



UNIVERSITY OF JAMMU

NOTIFICATION

(10/May/ Adp./ 18)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, has been pleased to authorize adoption of the revised Syllabi and Courses of Study in the subject Business Management for BBA Part- I, II & III of three year (General) Degree Course for the examination to be held in the years as under:-

Adoption of the Revised Syllabi of B.B.A.(Bachelor in Business Administration)

<u>Class</u>	<u>Part</u>	<u>for the exam. to be held in the year</u>	<u>%age of Change</u>
B.B.A.	I	2011, 2012, 2013	100% change
B.B.A.	II	2012, 2013, 2014	100% change
B.B.A.	III	2013, 2014, 2015	100% change

The alternative question papers are required to be set as per the University regulation given as under:-

- If the change in the Syllabi and Courses of Study is less than 25%, no alternative Question paper will be set.
- if the change is 25% and above but below 50% alternative Question Paper be set for one year.
- If the change is 50% and above on whole scheme is changed, alternative Question Paper are set for two years.

Sd/-
REGISTRAR

F.Acd./Bus. Managemet/10/ 2222-56

Dated: 31/5/2010

UNIVERSITY OF JAMMU

SYLLABUS

FOR

BACHELORS DEGREE PROGRAMME

IN

BUSINESS ADMINISTRATION

FIRST YEAR

FOR THE SESSION

2010-2011 & ONWARDS

The following courses of Study are prescribed for the First year of Bachelors Degree Programme in **BUSINESS ADMINISTRATION**

<u>COURSE NO.</u>	<u>TITLE</u>	<u>MARKS</u>
BBA- 101	Management Perspectives	100
BBA- 102	Managerial Skill Development	100
BBA- 103	Business Statistics	100
BBA- 104	Fundamentals of Accounting	100
BBA- 105	Introduction to Computers	100
BBA- 106	Managerial Economics	100
BBA- 107	Business Ethics	100
BBA- 108	a) Seminar Presentation (Success Stories)	30
	b) Report on Industrial visit. (Local and Outside J&K)	20

Note: ~~All the courses are to be taught by Lecturer BBA or Lecturer with MBA background~~

(Dr. R. Mishra)

(Suresh Sadotra)

Bharti Sathia
(H.O.D- B-B.A)

INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test 7.5 marks

Second Internal Test/ Case Study/ Project Work 7.5 marks

Attendance maximum (as per University Rules) 5.0 marks

R. Nishal

S. Suresh
(Suresh Sadoora)

Shanti Sathya
(H.O.D. B.B.A)

Amol Amre

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-101

Duration of Examination: 3 hrs.

Title: MANAGEMENT PERSPECTIVES

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To expose the students to the basic principles and Current Issues of management.

SYLLABUS

- UNIT-I** **Nature of Management**—Definition, Management is science or art, Management as a profession, Universality of Management Principles, Management and Administration, Professionalisation of Management in India, Development of Management thought (Tylor, Henry, Fayol, Hawthorne studies, Peter Drucker); functions of Management, Various levels of management (top, middle, supervisory)
- UNIT-II** **Planning:** Meaning, Significance and limitation, the process of planning; Difference between forecasting and planning, Plans, Policies, Strategies, Schedules and procedures,
Objectives—Management by objectives, process of MBO, Merits and demerits of MBO
Organisation: Meaning, importance and types of organization, Formal and Informal Organization,
- UNIT-III** **Authority and Authority Relationships:** Centralisation Vs Decentralisation, Decentralisation Vs delegation, delegation of Authority, Authority and Responsibility, span of Management.
Leadership Theories and Styles
- UNIT-IV** **Coordination:** Meaning, objectives, need, types, principles and problems of coordination.
Control: Meaning, Characteristics, Importance and Stages in control process, Requisites of effective control, limitations and areas of control budgetary control and inventory control.
- UNIT -V** Break-even Analysis (theory), PERT & CPM numerical problems on PERT & CPM, Statistical quality Control, Management Audit,

John Arora, R. Arora

*Jaema
(Suresh Sadotra)*

*Bharti Sathia
(H.O.D. B.B.A)*

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

NOTE: At least one internal examination must be based on presentation /case study

A case study of management lessons from latest Bollywood Movies

Books Recommended:-

- | | |
|---------------------------------------|----------------------------|
| 1. Essentials of Management— | Koontz Weihrich |
| 2. Management Concept & thought— | V.S.P. Rao & P.S. Narayana |
| 3. Principles of Business Management— | T Raina Sewang |
| 4. Principles of Management | L.M.Parsad |
| 5. Management | Hicks & GU |
| 6. Management | Kreiter R |
| 7. Management | Sherlaker |
| 8. Management Principles and Practice | N.K.Sharma |
| 9. Understanding Management | Barthwal C |

R. Mohel
(Suresh Sadotra)

Blarti Slattia
(H.O.D. B-B-A)

Ashu Arora

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-102

Duration of Examination: 3 hrs.

Title: MANAGERIAL SKILL DEVELOPMENT

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To inculcate among the students the communication skills so that they may perform their job effectively and efficiently.

SYLLABUS

- UNIT-I** Concept and Definition, Importance and Role of communication in Modern Business world, Simple Model of Communication Process, Upward, downward and diagonal communication, Principles of Effective Communication (7 C's), Barriers of Communication
- UNIT -II** Definition and Characteristics of Oral Communication and its types
Speeches related to welcome, introduction and thanks
Presentation, Group Presentation and Skills required
Planning and conducting interview, various types of interview
Non-verbal communication, components of Non-verbal communication
- UNIT-III** Listening: Definition, Difference between Listening and Hearing, barriers in Listening, ways to inculcate good listening ability
Interpersonal skills: Building positive relationships, giving praise, dealing with criticism, managing conflict, resolving conflict.
- UNIT-IV** Definition and Characteristics of written communication,
Business letters,
Business reports—Types and essentials of an ideal report writing.
- UNIT V** Group Communication: Factors in Group communication, Group decision making, planning a meeting, Notice, Agenda, Minutes, Opening the meeting, conducting the business, conducting the meeting.
Managing data and Graphics:

R. Mahajan

Suresh Sadotra

Bharti Sathia
(H.O.D. BBA)

When to use Visual Aids, selecting a suitable visual aid, Tables, Bar charts, Line charts, Programs, Maps, Flow charts and Organization charts.

Note: - This course should have maximum number of practical sessions in order to hone the communication. At least one internal assessment should be based on presentation /case study.

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Books Recommended:-

- | | |
|---|---------------------------------------|
| 1. Business Communication | : Raymond V. Lesiker, John V. Petit. |
| 2. Practical Communication | : Francis J Bergin |
| 3. Business Letters | : Roddy, Appannaich Raja Ram |
| 4. Body Language | : Allen Pease |
| 5. Essentials of Business Communication | : Rajinder Pal, J.S. Kortahalli |
| 6. Business Communication | : Husemann, Laniff Pensore, Halfield. |

R. M. S.

Jasma
(Suresh Sadotra)

Bhakti Sathia
(H.O.D B.B.A)

John Doe

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-103

Duration of Examination: 3 hrs.

Title: BUSINESS STATISTICS

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To familiarize the students with the basic elements of statistics and their application

SYLLABUS

UNIT-I Meaning, nature, Importance and Limitations of Statistics, Methods of collecting Primary and Secondary data, relative merits and demerits. Interpretation of data, mistakes commonly committed and precautions to avoid such mistakes
Meaning and importance of central tendency, Calculation of Mean, Median, Quartile, Deciles, Percentiles and Mode

UNIT- II **Measure of Dispersion:** Meaning and importance, Calculation of Range, Inter-quartiles Range, Quartile Deviation, Mean Deviation and Standard Deviation.
Measures of Skewness: Meaning and importance of Skewness. Calculations of Karl Pearson's, Bowley's and Kelly's co-efficient of absolute and relative skewness.

UNIT-III **Correlation:** Meaning, types and importance of correlation, coefficient of correlation (ungrouped data only) by Karl Pearson's, Spearman's and Concurrent deviations Method, Probable error and interpretation of results.

Regression: Meaning and objectives, Regression equations (ungrouped data only).

UNIT-IV **Time Series:** Components of Time Series, Measuring Trend by graphic Semi-averages, moving average and least Square Method.

Index Number: Meaning, Uses and types of index number, Calculation of Index number by Lasperye's, Paache's and Fisher's method. Consumer

R. K. Sharma
Prerna
(Suresh Sadotia)

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Prerna
(Suresh Sadotia) *Blarti Slathia*
(H.O.D. - B.B.A)

Price Index number, Factor reversal Test and time reversal test, base shifting and splicing

UNIT- V **Interpolation and Extrapolation:** Meaning and importance, interpolation and extrapolation by Newton's method of advancing differences, Lefrange's method and Binomial Expansion method.

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (Total five questions). There will be internal choice within each unit.

Books Recommended:-

- | | |
|------------------|--------------------------------------|
| 1. S.C. Gupta | : Fundamental of Statistics |
| 2. C.S. Aggarwal | : Business Statistics |
| 3. B.N. Gupta | : Fundamental of Business Statistics |
| 4. C.B. Gupta | : Fundamental of Statistics |
| 5. D.N. Elhance | : Principal of Statistics |
| 6. R.P. Hooda | : Statistics |
| 7. V.S. Hans | : Statistics |

R. Mohan

Suresh
(Suresh SadoTora)

Blarti Slathin
(H.O.D. B.B.A)

Arjun Arme

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-104

Duration of Examination: 3 hrs.

Title: FUNDAMENTALS OF ACCOUNTING

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To acquaint the students with the postulates of accounting and to impart knowledge of the application of accounting rules/orientation to specialized accounting problems in order to equip the student for employment market in the area of accounting and finance.

SYLLABUS

UNIT-I Meaning, Scope and objects of book-keeping and Accountancy, objectives, concept principles and conventions of accountancy
Basic Terms: (a) Capital (b) Liability (c) Asset (d) Revenue (e) Expenses (f) Purchase (g) Sales (h) Stock (i) Debtors (j) Creditors
Rules of Debit and Credit Books of original entry: Meaning formal and entries (a) Journal (b) Cash Book-double column, three column and petty cash book (c) Purchases book, sales book, purchase returns and sales returns.

UNIT-II Ledger and Trial Balance and Final Accounts
Meaning, utility, format of ledger; posting from journal, cash book and day books
Meaning and objectives of trial balance:
Preparation of trial balance by balance method, objects of preparing final accounts, preparation of trading, profit and loss and balance sheet in case individual and partnership firm, final accounts of joint stock companies.

UNIT-III **Issue and forfeiture of shares:**
(a) Entries regarding issue of shares including issue at premium and at a discount and calls in advance.
(b) Entries regarding forfeiture of shares and re-issue of forfeited shares.

Final Accounts of Non-profit Organisations:

R. M. S.

Suma
(Suresh Sadotia)

Bharti Sathia
(H.O.D. - B.B.A)

Meaning of non trading organization and non profit organization,
Difference between income and expenditure account and receipt and
payment accounts

Preparation of an income and expenditure account and balance sheet from
receipts and payment account

UNIT-IV

Bills of Exchange and Bank Reconciliation Statement:-

(a) Accounting record regarding bills of Exchange, drawing and
acceptance of bill, discounting of bill, Endorsement of a bill, dishonour of
a bill, renewal of bill and accommodation of bills.

(b) Objects of preparing Bank Reconciliation Statement and preparation of
a Bank Reconciliation statement.

UNIT-V

Depreciation

Meaning and definition of Depreciation, causes of depreciation,
consideration taken for providing depreciation, Methods of providing
depreciation their relative merits and demerits, objectives of charging
depreciation, Numerical problems on straight line method, Diminishing
Balance Method, Annuity Method, Insurance Policy Method, Depreciation
Fund Method.

Single Entry System:

Meaning and essential of single system of book-keeping preparation of
statements of affairs to find out trading results, Conversion of single entry
system to double entry system, Preparation of trading, profit and loss and
balance sheet

NOTE FOR PAPER SETTING:

The question paper will contain two questions form each unit (total ten questions) and the
candidate will be required to attempt one question from each unit (total five questions).
There will be internal choice within each unit.

Books Recommended:

- | | |
|--------------------|-----------------------|
| 1. Juneja & Sexena | : Accountancy |
| 2. Jain & Narang | : Advance Accountancy |
| 3. T.S. Grewal | : Accountancy |
| 4. M.C. Shukla | : Advance Accountancy |

R. Mahesh

Suresh Sedotra
(Suresh Sedotra)

Bharti Stalkis
(H.O.D- B.B.A)

Amu Anu

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-105

Duration of Examination: 3 hrs.

Title: INTRODUCTION TO COMPUTERS

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

OBJECTIVES

The objectives of this course is to develop an understanding of different hardware and software aspects among the students and build up the experience of Computer Usage in Business

SYLLABUS

- UNIT-I** Components of a computer system, Data Storage devices, Primary Storage components and types of memories, secondary storage devices, ALU and Control Unit, Input and Output devices.
- UNIT-II** Concept of operating system, Booting, Types of DOS commands, Directory structure of MS-DOS, Concept of path, wild cards, DOS Internal and External Commands, windows operating system, Managing files and folders control panel operations (add new hardware and Installing a software)
Development of programming Languages: Machine Language, Assembly Language, High Level Language, GUI based Language.
- UNIT-III** Software concepts, types of software, system software, operating system, language compilers, Interpreters and Assembler, Needs of operating system, functions of operating system, types of operating systems utility software, compression tools, Anti-virus file management tools and Disk Management Tools Application software, word processor, Database Management system, Business Software.
- UNIT-IV** MS-office, Word, Excel, Power point, Access
- UNIT-V** Meaning of Networking, advantages of networking Local area networking, Wide area networking, different structures of networking, Internet, uses of

R. Mishra

(Suresh Sadotra)

Bharti Shakti
(H.O.D. - B.B.A.)

Internet, WWW, E—mail, how to send an E—mail, Internet protocols, Browser.

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study. The Lab. Work is to be conducted at least twice a week.

Books Recommended:

- | | |
|--------------------------|----------------------|
| 1. Computer Fundamentals | : P.K. Sinha |
| 2. Computer Today | : Suresh K. Bansadra |

R. Mahesh

J. Sinha
(Suresh Sadorson)

Bharti Shethia
(H.O.D - B.B.A)

Asim Anwar

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-106

Duration of Examination: 3 hrs.

Title: MANAGERIAL ECONOMICS

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: The course has been outlined with a purpose to provide conceptual foundation of economic laws and to explain the application of the economic laws in business environment.

SYLLABUS

- UNIT-I Introductory:**
Meaning of Economics—Micro and Macro, Economics Law of Demand, Elasticity of demand, types factors effecting elasticity and Methods of measurement.
- UNIT-II Theory of Consumer's Demand:**
Utility analysis—Law of diminishing Marginal Utility and law of equi-marginal utility, Indifference curve analysis, Meaning, properties and Equilibrium of consumer indifference curve analysis, Application of indifference curve, comparison of indifference curve analysis Vs utility analysis.
- UNIT-III Production and cost Analysis:**
Factors of production, Law of variable proportions, law of return to scale. Producers Equilibrium, internal and external Economies of scale, Cost concept and various cost curves
- UNIT-IV Pricing:**
Determination of Price under conditions of Perfect, Imperfect, monopolistic Competition and monopoly; Price discrimination; Joint product Pricing; Pricing methods in practice in the Indian Industry

UNIT-V Macro economics and Business Cycles, Business Policies; Economic Indicators; Input-Output analysis; National Income and Social Accounting; Consumption Function

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

Books Recommended:

- | | |
|------------------|---------------------------|
| 1. H.L. Ahuja | : Advance Economic Theory |
| 2. M.L. Seth | : Economics Theory |
| 3. K.K. Dewett | : Modern Economics theory |
| 4. P.N. Chopra | : Principal of Economics |
| 5. Samvelson | : Principal of Economics |
| 6. Mithani | : Economics theory |
| 7. M.L. Jhingan | : Microeconomics theory |
| 8. A. Koutsonias | : Microeconomics |

R. Mahesh

(Suresh Sadotra)

Bharti Slathia
(H.O.D. - B.B.A)

Chhavi Anand

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-107

Duration of Examination: 3 hrs.

Title: BUSINESS ETHICS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basic of Business Ethics

SYLLABUS

- Unit-I:** Ethics and Morality, Moral versus Non-Moral Standards, Ethics and religion, ethics and law, personal and business ethics , arguments for and against business ethics. Myths about business ethics
- Unit II:** Ethical theories in Business: Utilitarianism, egoism, Kantian Ethics, Rights and Duties, Justice and Fairness, the Ethics of Care, Virtue Ethics. Ethical Values- Decline in ethics-should we compromise with our ethics and values? Organization ethics development system (OEDS)
- Unit III:** Ethics of Consumer Protection and Marketing, The Ethics in HRM, Ethical Issues in Finance and accounting, Business Ethics and the Environmental Pollution.
- Unit-IV:** Social Responsibility of Business, argument for and against social responsibility, corporate governance, concept, development and structure, Business ethics in knowledge economy, Guarding against Sexual Harassment in the workplace (SH).
- Unit-V:** Indian Ethos in Management: Basic Principles of Indian Ethos for Management (As described in Upanishads and Bhagwat Gita), Work ethics, Work Culture, Quality of work life (QWL)

Officer In-charge, R. Mohan

*Dr. Jyoti
(Suren Sadorra)*

*Blarti Sathia
(H.O.D - BBA)*

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Note: - At least one internal Assessment test should be based on presentation/Case study.

Books Recommended:-

- | | |
|---|--|
| 1. Business Ethics | : Prof. Richard George |
| 2. Corporate Ethics | : Father S. Mathaisji |
| 3. Ethics and Management | : Prof. Sherdkar |
| 4. Business Ethics | : Prof. Mrs. Rituparna Raj |
| 5. Business Ethics & Corporate Governance | : Dr. S.K. Bhatia |
| 6. Business Ethics-concepts and cases: | : Manuel G Velasquez, published by
Dorling Kindersley (India) Pvt. Ltd. |
| 7. Business Ethics- Texts cases: | : C.S.V Murthy, published by Himalaya
Publishing House. |
| 8. Business Ethics: | William H. Shaw (Thomson Publisher) |

R. Murthy

(Swesh Sadotora)

Bhakti Sathia
(H.O.D. - B-B-A)

Sham Anur

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-108A

Title: SEMINAR PRESENTATION (SUCCESS STORIES)

Maximum Marks 30

No. of Contact Hours: 40

OBJECTIVES:

To learn from the experiences and practices of Top Business Men and Business Houses How did they build enormous empires? How do they run them in today's competitive corporate environment? What are their management secrets and how do they hone the corporate instincts that allow them to thrive and prosper even as others fail? What is their vision for future? Etc.

SYLLABUS

UNIT-I: The success stories of Sh. Dhirubhai Ambani, Sh. Rahul Kumar Bajaj, Sh. Aditya Vikram Birla, Sh. Ram Parsad Goenka, Sh. Brij Mohan Khaitan, Sh. Ratan Tata and others.

UNIT-II: Case studies of Gujarat Ambuja Cements Ltd., Infosys Technologies, Nirma, Wipro Infotech, Larsen & Toubro, Voltas, Videocon, Dr. Reddy's Laboratories, Grasim Industries Ltd., HCL, Airtel, Aircel and others.

Evaluation

To be evaluated by internal and external evaluator jointly (internal evaluator must be BBA faculty)

Remuneration

The remuneration to the evaluators to be given according to University Rules

Books Recommended:

1. Piramal Gita, Business Maharajas, Viking Penguin Book India Pvt. Ltd., New Delhi
2. Jain, Arun Kumar, Corporate Excellence, All India Management Association, Excell Books, New Delhi

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(Suresh Sadotra)

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(H.O.D - B.B.A)

BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-108B

**Title: REPORT ON INDUSTRIAL VISIT (LOCAL AND OUTSIDE
J&K)**

No. of Contact Hours: 30

Maximum Marks: 20

(Excluding visit)

OBJECTIVES:

The objective behind the industrial visit is to give practical knowledge to theoretical concepts learned in class rooms.

SYLLABUS:

Different topics are to be discussed and allotted to students to prepare the report after the industrial visit. This will be a group activity to be performed in a group of 5-8 students. The topics to be allotted can be from HRM or Marketing area e.g. Training, Performance Appraisal, Personnel Policies, Customer Profile, Marketing Strategy, and Advertising Strategy. The student immediately after the industrial visit in Local Industry and Industry located outside the J&K state have to submit report in writing.


Evaluation

The report of the Industrial visit is to be evaluated internally by BBA faculty of the Concerned College and awards accordingly to be submitted to the University. The students are to be given feedback on their project.

Remuneration

The remuneration to the evaluators to be given according to University Rules




(Suresh Sadotra)



Bhanti Sathia
(H.O.D B-B-A)

Revised BBA syllabus for Part II Examination to be held
adopted from 2012, 2013 & 2014.

UNIVERSITY OF JAMMU

**SYLLABUS
FOR
BACHELORS DEGREE PROGRAMME
IN
BUSINESS ADMINISTRATION
SECOND YEAR
FOR THE SESSION
2011-2012 & ONWARDS**

The following courses of Study are prescribed for the Second year of Bachelors Degree Programme in **BUSINESS ADMINISTRATION**

<u>COURSE NO.</u>	<u>TITLE</u>	<u>MARKS</u>
BBA- 201	Application of Computers in Modern Business	100
BBA- 202	Business Maths	100
BBA- 203	Marketing Management	100
BBA- 204	Human Resource Management	100
BBA- 205	Research Methodology (Internal Examination)	50
BBA- 206	Financial Management	100
BBA- 207	Organisational Behaviour	100
BBA- 208	A) Seminar/Project Presentation (J&K Culture) B) Visit to Cultural/ Historical monument of the J&K state to prepare a report	30 20

Note: All the courses are to be taught by Lecturer BBA or Lecturer with M.B.A. background

R. Sharma

J. Singh
(Suresh Sarda)

Pradeep An

Shanti Shastri
(H.O.D. BBA)

INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test 7.5 marks

Second Internal Test/ Case Study/ Project Work 7.5 marks

Attendance maximum (as per University Rules) 5.0 marks

R. Mahesh

J. Sene
(Swarn Sadotra)

Bharti Sathia
(H.O.D.-B.B.A)

John Anna

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 201

Duration of Examination: 3 hrs.

Title: APPLICATION OF COMPUTERS IN MODERN BUSINESS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the application of computers to modern Business

SYLLABUS

UNIT-I: Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus Traditional Commerce; Media Convergence; E-Commerce and E-business; Channels of E-Commerce; Business applications of E-Commerce; Need for E-Commerce; E-Commerce as an Electronic Trading System Special features.

UNIT-II Business Models of E-Commerce & Infrastructure:
E-Commerce Models; Supply Chain Management, Product and service digitization, remote servicing, procurement; online marketing and advertising; E-Commerce resources and infrastructure, resources and planning for infrastructure

UNIT-III: Business to Consumer E-Commerce: Cataloging, order planning and order generation, cost estimation and pricing, order receipts and accounting, order-selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management; post sale services.

Unit-IV: Electronic Payment Systems: Special features required in payment systems for E-commerce, Types of E-payment system, E-cash and currency servers, E-cheques, Credit cards, Smart cards, Electronic purses and debit cards, Business issued and economic implications, operational credit and legal risks of e-payment systems, risk management options in e-payment systems, components of an effective electronic payment system.

UNIT -V: Business Process Outsourcing : Introduction, Overview of BPO, BPO in different areas - Finance and accounts, Human resources, supply chain management, Marketing.

Knowledge Management: Definition, Introduction to knowledge management, Challenges in KM, Knowledge Process Outsourcing, KM

Officer

R. Mohan

22 (Suresh Sadotora)

Bharti Shethia
(H.O. - B.B.A)

organization, KM benefits, Reasons for implementation of KM, Key attributes of knowledge, KM myths.

NOTE FOR PAPER SETTING

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Note: - At least one internal examination must be based on presentation /case study.

Books Recommended:

1. E-Commerce-New Vistas for Business by T.N. Chhabra & P.K.Suri & Sanjeev Verma.
2. E-Commerce- A managers' guide to E-Business by Prag Diwan and Sunil Sharma; Excel Books New Delhi.
3. Electronic-Commerce- A managers' guide to E-Business by Prag Diwan and Sunil Sharma, Vanity Books International Delhi.
4. Business on the Net: What's and How's of E-Commerce by Agarwala, K.N and Deeksha Agarwala; Macmillian, New Delhi.

R. Mishra *Prinms*
(Suresh Sadotra)

Bharti Shukla
(H.O.D - BBA)

Alphon Auer

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 202

Duration of Examination: 3 hrs.

Title: BUSINESS MATHS

Maximum Marks	100
a) University Exam:	80
b) Internal Assess:	20

Objectives: The students are expected to learn the concept which will help them in decision making.

SYLLABUS

Unit-I: Determinants and Matrices:

Determinants and Matrices, Algebra of Matrices, Inverse of Matrices, Linear Equations and Solutions of a system of Linear equations using-

- (i) Cramer's Rule and
- (ii) The method of Matrix inverse

Unit-II: Limits and Continuity of a Function, Algebra of Limits (without proof) Limits of Algebraic, Exponential and Logarithmic functions.

Derivative of a Function, Derivative of Algebraic, Exponential and Logarithmic functions from the definition, Derivative of the Products and Quotient of two functions.

Unit-III: Differentiation of Composite function, Successive differentiation of a function-upto 4th. Order, Maxima and Minima with marginal applications

Anti differentiation (Integration), Integration of simple functions by Substitution and by parts and their marginal applications

Unit-IV: Probability:

Concept of Probability, Addition and Multiplication, Rules of Probability, Baye's theorem (without proof) with simple problems (will be on application to business and economic situation)

Unit-V: Linear Programming:

Formulation of Linear programming problems, Solutions of LPP Problems by Graphic (i.e., Geometric) and Simplex methods

R. Mishra
(Dr. R. MISHRA)

Shreshth
(Shreshth sadotra)

Blarti Slathia
(H.O.D- B.B.A)

Shah Ane

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

BOOKS RECOMMENDED:

- | | |
|------------------------------------|---------------------------------|
| 1. Business Mathematics | : S.C. Sancheti and V.K. Kapoor |
| 2. Business Mathematics | : Qazi Zameerudin & V.K. Khanna |
| 3. Theory and Problems of Matrices | : Frank Ayres, JR. |
| 4. Linear Programming | : R.S. Narang |

R. Narang

Suresh
(Suresh Sadotora)

Bharti Sathia
(H.O.D - B-B.A)

John Aue

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 203

Duration of Examination: 3 hrs.

Title: MARKETING MANAGEMENT

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To expose the students to the basics of Marketing Management

SYLLABUS

- Unit-I: 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:**
Meaning and Significance of Marketing Planning; Marketing Planning Process; Essentials of Effective Planning; Problems involved in Effective Planning.
Marketing Mix—Meaning, Importance and Elements,
Market Segmentation—Meaning, Importance and Basis
- Unit-III: Product Planning and Development:**
Meaning and Classification of Product, Product Planning—Meaning, Components and Objectives, the Product Decisions—Branding, Packing, Labelling, after Sales Service
Product Mix; Product Life Cycle Stages and Strategies; Product Innovation and Development
- Unit-IV: Product Pricing:**
Nature and Scope of Product Pricing, Factors influencing Price Determination, Methods of Price Determination
Distribution Channels—Concept, Types, Factors affecting choice of Distribution Channel,
Promotion- Concept, Significance and Promotion Mix
Advertising—Meaning and Role, Sales Promotion—Meaning and Role,
Personnel Selling—Meaning, Merits and Limitations.

R. Mohel

Jaime
(Sunesh Sadotra)

Bharti Sathia
(H.O.D. - B.B.A)

Unit-V: Marketing of Services—Concept, Characteristics and Growth of Service Markets
F. Marketing—Concept and application
Green Marketing—Concept and Importance, Ambush marketing
Latest trends in Marketing, Ethical Issues in Marketing.

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

NOTE: At least one internal examination must be based on presentation /case study.

Books Recommended

- 1) Philip Kotler: Marketing Management Englewood Cliffs: Prentice Hall. N.J.
- 2) William M. Pridie and O. C. rell: Marketing: Hoghton-Mifflin Boston.
- 3) Stanton W.J. Etzel Micheal J. and Walker Bruce J: Fundamentals of Marketing, McGraw Hill, New York.
- 4) Lamb Charles W., Hair Joseph F. and McDaniel Carl: Principles of Marketing, South-Western-Publishing, Cincinnati, Ohio.
- 5) Cravens David W, Hills Gerald E, Woodruff Robert B: Marketing Management: Richard D. Irwin, Homewood Illinois.
- 6) Kotler Philip and Armstrong Gary: Principles of Marketing: Prentice Hall of India, New Delhi.
- 7) Fulmer R. M: The New Marketing McMillian, New York.
- 8) McCarthy J.E Basic Marketing—A Managerial Approach: McGraw Hill, New York.
- 9) Cundiff, Edward W. and Stiu R.R. Basic Marketing—Concepts, Decisions and Strategies; Prentice Hall, New Delhi.
- 10) Bushkirk, Richard H: Principles of Marketing: Dryden Pren, Illinois.

R. Michael

Suresh Sadotia

Blanti Sathia
(H.OO-B.B-A)

Ashish Anand

BBA SECOND YEAR
Detailed Syllabus

Course No: **BB-204**

Duration of Exam: **3 hrs.**

Title: HUMAN RESOURCE MANAGEMENT

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To expose the students to the basics of Human Resource Management

SYLLABUS

- Unit-I:** Concept, Function, Importance of HRM, Role of Personnel Manager, Organization of Personnel Department, Personnel Policies. Hard and Soft HRM, HRM and Personnel Management, the Changing Environment and Role of HRM, HRM in Indian Context.
- Unit-II:** Human Resources Planning, Job Analysis Programme, Job Description, Job Specification, Recruitment: Sources and Methods, Selection: Meaning and Procedure, Placement: Meaning and importance, Induction: Meaning and Importance, Latest trends in recruitment and selection.
- Unit-III:** Training: Meaning and Importance, Difference between Training and Development, Training need Identification and steps in Training, Methods of Training, and Training in Indian Context.
Performance Appraisal—Nature, Object^{ive} and Methods
- Unit-IV:** Meaning and Factors affecting Compensation, Fringe Benefits, Job Evaluation—Concepts, Importance and Method.
Latest trends in Human Resource Management, Ethical issues in Human Resource Management.
- Unit-V:** Concept and Importance of Industrial Relations, Causes of Poor Industrial Relations, Industrial Disputes in India, Machinery for Prevention and Settlement of Industrial Disputes, Quality Circles.

R. Mahesh

Jaime
(Suresh sadotra)

Bharti Slathia
(H.O.D. - B.B.A)

Asim Choudhary

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Note: At least one internal examination must be based on presentation /case study.

Books Recommended:

- | | | |
|---------------------------------|---|---|
| 1) Edwin B. Flippo | : | Personnel Management. |
| 2) Micheal J. Jucious | : | Personnel Management. |
| 3) Pigoure and Myare | : | Personnel Management. |
| 4) Scott, Clotheir and Spwegal | : | Personnel Management. |
| 5) G.B. Mamoris and S.V. Gankar | : | Personnel Management. |
| 6) Dale Yoder | : | Industrial Relations and Personnel Management |
| 7) V.V. Giri | : | Labour Problems in Indian Industry |
| 8) C.B. Memoris | : | Industrial labour, Social Security And industrial Peace in India. |
| 9) C. A. Mynes | : | Labour Problems in Industriali- sation of India. |
| 10) Gankar Memoris, | : | Dynamics of Industrial Relations |
| 11) B.P. Taygi | : | Labour Economic and Social Welfare. |
| 12) Barrel T.W | : | Industrial Psychology. |
| 13) D. Mehyras | : | Worker Participation in Mgt. |
| 14) M.M. Rubrabasayaraj | : | Dynamic Personnel Administration |

R. M. Shetty

Suresh Sadotora

Shanki Shaktis
(H.O.D. B-B.A)

Shan Anu

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 205

Duration of Examination: 3 hrs.

Title: RESEARCH METHODOLOGY

Maximum Marks 50
Internal Evaluation 50

Objectives: To expose the students to the basics of Research

SYLLABUS

- Unit-I:** Introduction to Research Methodology—Defining Research Problems and Formulation of Hypothesis Research Design.
- Unit-II:** Methods and Techniques of Data Collections, Questionnaire Planning and Execution; Attitude Measurement and Scales; Validity, Reliability and Sensitivity.
- Unit-III:** Sampling and Sampling Design, Processing of collected data (Editing, coding and tabulating), Data Analysis and Interpretation (Uni-Variate Analysis Percentages, Averages, Dispersion),
- Unit- IV:** Measurement of Association- (Bi-Variate Analysis- Karl Pearson's Co-efficient of Correlation, Rank Correlation, Regression Analysis, Distinction between Correlation and Regression
- Unit-V:** Understanding the application of SPSS, Report Writing and Presentation, Substance of a Report, Format of a Report, and Presentation of Report. Case study/ project study presentation

Note for Paper Setting:

The concerned teacher shall set the paper and decide about the pattern and distribution of marks and also evaluate the paper.

Books Recommended

- | | | | | | |
|----|--------------|---|----------------------|-------------|----|
| 1) | V.P.M Chand | : | Research | Methodology | in |
| | | | Management | | |
| 2) | P. Sarvanand | : | Research Methodology | | |
| 3) | A Parsurmen | : | Marketing Research | | |

R. M. Shree

Jaime
(Suresh sadotora)
30

Adarsh Arora

Shanti Sathar
(H.O.D - BBA)

- 4) U.K. Srivastava,
G.V Sharma & S.C. Sharma : Quantitative Technique
- 5) R.N. Mourthy : Sampling Theory and Methods
- 6) Sadhu & Singh : Research Methodology for Social Sciences.
- 7) Sellitz C. Jahoda M. : Research Methodology in Social Sciences.
- 8) Testingart & Katz D. : Research Methodology in the Behavioural Sciences.
- 9) Hammond & Rammond : Sociological Research
- 10) Apprentice Hall : Questionnaire Design and Attitude Mgt.
- 11) Sehgal S. : Non Parametric Statistic
- 12) Gordan R.L : Interviewing Strategy Technique & Tactics
- 13) V.P. Michael : Research Methodology in Mgt.
- 14) D.D.Sharma : Marketing Research

R. N. Mourthy

S. Sadhu
(Suresh sadotra)

Bharti Slotter
(H.O.D - B-B-A)

Sharma Anur

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 206

Duration of Examination: 3 hrs.

Title: FINANCIAL MANAGEMENT

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To expose the students to the basics of Financial Management

SYLLABUS

Unit-I: Financial Management:

Meaning, Objective, Scope and functions of Financial Management:
Organizations Finance Functions; Role and Function of Finance Manager
Concept, objectives and steps in financial planning.

Unit-II: Source and Forms of Finance:

Sources of Finance—Long Term and Short Term, Shares—Types of
Shares—Equity Shares and Preference Shares, Debentures—Kinds of
Debentures and their

Marketing of Securities: Listing of Securities in India.

Stock Market—Meaning, Importance and Functions of Stock Market with
Reference to India.

Unit-III: Capital Budgeting: Meaning, purpose, factors. Capital budgeting
decisions- NPV (Net Present Value), IRR (Internal Rate of Return), ARR
(Accounting Rate of Return) and P.I. (profitability index)

Working Capital: Concept of Working Capital: Its Need and
determinants: Sources of Working Capital

Cash Management: Meaning, Objectives and Nature of Holding Cash.

Unit-IV: Capital Structure and Dividend Policies

Meaning and Forms of Dividend, Issues in Dividend Policies, Important
Consideration in Dividend Policies.

Capital Structure: Concept and Factors influencing Capital Structure
Decisions; Theories of Capital Structure—Net Income Approach, Net
Operating Income Approach.

R. M. S. S.

Jasna
(Suresh S. D.otra)

Blati S. Lathia

(H.O.D- B.B.A)

Arjun Arora 32

Unit- V: Cash Flow and Fund Flow:

Concept of Cash Flow and Fund flow management, Difference between cash Flow and Fund Flow, Preparation of Cash Flow and Fund Flow statements

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Note- At least one internal examination must be based on presentation /case study.

Books Recommended:

- | | | | |
|----|------------------|---|-----------------------|
| 1) | S.C. Kuchhal | : | Financial Management. |
| 2) | I.M Pandey | : | Financial Management. |
| 3) | V.K. Bhalla | : | Financial Management. |
| 4) | Parsanna Chandra | : | Financial Management. |
| 5) | P.V. Kulkarni | : | Financial Management. |
| 6) | Jain & Khan | : | Financial Management. |
| 7) | Shashi K. Gupta | : | Financial Management |

R. M. Singh

Dr. Suresh S. Dhotra

Bladi Sathia
(H.O.D- B.B-A)

Asim Arora

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 207

Duration of Examination: 3 hrs.

Title: ORGANISATIONAL BEHAVIOUR

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To acquaint the students with the concept of organizational and individual behaviour.

SYLLABUS

UNIT-I

Introduction to Organisational Behaviour

- (i) Definition, Key elements, nature and scope
- (ii) Need for studying organizational behaviour
- (iii) Models of organisational behavior
 - Autocratic Model, Custodial Model, Supportive Model
- (iv) Contributing disciplines to OB:
- (v) Evolution of OB.
 - Industrial Revolution
 - Scientific Management
 - Human Relations Management
 - Hawthorne Studies.

UNIT-II

Foundation of Individual Behaviour

- (i) The individual and individual differences
- (ii) Human behaviors and its causation
- (iii) Model's of man—Relational Man, Economic Man, Organisation Man, Self-Actualizing Man and complex Man.

Motivation

- (i) Meaning and Nature of motivation
- (ii) Theories of Motivation—Brief description of theories based on needs (Maslow, Herzberg, McClelland), on nature (Mc Gregor, Urwick and Argyres) and on expectancy (Vroom and Porter, Lawler)

UNIT-III

Perception

- (i) Meaning and concept, perception and sensation
- (ii) Factors influencing perception
- (iii) Perceptual selectivity and perceptual distortion.

Learning

R. Mishra

Jalima
(Suresh Sadotia)

Bharti Sathia
(H.O.D. - B.B.A)

- (i) Meaning, Definition and components of learning process.
- (ii) Learning Theories: Classical conditioning, Operant Learning, Cognitive Learning.

Attitude

- (i) Concept of Attitude
- (ii) Attitude, Opinion and belief, Attitude and Behaviour

UNIT-IV

Foundation of Group Behaviour

- (i) Definition and Characteristics of Groups, why people join groups?
- (ii) Types of Groups
- (iii) Groups Structure (Formal Leadership, Roles, Norms, Size and Composition)
- (iv) Quality Circles

Leadership

- (i) Meaning and concept
- (ii) Theories of Leadership: Trait theory, Behavioural theory, Situational theory, Managerial grid.
- (iii) Leadership styles in Indian organizations.

UNIT-V

Job Frustration:

Meaning, Concept, where does job frustration comes from? How to manage frustrations

Job Stress:

Meaning Concept, Where does stress comes from? Consequences of stress, How to manage stress?

Power & politics:

Meaning of Power, Distinction between Power and Politics, Basis or Sources of Power

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total 10 questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

Note: Atleast one internal assessment test to be based on presentation/case

Books Recommended:

- | | |
|--|---------------|
| 1. Organisational Behaviour | : S. Robbins |
| 2. Organisational Theory and Behaviour | : L.M. Parsad |
| 3. Organisational Behaviour | : S.S. Khanka |

R. M. Shil

Sharma
(Sumern sadotra)

Sham Arora

Bharti Sathia
(H.O.D. B.B.A)

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 208A

Title: SEMINAR/ PROJECT PRESENTATION (J&K CULTURE)

No. of Contact hours: 40

Maximum Marks 30

OBJECTIVES:

To enable the students understand the Culture of different regions of the state.

SYLLABUS

- Unit-I** :Culture of Jammu (Religion, languages, Cuisines, Music, and Dance)
Unit-II :Culture of Kashmir (Religion, languages, Cuisines, Music, and Dance)
Unit- III :Culture of Ladakh (Religion, languages, Cuisines, Music, and Dance)

Evaluation:

To be evaluated by internal and external evaluator jointly (internal evaluator must be BBA faculty)

Remuneration:

The remuneration to the evaluators to be given according to University Rules

Books Recommended

1. Dewan, Parvez, Jammu, Manas Publications, New Delhi.
2. Dewan, Parvez, Kashmir, Manas Publications, New Delhi.
3. Dewan, Parvez, Ladakh, Manas Publications, New Delhi.

R. Mishel

(Jasna Sadotra)

Bharti Slathia
(H.O.D - BBA)

Abha Arora

BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 208B

**Title: VISIT TO CULTURAL/ HISTORICAL MONUMENT OF THE
J&K STATE TO PREPARE A PROJECT REPORT**

Maximum Marks: 20

OBJECTIVES:

The objective behind the visit to Cultural/ Historical monument to suggest strategies to increase the inflow of tourist

Report Writing:

The students immediately after the visit to Cultural/ Historical Monument of the state have to submit a project report in writing. The report should suggest ways to develop the place so as to attract more visitors.

Evaluation

The report of the visit is to be evaluated internally by BBA faculty of the Concerned College and awards to be submitted to the University. The students are to be given feedback on their project.

Remuneration

The remuneration to the evaluators to be given according to University Rules

R. Ashraf

J. Jina
(Suresh Sadotia)

Bharti Shukla
(H.O.D - B-B-A)

Ashish Arora

Revised Syllabi for B.B.A Part III to be adopted for
the conduct of Examination year 2013, 2014 & 2015.
UNIVERSITY OF JAMMU

SYLLABUS
FOR
BACHELORS DEGREE PROGRAMME
IN
BUSINESS ADMINISTRATION
THIRD YEAR
FOR THE SESSION
2012-2013 & ONWARDS

The following courses of Study are prescribed for the Third year of
Bachelors Degree Programme in **BUSINESS ADMINISTRATION**

<u>COURSE NO.</u>	<u>TITLE</u>	<u>MARKS</u>
BBA- 301	Cost and Management Accounting	100
BBA- 302	Business Legislation	100
BBA- 303	Entrepreneurship	100
BBA- 304	Consumer Behaviour and Market Research	100
BBA- 305	Marketing of Services	100
BBA- 306	Summer Project Report	100
	a) Seminar Presentation	50
	b) Report Evaluation	50
BBA- 307	A) Seminar Presentation (Indian Ethos and Culture)	30
	B) Report on Industrial Visit	20

Note: All the courses are to taught by Lecturer BBA or Lecturer with M.B.A.
background

R. N. Shrivastava

*Prima
(Suresh Sadotra)*

*Charvi Sathia
(H.O.D.-B.B.A)*

Adm. Officer

INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test 7.5 marks

Second Internal Test/ Case Study/ Project Work 7.5 marks

Attendance maximum (as per University Rules) 5.0 marks

R. Mishel

Jasna
(Suresh Sadotra)

Bharti Sathia
(H.O.D- B-B-A)

Aditya Anur

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 301

Duration of Examination: 3 hrs.

Title: COST AND MANAGEMENT ACCOUNTING

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To acquaint the students with the basic concepts and methods used in cost accounting and management and their accounting treatment.

SYLLABUS

Unit-I: Theory: Cost and Cost Accounting:

Meaning, Scope and Importance; Analysis of Elements of Cost; Difference between Financial and Cost Accounting; Steps to Install a good Costing System; Limitations of Cost Accounting; Methods of Cost Accounting; Costing as an aid to Management; Difference between Cost Account and Cost Sheet.

Numerical: Preparation of Cost sheet; tender (Quotation)

Unit-II: Theory: Accounting for Materials:

Meaning and Classifications of Materials; Importance of Purchasing; Planning and Objectives of Store Keeping; Methods of Pricing Materials; Issues and Control of Materials

Numerical: Accounting for Pricing Materials issues; First-in-First out Method; Last-in-First out Method; Base Stock Methods; Average Cost Basic (Simple and Weighted Average Price) Standard Price Method.

Unit-III: Theory: Accounting and Labour Cost:

Idle Time-Meaning and Causes; Over Time—Meaning, Causes and Control of over time work; Methods of Wage Payment; Meaning and Features of Over Heads; Difference between Cost allocation and Cost apportionment; Causes for under and over Factory Over Head; Merits and Demerits of Machine Hour Rate.

Numerical:

Direct Labour Hour Rate Method; Machine Hour Rate Method

R. Mohan

Jama
(Suresh Sadotia)

Shakti Sathia
(H.O.D - B.B.A)

Arjun Bera

Unit-IV: Concept of Management Accounting; Nature and Scope of Management Accounting; Distinction between Financial Accounting and Management Accounting, Various Tools and Techniques of Management Accounting
Solvency Ratios- Short term solvency Ratio, Long term Solvency Ratio, Efficiency Ratios; Stock Turnover Ratio; Debtors and Creditors Turnover Ratios

Unit-V: Concept of Marginal Costing; Merits and Demerits of Marginal Costing; Managerial Application of Marginal Costing;
Concept of Break Even Analysis; Utility and Assumption of Break Even Analysis; Calculation of Break Even Point (Algebraic formula method); Effects of Changes in Sales Price, Make or buy Decision

NOTE FOR PAPER SETTING:

The question paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Books Recommended:

- 1) R.K. Sharma & Shashi K. Gupta : Management Accounting
- 2) S. N. Maheshwari : Management Accounting
- 3) J.C. Katyal and S.K. Dhiman : Management Accounting
- 4) J. Made Gowda : Management Accounting
- 5) J.S. Pasriche and Dr. A.K. Vashisht : Management Accounting
- 6) P.N. Reddy & H.R. Appannaiah : Management Accounting

R. Mahesh

S. N. Maheshwari
(Suresh sadotia)

Bharti Sathya
(H.O.D. - B.B.A)

Sham Arora

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 302

Duration of Examination: 3 hrs.

Title: BUSINESS LEGISLATION

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To acquaint the students with the basic concepts Law of Contract, Sales of Goods Act, The Indian Partnership Act and Company and its formation.

SYLLABUS

Unit-1: The Indian Contract Act, 1872: definition, nature and classification of contracts, Essentials of Valid Contract, Capacity to Contract, Minor's position with regard to contract, Essentials of Valid Consideration, Exceptions to Consideration, Free Consent—meaning and difference between coercion and undue influence, Legality of objects—Void agreement, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract.

Unit-II: The Sale of Goods Act, 1930: definition and essentials of Contract of sale, Agreement to Sell and Goods, Conditions and Warranties, Difference between Indemnity and Guarantee, Transfer of property in goods, Performance of Contract of Sale, unpaid Seller and his Rights, Sale by Auction, Distinction Between Sale and Hire Purchase, Doctrine of Caveat Emptor.

Unit-III: The Indian Partnership Act, 1932: Definitions, Characteristics and Types of Partnership, Rights and Duties of Partners, Registration of firms, Effect of non-registration, Dissolution of Partnership, Cyber Laws and Consumer Protection Act.

Unit-IV: Company—Meaning, Characteristics, Types, Special Privileges' of Private Company, Conversion of Private Company into a Public Company—Lifting the Corporate veil.

Unit-V: Stages in the Formation of a Company; Procedure for incorporation of Company; Memorandum of Association —Meaning, Contents and Procedure for alteration of Nature Clause, Object Clause and Capital Clause. Article of association—Meaning, Contents and its Alteration, Prospectus—Meaning, Contents and Remedies for false statement in Prospectus.

R. Mohan

(Jaima Swesh sadotra)

Bharti Slathur
(H.O.D. B.B.A)

Ashwini

NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

BOOKS RECOMMENDED:

- | | |
|---------------------------------|--------------------------|
| 1. Business Law for Management | K.R. Buldhandani |
| 2. Commercial Law | Garg and Chawla |
| 3. Principles of Mercantile Law | R.P. and S.N. Maheshwari |
| 4. Elements of mercantile Law | N.D. Kapoor |
| 5. Company Law | N.D. Kapoor |
| 6. Company Law | Garg, Chawla and Gupta |

R. Mishel

(Suresh Sadon)

Bharti Sathia
(H.O.D B.B.A)

John Anne

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 303

Duration of Examination: 3 hrs.

Title: ENTREPRENEURSHIP

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objective: To provide exposure to the students to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

SYLLABUS

Unit-I: Introduction:

The Entrepreneur—Definition, Characteristics, Types and Functions; Concept of Entrepreneurship; Emergence of Entrepreneurial Class; Relevance of Entrepreneurship in career growth; Theories of Entrepreneurship (Hawley, Knight and Schumpeter); Problems in the Growth of Entrepreneurship.

Unit-II: Promotion of a Venture:

Opportunities analysis—Project Identification and Selection; Preparation of Project Report; Methods of Project Appraisal; External Environment Analysis; Legal requirements for the establishment of a new unit; Venture Capital—Concept and Sources; Sources of long and short term funds

Unit-III: Entrepreneurial Behaviour and Motivation:

Factors governing Entrepreneurial behaviour (Factors motivating the Entrepreneurs); Entrepreneurial competencies; Development of Entrepreneurial competencies; Psycho-theories (Maslow and McClelland—Achievement Motivation); Women Entrepreneurs—Problems; Suggestions and Recent Trends

Unit-IV: Entrepreneurial Development Programme (EDPs)

EDPs—Objectives, Features of Sound EDP and Problems of EDPs; Relevance and Achievements of EDPs; Role of the State in fostering Entrepreneurship; Institutional support to Entrepreneur development (Brief Introduction of Prominent Central Institutions); EDPs in J&K –J&K Industrial and Technical Consultancy Organisation (ITCO) and District Industries Centres; Critical Evaluation of EDPs in J&K; Potential Areas for Entrepreneurs in J&K.

R. Mahesh

J. Suresh Sathya

Blasit Sathya
CHOD - BBA

Amritha

Unit-V:**Entrepreneurship and Small Scale Industries:**

Meaning and Scope of SSIs; Present Policy for the Growth of SSIs; Growth of SSIs in the Post Reforms Era; Challenges before small Scale Industries; Export Potential of Small Units; Benefits of E-Commerce to Small Scale Units; Tax benefits to SSIs; Total Quality Management in SSIs—Concept and Process; Role of an Entrepreneur/ SSIs in Economic Growth as an Innovator;

NOTE FOR PAPER SETTING

The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (Total five questions). There will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

Books Recommended:

- 1) Tandon B.C. Environment and Entrepreneur; Chugh Publications, Allahbad.
- 2) Siner A. David: Entrepreneurial megabooks; John Wiley and Sons, New York.
- 3) Srivastava S.B.: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
- 4) Prasanna Chandra: Project preparation, Appraisal Implementation; Tata McGraw Hill, New Delhi.
- 5) Pandey I.M: Venture Capital—The Indian Experience; Prentice hall of India.
- 6) Holt: Entrepreneurship—New Venture Creation; Prentice Hall of India.
- 7) Vyas, Jay Narayan—Small Scale Industry Handbook, Grantvitran.
- 8) Business Environment by Parag Diwan, Excel.
- 9) A Manual on Business Opportunity, Identification and Selection by J.B. Patel and S.S. Modi.
- 10) Handbook of Entrepreneurship by G.R. Basotia & K.K. Sharma Mangaldeep Publications, Jaipur.
- 11) Desai, Vasant: Dynamics of Entrepreneurial Development and Management: Himalaya Publishing House.
- 12) Desai, Vasant: Small Scale Industries and Entrepreneurship: Himalaya Publishing House.
- 13) Khanka S.S: Entrepreneurial Development: S. Chand and Company Ltd.
- 14) Shandariah, Radha and Ramana Rao: Entrepreneurship Development: Kalyani Publishers.

Publishers.

R. Moha

(Jaima)
(Suresh sadotia)

Ashu Arora

Harish Sathia
(H.O.D - B.B.A)

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 304

Duration of Examination: 3 hrs.

Title: CONSUMER BEHAVIOUR AND MARKET RESEARCH

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objective: To provide exposure to the students to the Consumer Buying Behaviour and better understanding of the Consumer

SYLLABUS

- Unit-I:** Meaning, Nature and Importance of Consumer Behaviour, Application of Consumer Behaviour in Marketing, Major Factors influencing Consumer Behaviour—Cultural, Social, Personal and Psychological Factors.
- Unit-II:** Buying Motives, Types of Buying Behaviour, Stagers in Buying Process, Family Life Cycle.
Consumer Perception—Meaning, Dynamics (Perceptual Selection, Perceptual Organization and Perceptual Interpretation) of Perception
- Unit-III:** Consumer Learning—Meaning, behavioural Learning Theories (Classical Conditioning, Instrumental Conditioning) Cognitive Learning Theory.
Consumer Attitudes—Meaning, Structural Models of Attitudes (Tri-component, Single Component, Multi-Attribute and Attitude towards the Ad Model) and Measurement of Attitude
- Unit-IV:** Industrial Markets, Major Types of Industrial Buying Decision, Major factors influencing Industrial Buyers behaviour- Environmental, Organisational and Interpersonal. Industrial Buying Decision process
- Unit-V:** Meaning and Scope of Marketing Research, Marketing Research Process, Method of Data Collection, Sample Design and Sampling, Characteristics of Good Marketing Research, Precautions in Marketing Research, Marketing Information System.

NOTE FOR PAPER SETTING:

The questions paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

R. Nishu
(Suresh Sadotra)
Asim Anwar 46

Bharti S Latha
(H.O.D - BBA)

NOTE- Atleast one internal examination must be based on presentation /case study.

Books Recommended:

- | | | |
|-----|---|-----------------------|
| 1) | Consumer Behaviour Concepts and Applications: Louden and Dolia. | |
| 2) | Consumer Behaviour | : Schiffman and Kanak |
| 3) | Consumer Behaviour | : Bennett, |
| 4) | Consumer Behaviour Theory and Action: S. H. Britt, | |
| 5) | Marketing Research | : A. Parasuraman |
| 7) | Marketing Management | : Philip Kotler |
| 8) | Marketing Mgt. | : C.N. Santokhi |
| 9) | Basic Marketing | : Cundiff and Still |
| 10) | Consumer Behaviour | : Schiffman R.G. |
| 11) | Consumer Behaviour | : L.R. Kanuk |
| 12) | Marketing Mgt. | : Stanton, Weighrich. |
| 13) | Marketing Research | : Boyd. |
| 14) | Marketing Research | : D.D.Sharma |

R. Mohel

(Sunesh Sadotra)

Barli Shalva

(H.O.D. BB-A)

Abhinav

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 305

Duration of Examination: 3 hrs.

Title: **MARKETING OF SERVICES**

Maximum Marks 100

a) University Exam: 80

b) Internal Assess: 20

Objectives: To expose the students to the basics of Marketing of Services

SYLLABUS

- UNIT – I** Importance of Services Sector; Nature and Characteristics of Services; Classification of Services; Goods versus Services Marketing, The Services Marketing Triangle, Environment for Services Marketing- Micro and Macro Environments
- UNIT – II** Understanding Service Customers- Models of Service Consumer Behaviour; Service Quality and GAP model, Service Market Segmenting, Targeting and Positioning.
- UNIT – III** Services Marketing Mix; Services offer; Pricing; Promotion and Distribution of Services; Management of People, Process and Physical Evidence; Matching of Demand for and Supply of Services. Marketing of Bank, Tourism and Educational Services
- UNIT –IV** Relationship Marketing- Scope and Type of Relationship Marketing; Need for Relationship Marketing- Firm and Customer Perspectives. Developing and Managing Relationships; Relationship Strategies; Implementing CRM; Role of Information Technology in Relationship Building (E-CRM)
- UNIT-V:** International Marketing of Services: Transnational Strategy meaning , the reasons for service firms to operate internationally, elements of Global Transnational Strategy, international branding and advertising, industry globalization drivers, modes of internationalization, transnational strategy for supplementary services, problems connected with marketing services internationally, the 10 P model of Global Strategic management.

NOTE FOR PAPER SETTING:

The questions paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

R. N. Singh
(*Suresh Sadotra*)

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John Ame

Bharti Sathia
(*H.O.D - B.B.A*)

Note:- At least one internal examination must be based on presentation /case study.

Books Recommended:

- 1) Bateson John E.G., Managing Services Marketing: Text and Readings Dryden Press, Chicago.
- 2) Berry Leonard L. and Parasuraman A., "Marketing Services: Competing Through Quality", The Free Press, New York.
- 3) Bitner Mary Jo and Valarie A Zeithaml, "Services Marketing" McGraw Hill, New York.
- 4) Christoper, H. Lovelock, "Services Marketing", Prentice Hall, Eaglewood Cliffs, New Jersey.
- 5) Kotlar Philip and Bloom P.N., "Marketing Professional Services", Prentice Hall, Eaglewood Cliffs, New Jersey.
- 6) Kotler Philip and Alan R. Andreasen, "Strategic Marketing for Nonprofit Organisations", Prentice Hall, Upper Saddle River, N.J.
- 7) Kotler Philip and Roberta N. Clarke, "Marketing for Health Care Organisations", Prentice Hall, Eaglewood Cliffs, New Jersey.
- 8) Verma H.H, "Marketing of Services" Global Business Press, New Delhi.
- 9) Balaji B., "Services Marketing and Management, S. Chand and Company Ltd. New Delhi.

R. N. Singh (Surish sadhara)

Arjun Arora

Shashi Sathya
(H.O.D. - B.B.A)

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 306

Title: PROJECT REPORT

Maximum Marks 100

a) Project Evaluation: 50

b) Seminar Presentation: 50

Objective:

To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course

Guidelines for Project Report:

Student should decide the topic for the project under the guidance of a teacher within 10 days after the end of examination of BBA-II. The student will have to go for field work or Work in an organization for at least four weeks after the end BBA-II examination and before the start of BBA-III year classes. The student should take regular guidance from the teacher while carrying out project work. The project report is to be submitted by 31st. December.

The guidelines for the project report are as follows:

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- Page numbers are compulsory.

Project Guide:

Only Lecturers with M.B.A background can act as project guide and a guide will take care of a maximum of 15 students. In case of more than 15 students and upto 30 it is to be divided among two faculty members and so on. A faculty member acting as project guide will take one period less.

Assessment of Project Report:

Project Report will be assessed by the External Evaluator (from BBA faculty) out of 50 marks and there will be a Seminar Presentation of the project report carrying 50 marks. The Principal of the Concerned College will appoint a committee, consisting of 3 members, 2 members being external (one from Business School and one BBA faculty from other Govt. college having BBA course) and 1 member being internal (only from BBA faculty who has guided the project work). The seminar will be conducted before the

R. Mishra

(Suresh Sadotra)
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Ashish Anand

Harti Sathia
(HOD - B-B-A)

annual examination. The marks are to be submitted to the University immediately after the seminar.

Remuneration:

The payment for External evaluation and to the committee for seminar shall be made according to university rules. *Dr. M. V.*

R. M. S. (Swarn Sadhvi)

Shanti Sathis
(H.O.D - B.B.A)

Adm. Arise

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 307A

Duration of Examination: 3 hrs.

Title: SEMINAR PRESENTATION ON INDIAN ETHOS AND CULTURE

No. of Hours: 40

Maximum Marks: 30

OBJECTIVES:

The objective behind the seminar to make the students understand the values and culture of our country and to make them better human being

SYLLABUS:

Work ethos, Indian insight in TQM, Problem relating to stress in corporate management- Indian Perspective, Teaching ethics, Trans-cultural values in management education, Relevance of values in management, Need for values in Global change- Indian perspective, Values for managers, Holistic approach for Managers in decision making, Secular versus spiritual values in management.

Evaluation

To be evaluated by internal and external evaluator jointly (internal evaluator must be BBA faculty)

Remuneration

The remuneration to the evaluators to be given according to University Rules

Books Recommended:

1. Basham, A.L., A Cultural History of India, Oxford Press, New Delhi
2. Basham, A.L., India the wonder that was, Oxford Press, New Delhi.

Rashmi Sharma
(Suresh sa dot ra)

Hanto Sathir
(H.O.D. - B.B.A)

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BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 307B

Title: REPORT ON INDUSTRIAL VISIT (LOCAL AND OUTSIDE J&K)

No. of Contact Hours: 30

Maximum Marks: 20

(Excluding visit)

OBJECTIVES:

The objective behind the industrial visit is to give practical knowledge to theoretical concepts learned in class rooms.

Syllabus:

Different topics are to be discussed and allotted to students to prepare the report in a group of 5-8 students. The topics to be allotted can be from HRM or Marketing area e.g. Training, Performance Appraisal, Personnel Policies, Customer Profile, Marketing Strategy, and Advertising Strategy. The student immediately after the industrial visit in Local Industry and Industry located outside the J&K state have to submit report in writing.

Evaluation

The report of the Industrial visit is to be evaluated internally by BBA faculty of the Concerned College and awards accordingly to be submitted to the University. The students are to be given feedback on their project.

Remuneration

The remuneration to the evaluators to be given according to University Rules

R. M. Shaf (Sumera Sadotora)

Amir Amir

Bharti Shaf
(M.O.D. B-B-A)