

शासकीय कमलाराजा कन्या स्नातकोत्तर स्वशासी महाविद्यालय ग्वालियर (म.प्र.)

स्नातक स्तर पर सेमेस्टर पद्धति के अन्तर्गत एकल प्रश्न पत्र प्रणाली अनुसार प्रबंध विषय का पाठ्यक्रम अध्ययन मण्डल द्वारा अनुशंसित तथा अकादमिक परिषद द्वारा अनुमोदित सत्र 2015 - 16 से प्रभावशील

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Effective from Session 2015 -16

Max. Marks / अधिकतम अंक : 40

B.B.A. I Semester
Business Organisation
Paper Code B.B.A.-104

- Unit - I Introduction :**
Nature and Scope, Business, Objectives of Business, Classification of Business Activities, Business System and Environment, Social Responsibilities of Business.
- Unit - II Promotion and Forms of Business Organization :**
Concept and Stages of Promotion, Position and Function of Promoter, Promotion of New Business, Forms of Business Organization - Sole Trader, Partnership, Joint Stock Company and Co-operative Society.
- Unit - III Location of Business and Business Risks :**
Theories of Industrial Location, Factors Affecting the Location of Industry, Government Policy Towards the Focalization.
Concept of Combination, Merits, Demerits and Types of Combination, Nature, Types and Causes of Business Risks.
- Unit - IV Stock Exchanges :**
Function of Stock Exchanges, Method of Trading on a Stock Exchange, Speculation and Stock Exchange, Factors Affecting, Regulation and Control of Stock Exchanges, On-line Stock trading, Products and Services.
- Unit - V An Entrepreneurial Process :**
Entrepreneurial Process, Emerging Trades in Business, Governments Support to BPO in India. Basis Considerations in Setting up a Business Enterprises. Identification of Business, Opportunity, Entrepreneurial Decisions and Outsourcing of Different Types of Services.

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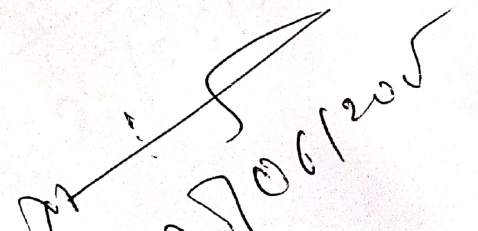
Max. Marks / अधिकतम अंक : 40

B.B.A. I Semester
Business Communication
Paper Code B.B.A.-105

- Unit - I** Meaning Importance and Process of Communication, Objectives of Communication, Need for Communication, Barriers to Communication and Essential of Effective Communication.
- Unit - II** Media and Types of Communication, Verbal and Non-Verbal Communication, Formal Vs, Informal Channels of Communications.
- Unit - III** Techniques of Group Decision-Making. Committees, Meaning Essentials, Advantages and Disadvantages and Types of Committees. Conferences, Meaning Essential, Importance and Difference Between Conference and Committee.
- Unit - IV** Tips for Clear Writing, Drafting of Effective Business Letter, Kinds of Business Letters (a) Enquiries and Replies (b) Order and Their Execution (c) Complaints and Adjustment (d) Collection Letter (e) Sales Letter and Memo.
- Unit - V** Drafting of Notice, Agenda, Minutes, Report Writing, Effective Listening, Speeches and Presentation, Interview and Modern Technology of Business Communication.



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Max. Marks / अधिकतम अंक : 40

**B.B.A. I Semester
Personality Development
Paper Code B.B.A.-106**

Debates, Seminars, Group Discussion, Presentation, Paper Writing, Role Playing of Business, Advertisement, Management Games and Library Activities Will Conducted During This Paper.

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
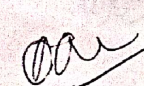
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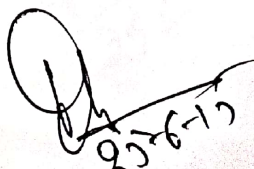
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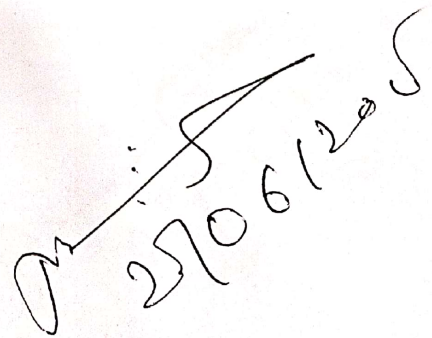
B.B.A. II Semester Managerial Economics Paper Code B.B.A.-201

- Unit – I** **Nature and Scope of Managerial Economics :**
Nature, Scope and Significance of Managerial Economics, Five Fundamental Concepts, Role and Responsibility of Managerial Economics.
- Unit – II** **Analysis of Individual Demand :**
Theory of Demand, Measurement of Utility, Consumer's Equilibrium, The Law of Demand, Law of Diminishing Marginal Utility, Indifference Curves.
- Unit – III** **Theory of Production :**
Basis Concepts of Productions, Laws of Production, Law of Returns in Scale, Laws of Returns Through Production, Function, Optional Input Combination.
- Unit – IV** **Theory Demand and Demand Elasticity :**
Meaning of Market Demand, Types of Demand and Determinates of Market Demand, Demand Function, Elasticity of Demand.
- Unit – V** **Business and Demand Forecasting :**
Meaning of Demand Forecasting Method of Forecasting Demand, Survey and Statistical Methods, Demand Estimation for New Products.

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 V. K. S.



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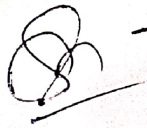

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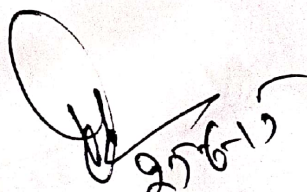
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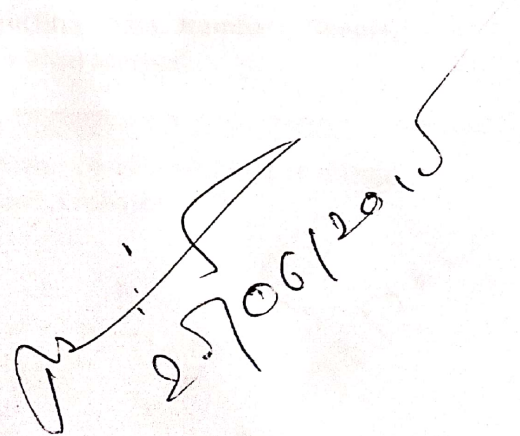
Max. Marks / अधिकतम अंक : 40

B.B.A. II Semester Business Legislation For Management Paper Code B.B.A.-202

- Unit – I Law of Contract :**
Major, Provisions of Contract act With Indemnity and Guarantee. Major Provisions of Contract act With Bailment, Pledge and Agency.
- Unit – II Law of Sale of Goods and Arbitration :**
Major Provisions of Sales of Goods act Law of Arbitration and Cancellation.
- Unit – III Law of Negotiable Instruments :**
Major Provisions of Negotiable Instruments Act.
- Unit – IV Partnership Act 1932 :**
Major Provisions of Partnership Act.
- Unit – V Law of Consumer Protection and Information Technology :**
Major Provisions of Consumer Protection Act, Information Technology Act.


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
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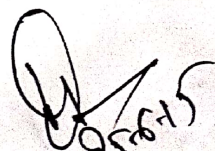
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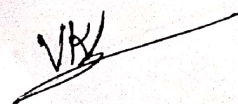
**B.B.A. II Semester
Business Statistics
Paper Code B.B.A.-203**

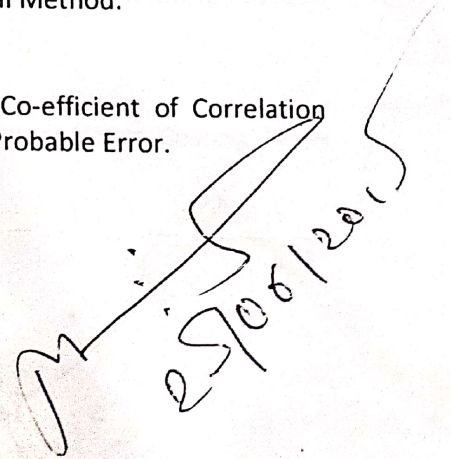
- Unit – I Introduction :**
Concept, Scope, Nature, Importance and Limitation of Statistics, Functions of Statistics, District of Statists, Misuse of Statistics, Planning of Statistical Enquiry Collection of Data, Editing of Statically Data, Classification and Tabulation of Data, Genius and Sample Investigation.
- Unit – II Statistical Averages :**
Arithmetic Average, Weighted Mean, Mode, Medium and Geometric Mean, Weighted Geometric Mean, Uses of Various Average and Limitations of Average.
- Unit – III Dispersion and Skewness :**
Concept of Dispersion Methods of Measuring Dispersion, Quartile Deviation, Mean Deviation and Standard Deivation, Coefficient of Variation, Co-Efficient of Skewness – Karl Pearson's and Bowley's.
- Unit – IV Index Numbers :**
Meaning and Uses of Index Number, Methods of Constructing Index Numbers, Simple, Aggregative Method, Weighted Aggregative Methods, Fisher's Ideal Method.
- Unit – V Correlation Analysis :**
Concept and Importance of Correlation, Types of Correlation, Co-efficient of Correlation Method by Karl Pearson's Spearman's and Concurrent Deviation, Probable Error.




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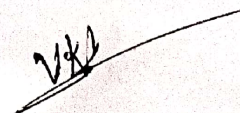
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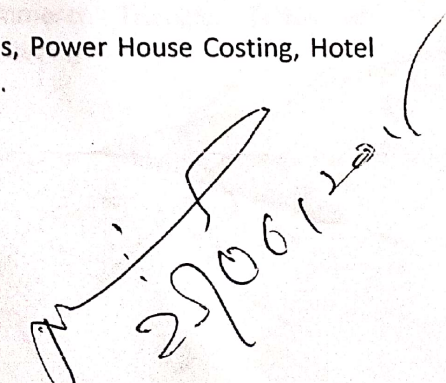
Max. Marks / अधिकतम अंक : 40

B.B.A. II Semester **Cost Accounting** **Paper Code B.B.A.-204**

- Unit – I** **Cost Accounting An Overview and Material Cost :**
Concept of Cost Accounting, Nature, Scope, Objectives and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting, Methods and Techniques of Cost Accounting. Elements and Classification of Cost, Concept of Material Control, Methods of Pricing Material Issues.
- Unit – II** **Labour Cost Control and Overheads :**
Labour Cost Management, Methods of Remuneration, Labour Turnover, Labour Cost Control. Classification of Overheads, Codification of Overheads, Sources of Collection of Overheads, Departmentalization of Overhead, Allocation, Apportionment and Absorption of Overheads.
- Unit – III** **Cost System :**
Preparation of Cost Sheet, Statement of Cost, Tender Price of Quotation Price. Cost Audit and Cost Reduction.
- Unit – IV** **Process Costing :**
Process Costing, Meaning, Accounting Procedure of Costing, Wastage, Scrap, Defectives and Spoilage, Treatment of Normal Abnormal Losses and Abnormal Gain, Oil Refinery Process, Inter Process Profit.
- Unit – V** **Operating Costing :**
Concept and Objectives of Operating Cost, Transport, Services, Power House Costing, Hotel Costing, Canteen Costing, Cinema Costing and Hospital Costing.


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V.R. Bhand


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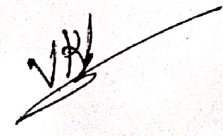
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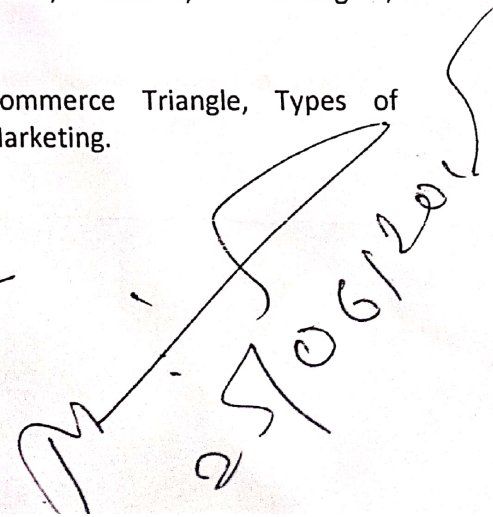
**B.B.A. II Semester
Computer Applications
Paper Code B.B.A.-205**

- Unit - I** Introduction to Computer, History and Generation of Computers, Classification of Computer, Components and Functioning of Computers, Input-Output Devices, Block Diagram of Computers, Types of Memories.
- Unit - II** Introduction to Operating System, Types of Operating System, Development of Operating System, Serial Processing, Batch Processing, Multiprogramming, Real Time, On-Line, Multitasking and Multi User System.
- Unit - III** MS - Office : Word-Basics, Template, Creating and Modifying Documents, Mail Merge.
MS - Excel : Introduction to MS Excel, Data Sorting and Functions : Round (), Sort (), Average (), Max (), Min (), Count (). Sum (), If (), Sum if (), ABS (), Roman (), Upper (), Lower (), Cell (), Today (), Now ().
Introduction of Power-Point, Parts of Power Point Window, Changing Font, Inserting, Copying, Moving Picture & Text, Entering Data Graph and Map, Design Template, Auto Context Wizard and Templates.
- Unit - IV** Internet : Concept Types and Advantages, Types of Interconnection, Modems, Getting Registered for Email-Accounts, Scanning and Receiving E-Mails, Websites, Search Engine, Web Browser.
- Unit - V** E-Commerce : Introduction to E-Commerce, The E-Commerce Triangle, Types of Business Models in E-Commerce, B2B, B2C, C2B and C2C, E-Marketing.



K. B. Sane
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B.B.A. III Semester Business Environment Paper Code B.B.A.-301

- Unit – I Introduction :**
Concept, Nature, Structure, Significance of Business Environment, Basic Indicators of Economic, Development and Performance of Indian Economy.
Indian Economic Planning, Major Objectives and Assessment of Five Year Plans.
- Unit – II Social and Ethical Environment :**
Social Responsibility of Business, Business Ethics and Corporate Governance Problems of Regional Imbalances and Economic Development.
In India Process of Privatization Through Disinvestment.
- Unit – III Labour and Industrial Environment :**
Labour Environment, Industrial Policy and Performance, Public Sectors in India Process of Privatization Through Disinvestment.
- Unit – IV Economic Environment :**
The Indian Financial Sector, Indian Monetary and Social Policy and Its Implication, Capital Market in India, Process of Economic Reforms.
- Unit – V Technological and Competitive Environment :**
Technology Policy and Environment, Selection and Transfer Issues Energy Resource Management.
Competitive Environment.

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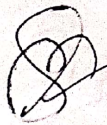
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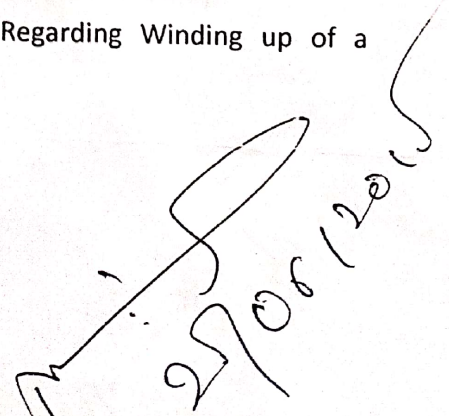
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Max. Marks / अधिकतम अंक : 40

**B.B.A. III Semester
Company Law
Paper Code B.B.A.-302**

- Unit - I Introduction :**
Development of Company Law, Objectives of Company Law, Kinds of Companies, Advantages, Management and Administration of Companies.
- Unit - II Formation of a Company :**
Meaning of Formation of a Company, Stages in Formation of a Company Promotion of a Company, Registration and Incorporation of a Company, Certificate of incorporation and Commencement of Business Promoters - Company Promoters, Legal Position of a Promoters, Functions of Promoters, Remuneration of Promoters, Duties and Obligations of Promoters and Liabilities of Promoters.
- Unit - III Memorandum of Association :**
Form of Memorandum of Association, Clauses of Memorandum of Association, Alteration of Memorandum of Association and Articles of Association.
- Unit - IV Prospectus of a Campus :**
Definition of Prospectus, Legal rules relating to the issue of prospectus, Share and Share Capital, Borrowing Powers.
- Unit - V Winding up of a Company :**
Prevention of Opperssion and Mis-management, Provisions Regarding Winding up of a Company.


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B.B.A. III Semester
Company Law
Paper Code B.B.A.-303

- Unit - I **Regression Analysis :**
Meaning and Uses of Regression analysis, Regression Lines, Regression Co-Efficient, Regression Equations (a) By using Mean, SD and Coefficient of Correlation and (b) by using method of least square.
- Unit - II **Analysis of Time-Series :**
Meaning and Uses of time series analysis, Components of time series, Measurement of trend by using moving average method and method of least square, Measurement of seasonal variation by using simple average method (monthly and quarterly)
- Unit - III **Probability :**
Concept and Importance of the probability, Basic interminably, calculation of probability, Addition Theorem, Multiplication theorem.
- Unit - IV Association of attributes, Chi-square test- meaning and uses of chi-square measure.
- Unit - V **Tests and Hypothesis :**
(A) Concept of Standard error, Test of Significance, Large samples Problems relating to test of significance of means, Test of significance of proportions.
(B) Test of significance of small samples 't' test for significance of means only.

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शासकीय कमलाराजा कन्या स्नातकोत्तर स्वशासी महाविद्यालय ग्वालियर (म.प्र.)

स्नातक स्तर पर सेमेस्टर पद्धति के अन्तर्गत एकल प्रश्न पत्र प्रणाली अनुसार प्रबंध विषय का पाठ्यक्रम अध्ययन मण्डल द्वारा अनुशंसित तथा अकादमिक परिषद द्वारा अनुमोदित सत्र 2015 - 16 से प्रभावशील

Single Paper Pattern Syllabus for U.G. Classes of Management Under Semester System As recommended by Board of Studies and approved by the Academic Council Effective from Session 2015 -16

Max. Marks / अधिकतम अंक : 40

**B.B.A. III Semester
Higher Accounting
Paper Code B.B.A.-304**

- Unit - I** Concept of partnership, partnership deed, Preparation of capital account, Past adjustment, Goodwill, Change in profit sharing ratio, Admission of a partner, Retirement of a partner, Death of partner.
- Unit - II** Amalgamation of partnership firms, Dissolution of a partnership, firm, sale of firm.
- Unit - III** Accounts for hires purchase and installment system, Investment accounting.
- Unit - IV** Accounting for insurance companies and Accounting for banks and Accounting policies for banking sector.
- Unit - V** Double account system (including accounts of electricity companies) Hotel company's accounts.

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Effective from Session 2015 -16

Max. Marks / अधिकतम अंक : 40

B.B.A. III Semester Organizational Behavior Paper Code B.B.A.-305

- Unit – I Introduction :**
The emergence of organizational behavior, Nature, Foundations and Determinates of organizations behavior, Model of organizational behavior, Challenges and Opportunities for Organizational behavior, Modern Perspective on organizational behavior.
- Unit – II Individual Behavior and Behavioral Services :**
Individual behavior, Perception, Perceptual organization and perceptual process. Components, Theoretical, process and principles of learning. Nature, Dimensions, Types Factors and Measurement of Attitude.
- Unit – III Group and Interpersonal Process :**
Dynamics of formal and informal work groups, Theories of group, Comparative study of formal and informal organizational and functions of group. Leadership and its theories, Leadership styles, Liberts management systems and choice of leadership style.
- Unit – IV Motivation and Organizational Culture :**
Emerging perceptive of motivation, Types of motives, Motivation, Approaches. Dynamics of conflicts and negotiation. Nature and common attribute of organizational culture, Models of International culture, Dimensions and Impact of culture on international organizational behavior.
- Unit – V Organizational Dynamics :**
Organizational change, Resistance to change, Change agent, Process of Organizational development, Intervention techniques. Carrier dynamics, Carrier planning and carrier Management, Main issues of international dimensions and Emergence of international managment.

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शासकीय कमलाराजा कन्या स्नातकोत्तर स्वशासी महाविद्यालय ग्वालियर (म.प्र.)

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Max. Marks / अधिकतम अंक : 40

B.B.A. III Semester **Development of Management Thought** **Paper Code B.B.A.-306**

- Unit – I** Evolution of Management Thought, Mechanistic Approach, humanistic Approach, Contingency Approach, Early Contributors (Charles Babbage, Frank Gilbreth, H.L. Gantt.)
- Unit – II** Schools of Management, Thought Process School, Empirical School, Human Behavior School, Social Systems School, Decision Theory School, Mathematical School, Comparative Management School.
- Unit – III** Scientific Management, Evolution and Principles, Contribution of Henri Fayol, Oliver Sheldon's Philosophy of Management, Contributions of Mary Parker Follett, Chester I Barnard.
- Unit – IV** Hawthome Experiments James Burnharm, Theory of Managerial Revolution, Maslow's Theory of Motivation, Herzberg's Two-Factor Theory, Me Gregor's Theory X and Theory Y.
- Unit – V** Herbert Simon's Decision Making Theory, Contribution of Peter F Drucker- MBO, Chairs Argyris- Immaturity Maturity Model, William G Ouchi-Theory Z, Gary Hamel-Concept of Core Competence, Torm-Peters-Seven S Model, Henry Mintzberg-Managerial Roles.

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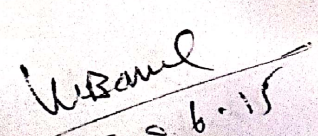
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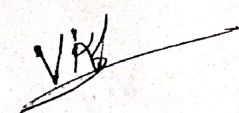
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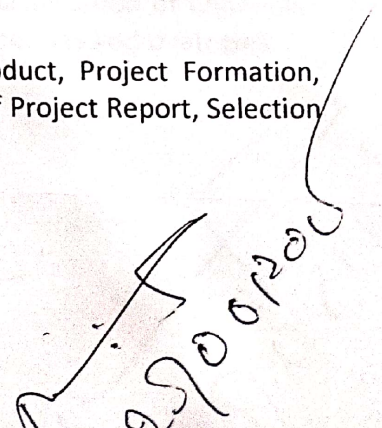
**B.B.A. IV Semester
Entrepreneurship And Small Business Management
Paper Code B.B.A.-401**

- Unit – I Introduction :**
Concept of entrepreneurship, 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 :**
Concept 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 Theoris of motivation, Motives for starting enterprises, Testing entrepreneurial motivation, Developing achievement motivation and entrepreneurial behavior.
- Unit – IV Rural Unit 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 Formation, Assessment of Project Feasibility, Analysis of Project, Preparation of Project Report, Selection of Site/Location and Legal Considerations.




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स्नातक स्तर पर सेमेस्टर पद्धति के अन्तर्गत एकल प्रश्न पत्र प्रणाली अनुसार प्रबंध विषय का पाठ्यक्रम अध्ययन मण्डल द्वारा अनुशंसित तथा अकादमिक परिषद द्वारा अनुमोदित सत्र 2015 - 16 से प्रभावशील

Single Paper Pattern Syllabus for U.G. Classes of Management Under Semester System As recommended by Board of Studies and approved by the Academic Council Effective from Session 2015 -16

Max. Marks / अधिकतम अंक : 40

**B.B.A. IV Semester
Marketing Management
Paper Code B.B.A.-402**

- 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 Project 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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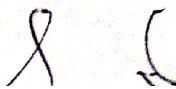
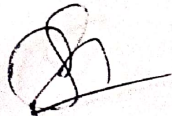
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Max. Marks / अधिकतम अंक : 40

B.B.A. IV Semester
Financial Management
Paper Code B.B.A.-403

- 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 organizational 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 Principal 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 :**
Concept 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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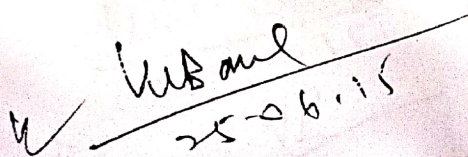
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Max. Marks / अधिकतम अंक : 40

**B.B.A. IV Semester
Human Resource Management
Paper Code B.B.A.- 404**

- 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, Organization 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.
Organizational Career Planning, Career choices and Stages, Career Management in HR.




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