UNIT-I: Introduction:
Concept of entrepreneur, Distinction between entrepreneur and manager,
Functions of an entrepreneur, Qualities of a successful entrepreneur and
Types of entrepreneurs. Concept and Nature of entrepreneurship, Role of
entrepreneurship in economic development.

UNIT-II: Development of Entrepreneurship:
Emergence of entrepreneurial class in India, Environmental factors
affecting entrepreneurship, Locational mobility of entrepreneurs,
Entrepreneurship development programmes, Institutions for
trepreneurship development and Entrepreneurial performance in India.

UNIT-III: Entrepreneurial Motivation:
Concept and Theories of motivation, Motives for starting enterprises,
Testing entrepreneurial motivation, Developing achievement motivation
and Entrepreneurial behaviour.

UNIT-IV: Rural Entrepreneurship:
Meaning of rural entrepreneurship, Need for rural entrepreneurship,
Rural industrialization in retrospect, Problems of rural entrepreneurship
and Development of rural entrepreneurship.

UNIT-V: Establishing a Small Enterprise:
The start up process, Project identification, Selection of the product,
Project formulation, Assessment of project feasibility, Analysis of
project, Preparation of project report, selection of site / location and
Legal considerations.
Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009 – 2012

BBA IV Semester
MARKETING MANAGEMENT
Paper Code: BBA-402

Max. Marks : 50
Min. Marks : 20
External : 40
Internal : 10

UNIT – I: Introduction:
Evaluation of marketing concept, Features of integrated marketing concept, Modern concept of marketing, Concept and Functions of marketing management, Difference between marketing, selling and retailing, Marketing mix, Marketing segmentation.

UNIT – II: Consumer Behavior:
Concept of consumer behavior, Buying motives, Buyer behavior models, Concept of motivational research and Techniques of motivational research, Ethical marketing in India.

UNIT – III: Product Planning:

UNIT – IV: Product Pricing:
Role of pricing in marketing strategy, Factors influencing the product pricing decisions, Methods of price determination, Pricing policies and strategies.

UNIT – V: Distribution:
Meaning of channel of distribution, Role of marketing channels, Classification of channels, Types of intermediaries, Choice of channels of distribution, Channel policies and strategies.
UNIT – I:  Introduction:
Concept and Nature of financial management, Types of financial
decisions, Importance, Objectives, Organization and Responsibilities of
finance functions, Role and Status of financial executives in
organization structure.

UNIT – II:  Patterns of Funds Requirements:
Short-term, Medium-term and Long-term financial planning,
Capitalization, Types of securities and their evaluation from income,
Risk and control point of view.

UNIT – III:  Capital Structure Planning:
Approaches to capital structure, Objectives and Determinants of
optimum capital structure, Cost of capital, Financial and Operating
leverage.

UNIT – IV:  Capital Budgeting and Dividend Policy:
Nature, Importance and Principles of capital budgeting, Techniques of
capital budgeting, Capital budgeting practices in India.
Dividend theories, Dividend factors, Dividend policy in India.

UNIT – V:  Working Capital Management:
Concepts of working capital, Determinants of working capital,
Management of cash, Management of inventory and Accounts
receivable, Tools for analysis of working capital.
BBA IV Semester
HUMAN RESOURCE MANAGEMENT
Paper Code: BBA-404

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UNIT-I: **Introduction:**
Concept, Importance, Nature and Scope of human resource management, Objectives of HRM, Functions of HRM, Activities of HRM, Managerial skills and roles, Organisation and Responsibilities.

UNIT-II: **Evolution and Environment:**
Evolution of human resource management, Theories of HRM, Influence of scientific management on HRM, Influence of labour movement on HRM, Influence of government regulations on HRM and HRM: Indian perspective.

UNIT-III: **Recruitment and Selection:**
Recruitment policy, Sources of recruitment, Methods of recruitment and Effectiveness of recruitment programme.
Selection – Policy and Process, Selection tests and Interview.

UNIT-IV: **Promotion and Transfer:**
Concept of promotion, Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.
Transfer- Meaning, Objectives, Types, Policy and Programmes.

UNIT-V: Concept of placement, Factors of demotion, Demotion policy, Types of separation.
Organisational career planning, Career choices and stages, Career management in HR.
BBA IV Semester
INCOME TAX LAWS AND PRACTICES
Paper Code: BBA-405

Max. Marks : 50
Min. Marks : 20
External : 40
Internal : 10

UNIT – I: Basic concepts of income, Agriculture income, Assessee, Previous year, Assessment year, Residence and Tax liability, Exempted incomes, Income from salaries.

UNIT – II: Income from house property, Profits and gains of business or profession.

UNIT – III: Capital gains, Income from other sources, Set off and carry forward of losses, Clubbing of income.

UNIT – IV: Deduction from gross total income available to all types of assessee, Rebates and relief from tax liability, Assessment of individuals.

UNIT – I: Concept of Research:
Concept, Assumption and Steps of scientific method, Nature and Objectives of research, Significance of research, Types of research, Steps in the research process.

UNIT – II: Research Design:
Concept, Types and Stages in research design, Concept of a research problem, Selection and Formulation of a research problem.

UNIT – III: Hypothesis: A Test of Significance:
(A) Hypothesis concept and Sources of hypothesis, Procedure for formulation of hypothesis, Types of hypothesis.
(B) Test of significance in large sample, Standard error, Difference of mean test of significance in small T test, F test and Z test.

UNIT – IV: Data Collection:
(A) Collection of primary data:
Direct personal investigation, Indirect oral investigation, Local reports, Schedules and Questionnaires, Drafting and Presentation.
(B) Collection of secondary data:
Source of data, Editing and Sorting of secondary data.
(C) Census, Sample and Universe:
Concept, Methods of census sample and Types of sample and Universe.

UNIT – V: Research Communication:
Techniques of scaling-Likert, Thurston and Gutman, Format of research report, Precautions in report writing, Footnoting, Bibliography and Index.