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 B.B.A (V) SEM Nov.
 M.A. M.Sc. Exam. Dec., 2016
 First/Third Semester
 Pages 01 to 12

Jiwaji University, Gwalior
 Syllabus for BBA: XIV Batch
 2009 - 2012

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BBA V Semester MANAGEMENT INFORMATION SYSTEMS Paper Code: BBA-501 COMPULSORY PAPER	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: An Overview:**
 MIS – Meaning of Management, Information and System, Meaning, Objectives and Classification of MIS, Framework for MIS organization and management, Information needs and its economics, System approach, MIS and levels of Management, MIS design, Implementation of MIS, Approaches of MIS development and Limitations of MIS.
- UNIT-II: Information Systems for Decision Making:**
 Transaction processing system, Decision support systems, Executive information system, Expert system and Office automation system.
- UNIT-III: Information Systems in Business:**
 Functional areas of business information system – Manufacturing, Marketing, Quality, Financial and Accounting, Research and Development and Human resource information systems.
- UNIT-IV: Systems Analysis and Design:**
 Meaning of systems analysis, System development life cycle, Prototyping, Rapid application development (RAD), End – user computing, Software packages, Outsourcing, Tools for information systems development, Computer aided software engineering and Challenges in developing information systems.
- UNIT-V: Strategic Management Information System:**
 Meaning, Characteristics of SMIS, Strategic planning for MIS, Development of SMIS, MIS strategy implementation and Barriers to development of SMIS.

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BBA V Semester BANKING LAW AND PRACTICES Paper Code: BBA-502 COMPULSORY PAPER	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Introduction :**
Origin, Definitions, Functions of banks, Classification of banks, Development and Organisational Structure of banks, Challenges for Indian banking industry.
Functions / Services and Principles of commercial banks.
- UNIT-II: RBI and Banking Regulation Act:**
Reserve Bank of India – Organisation, Functions and Appraisal, Powers of the Reserve bank and Nomination of deposit accounts and lockers.
Scheme of the banking regulation act, Application of the act-general provisions, management and control, loans and advances, Assets of a banking company.
- UNIT-III: Banker and Customers Satisfaction:**
Meaning of banker and customer, Relationship between banker and customer, Obligations of banker, Banker's duty to maintain secrecy of the customer's account and Rights of the banker.
Customers satisfaction and its practices.
- UNIT-IV: Accounts of Customers:**
Various types of deposit accounts – Opening and operation, Deposit schemes, Insurance of bank deposits and Steps for improving customer service in banks. Evaluation of customers satisfaction, Problems phased by the customers and suggestion for improvements.
- UNIT-V: Bank Credit and Policy:**
Dehejia Committee Report, 1969
Tandan Committee Report, 1975
Chore Committee Report, 1980
Marathe Committee Report, 1984
Recent RBI guidelines regarding bank credit.

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BBA V Semester INSURANCE MANAGEMENT Paper Code: BBA-503 COMPULSORY PAPER	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Nature of Insurance:**
Origin and Development of insurance, Essential elements necessary for insurance, Scope of insurance, Nature of insurance, Functions of insurance, Importance of insurance and Types of insurance.
- UNIT-II: Organisation of Insurance:**
Organisation of insurance, Insurance organization in India, Role of insurance, Risk management and insurance.
- UNIT-III: Insurance Contract:**
Meaning of insurance contract, Principles of insurance contract, Over insurance and under insurance, Difference between insurance contract and general contract, Difference between contract of indemnity and life insurance contract.
- UNIT-IV: Insurance Legislation in India:**
A brief history of insurance legislation in India, The Insurance act, 1938 with important provisions, Indian insurance industry and Insurance in India.
- UNIT-V:** Insurance regulatory and development authority act, 1995 and Insurance regulatory, development authority regulations, 2000 and 2002 regarding amended provisions.

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BBA V Semester ADVERTISING AND SALES MANAGEMENT Paper Code: BBA - M - 504 MARKETING GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Introduction:**
Concept, Scope, Objectives and Functions of advertising. Role of advertising in marketing mix and the advertising process. Legal ethical and social aspect of advertising.
- UNIT-II: Pre - Launch Advertising Decision:**
Determination of target audience, Advertising media and their choice. Advertising measures. Layout of advertisement and advertising appeal. Advertising copy.
- UNIT-III: Promotional Management:**
Advertising department, Role advertising agencies and their selection, Advertising budget, Evaluation and Advertising effectiveness.
- UNIT-IV: Personal Selling:**
Meaning and Importance of personal selling, Difference between personal selling, Advertising and sales promotion. Methods and procedure of personal selling.
- UNIT-V: Sales Management:**
Concept of sales management, Objectives and Functions of sales management. Sales organization, Management of sales force and Sales from objectives, Sales from recruitment, selection, training, compensation and evaluation.

