

**SCHEME AND SYLLABUSES FOR VARIOUS JOB ORIENTED COURSES**  
**AT B.A. LEVEL**

**B.A. (MARKETING) Job Oriented Courses**

**Scheme of Examinations**

**B.A. (COMMERCE) V SEMESTER**

<b>PAPER CODE</b>	<b>PAPERS</b>	<b>NOMNCLATURE OF THE PAPERS</b>	<b>IA</b>	<b>TE</b>
MKT-5.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)- I  BUSINESS MANAGEMENT-I	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (COMMERCE) VI SEMESTER**

<b>PAPER CODE</b>	<b>PAPERS</b>	<b>NOMNCLATURE OF THE PAPERS</b>	<b>IA</b>	<b>TE</b>
MKT-6.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)- II  BUSINESS MANAGEMENT-II	20	80
		OR		
		ECONOMICS*	20	80

\*THE SYLLABUSES AND NOMNCLATURE OF THESE PAPERS WILL BE THE SAME AS PRESCRIBED FOR OTHER B.A. STUDENTS

**B. A.-III (Fifth Semester)**  
**PAPER CODE : MKT-5.2**

**Commerce-(Principles of management)-I Business management-I**

Internal Assessment-20 Marks

Time: 3Hrs.

Max Marks-80 Marks

**Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.**

**Unit-I**

Business: concept, nature and spectrum of business activities, business system, business objectives.

**Unit-II**

Management: Introduction, concept, nature, process and significance; Development of Management Thought; Classical and Neo-Classical systems,

**Unit-III**

Planning: concept, types and process, Decision Making: concept and process, Management by Objectives,

**Unit-IV**

Organizing: concept, nature, process and significance; Authority and Responsibility relationship; Centralization and Decentralization;

**Suggested Readings:**

1. Druker. Peter F. Management Challenges for the 21st century; Butter worth Heinemann Oxford.
2. Wehrich and Koontz, O. Donnel: Essential of Management Tata Mc Graw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons.

**B.A.-III (Sixth Semester)**  
**PAPER CODE: MKT-6.2**

**Commerce-(Principles of Management)-II Paper: Business Management -II**

Internal Assessment-20 Marks

Time: 3Hrs.

Max Marks-80 Marks

**Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 16 marks each.**

**Unit-I**

**Staffing:** concept, nature and scope, Matching job and people; Recruitment; Selection and Training of employees.

**Unit-II**

**Motivation and Leadership:** Motivation-concept, Theories-Maslow, Herzberg, Megregor and Quchi; Financial and Non-Financial Incentives. **Leadership:** concept and Leadership Theories.

**Unit-III**

**Communication and Control:** Communication Concept, Nature, Types and Process, Barriers and Remedies.

**Control:** Concept, Process and Techniques

**Unit-IV**

**Management of Change:** Concept, Nature and Process of Planned Change: Resistance to Change;

**Suggested Readings:**

1. Druker. Peter F. Management challenges for the 21st century; Butter worth Heinemann Oxford.  
16
2. Wehrich and Koontz, O. Donnel: Essential of Management. Tata McGraw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons