



UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/May/Adp./19)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study in the subject of **BBA** of Semesters **IIIrd** and **IVth** for **Four Year Under Graduate Programme** under the **Choice Based Credit System** as per **NEP-2020** (as given in the annexure) for the examinations to be held in the years as per the details given below:

Subject	Semester	for the examination to be held in the years
BBA	Semester-III Semester-IV	December 2023, 2024 and 2025 May 2024, 2025 and 2026

The Syllabi of the courses is available on the University website:
www.jammuuniversity.ac.in

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/ 2150-2161

Dated: 11-5-2023

Copy for information and necessary action to:

1. Dean, Faculty of Business Studies
2. Convener, Board of Studies in Business Management,
3. Sr. P.A. to the Controller of Examinations
4. All members of the Board of Studies
5. Confidential Assistant to the Controller of Examinations
6. I/C Director, Computer Centre, University of Jammu
7. Deputy Registrar/Asst. Registrar (Conf. /Exams. UG/ Exam Eval Non-Prof)
8. Incharge, University Website for Uploading of the notification.

Sumitasharma
Deputy Registrar (Academic)
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**Proposed
Course Structure
of**

**BACHELOR OF BUSINESS
ADMINISTRATION
(BBA)**

Including Syllabi of

Semester- III

(For the Session December 2023, 2024 and 2025)

Semester-IV

(For the Session May 2024, 2025 and 2026)

Syllabus Structure of BBA at FYUP under CBCS as per NEP-2020

S.No.	Course Type	Course No.	Course Title	credits	Marks				Total Marks
					Theory		Tutorial		
					MST	End Exam	Assess ment	Exam	
1ST SEMESTER									
1.	Major	UMJBBT101	Management & Organizational Behaviour	3 Th/1 T	15	60	10	15	100
2.	Minor	UMIBBT102	Managerial Economics	3 Th/1 T	15	60	10	15	100
3.	Multi-Disciplinary	UMDBBT103	Business Management	3	15	60	10	15	100
4.	Skill	USEBBT104	Soft Skills	2	10	40			50
2ND SEMESTER									
5.	Major	UMJBBT201	Business Ethics & Environment	3 Th/1 T	15	60	10	15	100
6.	Minor	UMIBBT202	Financial Accounting	3 Th/1 T	15	60	10	15	100
7.	Multi-Disciplinary	UMDBBT203	Entrepreneurship Development	3	15	60	10	15	100
8.	Skill	USEBBT204	Goods and Service Tax	2	10	40			50
3RD SEMESTER									
9.	Major	UMJBBT301	Business Law	3 Th/1 T	15	60	10	15	100
10.	Major	UMJBBT302	Business Data Analytics (Spreadsheet)	3 Th/1 T	15	60	10	15	100
11.	Minor	UMIBBT303	Business Statistics	3 Th/1 T	15	60	10	15	100
12.	Multi-Disciplinary	UMDBBT304	E-Commerce	3	15	60	10	15	100
13.	Skill	USEBBT305	Business Research Methods	2	10	40			50
4TH SEMESTER									
14.	Major	UMJBBT401	Fundamentals of Human Resource Management	3 Th/1 T	15	60	10	15	100
15.	Major	UMJBBT402	Principles of Marketing	3 Th/1 T	15	60	10	15	100
16.	Major	UMJBBT403	Fundamentals of Finance	3 Th/1 T	15	60	10	15	100
17.	Major	UMJBBT404	Business Operations	3 Th/1 T	15	60	10	15	100
18.	Minor	UMIBBT405	Business Communication	3 Th/1 T	15	60	10	15	100

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3rd Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Major Course

Course Code: UMJBBT301

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Laws

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

Unit-I

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract based on validity, formation & performance; law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract; Special contracts: contract of indemnity and guarantee, bailment and pledge and agency

Unit-II

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, transfer of ownership, sale by non-owners, rights of unpaid seller and breach of contract of sale of goods.

Negotiable Instruments Act 1881: Meaning of negotiable instruments, types of negotiable instruments, promissory note, bill of exchange, Cheque, crossing and dishonor of cheques.

Unit-III

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

Unit-IV

Consumer Protection Act 2019: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. Information Technology Act 2000: The rationale behind the act, Digital signature and Electronic signature, Electronic Governance and Cybercrimes.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Major Course

Course Code: UMJBBT301

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Laws

Total No. of Lecture: Theory: 45 hours

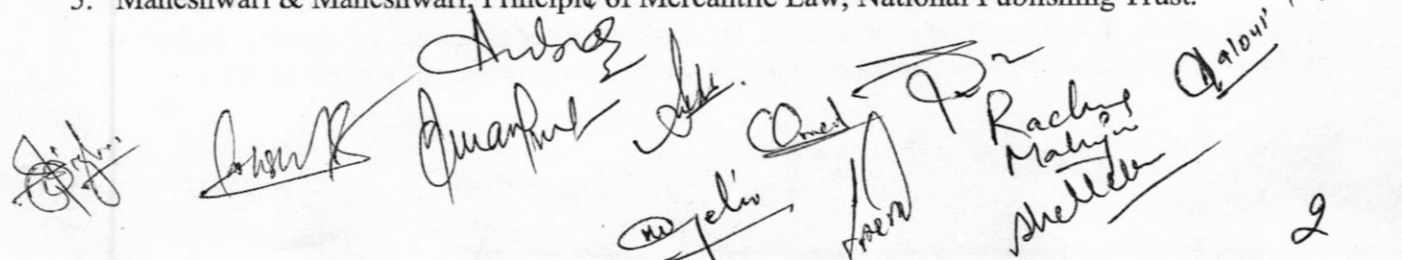
Tutorial: 30 hours

Scheme for examination

		Time Allotted	Total Marks (100)
(A)	Theory		Marks (75)
	Mid-term assessment Test	1 ½ hours	15
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.		Marks (25)
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings

1. Kucchal M. C. & Kucchal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd.
2. Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive text book on Companies Act 2013, Taxmann.
3. Singh Avtar, Principle of Mercantile Law, Eastern Book Company
4. Gulshan & Kapoor, Business Law, Paperback.
5. Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.



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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Major Course

Course Code: UMJBBT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Data Analytics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: To understand the importance of data analytics in business decision-making. Also, to analyze data sets using various analytical techniques and software.

Unit I

Introduction to Data Analytics – Overview, Importance and Scope of Data Analytics, Types of Data Analytics – Descriptive, Predictive, Diagnostic, Prescriptive; Benefits of Data Analytics; Applications of Data Analytics

Unit II

Data Cleaning and Preprocessing using Spreadsheets: Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet

Unit III

Exploratory Data Analysis: Data Visualization and Summary Statistics through Excel: Overview of data visualization, Benefits of visualization. Visualization options in excel: Creating charts and graphics, Pivot tables & Pivot Charts: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables; Slicers and Sparklines; Conditional Formatting and Forecasts

Unit IV

Data Analytics Applications– Web Analytics, Retail Analytics, HR analytics, Marketing Analytics, Manufacturing Analytics, Financial Analytics, Analytics as career, Employability potential

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

**Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Major Course**

Course Code: UMJBBT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Data Analytics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

		Time Allotted	Total Marks (100)
(A)	Theory		Marks (75)
	Mid-term assessment Test	1 ½ hours	15
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.		Marks (25)
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings

1. Data Analytics Made Accessible Anil K Maheshwari Harvard Business Review (2018)
2. Essentials of Business Analytics: An Introduction to the methodology and its application
3. Bhimasankaram Pochiraju, Sridhar Seshadri Springer 1st (2019)
4. Business Analytics Principles, Concepts and Applications: What, Why and How Marc, J. Schniederjans, Dara, G. Schniederjans, Christopher, M. Starkey Pearson FT Press 1st (2014)
5. An Introduction to Business Analytics Ger Koole, Lulu MG Books 1st (2019)

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Minor Course

Course Code: UMIBBT303

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Statistics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: The objective of this course is to bring out application of Statistics and its usefulness in managerial decision making and to expose the students with the various statistical techniques and the process of applying these techniques

Unit-I:

Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, mode, median.

Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

Unit-II

Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation- scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation.

Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.

Unit-III

Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method, cyclical variations.

Unit-IV

Meaning and types of index number. Price and Quantity Index Number. Methods of index number- a) Un-weighted index number- Simple Aggregative Method and Price Relative Method. b) Weighted index number- Laaspyre's, Paasche's, Fishers and Marshall-Edgeworth index number. Tests for index number- Time Reversal Test and Factor Reversal Test.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

Semester-III

(Examinations to be held in December 2023, 2024 and 2025)

Minor Course

Course Code: UMIBBT303

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Statistics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

		Time Allotted	Total Marks (100)
(A)	Theory		Marks (75)
	Mid-term assessment Test	1 ½ hours	15
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits, etc.		Marks (25)
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings

1. Gupta, S.P., Business Statistics, Sultan Chand and Sons.
2. Sanchiti, D.C., Statistics, Sultan Chand and Sons.
3. Kapoor, V.R., Fundamentals of Statistics, Sultan Chand and Sons.
4. Business Statistics, J K Sharma, Pearson Education
5. Business Statistics, G C Beri, Tata McGraw Hill

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Multidisciplinary Course

Course Code: UMDBBT 304

Credits – 3

Maximum Marks – 100

Theory– 75

Internal– 25

Duration of Examination: 3 hours

Course Title: E-Commerce

Total No. of Lecture: Theory: 45 hours

Objectives:

The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e- business.

UNIT I

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

UNIT II

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

UNIT III

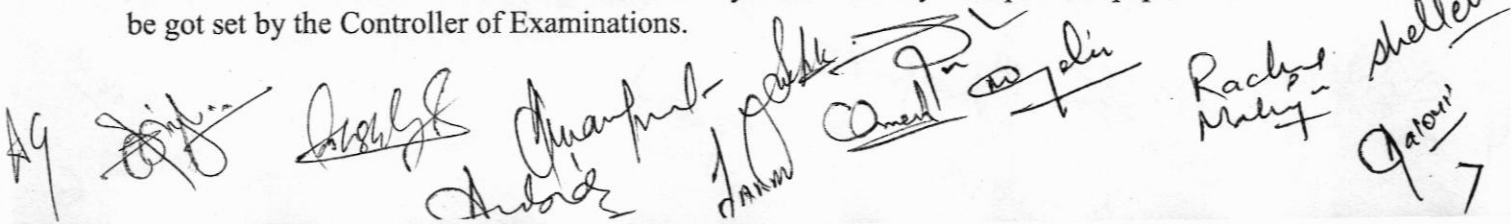
Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

UNIT IV

e-Business Applications & Strategies, Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Multidisciplinary Course

Course Code: UMDBBT 304

Course Title: E-Commerce

Credits – 3

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Theory– 75

Internal– 25

Duration of Examination: 3 hours

Scheme for examination

	Time Allotted	Total Marks
		75
Mid-term assessment Test	1 ½ hours	15
External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60

Suggested Readings:

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2. Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Treese G. Winfield & Stewart C. Lawrance (1st, Edition 1999). Designing Systems for Internet Commerce. Addison Wesley.
5. Trepper Charles (1st Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
6. Rehman S.M. & Raisinghania (1st Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
7. Knapp C. Michel (1st Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Skill Course

Course Code: USEBBT305
Credits – 2
Maximum Marks – 50

Course Title: Business Research Methods
Total No. of Lecture: Theory: 30 hours

Duration of Examination: 2 ½ hours

Objectives:

To equip the students with the practical skills needed to carry out business research. Attention is also given for the applications of business research methods using MS Excel.

UNIT-I

Business Research, Meaning and methods of research. Research Process, Identification and formulation of Research Problem, Sources of Data, Primary Data and Secondary Data.

UNIT-II

Research Design: Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research

UNIT-III

Measurement Methods: Interviews and Surveys. Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales. Sampling: Meaning, need, sampling designs, probability sampling (simple random, systematic, stratified, cluster, area multistage, sequential sampling methods), non-probability sampling (convenience, snowball, judgmental, case study. Quota sampling methods)

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-III
(Examinations to be held in December 2023, 2024 and 2025)
Skill Course

Course Code: USEBBT305
Credits – 2
Maximum Marks – 50
Duration of Examination: 2 ½ hours

Course Title: Business Research Methods
Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks 50
Mid-term assessment Test	1 ½ hours	10
External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 2 ½ marks (All Compulsory) <i>Section B:</i> Six (6) long answer questions (three to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 10 marks.	2½ hours	40

Suggested Readings:

1. Business Research Methods, William G.Zikmund-oklahoma, Cengage Learning.
2. Business Research Methods, Sue Greener, Ventus Publishing, APS, 2008
3. Applied Multivariate Research: Design and Interpretation Lawrence S. Meyers, Glenn Gamst, A.J. Guarino, SAGE, 2006
4. Contemporary Marketing Research, Mc Daniel & Roger Gates, South Western College Publishing.
5. Statistics for Manageres using MS Excel, Levine, Stephen, Krehbiel & Brenson, PHI Learning, 2012.

A collection of handwritten signatures and initials in black ink, including names like 'Rachya Mahajan', 'Shelika', 'Fatou', and others, scattered across the bottom of the page.

4th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)
Major Course

Course Code: UMJBBT401

**Course Title: Fundamentals of
Human Resource Management**
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Objectives: The objective of this course is to give an understanding of human resource management and to develop an understanding of the contemporary challenges and opportunities in managing people in organizations.

Unit-I

Human Resource Management: Concept, Nature, Scope and Importance; Evolution and development of HRM, Functions of the HRM, Personnel Management Vs. Human Resource Management, HRM challenges and competitive advantage, HRM in a dynamic environment.

Unit-II

HR planning- Meaning, Importance; Job analysis- Process and Methods, job description, job specification, Conventional Vs strategic HR planning; Recruitment – concept & sources, Selection – concept, types & Process, Interview, placement and induction, Succession Planning

Unit-III

Training and Development- Concepts, needs and importance; Training need analysis; Training and development methods –In-basket, management games, Management Development Programs; Performance appraisal - objectives, process and methods. Compensation- Objective, Principles & classification.

Unit-IV

Strategic HRM, Cross-Cultural Management, Human Resource Information System, HR Audit, Work-life balance, Employee engagement, Knowledge Management.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT401

**Course Title: Fundamentals of
Human Resource Management**

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Scheme for Examination

		Time Allotted	Total Marks (100)
(A)	Theory		75 Marks
	Mid-term assessment Test	1 ½ hours	15 Marks
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60 Marks
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits, etc.	Marks 25	
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings

1. Dessler, Human Resource Management, Prentice Hall of India
2. D.A. DeCenzo and S. P. Robbins, S.L Verhulst, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education.
4. VSP Rao, Human Resource Management, Excel Books.
- 5 P.R.N. Sinha, S.P. Shekhar, et al., Human Resource Management, S. Chand
- 6 Raymond Noe; John R. Hollenbeck; Barry Gerhart; Patrick M. Wright, Fundamentals of Human Resource Management, McGraw Hill

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT402

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Principles of Marketing

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: To study and analyze concepts in marketing and to cater the needs of marketing industries.

Unit I

Introduction to Marketing Management: Nature, Meaning and Concept of Market, Marketing Functions and their Importance, Difference between Marketing and Selling; Role of Marketing in a Developing Economy, Indian Markets and its Environment, Modern Concept of Marketing.

Unit II

Marketing Planning and Marketing Mix Promotion: Concept, Significance and Promotion Mix; Advertising: Meaning and Role; Sales Promotion: Meaning and Role; Personnel Selling- Merits and Limitations.

Unit III

Product Planning and Development: Meaning and Classification of Product, Product Planning: Meaning, Components and Objectives. Product Mix: Product Life Cycle Stages and Strategies, Product Innovation and Development.

Unit IV

Product Pricing: Nature and Scope, Factors influencing Price Determination, Methods of Price Determination.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT402

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Principles of Marketing

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for Examination

		Time Allotted	Total Marks (100)
(A)	Theory		75 Marks
	Mid-term assessment Test	1 ½ hours	15 Marks
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60 Marks
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.		Marks 25
	Daily Evaluation		10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

Suggested Readings

1. Marketing Management- A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha, 14th Edition, Pearson (2014), India.
2. MM - A South Asian Perspective by Dawn Iacobucci, Avinash Kapoor, Cengage Learning (2011)
3. Marketing Management by Dr. K Karunakaran, Himalaya Publishing House.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT403

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Fundamentals of Finance

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: This course will acquaint the learners with the fundamentals of financial management and its applicability to corporate financial planning and decision-making. The students will be able to comprehend the fundamentals of financial planning and the instruments available in the financial markets. This curriculum adds value to undergraduate professional education in the field of finance.

UNIT I

Introduction of Business Finance: Evolution and Scope of Finance, Finance function; Financial Manager's role; Financial Objectives: Profit versus wealth maximization, Conflict between Management and owners

UNIT II

Capital structure: Meaning and Features of an appropriate Capital Structures; Sources of Finance, Leverage: Financial Leverage and Combined Leverage; Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process.

UNIT III

Cost of Capital: Meaning, Significance and Determinants of cost of capital; Cost of equity; Cost of preference shares; cost of Debt; Weighted Average Cost of Capital (WACC) ; Capital Structure: Theory and Practice.

UNIT IV

Working Capital Management: Concepts, components, and Determinants; Computation of Working Capital; Dividend Decisions: Concept, relevance and irrelevance of dividends, determinants of dividend policy.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV
 (Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT403

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Fundamentals of Finance

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

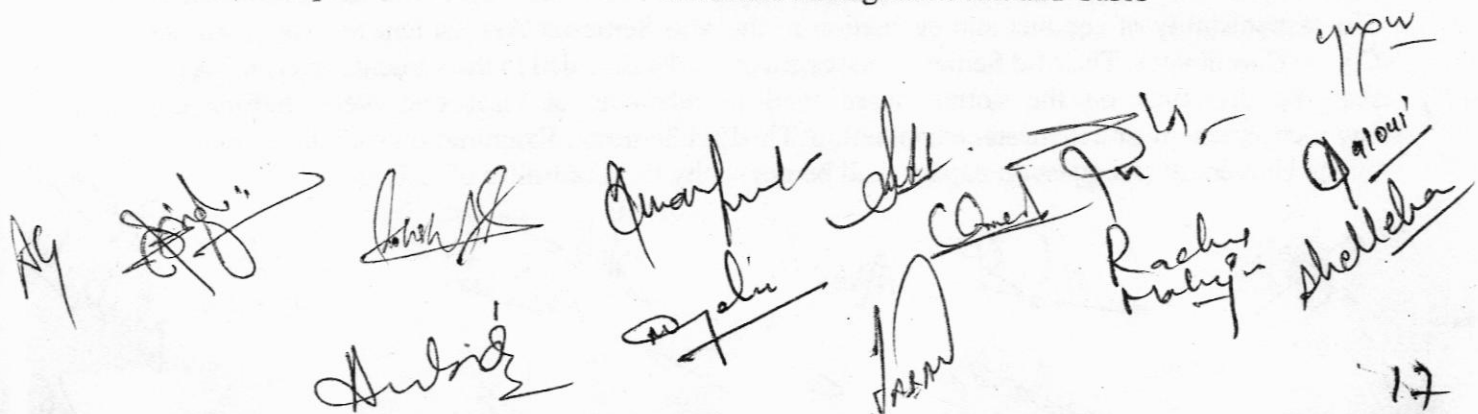
Scheme for Examination

		Time Allotted	Total Marks (100)
(A)	Theory		75 Marks
	Mid-term assessment Test	1 ½ hours	15 Marks
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60 Marks
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.	Marks 25	
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings.

1. IM Pandey
2. M.Y. Khan, P K Jain
3. Prasana Chandra
4. Shashi K Gupta

- Financial Management
 Financial Management - Text and Problems
 Financial Management Theory and Practice
 Financial Management text and Cases


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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)
Major Course

Course Code: UMJBBT404
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Course Title: Business Operations
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Duration of Examination: 3 hours

Objective: The main objective of the course is to acquaint the students with basic concepts used in management science and how various tools can help in decision making. The focus is to equip the students with the relevant tools and techniques for solving Managerial Problems and use quantitative methods in business situations

UNIT – I

Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR. Linear Programming Problem: Formulation of L.P.P. - Graphical Method. Pure LPP using Simplex method for maximization function.

UNIT II

Transportation- – Initial basic feasible solution, Northwest corner rule, Least cost entry method, Vogel's Approximation Method, Optimum solution using MODI method.

UNIT – III

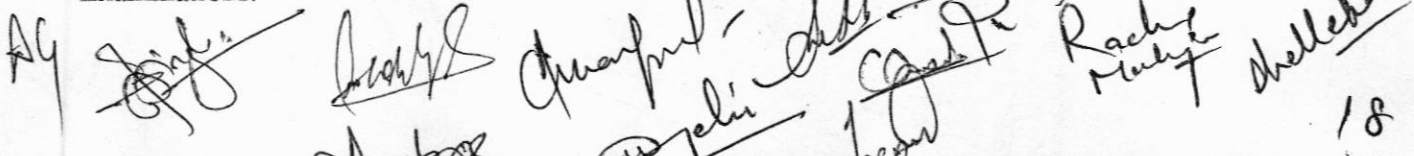
Decision Theory: Decision making situations – Decision making under certainty - Decision making under uncertainty: Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Maximin criterion, Laplace criterion & Hurwicz alpha criterion – Decision making under risk: Expected Monetary Value (EMV), Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI)

UNIT IV

Network Analysis: - PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.

Note for Paper Setter :

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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**Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV**

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBBT404

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Operations

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for Examination

		Time Allotted	Total Marks (100)
(A)	Theory		75 Marks
	Mid-term assessment Test	1 ½ hours	15 Marks
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60 Marks
(B)	Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.	Marks 25	
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings:

1. Vohra, N.D, "Quantitative Techniques in Management", McGraw Hill Publishing House 3rd Edition.
2. Kapoor, V.K, "Operation Research (Quantitative Techniques in Management)", Sultan Chand Publications, 8th Edition
3. Taha, Hamdy, "Operations Research An Introduction" Pearson Publications, 8th Edition.
4. Hillier, Frederic & Gerald Lieberman "Introduction to Operations Research" Tata McGraw Hill Publications, 8th Edition.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)
Minor Course

Course Code: UMIBBT405
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25
Duration of Examination: 3 hours

Course Title: Business Communication
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Objective: The objective of this course is to help students learn the fundamentals of communication. The course also aims to apply business communication theory to solve workplace communication issues.

UNIT-I

Introduction to Communication: Meaning, Nature, Importance and Functions of communication, Process of communication, Elements of communication, Principles of effective communication, Communication Barriers-Overcoming barriers in communication. Listening: Importance and Types. Feedback: Importance, Principles of feedback.

UNIT-II

Forms of Communication: Formal and informal communication- Meaning, Merits and demerits; Types of formal and informal communication, Methods of communication- Oral, Written and gestural communication.

UNIT-III

Business Communication: Business letters- Kinds of business letters, planning and layout of business letter, Essentials of effective business letter, Report Writing -Meaning, characteristics of good business report and types of business report.

Unit-IV

Employment Communication: Interviews: Selection or Placement Interviews. Appraisal Interview, Exit Interview, Discipline Interviews. Writing CV/Resume, Communicating digitally: Fax, Electronic mail, Teleconferencing, Video conferencing. Social Media Communication: Dos & Don'ts of Social Media Communication.

Note for Paper Setter:

Each course shall comprise of Mid Semester Assessment Test and End-Semester Examination. The responsibility of conduct and evaluation of the Mid Semester Assessment test lies with the Course Coordinator. The Mid Semester Assessment marks awarded to the students in each course shall be displayed on the notice board well in advance, at least one week before the commencement of End Semester examination. The End Semester Examination shall be conducted by the University and question papers shall be got set by the Controller of Examinations.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
Semester-IV
 (Examinations to be held in May 2024, 2025 and 2026)
Minor Course

Course Code: UMIBBT405
Credits – 4
Maximum Marks – 100
 Theory– 75
 Tutorial – 25
Duration of Examination: 3 hours

Course Title: Business Communication
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Scheme for examination

		Time Allotted	Total Marks (100)
(A) Theory			Marks (75)
	Mid-term assessment Test	1 ½ hours	15
	External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60
(B) Tutorial	shall comprise of Case Studies, Role Plays, field visits, etc.		Marks (25)
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

Suggested Readings

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.

Handwritten signatures and initials are present at the bottom of the page, including names like "Rachy", "Mehy", "Shelika", and "21". There are also some scribbles and marks.