

NEP-2020 Based Curricula and Examination
Scheme, University of Kota, Kota
Academic year 2024-25



*Bachelor of Commerce (Hons.)
Business Administration
Semester I & II – 2024-25
Semester III, IV – 2025-26
Semester V, VI – 2026-27*

UNIVERSITY OF KOTA
*MBS Marg, Swami Vivekanand Nagar,
Kota - 324 005, Rajasthan, India
Website: uok.ac.in*

B. Com (Hons.) Batch 2024-2027

The B.Com(Hons)is a Three-year full-time course. The course has been organized in six semesters in three years. Each year will comprise of two semesters.

- 1. Course Code: BADMH**
- 2. Type of the Course:** Generic
- 3. Title of the Course:** B.Com(Hons.)
- 4. Level of the Course:** UG level
- 5. Credit of the Course:** 36
- 6. Delivery Sub-type of the Course:** Theory
- 7. Pre-requisite of the Course:** Senior Secondary/12th Pass from any recognized board/as per Rajasthan Government/University norms.
- 8. Course Objectives:**
 - To enhance the students' knowledge and understanding on the basic concepts of Business and acquire the ability to apply such knowledge in practical context.
- 9. Syllabus:** Attached
- 10. Scheme of end-of-semester examination:** Attached
- 11. Suggested Books & References:** Attached
- 12. Hyperlinks of suggested e-sources on university site and web**

E-Sources	Hyperlinks
SWAYAM Online Courses	<u>SWAYAM</u>
MOOCs	<u>MOOCs</u>
SWAYAMPBHA	<u>SWAYAMPBHA</u>
CEC-UGC YouTube Channel	<u>CEC-UGC</u>
National Digital Library	<u>National Digital Library</u>
Vidwan	<u>Vidwan</u>
EBSCO ebooks	<u>EBSCO e-books</u>

13. Course Learning Outcomes:

- Students will generate eligibility for research work, NET/SET etc.
- Students will gain comprehensive understanding of Business, Management and other complex concepts related to management which will increase his employability in corporate sector.
- Students will develop a continuous learning mindset, adapting to new technologies, methodologies, and industry trends to ensure their professional relevance in the dynamic world.
- The program will prepare students for diverse career paths in Business organizations, helping them grow and contributing to every stakeholder in life.

B.Com(Hons.) EXAM

SCHEME OF EXAMINATION

The examination shall be divided into two parts in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory shall be divided into two parts in which first part is continuous assessment or internal assessment (50 out of 150 marks) and second part is semester assessment or external assessment (100 out of 150 marks).
- b) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. Internal assessment scheme is as follows:

Continuous Assessment Weightage					External Assessment Weightage	Total Marks (Total Credits)
Regular Student		Private Student		Total	Paper based on External Evaluation (End term examination)	
Mid-Term	Seminar/project report/ presentation	Report writing	Viva-Voce			
30	20	30	20	50	100	150 (06)

For internal/continuous assessment of 50 marks

- For regular students test of 30 marks shall be conducted of one hour duration for each paper and shall be taken according to academic calendar notified by the college and remaining 20 marks will be assessed on the basis of Seminar/Project Report/PPT presentation or Assignment on any topic of each paper given by the teacher concerned.
- Each private student will prepare a report on any topic of each course in minimum 1000 words from the prescribed syllabus of the concerned theory, paper or course. The student needs to report the concerned college at the time prescribed by the college to submit the report and the college will arrange a viva voce on that report. It is proposed that the engaged teacher will be paid at the rate of per answer book per student charges. The examination section will generate an option of bill when the teacher fills the continuous assessment marks on examination portal (like done for external answer book evaluation).

The various components of the report may be:

- Name of the Course/Class:
- Name of the Student:
- Father's/Husband Name:
- Examination Form No.:
- Enroll. No.:
- Name of College (Center):
- Name of Paper:

- Title of the Report:
 - Introduction about the topic:
 - Details/Analysis about the topic:
 - Conclusion of the topic:
 - References:
- If any student remains absent (defaulter) or fails or wants to improve his/her marks, one chance of continuous assessment (mid-term) will also be given to the student in the same semester with a fee of Rs. 250/- per paper, after the approval of the competent authority of Department/College.
- c) External examination scheme for semester (end term assessment) will comprise of two Sections A and B from session 2023-24 i.e. Section C will not be appeared in the external examination evaluation (as being used in session 2022-23). And marks will be distributed as per CBCS scheme. Further, the scheme of the examination paper of external component is also discussed and the proposed details are as under.

Section	100 marks for theoretical paper
Section-A	There will be one question with 10 parts having two parts from each unit with no internal choice. The weightage of each part is 2 marks. Hence, the total weightage of this section is 20 marks (20×1).
Section-B	There will be five questions with one question from each unit with internal choice (may have subdivisions). The weightage of each question is 16 marks. Hence the total weightage of the section is 80 marks (16×5).

- d) Student should qualify both internal and external assessment separately to pass the paper i.e. if candidate passes an external and fails an internal; the candidate has to reappear in both internal and external exam of that paper next year. But if candidate passes in the internal and fails in the external, then candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of the head of the department for the same) or can reappear in the internal examination if he wants to improve his marks in that paper.

e) The pattern of question paper of internal and external shall be as follows:

Proposed Examination Scheme for 50 marks theory paper for internal examination of Category B

Internal Test 20.....

Duration of Exam: 1 Hour

Max. Marks: 30

Class: B.Com

Semester:

Subject:

Paper:

No. of Students:

Teacher:

Note: The question paper contains two sections as under:

Section-A: One compulsory question with 05 parts. Please give short answers in 30 words for each part.

Section-B: 04 questions to be attempted having answers approximately in 300 words.

SECTION A		
Q.1		2
(a)		
(b)		2
(c)		2
(d)		2
(e)		2
SECTION B		
Q.2		5
Q.3		5
Q.4		5
Q.5		5

Proposed Examination Scheme for 100 marks theory paper for external examination of Category B

Duration of Examination: 3 Hours

Max. Marks: 100

SECTION-A 10x2= 20

(Answer all questions -Two question from each unit with no internal choice)

Q. No. 1

i.	2 Mark
ii.	2 Mark
iii.	2 Mark
iv.	2 Mark
v.	2 Mark
vi.	2 Mark
vii.	2 Mark
viii.	2 Mark
ix.	2 Mark
x.	2 Mark

SECTION-B: 5x16= 80

(Answer all questions) (One question from each unit with internal choice) (Maximum two sub-divisions only)

Q. No. 2	Or
.....		16 Marks
Q. No. 3	Or
.....		16 Marks
Q. No. 4	Or
.....		16 Marks
Q. No. 5	Or
.....		16 Marks
Q. No. 6.....	Or
.....		16 Marks

Year/ Semester	Code	Category	Nomenclature	Duration n of Exam	Teaching Hrs/Week &			Distribution of Marks			Min. Pass Marks	
					L	P	C	Cont. Assess.	Sem. Assess.	Total Marks	Cont. Assess.	Sem. Assess.
I Year I Semester	BADMH 1.1	DCC	Business Organisation and Management	3 Hrs	6	-	6	50	100	150	20	40
I Year II Semester	BADMH 2.1	DCC	Retail Management	3 Hrs	6	-	6	50	100	150	20	40
II Year III Semester	BADMH 3.1	DCC	Business Law	3 Hrs	6	-	6	50	100	150	20	40
II Year IV Semester	BADMH 4.1	DCC	Organisational Behaviour	3 Hrs	6	-	6	50	100	150	20	40
III Year V Semester	BADMH 5.1	DSE	E-Commerce Business Policy and Strategic Management	3 Hrs	6	-	6	50	100	150	20	40
III Year VI Semester	BADM H 6.1	DSE	Business Ethics and Corporate Governance Insurance and Risk Management	3 Hrs	6	-	6	50	100	150	20	40

B.com. (Hons.) (First Year - Semester -I)
Business Administration

BADMH 1.1 (DCC) - Business Organisation and Management

Duration: 3hrs.

Max Marks: 100 Marks

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit I

Foundations of Indian business, Manufacturing & service sectors, Indian Experience of Globalization, Liberalization and Privatization, Multinational corporations & Indian Transnational.

Unit II

Entrepreneurial opportunities in contemporary business environment, Networking Marketing, Franchising, Business process outsourcing, E-Commerce, process of setting up a business enterprise, opportunity and idea generation, role of creativity and innovation, Feasibility study and preparation of business plan.

Unit III

Functional Areas of Management I:

Production Management concepts: meaning of plant, firm and industry, Plant location, Production planning and control, plant layout, inventory management

Marketing Management: meaning and objectives, Evolution of marketing, Marketing concepts, Nature and Scope of Marketing, Functions of Marketing, marketing Mix

Unit IV

Functional Areas of Management II:

Human Resource Management: meaning and nature, qualities of HR managers, Man power planning, recruitment, selection, training and development; placement

Financial Management: meaning, definition, objectives: profit maximization vs. wealth maximization, scope of financial management-investment decisions-financing decisions.

Unit V

Management in Perspective: Management of strategic change, knowledge Management, Learning Organisation, Managing Diversity, Corporate Governance.

Suggested Readings:

1. Basu : Business Organisation and Management, Tata McGrawHill, New Delhi
2. Gupta C.B. : Modern Business Organisation, Mayor Paper Backs, New Delhi
3. Lele R.K. and J.P. Mahajan :Business Organisation, Pitanbar Publishing, New Delhi
4. Prasad, Lallan and S.S. Gulshan : Management Principles and Practice S. Chand & Co. Ltd., New Delhi
5. Mishra N. : Modern Business Organisation, Sahitya Bhawan, Agra
6. Singh, B.P. and Chhabra, T.N. : Business Organisation and Management (4th Ed. 2003) Dhanpat Rai & Co., Delhi.

B.Com. (Hons.) (First Year - Semester - II)
Business Administration

BADMH 2.1 (DCC) - Retail Management

Duration: 3hrs.

Max Marks: 100 Marks

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit- I

Introduction to Retailing:

Concept and Importance, Perspective on retailing, the nature of change in retailing, service retailing, retailing career, retail strategic planning and operations management. Components of strategic planning.

Unit- II

Market and Location Analysis:

Selecting a target market, global retailing in India, Retailing market identification, site analysis, site selection decision process, store layout and design.

Unit- III

Retail marketing and promotion: Nature and scope: relationship marketing, market strategies, retail research. Retail promotion Mix: Retail promotion programme, retail advertising media, promotional budget. Customer services: customer services, services quality gaps, service recovery

Unit- IV

Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

Unit- V

Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Suggested Readings:

1. Levy :Retailing Management, the McGraw Hill Publications, New Delhi.
2. Goshal, G. : Retail Management: Essential Books, 2009
3. Berman, B., & Evans, Jr. (2006) : Retail Management (10th ed.), New Delhi
4. Michael, L.M., Weitz, B. W., & Pandit, A. (2008) : Retailing Management (6th ed.), New Delhi: Tata Mc-Graw Hill
5. Newmen, A. J., & Cullen, P. (2002) : Retailing environment and operations. London: Cengage Learning
6. Vedamani, G. G. : Retail Management, Jaico Publishing houses 2003.

B.Com(Hons.) (Second Year - Semester - III)
Business Administration

BADMH 3.1 (DCC) -Business Law

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

The Indian Contract Act, 1872

- Meaning and Essentials of a valid contract
- Proposal and Acceptance
- Capacity to contract of the parties
- Consideration
- Free Consent

Unit-II

- Void Agreements
- Performance and Discharge of Contract
- Contingent Contracts

Unit-III

- Quasi Contracts
- Remedies for breach of contract
- Contract of Indemnity and Guarantee

Unit-IV

- Contract of Bailment
- Contract of Pledge
- Contracts of Agency

Unit-V

The Consumer Protection Act, 1986

- Meaning and Definitions
- Rights of a consumer
- District Consumer Forum
 - Establishment and composition
 - Complaint Redressal Procedure
- State and National Commission
 - Establishment and composition
 - Complaint Redressal Procedure and appeal

Suggested Readings:

1. N.D.Kapoor : Mercantile Law, S. Chand, New Delhi.
2. Chawla & Garg : Mercantile Law, Kalyani Publication, New Delhi.
3. Nolakha, R.L. : Business Law, Ramesh Book Depot, Jaipur.

B.Com (Hons.) (Second Year - Semester - IV)
Business Administration

BADMH 4.1 (DCC) - Organisational Behaviour

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Introduction to organization behaviour: Concept, nature and scope, role and importance of organization behaviour challenges in organization behaviour.

Individual behaviour: Concept, determinants or fundamentals of individual behaviour.

Unit-II

Understanding and managing individual behaviour personality: concept, personality traits and its determinants, personality dimensions.

Learning: Concept, process and theories of learning perception: Meaning, factors influencing perception, perceptual process and developing perceptual skills.

Unit-III

Values: Concept, importance, types and factors in value formation.

Attitude: concept, types, factors in attitude formation, Methods of attitude change.

Unit-IV

Motivation: Concept, need and importance, types and theories of motivation – Maslow's need hierarchy theory, Herzberg's two factor theory, William Ouchi's Z Theory 'McClelland's Achievement theory.

Job Satisfaction: Meaning, Determinants of job satisfaction, effects of job satisfaction.

Unit-V

Group Dynamics: Concept of group, feature, types, reasons for formation of groups, stages of group formation, Group decision making.

Stress: Meaning, reasons of stress and its consequences and methods of coping with stress.

Suggested Readings:

1. Fred Luthans : Organisational Behaviour, McGraw Hill, New York.
2. Stephen P. Robbins :Organisational Behaviour: Concepts, controversies and applications”, Prentice Hall, New Delhi
3. L. M. Prasad : Organisational Behaviour, Sultan Chand & Sons, New Delhi
4. M.N. Mishra : Organisational Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi.
5. J.S. Chandan : Organisational Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi.
6. G.S. Sudha : Organisational Behaviour”, Malik & Company, Jaipur.

B.Com (Hons.) (Third Year - Semester - V)
Business Administration

BADMH 5.1(A) (DSE)- E-Commerce

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Introduction to E-Commerce: Meaning and concept, Electronic Versus traditional Commerce, Media convergence, E-Commerce and e-business, channels or e-commerce, Business applications of e-commerce, Need for e-commerce, e-commerce as an electronic trading,

Unit-II

Internet concepts and Technologies: Concept and evolution of internet, web technologies, client server concept, Hypertext information to network, benefit of hypertext, URLs, HTTP, HTML, forms and CGI gateway services, Business models of E-commerce and infrastructure.

Unit-III

Business to Consumer E-Commerce: Cataloguing, order planning and order generation, cost estimation and pricing, order receipt and accounting, order billing and payment management, post sales services. Website design, web site strategies push and pull technologies.

Unit-IV

Electronic payment Systems: Special features required in payment system and currency servers, e-cheques, credit cards, smart cards electronic purses and debit cards.

Business to Business E-commerce, Internet-based EDI E-Payment safety Measures.

Unit-V

E-Business: Workflow management, mass customization and Product, organization restructuring, integrated logistics and distribution, Internet protocols, security issues in E-commerce.

Suggested Readings:

1. Agarwal K.N. and Deeksha Agarwal : Business on the Net: What's and How's of e-Commerce, McMillan, New Delhi
2. Parag Diwan and Sunil Sharma : E-Commerce – A Manager's Guide to E-Business, Excel Books, New Delhi

B. Com (Hons.) (Third Year - Semester - V)
Business Administration

***BADMH 5.1(B) (DSE)- Business Policy and Strategic
Management***

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Business Policy: Meaning, Nature, Scope, Objectives and Importance of Business Policy, Types of Business Policies.

Unit-II

Strategy and Strategic Management: Meaning and definition, Levels of Strategy, Types of Strategy, Elements of Strategy, Importance and Process of Strategic Management, Approaches to Strategic Decision Making.

Unit-III

Environmental analysis: Concept of Environment, objectives and importance of Environment analysis, components of Environment – Internal and External Environment, SWOT Analysis – A tool of Environmental analysis.

Unit-IV

Strategic Intent: Growth strategies – Merger, Takeover and Joint Strategies, Integration and Diversification, Grand Strategies – Turnaround, Disinvestment and Liquidation Strategies.

Unit-V

Strategy Implementation, Process, Strategy Evaluation and Control: Criteria of Evaluation and Evaluation Process, Strategic control process.

Suggested Readings:

1. Francis Cherunilam :“Business Policy and Strategic Management (Text andCases)”. Himalaya Publishing House Pvt. Ltd., Mumbai.
2. Azhar Kazmi :“Business Policy”, Tata mcgrawHill, New Delhi
3. P.K. Ghosh :“Business Policy Strategic Planning and Management”. Sultan Chand & Sons, Delhi.
4. P.C. Jain :“Strategic Management”, Ramesh Book Depot, Jaipur
5. P. Subha Rao :“Business Policy and Strategic Management (Text and Cases)”, Himalaya Publishing Pvt. Ltd., Mumbai.
6. William F. Glueck :“Business Policy and Strategic Management”, Tata mcgrawHill, International Book Company.
7. Fred R. David :“Strategic Management”, mcmillanPublishing Company, New York.

B.Com (Hons.) (Third Year - Semester - VI)
Business Administration

***BADMH 6.1(A) (DSE) -Business Ethics and Corporate
Governance***

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Business Ethics: An overview, Meaning, Nature and Scope, Need and Importance, Principles of Business Ethics, Relationship between Ethics and Business.

Unit-II

Business Ethics and Environment: Environmental Ethics, Environmental Pollution, Environmental Accounting, Ethical issues in Economic and Political Activities, Ethical issues in Global Business Environment.

Unit-III

Ethics issues in Business: Ethical issues in Marketing- Product, Sales and Purchase, Advertising, Price. Ethical Issues at Work Place.

Ethical Issues in Finance – Merger and acquisitions, Financial Markets.

Unit-IV

Corporate Governance: Concepts and Philosophy of corporate Governance, Features and Evolution, Need and Importance, Reasons for growing demand of Corporate Governance,

Standard Norms of Corporate Governance and Changing Dimension of Corporate Governance.

Unit-V

Corporate Social Responsibility: Concept of CSR, Need and Importance of CSR, Reasons for Growing importance of CSR.

CSR towards Internal Stock holders: Consumers, Suppliers, Creditors, Competitors, Community.

Suggested Readings:

1. C.S.V. Murthy :“Business Ethics and Corporate Governance”, Himalaya Publishing House Pvt. Ltd., Mumbai
2. A. K. Garai :“Business Ethics”, Himalaya Publishing House Pvt. Ltd., Mumbai
3. Barray Norman :“Business Ethics”, McMillan Press Pvt. Ltd. Mumbai.
4. Riya Rupani :“Business Ethics and Corporate Governance”, Himalaya Publishing House Pvt. Ltd., Mumbai
5. Gopal Samy :“Corporate Governance: The New Paradigm”, Wheeler Publishing.

B. Com (Hons.) (Third Year - Semester - VI)
Business Administration

BADMH 6.1(B) (DSE) -Insurance and Risk Management

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Introduction to Insurance: Meaning, Nature, Scope and Functions of Insurance, Origin & Development of Insurance, Significance and Principles of Insurance, Role of IRDA in the development of Insurance Industry.

Unit-II

Risk & Risk Management: Meaning, Types of Risks, Underwriting of Risks, Elements of Risk, Methods of handling Risks. Meaning, Nature and Scope of Risk Management.

Unit-III

Life Insurance: Meaning, Characteristics of Life Insurance Contract, Procedure of Life Insurance, Policy regarding premium, Surrender Value, Renewal, Nomination and Transfer, Settlement of claims.

Unit-IV

Fire Insurance: Meaning, Nature of Marine Insurance Contract, Types of Fire Policies, Fire Insurance Claims.

Marine Insurance: Meaning, Nature of Fire Insurance Policies, Marine Insurance Claims Settlement procedure.

Unit-V

Miscellaneous Insurance: Burglary Insurance, Motor Insurance, Crop and Live Stock Insurance, Property and Liability Insurance. Role and Responsibilities of Agent.

Suggested Readings:

1. M.N. Mishra :“Insurance – principles and practice”, S.Chand & Company, New Delhi
2. P.K. Gupta : “Fundamentals of Insurance”, Himalaya Publishing House Pvt. Ltd., Mumbai
3. P.K. Gupta : “Insurance and Risk Management”, Himalaya Publishing House Pvt. Ltd., Mumbai
4. M.J. Mathew :Insurance, RBSA Publisher, Jaipur
5. M.M. Ahmed & Khan : “Theory and Practice of Insurance in India”, Educational Book House, Aligarh.