

B.B.A
 M.A. M.Sc. Exam May/June-2015
 Second/Fourth Semester
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Jiwaji University, Gwalior
 Syllabus for BBA: XIV Batch
 2009 - 2012

BBA IV Semester ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT Paper Code: BBA-401	Max. Marks : 50
	Min. Marks : 20
	External : 40
	Internal : 10

- 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 entrepreneurship 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.

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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:

Meaning of product, Importance of a product, Components of product planning, Product classification, Products mix. Product line and Product life cycle.

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.

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Jiwaji University, Gwalior
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2009 - 2012

BBA IV Semester FINANCIAL MANAGEMENT Paper Code: BBA-403	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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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.

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BBA IV Semester HUMAN RESOURCE MANAGEMENT Paper Code: BBA-404	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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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.

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2009 - 2012

BBA IV Semester INCOME TAX LAWS AND PRACTICES Paper Code: BBA-405	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- 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 - V:** Computation of tax liability of individuals, Procedure of assessment, Income-tax authorities.

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Jiwaji University, Gwalior
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BBA IV Semester RESEARCH METHODOLOGY Paper Code: BBA-406	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- 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.

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