Programme: B.Com.	Year: First	Semester: First
	Subject: Commerce	
Course Code: BC-103 (A)	Course Title: Business Org	anization and Management

Course outcomes:

After completing this course a student will have:

Ability to understand the concept of Business Organization along with the basiclaws and norms of Business

Ability to understand the terminologies associated with the field of BusinessOrganization along with their relevance. Ability to identify the appropriate types and functioning of BusinessOrganization for solving different problems. Ability to apply basic Business Organization principles to solve business andindustry related problems. Ability to understand the concept of Sole Proprietorship, Partnership and JointStock Company etc.

Credits: 6		
	Core Compulsory / Elective: Elective	
Max. Marks: 20+80	Min. Passing Marks:08+32	

Total No. of Lectures: 90				
Unit	Topics	No. of Lectures		
1	Introduction: Business Concept & Objects, Social Responsibility of Business Establishment of New Business Meaning, Objectives Meaning, Objectives & Principles of Organization, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.	14		
11	Forms of Business Organization: Sole Tradership, Partnership Firm, Business (Public and Private), Formation & Choice of Business Organization, Definition of Management, Its nature of purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.			
ш	Planning & Organising: Its nature & purpose, types of plans, Planning steps & process, Management by objectives (MBO), Decision-Making, Forecasting, Organisational Design & Organisational Structure, Power & Distribution of Authority.	10		
IV	Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement, Special Motivation Techniques, Definition & Approaches to Leadership, The Principal Tasks of Leadership Role & Principles of Direction.	14		
v	Controlling: meaning, definition & techniques of control, Principle of Controlling, Process of Control & Types of Controls, Human Aspect of Controls.			
vī	Plant Location: Concept, Meaning, Importance, FactorsAffecting Plant Location. Alfred Weber's and Sargent Florence's Theories of Location. Plant Layout -: Meaning, Objectives, Importance, Types and Principles of Layout. Factors Affecting Layout.	16		
VII	Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination.	10		
viii	Rationalisation: Meaning Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalisation and Nationalisation	10		

Suggested Readings:

- 1. Gupta, C.B., "Business Organisation", Mayur Publiction, (2014).
- 2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation&Management", Kitab Mahal,
- 3. Sherlekar, V.S. "Modern Business Organization S.A. & Sherlekar, Management Systems Approach Mumbai", Himalaya Publishing House, (2000).
- 4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.
- Prakash, Jagdish, "Business Organistaton and Management", Kitab MahalPublishers (Hindi and English)
 Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi.
- Drucker, P.F., Management Challenges for the 21st Century, Butterworth, Oxford.

Stoner and Freeman, Management, PHI, New Delhi.
 Note: Latest edition of the text books should be used.

Progra	imme: B.Com.	Year: First	Semester: Secon	nd
		Subject: Commerce		-
and the second second	Code: : BC-203 (B)	Course Title: Econo	my of Uttarakkand	-
ourse ou	dcomes:			-
	Credits: 6	Core Compulso	ry / Elective: Elective	-
	Max, Marks: 20+80 Min. Passing Marks: 8+32			
		Total No. of Lectures: 90		
Unit		Topics	No. o Lectur	
1	types, Land use, Fore	omy of Uttarakhand: Salient features. Geographical features, Land , Land use, Forest resources and Energy resources; Agriculture and strial pattern in Uttarakhand; Role of Service Sector in the Economy tarakhand.		
п	Human resource in Uttarakhand: Demographic profile; Education, Health and other infrastructural facilities; Role of women in the Economy of Uttarakhand; Panchyati Raj and people's participation		men in the 18	
m	Economic development and regional disparities in Uttanikhand; Backwardness and Indicators of regional disparities in Uttarakhand.		in Uttarokhand; Uttarokhand 18	
IV	Problems of Economic Development in Uttarakhand, Difficult & inaccessible Geography; Unemployment, Migration, Poverty and Natural Calamities etc. in Uttarakhand.		Difficult &	
v	Role of Government in the Economic Development of Uttarakhand; Agriculture, Industrial, Education, Health, Infrastructure, Environment Sector & Skill Development		of Uttarakhand: are, Environment 18	

- Suggested Readings: 1. Bisht N.S: Regional Economics (Hindi)
- 2. Dewan M.L. and Jagdish Bahadur: Uttaranchal vision and Action programme
- 3. G.P Mishra: Regional Dimensions of development
- 4. Tolia, R.S: Uttarakhand Today Winsar publication: Uttarakhand year book (Hindi and English)
- 5. Bhatt, K.N; Uttarakhand: Ecology, Economy & Society;
- 6. Kafaltia, Himanshu & Kafaltia, Gunjan; A Comprehensive Study of Uttarakhand; Notion Press Media Pvt. Ltd

B. Com.

(Semester.III)

Industrial Laws

Paper-IV



Max. Marks: 75

Note:- The question paper shall consist of three sections, i.e. A, B and C, Section A shall consist of objective type questions. Section B shall consist of short answer type questions while Section C shall consist of long answer type questions. The weightage of section A, B and C will be 05, 25, 45 marks respectively.

Unit - I	The Factories Act, 1948.
Unit - II	The Indian Trade Union Act 1926.
Unit - III	The Industrial Disputes Act 1947.
Unit - IV	The Payment of Wages 1936.
Unit - V	The Payment of Bonus Act 1965, Gratuity Act 1979.

Suggested Reading:

- Punekar, Deodhar & Sankaran, Labour Welfare, Trade Unionism, & Industrial Relations
 Himalaya Publishing House, Mumbai
- Monappa, Arun Mirza, S. Industrial Relations, Mc. Graw Hill Publications, Delhi

B. Com.

(Semester V)

Marketing Management

Paper-II

Max. Marks: 75

Note:- The question paper shall consist of three sections, i.e. A, B and C. Section A shall consist of objective type questions. Section B shall consist of short answer type questions while Section C shall consist of long answer type questions. The weightage of section A, B and C will be 05, 25, 45 marks respectively.

- Unit I Marketing Management: Approaches of Marketing, Difference between Marketing and Selling, Functions of Marketing. Marketing Planning-Nature, Process and contents of Marketing Plan.
- Unit II Market Segmentation: Bases & Importance of segmentation, segmentation of consumer goods, industrial goods & services.
- Unit III Marketing Mix: Four P's of Marketing Mix, Product- Product, Strategy, Product diffusion innovation & diffusion, New Product development, Product life cycle (PLC), Pricing Decision- Different Pricing strategies & Pricing techniques for different types of Products.
- Unit IV Place: Types of Marketing channels. Channels strategies Managing Physical distributions supply chain Management.
- Unit V Consumer Beheviour Factors influencing buyer behavior, buyer decision Process.

 Consumer Psychology, Industrial buyer V/S Domestic buyer behaviour, Customer satisfaction & Values.

Suggested Readings:

- V.S. Ramaswamy and S. Namakumar, Marketing Management, Macmillan India, New Delhi.
- R. Srinivasan, Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
- Phillip Kotler, and Gray Armstrong. Principles of Marketing. Prentice Hall, New Deihi.

w.e.f. 2013-14

M. Com. IV Semester

GROUP C - MARKETING MANAGEMENT GROUP PAPER - I

MARKETING MANAGEMENT

Note:- The question paper shall consist of three sections, i.e. A, B and C. Section A shall consist of objective type questions. Section B shall consist of short answer type questions while Section C shall consist of long answer type questions. The weightage of section A, B and C will be 10, 20, 45 marks respectively.

- Unit-I Introduction: Concept, Importance and Scope, Factor Influencing Marketing Environment, Marketing Management-Functions, Marketing Mix.
- Unit-II (a) Product: Meaning, Product Planning and Development, Product Life Cycle (PLC), Branding, Trade Marks, Patents, Copy Rights, Packages, Labeling, Consumer Behavior-Buying Motives, Factors Influencing Buying Decisions, Sales Forecasting, Market Segmentation and Product Positioning.
 - (b) Price: Meaning, Factors Affecting Pricing Decisions, Kinds of Pricing, Pricing Policies.
- Unit-III (a)Distribution: Nature, Functions and Types of Distribution Channels, Channel Management Decisions, Wholesale and Retailing.
 - (b) Promotion: Communication Process, Advertising, Sales Promotion, Personal Selling, Public Relations.
- Unit-IV Marketing Research: Meaning, Scope, Process.
- Unit-V Recent Issues and Developments in Marketing: Marketing of Services, Retail Marketing, Social, Ethical and Legal aspects of Marketing, Cyber Marketing.

w.e.f. 2013-14

M. Com. IV Semester

GROUP D - HUMAN RESOURCE MANAGEMENT GROUP PAPER - II

MANAGEMENT OF INDUSTRIAL RELATION

MM-75

Note:- The question paper shall consist of three sections, i.e. A, B and C. Section A shall consist of objective type questions. Section B shall consist of short answer type questions while Section C shall consist of long answer type questions. The weightage of section A, B and C will be 10, 20, 45 marks respectively.

- Unit I Industrial Relations: Definition & Approaches of Industrial Relations, Industrial conflicts, Types & cause of Industrial Conflicts, Industrial relation policy.
- Unit II Industrial disputes: Preventive Measures, Bipartite & Tripartite Bodies,
 Ethical Codes, Standing orders, Grievance procedure, Collective
 Bargaining, Workers Participation in Management, Settlement Machinery.

The Industrial Disputes Act, 1917: Scope & Object, Definition, Authorities, Notice of change reference settlement of Industrial Disputes, Strikes & Lock-outs, Lay off & Retrenchment, Miscellaneous.

- Unit III The factories Act, 1948: Scope Definitions, Approval of licensing & Registration of factories the Inspection staff, Health safety, welfare, working hours of Adults, Employment of women & young persons leave with wages, penalties & procedure.
- Unit IV The trade Union Act 1926: Object Definition, registration, Rights 7
 Liabilities of office Bearers Change of name. Amalgamation, Discussion & Returns.
- Unit V The Workmen's Compensation Act 1923: Object, definition, Employers'
 Liability for compensation, Amount of compensation, Appeals.

The payment of wages Act, 1936: Object, Definitions, Application of the Act, Deductions, Maintenance of Registers & Authorities claims.

M. Com. (Semester -II Examination)

Paper-I

ORGANISATIONAL BEHAVIOUR

Max. Marks: 75

Note: - The question paper shall consist of two sections, i.e. A and B Sections. Section A shall consist of short answer type questions while Section B shall consist of long answer type questions. The weight-age of section A and B will be 30, 45 marks respectively.

Unit - I Introduction to Organisational Behaviour: Concept and Significance, Relation between Management and Organizational Behaviour, Individual Behavior, Personality, Perception, Attitude Learning. Unit - II Group Dynamics: Definitions, Importance, Types of Group Formation, Functions of Group, Types of teams Problem-solving teams. Unit - III Organisational Change: Types of Change, The Change Process – Objectives and goals of Organisational Change, Resistance to Change, Organisational Registance, Overcoming Registance to change. Organisational Development: Unit-IV Concept, need and features of organizational development (O.D.), Process of O.D., Organisational Development interventions, Objective of O.D. Programmes. Organisational Conflict: Unit - V Meaning and definition of conflict Reasons and types of conflict, Traditional and Modern approaches of conflict, Functional and Dysfunctional Organisational Conflict, Resolution

Suggested Reading:

of Conflict.

- Pathak, R.D., Organizational Behaviour in a Changing Environment, Himalaya Publication, Mumbai
- Korman, A.N., Organizational Behaviour
- Kumar N and Mittal R.- Organisational Behaviour, Anmol Publications Pvt. Itd. New Delhi-2

M.Com. (Semester I)

Paper IV: Business Environment

Maximum Marks 75

Note: - The question paper shall consist of two sections, i.e. A and B Sections. Section A shall consist of short answer type questions while Section B shall consist of long answer type questions. The weight-age of section A and B will be 30, 45 marks respectively.

Unit I Concept, Significance and Nature of Business Environment, Components of Business Environment, Internal and External Environment of Business, Changing Dimensions of Business Environment.

Unit II Concept and Meaning of Environmental Analysis or Scanning, Characteristics of Environmental Analysis, Objectives, Process and Limitations of Environmental Analysis.

Unit III Significance and Elements of Economic Environment, Economic System and Business Environment, Economic Reforms, Liberalization and Privatization.

Unit IV Political and Legal Environment of Business, Critical Elements of Political Environment, Role of Government in Business, Fiscal and Monetary Policy,

Unit V Socio-Cultural Environment, Critical Elements of Socio-Cultural Environment, Problem of Uneven Income Distribution, Social Responsibility of Business. International Environment of Business, International Economic Institutions-IMF, WTO and World Bank and their importance in India.

Suggested Reading:

2. Cherunilam, Francis

1. Sinha, V.C. and **Business Environment** Sinha Ritika Sahitya Bhawan Publishers & Distributors .Agra

Business Environment. Himalaya Publishing House, New Delhi

Aswathappa, K. Essentials of Business Environment Himalaya Publishing House, New Delhi

4. सिन्हा, वी०सी० एव व्यावसाधिक पर्वावरण, सिंह, पृथ्वा साहित्य भवन पब्लिशर्स एण्ड डिस्ट्रीब्यूटर. (प्राव्यतिक), लाजपत क्ज. आगरा

Kumaun University, Nainital Department of Political Science

M.A. Political Science

Syllabus Implemented from 2015-2016 to 2019-2020 Session

M. A. SEMESTER I	Code	Max Marks- 100		
		Ext.	Int.	Total
Paper I- Western Political Thought (From Plato to Bodin)	5101	75	25	100
Paper II- Comparative Politics	5102	75	25	100
Paper III- Public Administration	5103	75	25	100
Paper IV- Indian Political System	5104	75	25	100
M. A. SEMESTER II				
		Ext.	Int.	Total
Paper I- Western Political Thought (From Hobbes to Marx)	5201	75	25	100
Paper II- Indian Political Dynamics	5202	75	25	100
Paper III- International Politics	5203	75	25	100
Paper IV- State Politics in India (with Special Reference to Uttarakha	and) 5204	75	25	100
M. A. SEMESTER III				
		Ext.	Int.	Total
Paper I- Indian Political Thought	6301	75	25	100
Paper II- Indian Administration	6302	75	25	100
Paper III- Political Ideology	6303	75	25	100
Paper IV- (a) India in World Affairs or	6304	75	25	100
Paper IV- (b) Local Self Government <i>or</i>	6305	75	25	100
Paper IV- (c) Environmentalism	6306	75	25	100
M. A. SEMESTER IV				
		Ext.	Int.	Total
Paper I- Contemporary Political Philosophy	6401	75	25	100
Paper II- Political Thought (From Lenin to Rawls)	6402	75	25	100
Paper III- Post Cold War International Relations	6403	75	25	100
Paper IV- (a) Human Rights or	6404	75	25	100
Paper IV- (b) International Organization or	6405	75	25	100
Paper IV- (c) Research Methodology	6406	75	25	100
Paper V- Viva-Voce				100
T	Total Marks	1200	400	1700

M.A. Semester I

(All Papers are Compulsory)

Paper I: Western Political Thought (from Plato to Bodin)

- Plato
- Aristotle
- Roman Thought
- St. Augustine
- St. Thomas Aquinas
- Marsiglio of Padua
- Machiavelli
- Bodin

Paper II: Comparative Politics

- Comparative Politics: Meaning, Nature, Scope; Traditional and Modern Approach
- Political System: Meaning and Definitions
- Approaches to the study of Political Systems: Systems Approach, Structural-Functional Approach, Karl Deutsch's Model of Political Communication
- Political Culture and Political Socialization
- Political Development and Political Modernization
- Political Elite
- Political Parties and Pressure Groups
- Electoral Systems
- Public Opinion

Paper III: Public Administration

- Meaning, Nature, Scope and Significance of Public Administration
- New Public Administration
- New Public management and Good Governance
- Theories of Organization: Scientific Management, The Bureaucratic Theory of Organisation, Classical Theory of Organization, Human Relations Theory of Organization
- Principles of Organisation
- Structure of Organization: Chief Executive, Types of Executive and their functions, line and Staff and Auxiliary agencies, Departments, Corporations, Companies, Boards and Commissions
- Personnel Administration: Position and Classification, Recruitment, Training, Career Development, Performance Appraisal, Promotion, Employer-Employee Relations, Motivation
- Generalists and Specialists
- Ethical Concerns in Public Administration, Integrity in Administration, Neutrality and Anonymity
- Financial Administration: Budget, Budgetary Process

Paper IV: Indian Political System

- Foundations of the Indian Political System: Historical, Social and Cultural backdrop of Indian Polity, and its impact on the Political System
- The Making of the Constitution: The Constituent Assembly and its perceptions of the future Indian Polity
- Salient Features of the Indian Constitution: Preamble, Fundamental Rights, Fundamental Duties, Directive Principles of State Policy
- Union Government: President, Prime Minister, Cabinet, Parliament, Supreme Court, Judicial Review
- State Government: Governor, Chief Minister, legislature, High Court, Lok Adalat
- Urban Governance, Panchayati Raj
- Election Commission and Electoral Reforms

M.A. Semester II (All Papers are Compulsory)

Paper I: Western Political Thought (from Hobbes to Marx)

- Hobbes
- Locke
- Rousseau
- Montesquieu
- Bentham
- J.S. Mill
- T.H. Green
- Hegel
- Marx

Paper II: Indian Political Dynamics

- Caste in Indian Politics
- Gender in Indian Politics
- Political Parties, Party System, Pressure Groups
- Judicial Activism
- Corruption in India and the Lok Pal
- Coalition governments and problems of governance
- Insurgency and Terrorism
- Regionalism and Issues in National Integration
- Communalism and Problems of Secularization

Paper III: International Politics

- Basic Concepts of International Politics: Power, National Interest, Balance of Power, Power Politics
- Different Theories and Approaches to the Study of International Politics
- Determination of Foreign Policy: National Interest; Ideology; Elements of National Power (including nature of domestic socio-political institutions)
- The Cold War: Its rise and decline
- Non-alignment: Meaning, history and its relevance in present context
- Arms Race, Disarmament and Arms Control
- Diplomacy: Theory and Practice
- Problems of the Third World in international Politics

Paper IV: State Politics in India (with Special Reference to Uttarakhand)

- State Politics, its scope and role in the Indian Political System
- Regional politics and the demand for autonomy (Uttarakhand Movement)
- Political leadership and elite at State and local level
- Elections at State and local level
- State Bureaucracy and its problems
- Panchayati Raj Institutions and Van Panchayats in Uttarakhand

M.A. Semester III

(Three Papers are Compulsory and one paper to be opted from the optional papers) Paper I: Indian Political Thought (Compulsory Paper)

- Main features of Ancient and Medieval Political Thought
- Indian Renaissance
- Gokhale
- Tilak
- Aurobindo
- Gandhi
- M.N. Roy
- Savarkar
- Iqbal
- Ambedkar
- Jawaharlal Nehru
- Lohia
- J.P. Narayan
- Amartya Sen

Paper II: Indian Administration (Compulsory Paper)

- Centre-State Relations- Legislative, Administration, Financial
- Indian Bureaucracy: All India Services, Central Services, State Services, Union and State Public Service Commission, Training of Civil Servants
- Planning: Plan Formulation at the National Level; National Development Council, Planning Commission, Niti Aayog, Planning at the State Levels
- Public Undertakings: Forms, Management, Control and Problems
- Control Over Administration: Parliamentary, Role of Finance Ministry, Comptroller and Auditor General
- Administrative Reforms in India, Good Governance, E-governance
- Right to Information

Paper III: Political Ideology (Compulsory Paper)

- Ideas and Ideologies- meaning and relevance
- Conservatism
- Liberalism
- Socialism
- Marxism
- Fascism
- Existentialism
- Feminism
- Religious Fundamentalism

Paper IV (a): India in World Affairs (Optional Paper)

- Genesis and Determinants of the India's Foreign Policy
- India and the Super Powers
- India and the Third World
- India and her Neighbours
- India's Nuclear Policy
- India's Role in the U.N.
- India in the Era of Globalization
- India's Role in NAM, SAARC, WTO, GATT
- India as an emerging economic power, BRIC

Paper IV (b): Local Self Government (Optional Paper)

- Local Self Government: Constitutional provisions and amendments (73rd & 74th amendments)
- Rural Local Self Government: Composition, functions, Importance and Challenges
- Urban Local Government: Composition functions, Importance and Challenges
- Caste, Class, Gender in local politics
- The politics of urbanization, the rural-urban divide
- The role of non-governmental Organization (NGOs) at grassroots level
- Decentralization and development

Paper IV (c): Environmentalism (Optional Paper)

- Environment and Environmental Values
- Political Ecology and Ecologism
- Modern Eco-political thought: Eco Feminism
- Sustainable Development
- International Politics of environment conservation and climate change
- National environmental Policy 2006
- Legislative Measures: Schedule Tribes & Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006
- National Green Tribunal Act, 2010
- Judicial activism for environment conservation in India
- Green movements in India

M.A. Semester IV

(Three Papers are Compulsory and one paper to be opted from the optional papers In addition to four papers there will be a Compulsory Viva-Voce Examination of 100 marks)

Paper I: Contemporary Political Philosophy (Compulsory Paper)

- Evolution of Marxism: Neo-Marxism, Humanist Marxism, Existentialist Marxism
- The New Left
- Structuralism, Deconstruction, Post-modernism
- Libertarianism
- Multi-culturalism
- Communitarianism
- Theories of Globalization, Democracy and Justice
- Environmentalism

Paper II: Political Thought (Lenin to Rawls) (Compulsory Paper)

- Lenin
- Mao
- Gramsci
- Marcuse
- Habermas
- Arendt
- Strauss
- Popper
- Nozik
- Rawls

Paper III: Post-Cold War International Relations (Compulsory Paper)

- Emergence of Uni-Polar World
- The New World Order and Its major features
- Liberalization and Globalization
- Major Issues- Democracy and Justice
- Human Rights and Gender Issues
- Contemporary Debate on Development, Environment, Climate Change
- Terrorism and National Security
- Role of Non-State Actors in Contemporary World Politics

Paper IV (a): Human Rights (Optional Paper)

- Human Rights- Meaning and Definition, Ideological background of Human Rights
- Three Generation Theory
- Feminist Perspective of Human Rights
- Marxist Perspective of Human Rights
- Human Rights Machinery at International level
- Human Rights and Indian Constitution, National Human Rights Commission of India
- Human Rights Movement in India, Issues of Marginalization and Social Justice
- Human Rights Challenges in the 21st Century

Paper IV (b): International Organization (Optional Paper)

- Basis of International Organization: Nation State, International Communication and Cooperation, International Politics, International Law
- Evolution of International Organizations: League of Nation, United Nations, Regional Organization (NATO, COMECON, CENTO, SEATO, SAARC, ASEAN)
- United Nations Systems: Objectives, Organization: functions and working of its various organs (General Assembly, Security Council; Secretary General, International Court of Justice; Trusteeship Council)
- Specialized Agencies of UN (WHO, UNESCO, ILO, FAO)
- Regional Organization and UN: Regionalism within the UN, The European Union
- Human Rights and The United Nations
- The Problems before the UN: Revision of Charter, Financial Issues, Role in Disarmament, Collective Security, Peace Keeping

Paper IV (c): Research Methodology (Optional Paper)

- Research Philosophies: Positivism, Objectivism, Subjectivism, Pragmatism
- Research Designs: Meaning and Criteria (Reliability, Replicability, Validity)
- Research Strategies: Time Horizons; Cross Sectional, Longitudinal
- Review of Literature
- Quantitative Research and Qualitative Research: Meaning, Methods, Combining Methods
- Formulating Research Questions
- Hypothesis: Construction, Types, Importance, Testing
- Research Ethics
- Sampling, Principles of Sampling, Types, Sample Size
- Techniques of Data Collection: Questionnaire, Interview Schedule
- Data Analysis: Tabulation, Diagrammatic Representation, Measurement and Scaling
- Statistical Techniques: Measures, Mean, Median, Mode, Measurement of Dispersion
- Report Writing, Bibliography, References

Paper V: Viva-Voce (Compulsory) 100 Marks