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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 201 ~~19-20~~ 2021-22

Max. Marks / अधिकतम अंक : 40

2531

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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सहयुक्त अध्ययन मण्डल द्वारा अनुशंसित तथा अकादमिक परिषद द्वारा अनुमोदित
सत्र 2015 - 16 से प्रभावशील

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System As recommended by Board of Studies and approved by the
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Effective from Session 2015-16 ~~2019-20~~
2021-22

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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Effective from Session 201~~5~~ ~~2019-20~~ 2021-22

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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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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Max. Marks / अधिकतम अंक : 40

**B.B.A. IV Semester
Income Tax Laws and Practices
Paper Code B.B.A.- 405**

- 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.

Unit - V *Ben*

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2021-22

Max. Marks / अधिकतम अंक : 40

B.B.A. IV Semester
Research Methodology
Paper Code B.B.A.- 406

- Unit – I** **Concepts 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 and Types of sample and Universe.
- Unit – V** **Research Communication :**
Techniques of scaling-Likert, Thruston and Gutman, Format of research report, Precautions in report writing, Footnoting, Bibliography and Index.

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Max. Marks / अधिकतम अंक : 40

B.B.A. VI Semester
Business Policy
Paper Code B.B.A.- 601

- 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 Formation 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, Personal Plans and Policy.
Behavioral Implementation - Leadership Corporate Culture, Personal Values and Business Ethics.
- Unit - V Strategy Evaluation :
Strategic Control - Basis Types of Control, Operational Control - Process of Evaluation, Techniques of Evaluation and Control, Role of Organization System.

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2021-22

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B.B.A. VI Semester
Operations Research
Paper Code B.B.A.- 602

- Unit - I **Introduction :**
Nature, Scope and Role of Operations Research, Models in Operations Research, Phases of Operations Research, Techniques of Operations Research, Application of Operation 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 Problem :**
Introduction, Balanced or Unbalanced Transport Problems, Application 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, Maximum, Minimum, Retreat Criterion.
- Unit - V **Statistical Quality Control :**
Meaning of Quality Control, Statistical Quality Control, Basic 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 E-Chart, Np-Chart and P-Chart.

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B.B.A. VI Semester
Accounting For Managerial Decision
Paper Code B.B.A.- 603

- 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, Organizations for Management Accounting.
- Unit - II Financial Statements :
Ratio Analysis, Cash Flow and Fund Flow Statement.
- Unit - III Costing for Management Decisions :
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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Max. Marks / अधिकतम अंक : 40

**B.B.A. VI Semester
Financial Analysis And Decision Making
Paper Code B.B.A.- F - 604**

- 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- Walter's Model, Gordon's Model, MM Hypothesis, Pattern's of Dividend Policies.

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Max. Marks / अधिकतम अंक : 40

**B.B.A. V Semester
Business Taxation
Paper Code B.B.A.- F - 605**

- 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 Prosecution, Appeals and Revisions, Tax Deduction and Collection at Source, Advance Payment of Tax and Refund of Tax.
- Unit - V** **Special Tax Provisions :**
Tax Provision Relating to Free Trade Zones, Infrastructure Sector and Backward Areas, Tax Incentives for Exporters and Tax Planning.

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B.B.A. V Semester
Project Planning and Management
Paper Code B.B.A.- F - 606

- 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 Idea :**
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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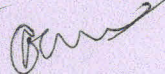
Effective from Session 201~~5~~ ²⁰¹⁹⁻²⁰ ²⁰²¹⁻²²

Max. Marks / अधिकतम अंक : 40

B.B.A. VI Semester
Social Security And Welfare
Paper Code B.B.A.- HRM - 604

- Unit - I** **Social Security :**
Definition, Components, Evolution and International Standard of Social Security, Social Security in India, Drawbacks or 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, Principal of Labour Welfare, Evaluation and Growth 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 nad 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 India Industries.

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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 201~~5~~ ²⁰¹⁹⁻²⁰

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Max. Marks / अधिकतम अंक : 40

B.B.A. V/Semester
Organisation Change and Development
Paper Code B.B.A.- HRM - 605

- Unit - I **Organisation 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 :**
Concepts, 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 **Organizational Culture :**
Meaning, Characteristics and Nature of Organizational Culture, Evolution of a Culture, Types of Culture, Various 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 Organization.

1/18

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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

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~~2019-20~~
2021-22

Max. Marks / अधिकतम अंक : 40

B.B.A. V Semester
Industrial Laws
Paper Code B.B.A.- HRM - 606

- 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.
- 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

LMR
Ques