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

<b>BBA V Semester</b> <b>BANKING LAW AND PRACTICES</b> <b>Paper Code: BBA-502</b> <b>COMPULSORY PAPER</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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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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<b>BBA V Semester</b> <b>ADVERTISING AND SALES MANAGEMENT</b> <b>Paper Code: BBA - M - 504</b> <b>MARKETING GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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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.

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<b>Jiwaji University, Gwalior</b> <b>Syllabus for BBA: XIV Batch</b> <b>2009 – 2012</b>
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<b>BBA V Semester</b> <b>MARKETING RESEARCH</b> <b>Paper Code: BBA – M - 505</b> <b>MARKETING GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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- UNIT - I: Concept of Marketing Research:**  
 Concept, Nature, Scope of marketing research, Importance and Role of marketing research, Users of marketing research, Organisation of MR department, Limitations of marketing research, Position of marketing research in India.
- UNIT-II: Marketing Research Process:**  
 Steps in marketing research, Characteristics of good marketing research, Marketing research plan, Marketing research agencies, Career opportunities in marketing research, Future of marketing research.
- UNIT-III: Product and Advertising Research:**  
 Concept of product research, New product research, Research in new product development, Product life cycle research and product-mix research.  
 Concept of advertising research, Media selection research, Difficulties in advertising research.
- UNIT-IV: Motivation Research:**  
 Concept and Nature of motivation research, Types of motivation research, Motivation research techniques, Limitations of motivation research and Market segmentation research.
- UNIT-V: Marketing Research Report:**  
 Types of research report, Guidelines for writing a report, Report format, Market research proposal, Ethical issues in marketing research.



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<p><b>BBA V Semester</b> <b>MANAGEMENT OF FINANCIAL INSTITUTIONS</b> <b>Paper Code: BBA – F - 504</b> <b>FINANCE GROUP</b></p>	<p><b>Max. Marks : 50</b> <b>Min. Marks : 20</b></p> <p><b>External : 40</b> <b>Internal : 10</b></p>
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**UNIT- I: Working of Financial Institutions:**  
Financial assistance of institutions, Financing policies and Norms of institutions promotional activities.

**UNIT- II: Major Financial Institutions:**  
IFCI - Industrial Finance Corporation of India  
IDBI - Industrial Development Bank of India  
ICICI - Industrial Credit and Investment Corporation of India  
UTI - Unit Trust of India

**UNIT- III: Banking Institutions:**  
Reserve Bank of India: Introduction, Organization, Management, Role and its functions.  
Commercial Banks : Concepts, Source of funds, Investment of funds.  
Co-operative Banks : Features, Types, Structure and Growth.

**UNIT - IV: Non-Banking Financial Intermediaries:**  
HUDC : Housing and Urban Development Corporation.  
SHFSs : State Housing Finance Societies.  
HDFC : Housing Development Financing Corporation.  
Investment Companies and Merchant Bank.

**UNIT - V: Insurance Companies:**  
Nature of insurance company, Life Insurance Corporation.  
LIC: Organization, Types and Structure of insurance plans, Investment pattern and policy.  
GIC: General insurance corporation: Organization, Types and Structure of business.

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<b>BBA V Semester</b> <b>MANAGEMENT INFORMATION SYSTEMS</b> <b>Paper Code: BBA-501</b> <b>COMPULSORY PAPER</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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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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<b>BBA V Semester</b> <b>CONSUMER BEHAVIOUR</b> <b>Paper Code: BBA – M - 506</b> <b>MARKETING GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Meaning and Significance of consumer behaviour, Determinants of consumer behaviour, Consumer behaviour vs. buyer's behaviour, Consumer buying process and Consumer movements in India.
- UNIT-II: Organisational Buying Behaviour and Consumer Research:**  
Characteristics and Process of organizational buying behaviour, Determinants of organizational buying behaviour, History of consumer research and Consumer research process.
- UNIT-III: Consumer Needs and Motivations:**  
Meaning of motivation, Needs and Goals, Dynamic nature of consumer motivation, Types and systems of consumer needs, Measurement of motives and Development of motivational research.
- UNIT-IV: Personality and Consumer Behaviour:**  
Concept of personality, Theories of personality, Personality and understanding consumer diversity, Self and self-images.
- UNIT-V: Social Class and Consumer Behaviour:**  
Meaning of social class, Measurement of social class, Lifestyle profiles of the social class, Social-class mobility, Affluent and Non-affluent consumer, Selected consumer behaviour applications of social class.
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<b>BBA V Semester</b> <b>INVESTMENT MANAGEMENT</b> <b>Paper Code: BBA – F - 505</b> <b>FINANCE GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Types of investments, Objectives of investment, Types of Investors, Nature and Scope of investment management, Investment v/s Speculation, Investment process, Investment categories, Investment alternatives.
- UNIT-II: Stock Exchange in India:**  
Organization and Functions of stock exchange, Primary v/s Secondary market, Regulation of stock market in India, Functions and Operation of Security Exchange Board of India (SEBI), Present scenario of capital markets.
- UNIT-III:** Economic analysis, Industrial analysis, Company analysis, Technical analysis and Efficient market theory.
- UNIT-IV: Portfolio Analysis:**  
Portfolio analysis, Portfolio selection and Techniques of portfolio revision.
- UNIT-V:** Classification of investment companies, Performance measurement of portfolios, New directions in investment management.
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<b>BBA V Semester</b> <b>INDIAN FINANCIAL SYSTEM</b> <b>Paper Code: BBA – F - 506</b> <b>FINANCE GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Formal and informal financial systems, Functions of financial system, Nature and Role of financial institutions and financial markets, Financial system and the economy.
- UNIT-II: Reforms in the Financial System:**  
Objectives of financial system reforms and Indian financial system in the pre-reforms period. Meaning of new financial instrument and Types of new financial instruments.
- UNIT-III: Disinvestment of Public Sector Undertakings:**  
Meaning of public sector undertakings, Meaning and Objectives of disinvestment, History of disinvestment, Disinvestment machinery, PSU Sell-off methods, Evaluating the disinvestment programme and disinvestment of PSU's.
- UNIT-IV: Mutual Funds:**  
Benefits of mutual funds, Mutual funds in India, Role of mutual funds, Types of mutual funds, Organization of mutual fund, SEBI (Mutual funds) Regulations, 1996 and SEBI guidelines (2001-2002) relating to mutual funds, Association of mutual funds in India and Performance of mutual funds in India.
- UNIT-V: Financial Regulation:**  
Profile of SEBI, Management of SEBI under the SEBI Act, 1992, Power and Functions of SEBI, Achievements of SEBI, Joint parliamentary committee on SEBI and Future plans of SEBI.

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<b>BBA V Semester</b> <b>MANAGEMENT TRAINING AND DEVELOPMENT</b> <b>Paper Code: BBA – HRM - 504</b> <b>HRM GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b>  <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Concept, Need and Objectives of training, Principles of training, Methods of training and Training policy.
- UNIT-II: Employees Training:**  
Training process, Identification of training needs, Planning of training programme, Selection of trainees, Implementation of training, Performance evaluation of training and follow-up training.
- UNIT-III: Management Executive Development:**  
Importance of training and development, Objectives of training and development, Executive training and development process, Methods of training and development and its selection, Evaluation of training and development, Management training and development practices in India.
- UNIT-IV: Performance Appraisal:**  
Basic concepts of performance appraisal, Factors affecting performance appraisal, Criteria of performance appraisal, Performance appraisal methods, Limitations of performance appraisal, Methods and Performance appraisal in Indian organizations.
- UNIT-V: Career Development:**  
Basic concepts, Stages of career development, Importance and limitations, Various career development programmes and Career dynamics.



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<b>BBA V Semester</b> <b>INDUSTRIAL RELATIONS</b> <b>Paper Code: BBA – HRM - 505</b> <b>HRM GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b> <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Meaning, Nature and Significance of industrial relations, Approaches to Industrial relations, Conditions for good industrial relations, Suggestions to improve industrial relations and Industrial relations in India.
- UNIT-II: Industrial Disputes:**  
Meaning, Forms, Causes and Results of disputes, Methods for the prevention and Settlement of Industrial disputes, Authorities for the settlement of disputes and Industrial disputes in India.
- UNIT-III: Human Relations:**  
Meaning and approaches, Difference between HR and IR. Importance of HR in maintaining good industrial relations, and Theories of human relations.
- UNIT-IV: Employee Discipline:**  
Concept, Importance and Types of discipline, Arguments against negative discipline, Essentials of a good disciplinary system, Kinds of punishment, Procedure for taking disciplinary action.
- UNIT-V: Grievance:**  
Meaning and Causes of grievance, Grievance procedure, Settlement of grievance in Indian industry, Employees counseling.
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<b>BBA V Semester</b> <b>HUMAN RESOURCE PLANNING AND DEVELOPMENT</b> <b>Paper Code: BBA – HRM - 506</b> <b>HRM GROUP</b>	<b>Max. Marks : 50</b> <b>Min. Marks : 20</b>  <b>External : 40</b> <b>Internal : 10</b>
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- UNIT-I: Introduction:**  
Dimensions, Importance and Necessity of human resource planning, Strategies and Policies of HRP, Nature and Scope of HR plans, Classification of HR Plans and Human resources inventory. Human resource development in India.
- UNIT-II: Job Analysis and Evaluation:**  
Meaning, Objectives and Hierarchy of job analysis, Techniques of job analysis, Job evaluation and its techniques.
- UNIT-III: Job Description and Specification:**  
Meaning and Objectives of job description and Specification, Format for job description and Job specification, Techniques of job evaluation and employment stability.
- UNIT-IV: Human Resource Development:**  
Meaning, Methods, Process and Outcomes of human resource development, Tasks of the HRD department, Designing a human resource development system, Suggestions to make HRD effective in Indian organizations.
- UNIT-V: HRD Research:**  
Profile of HRD research, HRD research process, HRD research in India, HRD in Indian industry.