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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
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- 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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BBA IV Semester MARKETING MANAGEMENT Paper Code: BBA-402	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- 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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Syllabus for BBA: XIV Batch
2009 – 2012*

**BBA IV Semester
FINANCIAL MANAGEMENT
Paper Code: BBA-403**

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

- 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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Syllabus for BBA: XIV Batch
2009 - 2012

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 - V:** Computation of tax liability of individuals, Procedure of assessment, Income-tax authorities.

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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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