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

BBA VI Semester
BUSINESS POLICY
Paper Code: BBA - 601
COMPULSORY PAPER

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

- UNIT-I: Business Policy – An Introduction:**
Nature, Importance, Purpose and Objectives of business policy,
Various terms in business policy, Levels of strategy, Business policy and
corporate strategy.
- UNIT-II: Policy Formulation and Implementation:**
Policy formulation and implementation, Administration and control
policy, Strategy and policy in functional areas.
- UNIT-III: Strategy Formulation:**
Environmental Appraisal – Components, Environmental scanning,
Environmental appraisal.
Organizational Appraisal – Organisation capability factors, Organisation
appraisal.
Strategic Alternatives, Strategic choice and SWOT analysis.
- UNIT-IV: Strategy Implementation:**
Project and procedural implementation.
Structural Implementation – Structural considerations, structures,
Organisation design and change.
Functional Implementation – Financial / Marketing / Operations /
Personnel plans and Policy.
Behavioral Implementation – Leadership, Corporate culture, Personal
values and Business ethics.
- UNIT-V: Strategy Evaluation:**
Strategic Control – Basic types of control, Operational Control – Process
of evaluation. Techniques of evaluation and control, Role of
Organisation system.

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<p>BBA VI Semester OPERATIONS RESEARCH Paper Code: BBA - 602 COMPULSORY PAPER</p>	<p>Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10</p>
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- UNIT-I: Introduction:**
Nature, Scope and Role of operations research, Models in operations research, Phases of operations research, Techniques of operations research, Application of operations research techniques, Significance and Limitations of operations research.
- UNIT-II: Linear Programming:**
Meaning of linear programming, Advantages and Limitations of linear programming, Application areas of linear programming, Formulation of linear programming problems, Graphical method of linear programming.
- UNIT-III: Transportations Problems:**
Introduction, Balanced or Unbalanced transport problems, Applications and Transport problems, North-west corner method, Least cost method and Vogel's approximation Method, Test of optimality by stepping stone method and modi method.
- UNIT-IV: Decision Theory:**
Introduction and Structure of decision making problems, Types of decision making criteria, Decision making under certainty, Decision making under risk, Expected monetary value, Expected opportunity loss, Decision making under uncertainty, Maximin, Maximax, Minimax regret criterion.
- UNIT-V: Statistical Quality Control:**
Meaning of quality control, Statistical quality control, Basis of statistical quality control, Chance causes and assignable causes, Objectives of statistical quality control. Benefits of statistical quality control. Control chart for variable mean chart, R- chart, Control chart for attributes: c- chart, np - chart and p - chart.

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BBA VI Semester ACCOUNTING FOR MANAGERIAL DECISION Paper Code: BBA - 603 COMPULSORY PAPER	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I: Nature and Function of Accounting:**
Concept, Nature and Scope of management accounting, Significance and Tools of management accounting. Limitations of management accounting, Management accountant and its functions, Organization for management accounting.
- UNIT - II: Financial Statements:**
Ratio analysis, Cash flow and Fund flow statement.
- UNIT - III: Costing for Management Decision:**
Marginal costing, Break-even charts, Cost volume profit analysis, Various uses of marginal costing in managerial decisions.
- UNIT - IV: Budgetary Control:**
Concept, Objective and Functions of budgetary control, Preparation of various functional budgets, Sales budget, Cash budget and Flexible budget, Zero based budgeting, Performance budgeting.
- UNIT - V: Standard Costing:**
Concept of standard costing, Importance and Limitations of standard costing, Computation of material and labour variances.

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BBA VI Semester INDUSTRIAL MARKETING Paper Code: BBA – M - 604 MARKETING GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Nature of Industrial Marketing:**
Concept of industrial marketing, Nature of industrial marketing, Industrial v/s Consumer marketing, Industrial marketing environment, Levels of industrial marketing environment, Government influence on industrial marketing environment, The Reseller's market.
- UNIT-II: Organizational Buying Behavior:**
Industrial customer and its characteristics. Classification of industrial product. Organizational buying activities and buying process, Industrial market segmentation, Basis for segmentation, Macro and Micro variables, Target marketing and product positioning.
- UNIT-III: Strategic Planning and Marketing Research:**
Strategic planning in industrial marketing, The strategic planning process of industrial marketing, Role of marketing research and Difference between industrial marketing research and consumer research, Process of industrial marketing research.
- UNIT-IV: Product and Price Management:**
Industrial product management, Industrial product life cycle and New product development process, Pricing strategy and Pricing policy, Factors influencing pricing strategy.
- UNIT-V: Promotion and Distribution Management:**
Advertising in industrial market, Industrial advertising media, Sales, promotion and publicity in industrial market, Industrial sales force – selecting, recruiting, training, development, motivating and directing, Need of distributor and choosing the right distributor, Physical distribution and marketing strategy.

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<p>BBA VI Semester RURAL AND AGRICULTURAL MARKETING Paper Code: BBA - M - 605 MARKETING GROUP</p>	<p>Max. Marks : 50 Min. Marks : 20</p> <p>External : 40 Internal : 10</p>
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- UNIT-I: Rural Marketing:**
Image of Indian rural marketing and Approach to rural markets of India, Rural consumer and demand dimensions and Market segmentations, Channels of distribution and physical distribution, Product management, Marketing communication and sales force tasks, Rural marketing challenges in 21st century.
- UNIT-II: Agricultural Marketing:**
Concept, Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods.
Agriculture market - Meaning, Components, Dimensions and Classification.
Market structure - Dynamics of market structure, Components of market structure and Market forces.
- UNIT-III: Market Management and Channel Strategy:**
Modern marketing management and agricultural products, Structured organized markets - commodity exchange and produce exchange, Cash market, Forward dealing, Exchange market, Speculative market, Channels of distribution for consumer goods, Agricultural consumer goods and Agricultural raw materials.
- UNIT-IV: Regulated Market in India:**
Regulated market, Genesis of regulated market, Limitations in present marketing regulations, Advantages and Limitations of regulated market, Organization of regulated market, Future of regulated market and Regulated market in India.
- UNIT-V: Marketing of Farm Products:**
Packaging - Packing and Packaging, Packing material.
Transportation-Advantages, Means of transport and Transportation cost.
Grading and Standardization - Meaning, Type, Criteria, Labeling and Specification, Storage, Warehousing, Processing and Selling.

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BBA VI Semester SERVICES MARKETING Paper Code: BBA – M - 606 MARKETING GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Foundation of Services Marketing:**
Concept of services, Salient features of marketing services, Concept and Significance of services marketing, Marketing information system, Emerging key services.
- UNIT-II: Bank Marketing:**
Concept of Bank Marketing- Justifications for marketing the banking services, Factors influencing the behavioural profile of users, Marketing information system for banks, Significance of MIS to the banking organizations, Market segmentation and Marketing mix for banking services, Bank marketing in the Indian perspective.
- UNIT-III: Insurance Marketing:**
Concept of insurance marketing, Users of insurance services, Market segmentation in the insurance organizations, Marketing information system for insurance organizations, Insurance product, Insurance marketing in the Indian environment.
- UNIT-IV: Consultancy Marketing:**
Concept and Users of consultancy marketing, Market segmentation for consultancy organizations, Marketing information system for the consultancy organizations, Marketing mix for the consultancy organizations, Study of Indian consultancy organizations.
- UNIT-V: Personal Care Marketing:**
Concept and Users of personal care marketing, Market segmentation and Market mix for personal care organizations, Marketing information system for the personal care organizations, Personal care marketing in the Indian perspective.

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BBA VI Semester FINANCIAL ANALYSIS AND DECISION MAKING Paper Code: BBA – F - 604 FINANCE GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Techniques of Financial Analysis:**
Ratio analysis, Funds flow analysis, Cash flow analysis, Marginal costing, and Budgeting control.
- UNIT-II: Management of Receivables:**
Nature of receivables, Cost of maintaining receivables, Factors affecting, Size of receivables, Policies for managing accounts receivables, Determination of optimum credit policy and Credit standards.
- UNIT-III: Management of Inventories:**
E.O.Q. Model, Order points, Monitoring and control of inventories (ABC analysis), Criteria for educing inventory system.
- UNIT-IV: Capital Budgeting, Process and Methods:**
Analysis of risk and uncertainty, Risk evaluation approaches, Decision tree analysis, Leverage analysis with numerical problems.
- UNIT-V: Management of Earnings:**
Nature and Scope of management of earnings, Dividend policy, Dividend models- Waltor's model, Gordon's model, MM hypothesis, Pattern's of dividend policies.

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BBA VI Semester BUSINESS TAXATION Paper Code: BBA - F - 605 FINANCE GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Assessment of Firms:**
Computation of income of the firm, Computation of tax, Association of persons or Body of individuals.
- UNIT-II: Assessment of HUF:**
Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family, Incomes which are not treated as family income.
- UNIT-III: Assessment of Companies:**
Types of companies, Amalgamation of companies and its tax implications, Minimum Alternative Tax (MAT) on certain companies, Computation of total income and Tax liabilities.
- UNIT-IV: Tax Payment:**
Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions, Tax deduction and collection at source, Advance payment of tax and Refund of tax.
- UNIT-V: Special Tax Provisions:**
Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exporters and Tax planning.

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BBA VI Semester PROJECT PLANNING AND MANAGEMENT Paper Code: BBA – F - 606 FINANCE GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I: Introduction:**
Meaning of project management, Forms of project organization, Project planning, Project control, Human aspects of project management and Pre-requisites for successful project implementation.
- UNIT-II: Generation and Screening of Project Ideas:**
Generation of ideas, Monitoring the environment, Corporate appraisal, Scouting for project ideas, Preliminary screening, Project rating index and Sources of positive net present value.
- UNIT-III: Network Techniques for Project Management:**
Development of project network, Time estimation, Determination of the critical path, PERT model, CPM model and Network cost system.
- UNIT-IV: Project Review and Administrative Aspects:**
Initial Review, Performance evaluation, Administrative aspects of capital budgeting, Evaluating the capital budgeting system of an organization and Economic life of projects.
- UNIT-V: Financial Analysis:**
Cost of project, Means of finance, Working capital requirement and its financing, Profitability projections, Projected cash flow statement and Balance sheet.

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BBA VI Semester
SOCIAL SECURITY AND WELFARE
Paper Code: BBA - HRM - 604
HRM GROUP

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

- UNIT-I: Social Security:**
Definition, Components, Evolution and International standard of social security, Social security in India, Drabacks of our social security schemes and Major recommendations of the second NCL on social security.
- UNIT-II: Wages and Salaries:**
Basic concepts, Theory of wages, Process of wages payment, Wage (pay) structure, Wage fixation, Wages incentives plans and National wage policy.
- UNIT-III: Labour Welfare:**
Concept, Classification and Significance of labour welfare, Principles of labour welfare, Evaluation and growth of labour welfare measures in India, Labour welfare schemes and Constitutional provisions regarding labour welfare.
- UNIT-IV: Collective Bargaining:**
Concept, Evaluation, Nature, Scope and Types of collective bargaining, Process of collective bargaining, Policies of collective bargaining, Benefits of collective bargaining, Conditions essential for successful collective bargaining, Laws of collective bargaining and Collective bargaining regarding public and private sectors.
- UNIT-V: Workers Participation:**
Meaning, Origin / Growth and Objectives of worker participation, Factors influencing participation, Schemes of workers participation and Worker participation in management in India with special reference to Indian industries.

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<p>BBA VI Semester ORGANISATION CHANGE AND DEVELOPMENT Paper Code: BBA - HRM - 605 HRM GROUP</p>	<p>Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10</p>
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- UNIT-I: Organization Change and Development:**
Meaning, Characteristics and Scope of change, Response to change, Change cycles, Theories of organization change and Managing organization changes.
- UNIT-II: Resistance to change:**
Nature, Types and Benefits of resistance, Reasons for resistance, Overcoming resistance, Models for change and Role of change agent, Managing resistance to change.
- UNIT-III: Organizational Development:**
Concept, Objective, Nature, Significance and Assumptions of organizational development, Process of O.D., Implementation of O.D., Intervention techniques, Sensitivity training and O.D. approach in India.
- UNIT-IV: Organisational Culture:**
Meaning, Characteristics and Nature of organizational culture, Evolution of a culture, Types of culture, Various aspects of culture, System analysis concept of organization culture, Maintaining an uniform culture, Formulation with organizational culture.
- UNIT-V: Organizational Climate:**
Concept, Factors affecting organizational climate, Measurement of organization climate and Present position of organizational climate in Indian organizations.

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BBA VI Semester INDUSTRIAL LAWS Paper Code: BBA - HRM - 606 HRM GROUP	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT -I: Working Conditions:**
Major Provisions of Factories Act with Licensing, Registration, Health and Safety.
Major Provisions of Factories Act with Labour Welfare, Wages, Penalties and Procedure.
- UNIT-II: Industrial Relations:**
The Industrial Dispute Act, 1947-Concept of industrial disputes, Settlement of industrial disputes, Procedure, Power and Duties of authorities, Strikes and Lock-outs, Retrenchment and log-off.
The Industrial Employment (Standing orders) Act, 1946.
- UNIT-III: Industrial Relations (Contd.):**
The trade Union Act, 1926 -Definition of a trade union, Registration of trade unions, Regulation, Penalties and Other provision.
The Payment of Bonus Act, 1965.
- UNIT-IV: Wages Administration:**
The Payment of Wages Act, 1936
The Minimum Wages Act, 1948
- UNIT-V: Miscellaneous:**
The Apprentices Act, 1961.
The Contract Labour (Regulation and Abolition) Act, 1970.
The Equal Remuneration Act, 1976.

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