strategies in marketing.
4. Explore promotional strategies, including advertising and public relations.

**UNIT-I:** Introduction to Marketing and Marketing Management, Marketing Concepts. Marketing Mix –Product, Price, Place and Promotion. Consumer and Buying Behaviour. Market Segmentation, Targeting and Positioning.

**UNIT-II:** Product Decisions - Concept of a Product, Classification of Products, Product Mix Decisions- Product Line and Product Mix, Brand. New Product Development- Steps, Product Life Cycle- Stages and Strategies.

**UNIT-III:** Marketing Environment- Macro and Micro Components and their Impact on Marketing Decisions; Price Decisions - Pricing Objectives, Factors Affecting Price Determination, Pricing Policies and Constraints, Different Pricing Method - New Product Pricing, Product Mix Pricing Strategies and Price Adjustment Strategy.

**UNIT-IV:** Distribution Channels and Physical Distribution Decisions: Nature, Functions, and Types of Distribution Channels; Distribution Channel Intermediaries; Channel Management Decisions; Retailing and Wholesaling. Promotion Decisions: Communication Process; Promotion mix – Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations; Determining Advertising Budget; Copy Designing and Testing; Media Selection; Advertising Effectiveness; Sales Promotion – Tools and Techniques.

### Suggested Books and References:

- Kotler, P., & Keller, K. L. (2012) : *Marketing management: A South Asian perspective*, Pearson Education, Noida, India.
- Ramaswamy, V. S., & Namakumari, S. (2013) : *Marketing management: Global perspective Indian context*, Macmillan India, New Delhi, India.
- Chhabra, T. N. (2011) : *Principles of marketing*, Dhanpat Rai & Co., New Delhi, India.
- Madhuri, P., & Sharma, K. (2014) : *Marketing principles and practices*, Pearson Education India, Noida, India.
- Jain, S. C., & Sharma, D. D. (2012) : *Marketing management: A South Asian perspective*, Cengage Learning India, New Delhi, India.
- Puri, B. K. (2010) : *Principles of marketing*, Sultan Chand & Sons, New Delhi, India.
- Gupta, S. L. (2014): *Principles of marketing*, PHI Learning Pvt. Ltd., New Delhi, India.
- Dube, S. (2011) : *Marketing management: Cases and concepts*, McGraw-Hill Education India, New Delhi, India.
- Kumar, V., & Saini, R. (2013) : *Principles of marketing*, Wiley India, New Delhi, India.
- Bajpai, N. (2015) : *Principles of marketing: An Indian perspective*, Oxford University Press, New Delhi, India.

### Course Learning Outcomes:

1. Explain core marketing concepts, consumer behavior, and segmentation.
2. Apply product management and branding strategies in marketing.
3. Assess marketing environment impact and pricing strategies.
4. Develop effective distribution and promotion strategies.



**UG0202-BDM-76T-302-Fundamentals of Human Resource  
Management  
VI<sup>th</sup> Semester - Business Administration**

| Semester                    | Code of the Course | Title of the Course/Paper                 |           |       | NHEQF Level                        | Credits                |
|-----------------------------|--------------------|-------------------------------------------|-----------|-------|------------------------------------|------------------------|
| VI                          | BDM-76T-302        | Fundamentals of Human Resource Management |           |       | 7                                  | 6                      |
| Level of Course             | Type of the Course | Credit Distribution                       |           |       | Offered to NC Student              | Course Delivery Method |
|                             |                    | Theory                                    | Practical | Total |                                    |                        |
| High Level                  | Major              | 6                                         | 0         | 6     | Yes                                | Lecture                |
| Duration of Examination     |                    | Maximum Marks                             |           |       | Minimum Marks                      |                        |
| Midterm -1 Hr<br>EoSE-3 Hrs |                    | Midterm-30 Marks<br>EoSE-120Marks         |           |       | Midterm -12 Marks<br>EoSE-48 Marks |                        |

**Detailed Syllabus  
BDM-76T-302-Fundamentals of Human Resource Management**

**Objectives of the Course:**

1. Understand the fundamentals, functions, and significance of Human Resource Management.
2. Analyze job analysis, job description, and job specification for effective workforce planning.
3. Examine recruitment, selection, and placement processes in HRM.
4. Explore training methods, performance appraisal techniques, and their impact on employee development.

**UNIT I:** Human Resource Management- Meaning, Definition, Importance, Concept of HRM, Functions of HRM, Role and Competencies of HR Manager. HRM vs Personnel Management. Human Resource Planning: Concept, Objectives, Need and Process of HRP.

**UNIT II:** Job Analysis: Meaning and Definitions, objectives, Uses, Process and Techniques of Job Analysis. Job description and Job Specification: Meaning and definition of Job Description, Contents and Characteristics of a good Job Description, Meaning of Job Specification, Job Description vs Job Specification.

**UNIT III:** Recruitment: Meaning and Definitions, Recruitment Process, Factors Affecting Recruitment, Sources of Recruitment. Selection: Meaning and Definitions, Selection Process. Placement: Concept, Principles of Placement.

**UNIT IV:** Training: Definition and Meaning, Need and Importance of Training, Steps in Systematic Training Plan, Training Methods and Techniques. Performance Appraisal: Meaning and Definition, Objectives, Performance Appraisal Process, Methods of Performance Appraisal.

**Suggested Books and References:**

- Tiwari, R. (2011) : *Human resource management: A global perspective*, Pearson Education, Noida, India.
- Kumar, S., & Jain, R. (2014) : *Human resource management: A modern approach*, Himalaya Publishing House, Mumbai, India.
- Dessler, G., & Vohra, N. (2013) : *Human resource management*, Pearson Education India, Noida, India.
- Chhabra, T. N. (2011): *Human resource management*, Dhanpat Rai & Co., New Delhi, India.
- Bhatia, S. (2012) : *Fundamentals of human resource management*, McGraw-Hill Education India, New Delhi, India.
- Bhatia, S. K. (2013) : *Human resource management*, Galgotia Publishing Company, New Delhi, India.
- Agarwal, R. (2013): *Human resource management: Text and cases*, Tata McGraw-Hill Education, New Delhi, India.
- Sarma, A. (2010) : *Human resource management: Principles and practices*, Vikas Publishing House, New Delhi, India.
- Pandey, A. (2015) : *Human resource management: An Indian perspective*, Cengage Learning India, New Delhi, India.
- Tripathi, P. C., & Reddy, P. N. (2014) : *Personnel management and human resources*, Tata McGraw-Hill Education, New Delhi, India.

**Course Learning Outcomes:**

1. Explain the meaning, functions, and role of HRM in organizations.
2. Conduct job analysis and differentiate between job description and job specification.
3. Assess recruitment, selection, and placement strategies in HRM.
4. Apply training methods and performance appraisal techniques for workforce development.