



# UNIVERSITY OF JAMMU

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

Academic Section

Email: [academicsectionju14@gmail.com](mailto:academicsectionju14@gmail.com)

## NOTIFICATION

(24/March/Adp./115)

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 **Management/Business Management** of Semesters **Vth, VIth, VIIth and VIIIth** 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
Management/Business Management	Semester-V	December 2024, 2025 and 2026
	Semester-VI	May 2025, 2026 and 2027
	Semester-VII	December 2025, 2026 and 2027
	Semester-VIII	May 2026, 2027 and 2028

The Syllabi of the courses is available on the University website: [www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in)

Sd/-  
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/24/ 15246-260

Dated: 22/3/24

Copy for information and necessary action to:

1. Dean, Faculty of Business Studies
2. Convener, Board of Studies in Business Management/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.

*Sumitachand*  
20/3/24  
Deputy Registrar (Academic)

*AS* 20/3/24  
*Raj* 20/3/24  
*M* 20/3/24

**The Business School  
University of Jammu**

**Course Structure  
of  
Bachelor of Arts (BA)  
(Management/Business Management)**

*Including Syllabi of*

**Semester-V**

*For the Session Dec 2024, 2025 and 2026*

**Semester-VI**

*For the Session May 2025, 2026 and 2027*

**Semester-VII**

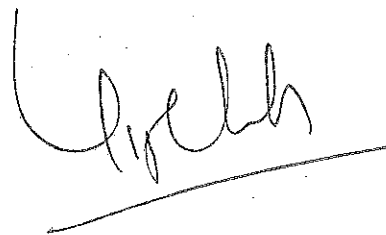
*For the Session Dec 2025, 2026 and 2027*

**Semester-VIII**

*For the Session May 2026, 2027 and 2028*



Syllabus Structure of BA (Management/ Business Management) at FYUGP under CBCS as per NEP-2020								
Course Type	Course No.	Course Title	credits	Marks				Total Marks
				Theory		Tutorial		
				MST	End Exam	Assessment	Exam	
<b>5<sup>th</sup> SEMESTER</b>								
Major	UMJBAT501	Indian Banking System	3 Th/1 T	15	60	10	15	100
Major	UMJBAT502	Talent Management	3 Th/1 T	15	60	10	15	100
Major	UMJBAT503	Material Management	3 Th/1 T	15	60	10	15	100
Major	UMJBAT504	Fundamentals of Sales Management	2	10	40			50
Minor	UMIBAT505	Life Skills and Personality Development	3 Th/1 T	15	60	10	15	100
Skill	USEBAI506	Summer Internship	2	10	40			50
<b>6<sup>th</sup> SEMESTER</b>								
Major	UMJBAT601	Financial Services	3 Th/1 T	15	60	10	15	100
Major	UMJBAT602	Advertising and Promotion	3 Th/1 T	15	60	10	15	100
Major	UMJBAT603	Human Resource Development	3 Th/1 T	15	60	10	15	100
Major	UMJBAT604	Total Quality Management	3 Th/1 T	15	60	10	15	100
Minor	UMIBAT605	Culture and Diversity Management	3 Th/1 T	15	60	10	15	100
<b>7<sup>th</sup> SEMESTER</b>								
Major	UMJBAT701	Introduction to Rural Marketing	3 Th/1 T	15	60	10	15	100
Major	UMJBAT702	Insurance Management	3 Th/1 T	15	60	10	15	100
Major	UMJBAT703	Research Methodology and Research Ethics	3 Th/1 T	15	60	10	15	100
Major	UMJBAT704	Inventory Management	3 Th/1 T	15	60	10	15	100
Minor	UMIBAT705	Mental Health, Happiness and Well Being	3 Th/1 T	15	60	10	15	100
<b>8<sup>th</sup> SEMESTER (4 year UG Honours)</b>								
Major	UMJBAT801	Fundamentals of Retail Management	3 Th/1 T	15	60	10	15	100
Major	UMJBAT802	International Human Resource Management	3 Th/1 T	15	60	10	15	100
Major	UMJBAT803	Leadership	3 Th/1 T	15	60	10	15	100
Major	UMJBAT804	Transportation & Logistics	3 Th/1 T	15	60	10	15	100
Minor	UMIBAT805	Social Media Marketing	3 Th/1 T	15	60	10	15	100
<b>8<sup>th</sup> SEMESTER (4 year UG Honours with Research )</b>								
Major	UMJBAT806	Introduction to Project Management	3 Th/1 T	15	60	10	15	100
Minor	UMIBAT807	Fundamental of Investment Management	3 Th/1 T	15	60	10	15	100
Skill	USEBAP808	Research Project/ Dissertation	12					300



# 5<sup>th</sup> Semester

**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Major Course**

**CourseCode:UMJBAT501**

**Course Title: Indian Banking System**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.</b>		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. M.Y. Khan : Indian Financial System
2. H.R. Machiraju : Indian Financial System
3. L.M. Bhole : Financial Institutions and Markets
4. R.M. Srivastva : Indian Financial Institutions



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024, 2025 and 2026)  
Major Course**

**CourseCode:UMJBAT501**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Indian Banking System**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Objectives**

The main objective of this course is to appraise students about Indian Financial System including the detailed study of the working of the leading financial institutions.

**Unit I: Indian Financial System – Introduction**

Present structure of Indian Financial System; Financial Sector Reforms – Context, need and Objectives, Major reforms during the last decade of twentieth century, Issues in Financial Reforms and Restructuring, Future Agenda for Reforms.

**Unit II: Central Banking in India- Reserve Bank of India**

Organisation Structure, Management and Functions of Reserve Bank of India, Monetary Policy and its objectives; Organisation, Instruments of Monetary Control and recent policy developments; Autonomy for Central Bank in India.

**Unit III: Commercial Banking**

Present structure and functions of Commercial Banks, Local Area Banks, Branch vs. Unit Banking, e- banking; Lead Bank Scheme, Deposit Insurance Credit Guarantee Corporation; Narsimham Committee Reports.

**Unit IV: Rural Banking**

Present Structure of Rural Banking; Organisation Structure, Management and Functions of Co-operative Banking; its weaknesses and suggestions for reforms. Organisation Structure, Management and Functions of RRBs; Role of NABARD in rural financing.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024, 2025 and 2026)  
Major Course**

**Course Code: UMJBAT502**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Talent Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Course Objective:** This course aimed at helping students gain an insight into the basic concepts and application of Talent Management in business and industry.

**Unit-I**

Talent Management – History, the Scope of Talent Management, Need of Talent Management, Key Processes of Talent Management, Talent vs knowledge people, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.

**Unit-II**

Linkage between Talent Management Process and Workforce, Importance of Talent Management Process, Important Steps to Assess Talent Management Process, Stages of Talent Management, Essentials of Talent Management Process, Talent Management Approaches, Developing a Talent Management Strategy.

**Unit-III**

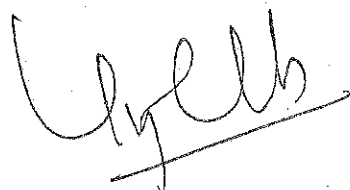
Talent Management and Organizational Environment-An Overview, Shaping Talent Planning and Talent Development; Succession Planning Program, Developing Values and Promoting Ethical Behavior.

**Unit-IV**

Concept of Talent Engagement, Retention, Employee Engagement and Retention, the Race for Talent: Retaining and Engaging Workers, Best Practices for Talent Engagement, Improving Employee Retention.

**Note for Paper Setter :**

Each course shall be comprised 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.





**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Major Course**

**CourseCode:UMJBAT502**

**Credits- 4**

**Maximum Marks –100**

**Theory- 75**

**Tutorial –25**

**Duration of Examination: 3 Hours**

**Course Title: Talent Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial shall comprise of Case Studies, Role Plays, field visits, etc.</b>		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Lance A. Berger & Dorothy R. Berger. The Talent Management Handbook. McGraw Hill, 2nd edition. Mc Graw hill
2. Larry Israelite, Talent Management, 1e Cengage Publication, 2012.
3. Cheese, Robert j, Thompson The Talent Powered Organization, 1e.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024, 2025 and 2026)  
Major Course**

**Course Code: UMJBAT503**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Material Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Course Objective:** - The main objectives of this course is to make the students aware of the business firms, Demand analysis and Supply chain management and further to make them familiarize about the legal aspects of purchasing and inventory control.

**UNIT-I**

Introduction to Material management: Meaning of material management, Importance and scope of material management, Function of material management, Supply chain management, Make or buy decision, Interfaces of Materials Management: Internal and external interfaces. Organization for Material Management

**UNIT-II**

Meaning of Procurement, Procurement cycle, Ethical concept in purchase procurement on GEM, lead time analysis, legal aspect of purchasing: Indian Contract act, sale of Good Act, Indian Companies Act, Arbitration & Conciliation Act.

**UNIT-III**

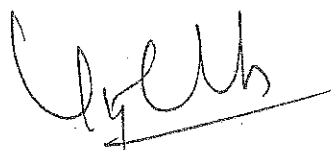
Standardization and codification of items, needs for inventory, Inventory cost, Inventory Control methods (ABC, XYZ analysis, VED, GOLF, FSN, HML) Determination of Economic order quantity, forecasting techniques.

**UNIT-IV**

Material Handling Systems and Equipment, Material Information Systems, Advantages & function of material information systems, Information systems for total quality management.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Major Course**

**CourseCode:UMJBAT503**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Material Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
4. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.
5. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
6. Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Major Course**

**CourseCode:UMJBAT504**

**Course Title: Fundamentals of  
Sales Management**

**Credits- 2**

**Total No. of Lecture: Theory: 20 hours**

**Maximum Marks -50**

**Duration of Examination: 2 ½ hours**

**Objectives:** To equip the students with the practical skills needed to carry out sales operations.

**Unit – I**

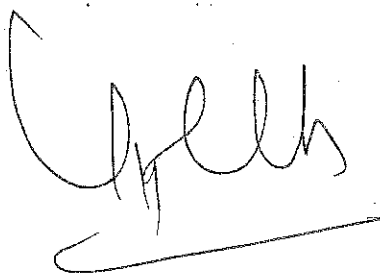
Concept of Sales Management; Sales Management Functions and role and responsibilities of Salesperson; Prospecting, Identifying & Qualifying Potential Customers; Preparing-pre approach and call planning, Preparations-approach and demonstrations, Handling Objections, Closing and Follow-up; Personal Selling-Concept; Personal Selling and Direct Selling. Changing Role of Personal Selling. Buyer Seller Dyad.

**Unit – II**

Sales Planning, Forecasting and Budgeting; Sales training and development; Recruitment, Selection and Training of Sales Personnel; Sales performance measurement and evaluation; Methods of evaluating sales performance; Sales compensation; Designing sales incentives programs, Evaluating sales compensation plans; Sales technology and automation, Maximizing the benefits of sales technology and automation; Ethical considerations in sales management;

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Major Course**

**CourseCode:UMJBAT504**

**Course Title: Fundamentals of  
Sales Management**

**Credits- 2**

**Total No. of Lecture: Theory: 20 hours**

**Maximum Marks -50**

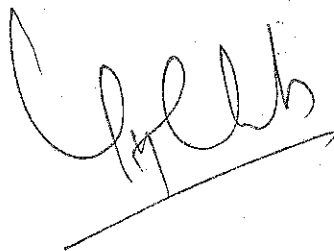
**Duration of Examination: 2 ½ hours**

**Scheme for examination**

	<b>Time Allotted</b>	<b>Total Marks 75</b>
Mid-term assessment Test	1 hour	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.	2 ½ hours	40

**Suggested Readings:**

1. Sales Management- Pradip Kumar Mallik, Oxford University Press.
2. Sales and Distribution Management- Still, Cundiff, Puri and Govani, Pearson.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Minor Course**

**CourseCode:UMIBAT505**

**Course Title: Life Skills and Personality  
Development**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Objective:** The objective of the course is to provide the students an understanding of core Life Skills and Personality development techniques required for professional growth and success.

**Unit I**

Skills for Self-awareness: Concept of Self-image, Ideal-self, Looking-glass, Real-self, Jo-HARI window; Self Esteem and Self Confidence; Attitude: Concept, significance, building positive attitude; Self-Management Skills – Importance of Discipline and Time Management, Behavioural self-control: Concept and significance of Managing Emotions, Emotional Intelligence

**Unit II**

Development of will power, imagination through yogic lifestyle- Development of thinking, emotion control and discipline of mind through Pranayama- Improvement of memory through meditation

**Unit III**

Stress: meaning, causes, and effects of stress in life management- Stress: psycho-physical mechanism, management of stress through Yoga.

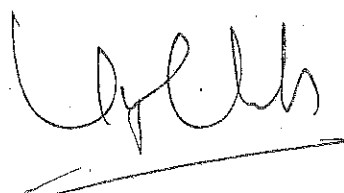
Personality Development: Concept, determinants and characteristics of Personality, Trait Theory and Psycho-analytical theory of Personality; Significance of Personality Development

**Unit IV**

Goal Setting- Types of goals, SMART technique of goal setting; Critical Thinking and Problem solving – Process and Techniques; Self Grooming: Role of Body Language; Corporate Etiquettes and Mannerism.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024,2025 and 2026)  
Minor Course**

**CourseCode:UMIBAT505**

**Course Title: Life Skills and Personality  
Development**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Lesikar, Raymond V. and Marie E. Flatley. Basic Business Communication. New Delhi: Tata McGraw-Hill, 2005
2. Sen, Leena. Communication Skills. New Delhi: Prentice-Hall of India Limited. 2004
3. Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/ Thomas Learning
4. Stephan P. Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008
5. Dessler Gary, A Framework for Human Resource Management, Pearson Publication, 7th Edition.

**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-V  
(Examinations to be held in December 2024, 2025 and 2026)  
Skill Course**

**CourseCode:USEBIT506**  
**Credits- 2**

**Course Title: Summer Internship**  
**Maximum Marks -50**

**Objectives:** To develop professional ability through an appropriate training.

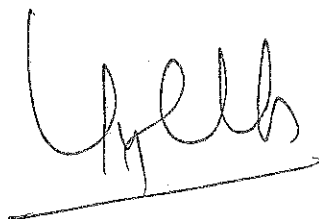
**Note:**

The summer internship shall be short-term internship of 15 days duration in 5<sup>th</sup> Semester for a job/ professional training in suitable organization or hands on training or activity-based course at college level in order to gain work experience.

All students will undergo Internships/Apprenticeships in a firm, industry or organization or Training in labs with faculty and researchers in their own or other HEIs/ research institutions during the summer term. Students will be provided with the opportunities for internships with local industry, business organizations, health and allied areas, local governments (such as panchayats, municipalities), Parliament or elected representatives, media organizations, artists, craft persons and a wide variety of organizations so that students may actively engage with practical side of their learning and as a by-product, further improve their employability.

**Evaluation:**

Each student is required to undergo 02 credits of internship comprising 50 marks. Students will submit Internship Report signed by Internship Supervisor and College Principal. The Internship Report shall be evaluated internally by a Board of Examiners set up by the Principal of the College.

  
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# 6<sup>th</sup> Semester

Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020

Semester-VI

(Examinations to be held in May 2025,2026 and 2027)

Major Course

CourseCode:UMJBAT601

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 3 Hours

Course Title: Financial Services  
Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours

**Objective:**

The main objective of this course is to develop an insight into the dynamic and complex field of financial services and to equip the students to understand and manage the ever evolving role of these services in the overall financial system.

**Unit I:**

Financial Services – An Overview of the Financial System. Components of financial system--institutions, financial markets, participants and instruments traded in the financial markets.

**Unit II:**

Financial markets: typology of financial markets--money market and capital market. Primary and secondary financial markets.

**Unit III:**

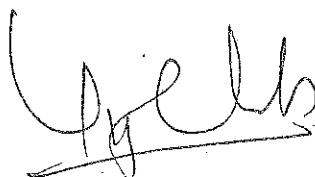
Stock market operations- Regional Stock Exchanges, online trading, activities in the stock markets, functional specialization of members of stock exchange.

**Unit IV:**

Mutual funds management, types of mutual funds, advantages and disadvantages of mutual fund investment. Role of mutual funds in retail investment.

**Note for Paper Setter:**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VI  
(Examinations to be held in May 2025,2026 and 2027)  
Major Course**

**CourseCode:UMJBAT601**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Financial Services**

**Total No. of Lecture: Theory: 45 hours**

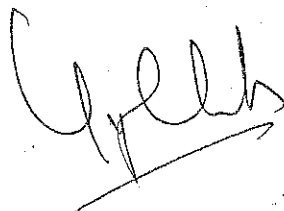
**Tutorial: 15 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. V.K. Bhalla : Management of Financial Services
2. M.Y. Khan : Financial Services
3. G.S.Batra & R.C. Dangwal : Financial Services – New Innovations
4. G.S.Batra : Financial Services and Markets
5. Renu Sobti : Banking and Financial Services in India



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Major Course**

**CourseCode:UMJBAT602**

**Course Title: Advertising &  
Promotion**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Objective:** To impart knowledge about advertising and sales promotion and understand its implications on business and society.

**UNIT I**

Advertising- Definition, Nature, Scope, Objectives, Role of Advertising- Need and Importance; Growth of Modern Advertising; Types and Classification of Advertising; Ethics in Advertising

**UNIT II**

Advertising Planning and Scheduling- Objectives, Concept Development, Concept Selection, Designing and Selection of the Advertising Message; Planning Budget; Building and Advertising Copy; Factors related to Copy Strategy; Message and copy development

**UNIT III**

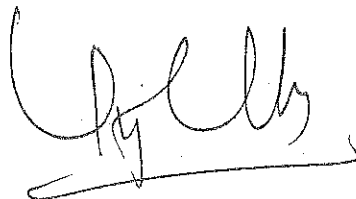
Media Planning and Strategies- Growth and importance of media; Meaning and role of media planning; Media plan - Market analysis; Media objectives - Developing and implementing media strategies; Evaluating the effectiveness of media

**UNIT IV**

Sales Promotion- Meaning, Role and Importance of Sales Promotion; Why and When Sales promotion activities; Consumer sales promotion; Sales promotion methods; Evaluation of Sales Promotion; Merits and Limitations

**Note for Paper Setter :**

Each course shall be comprised 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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**CourseCode:UMJBAT602**

**Course Title: Advertising &  
Promotion  
Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours**

**Credits- 4  
Maximum Marks -100  
Theory- 75  
Tutorial -25**

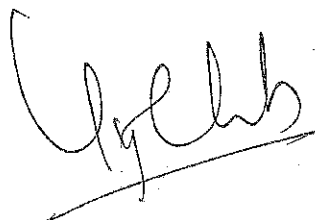
**Duration of Examination: 3 Hours**

**Scheme for Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks 25</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. Advertising and Promotion, George Belch, Michael Belch and Purani, Tata McGraw Hill, 2009
2. Advertising and Sales Promotion, S H H Kazmi and Satish K Batra, Excel books India, 2009
3. Advertising Principles and Practices, William Wells, John Burnett, Sandra Ernst Moriarty Prentice Hall, 2003
4. Advertising and Promotions, Kruti Shah, Tata McGraw Hill Education, 2009



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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**CourseCode:UMJBAT603**

**Course Title: Human Resource  
Development**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Objective:** The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.

**Unit I**

HRD: Concept, Importance, Benefits and its Distinction from HRM, Focus of HRD System, Structure of HRD System, Role of HRD Manpower. Management Development: Concept, Need, Management Development Methods.

**Unit II**

Potential Appraisal: Concept, Need, Objectives, Methods and Obstacles. Training: Meaning, Role, Assessing Needs for Training, Organizing Training Programmes, Training Methods, Evaluation of Training.

**Unit III**

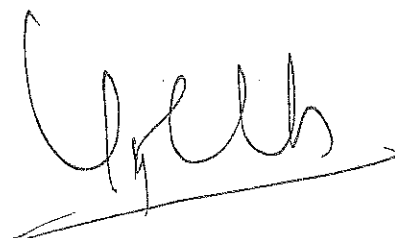
Job Enrichment: Concept, Principles, Steps for Job Enrichment, Making Job Enrichment Effective, Quality Circles: Concept, Structure, Training in Quality Circle, Problem Solving Techniques, Role of Management, Trade Union and Workers, Quality Circles in India.

**Unit IV**

HRD Climate – elements of HRD Climate -HRD Audit – Concept – need – methodology, HRD Applications: Fundamental Concepts of Socialisation, Concept of Career Planning and Career Management- Stages of Life and Career Development

**Note for Paper Setter :**

Each course shall be comprised 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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Major Course**

CourseCode:UMJBAT603

Course Title: Human Resource  
Development

Credits- 4  
Maximum Marks -100

Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours

Theory- 75  
Tutorial -25

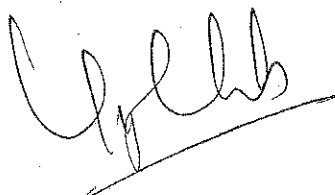
Duration of Examination: 3 Hours

Scheme for Examination

		Time Allotted	Total Marks (100)
(A)	<b>Theory</b>		<b>75 Marks</b>
	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)	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks 25</b>
	Daily Evaluation		10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

**Suggested Readings**

1. Human Resource Management, Text & Cases by K. Aswathappa
2. Human Resource Management, by S. Khandkar, S. Chand Publications
3. Personnel Management - Text & Cases, By C. B. Mamoria & V. S. P. Rao, Himalaya
4. Human Resource Management by Gary Dessler, Pearson Education



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Major Course**

**CourseCode:UMJBAT604**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Total Quality Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Course Objective:** The objective of this course is to develop an insight and understanding of Total Quality Management and also to apply and analyze the quality tools, management tools and statistical fundamentals to improve quality

**Unit I**

Introduction: Concept of Quality--- Importance, History, Factors of Quality, Concept of TQM -- Definition, Quality Gurus and their contribution, Quality Circles, Advantages/Benefits of TQM, The PDCA(Plan, Do, Check, Act) Cycle, Kaizen

**Unit II**

Quality Management Systems: ISO- Definition, Benefits, Requirements of ISO 9000, Documentation required for ISO, Implementation Methodology for ISO 9001, ISO 14001, ISO 450001, ISO 22000, ISO 270001, ISO 50001

**Unit III**

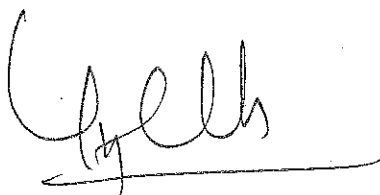
Organization for Quality: Basic structure for implementing TQM , Role of TQM coordinators, The human factor in TQM: Quality Leaders, Elements of leadership behaviour, Initiating and sustaining change to a "quality culture"

**Unit IV**

Quality Audit & Certification: Quality System Audit, Types of Audit, Audit Planning and Execution, Follow-up and Corrective action. Certification Process.

**Note for Paper Setter:**

Each course shall be comprised 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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Major Course**

**CourseCode:UMJBAT604**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Total Quality Management**

**Total No. of Lecture: Theory: 45 hours**

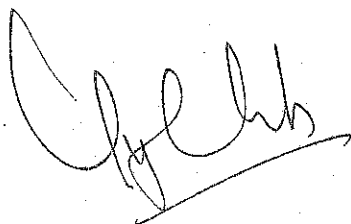
**Tutorial: 15 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits, etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. TOTAL QUALITY MANAGEMENT, Poornima M. Charantimath, Pearson
2. ISO 9001- 1994, Quality System-Model for Quality Assurance in Design, Development, Production, Installation and Servicing, International Organisation for Standardisation, Geneva



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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Minor Course**

**CourseCode:UMIBAT605**

**Course Title: Culture and Diversity  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Objective:** This course aims to help students develop a broad knowledge and understanding of Culture and Diversity Management.

**Unit-I**

Understanding culture and diversity in organizational contexts, theoretical frameworks and models of cultural dimensions, Impact of culture on organizational Behavior and Performance, Importance of Diversity and Inclusion in modern workplaces

**Unit-II**

Developing cultural intelligence (CQ) in diverse environments, Strategies for effective cross-cultural communication, Overcoming cultural barriers and misunderstandings, Intercultural competence and its role in Organizational Success

**Unit-III**

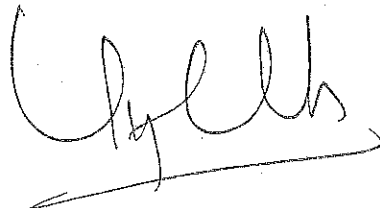
Diversity Management Practices and Policies, Creating Inclusive Work environments, addressing unconscious bias and stereotypes, Intersectionality: Managing multiple dimensions of Diversity

**Unit-IV**

Designing Diversity Training and Education programs, Organizational change for fostering Diversity and Inclusion, Evaluating the effectiveness of Diversity initiatives, Best practices and future trends in Culture and Diversity Management

**Note for Paper Setter:**

Each course shall be comprised 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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Minor Course**

**CourseCode:UMIBAT605**

**Course Title: Culture and Diversity  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

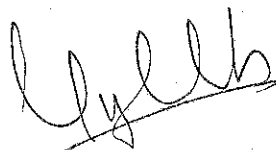
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits, etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. Dowling, P.J. International Dimensions of Human Resource Management, 2nd ed. California, Wordsworth, 1994.
2. Hofstede, G. Cultures Consequences: International Differences in work related a. values, London, saga, 1984.
3. Marcic, D & Puffer, S.M. Management International: Cases, Exercises and readings, St. Paul, West Publishing, 1994.
4. Mead, R. International Management: Cross Cultural Dimensions, Blackwell, Camb., Mass., 1994.



# 7<sup>th</sup> Semester

**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)  
Major Course**

**CourseCode:UMJBAT701**

**Course Title: Introduction to Rural  
Marketing**

**Credits- 4  
Maximum Marks -100**

**Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours**

**Theory- 75  
Tutorial -25**

**Duration of Examination: 3 Hours**

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

**Unit I: Overview of Rural Marketing**

Definition, scope, characteristics potential and importance of Rural Marketing. Rural markets vs urban markets. Concepts and classification of rural markets, Emerging challenges and opportunities in rural marketing.

**Unit II: Rural Marketing Environment**

Population, occupation pattern, income generation, expenditure pattern, literacy level, land use pattern, development programs, infrastructure facilities, rural credit institutions, rural demand, rural market index

**Unit III: Rural consumer behavior**

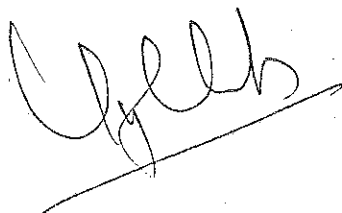
Consumer buying behavior in rural markets, factors affecting consumer behavior, market segmentation, bases for segmenting rural consumer markets.

**Unit IV: Rural product, pricing, promotion and physical distribution strategy**

Rural Product classification, product life cycle strategies in rural markets, branding for rural markets, Pricing strategies for rural markets, Rural distribution models- FMCG, durable companies, service organizations and emerging distribution models, Challenges in rural communication, creating promotion mix for rural markets.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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Major Course**

CourseCode:UMJBAT701

Course Title: Introduction to Rural  
Marketing

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

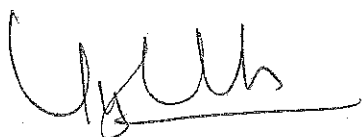
Duration of Examination: 3 Hours

**Scheme for Examination**

		Time Allotted	Total Marks (100)
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits, etc.		<b>Marks 25</b>
	Daily Evaluation		10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

**Suggested Readings**

1. Rural Marketing: Indian Perspectives by Awadhesh Kumar Singh Satyaprakash Pandey New age Publishers
2. Dogra Balram and Karminder Ghuman, Rural Marketing: Concepts and practices, Tata McGraw-Hill Publishing Company Ltd.
3. Debarun Chakraborty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.



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Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)**

**Major Course**

**Course Code: UMJBAT702**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Insurance Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Objectives:** The main objective of this course is to appraise students about Insurance Management including the detailed study of the working of the leading financial institutions.

**Unit I:**

Basic characteristics of insurance, Requirements of insurable risk, types of insurance, Basic legal principles and requirements of insurance contract, basic parts of insurance contract; utility of insurance to individuals, business and society

**Unit II:**

Basic components of a life insurance contract, contractual provisions of life insurance, types of life insurance policies, types of life insurance claims and their settlement, claim amount

**Unit III:**

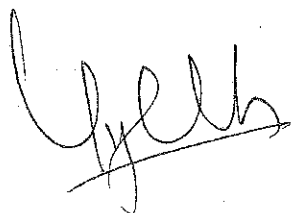
Insurance intermediaries and their functioning, Risk management in insurance companies, risk Management Elements, Risks in providing Insurance services.

**Unit IV:**

Insurance in India, Insurance sector reforms – Malhotra Committee 1993, IRDA Bill, Major Provisions of Insurance Act, 1938, Insurance Regulatory and Development Authority Act, 1999 – duties, powers and functions of Authority

**Note for Paper Setter :**

Each course shall be comprised 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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Major Course**

**CourseCode:UMJBAT702**

**Course Title: Insurance Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

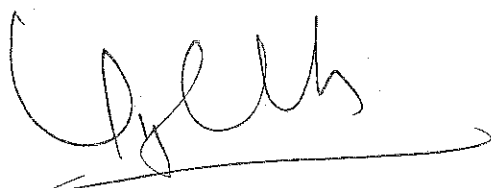
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks 25</b>
	Daily Evaluation		*10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

**Suggested Readings:**

1. Life and Health Insurance, Black, Jr.Kenneth and Horold Skipper Pearson (Indian Economy Edition).
2. Principles of Risk Management and Insurance, Rejda, George (Economy (Indian Economy Edition)
3. Economy Edition)
4. Risk Management and Insurance. Trieschman, Sommer and Hoyt -Cengage Learning
5. Insurance and Risk Management, P.K.Gupta Himalaya Publishing House
6. Insurance Principles and Practice, M. N. Mishra and S.B. Mishra, S.Chand & Co Ltd.





**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020**

**Semester-VII**

**(Examinations to be held in December 2025,2026 and 2027)**

**Major Course**

**Course Code:UMJBAT703**

**Course Title: Research methodology and Research Ethics**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Objective:** The primary objective of this course is to enable the students, irrespective of their disciplines, in developing the most appropriate methodology for their research studies; and to make them familiar with the art of exploiting different research methods and techniques. The participants of the course should obtain a guideline on how to write, publish, present, and review scientific papers. The course aims to guide the students regarding the publication ethics and misconducts

**UNIT-I**

Introduction to philosophy: definition, nature and scope, concept, branches Ethics: definition, moral philosophy, nature of moral judgments and reaction, Ethics with respect to science and research, Intellectual honesty and research integrity, Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP), Redundant publications: duplicate and overlapping publications, salami slicing

**UNIT -II**

Publication ethics: definition, introduction and importance, Best practices / standards setting initiatives and guidelines: COPE, WAME, etc., Conflicts of interest. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types Violation of publication ethics, authorship and contributor ship. Identification of publication misconduct, complaints and appeals. Predatory publishers and journals.

**Unit-III**

Research: Meaning, Methods, Process; Research Design; Hypothesis, Sampling Design and Techniques, Scaling: Types, Techniques of developing scales, Reliability and Validity of scales.

**Unit-IV**

Data Collection, Data Coding, Tabulation, Classification; Qualitative Data Analysis – Focus Groups, Indirect Interviews, Third Person Technique, Means- End Analysis, Quantitative Data Analysis – using MS Excel – Correlation, Regression, ANOVA, t test, F test, z test.

**Note for Paper Setter:**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)  
Major Course**

**Course Code:UMJBAT703**

**Course Title: Research methodology and Research Ethics**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,2001
2. Krishnaswami OR, M. Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai,2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R.Kothari
5. Parth Partim Ray "A Guide to Research and Publication Ethics", New Delhi Publishers, Latest edition.
6. Nimit Chowdhary & Sarah Hussain "Handbook of Research & Publication Ethics, Bharti Publications, New Delhi, Latest Edition



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)  
Major Course**

**CourseCode:UMJBAT704**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Inventory Management**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Course Objective:** To familiarize the students with the concept of inventory management and its functional role in different organizations. To introduce inventory models and to make students aware about the different techniques used in inventory models.

**Unit I**

Introduction to Inventory Systems: Functions of Inventory, Need of Inventory -Types of Inventory, Aggregate Inventory Planning, Factors affecting the level of inventory Recent Developments in Inventory Management

**Unit II**

Inventory Management Models -- Fixed Order Quantity or 'Q' system, Fixed Order Period System or 'P' system, EOQ Model Techniques of inventory control – ABC, VED, FSN, JIT manufacturing

**Unit III**

Materials Requirement Planning (MRP), Purchasing Decisions, Purchasing Process, Vendor Analysis & Control.

**Unit IV**

Store Management: Functions, Objectives, Types. Identification of Materials- Coding of materials, Advantages of a coding system, Methods of coding, Variety reductions, Stores Operations- Receiving, Storage, Accounting, Issue. Storehouse location systems, Work-in-progress stores, Special storage facilities.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)  
Major Course**

**CourseCode:UMJBAT704**

**Credits– 4**

**Maximum Marks –100**

**Theory– 75**

**Tutorial –25**

**Duration of Examination: 3 Hours**

**Course Title: Inventory Management**

**Total No. of Lecture: Theory: 45 hours**

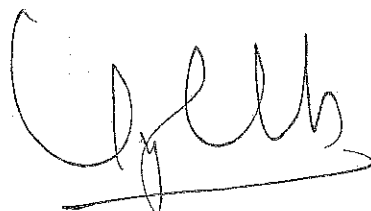
**Tutorial: 15 Hours**

**Scheme for Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.	<b>Marks 25</b>	
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings.**

1. K. Ashwathappa, SreedharBhat, Production and Operational Management
2. Adam, E. and Elbert R.J, Production management
3. Purchasing and Inventory Management by K. S Menon & Sarika Kulkarni, Shroff Publishers



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VII  
(Examinations to be held in December 2025,2026 and 2027)  
Minor Course**

**CourseCode:UMIBAT705**

**Course Title: Mental Health, Happiness and Well  
Being**

**Credits-- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks –100**

**Tutorial: 15 Hours**

**Theory-- 75**

**Tutorial –25**

**Duration of Examination: 3 Hours**

**Course Objective:** The purpose of this course is to learn the basic understanding of Positive emotions, strengths and virtues; the concepts and determinants of Mental Health, happiness and well-being,

**Unit I**

Meaning, elements and purpose of mental health, Characteristics and causes of poor mental health, Achieving mental health and role of teachers. Well-being in the current scenario, Physical, emotional and psychological well-being, Coping strategies for better mental health.

**Unit II**

Mental health and productivity, Happiness index, Definitions/Factors of Happiness: Environmental and Social Culture and Happiness, Interpersonal Relationship: Comparative Perspective, Towards Self-Actualization.

**Unit III**

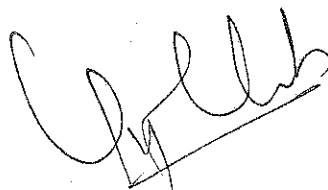
Health and Happiness in contemporary India – rural and urban differences and similarities, Role of socio-demographic and cultural factors in Happiness and well-being. Adjustment – meaning, methods and process, Maladjustment, causes and remedial measures, Displacement, Repression, Projection, Sublimation and Rationalization.

**Unit IV**

Stress: Meaning, Types, Causes, Stress management, Procrastination and stress, Tools for time management: prioritizing, scheduling tasks, delegation etc.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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Semester-VII  
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Minor Course**

**CourseCode:UMIBAT705**

**Course Title: Mental Health, Happiness and Well  
Being**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

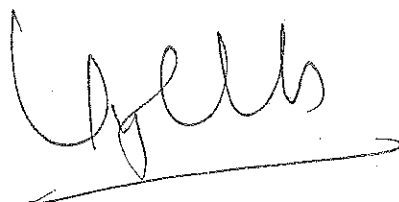
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial shall comprise of Case Studies, Role Plays, field visits. etc.</b>		<b>Marks 25</b>
	Daily Evaluation		10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

**Suggested Readings:**

1. Snyder, C.R., & Lopez, S.J. (2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.
2. Snyder, C. R., & Lopez, S. (Eds.). (2002). Handbook of positive psychology. New York: Oxford University Press.
3. Seligman, M. (2011). Flourish: A Visionary New Understanding of Happiness and Well-being, Atria Books.
4. Peterson, C. A. (2006). A Primer in Positive Psychology, Oxford University Press.
5. Nettle, D.S. (2006). Happiness: The Science Behind Your Smile, Oxford University Press.
6. Lyubomirsky, S. (2013). The Myths of Happiness: What Should Make You Happy, but Doesn't, What Shouldn't Make You Happy, but Does, Penguin



# **8<sup>th</sup> Semester**

## **(Honours)**

**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Major Course**

**CourseCode:UMJBAT801**

**Course Title: Fundamentals of Retail  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Objective:** The objective of this paper is to enable students to acquire skills in Retail Management

**Unit I: Introduction to Retail Business**

Definition – functions of retailing - types of retailing – forms of retail business ownership – Retail business in India - Present Indian retail scenario - International perspective in retail business.

**Unit II: Consumer Behaviour In Retail Business**

Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.

**Unit III: RETAIL OPERATIONS**

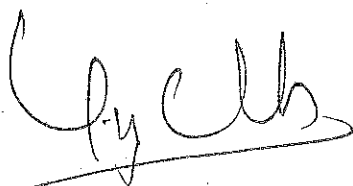
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

**Unit IV: RETAIL MARKETING MIX**

Introduction -Product: Decisions related to the selection of goods - Pricing: approaches to pricing – price sensitivity - Place: Supply channel – Supply Chain Management principles – Retail Promotion: Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing -Impact of Information Technology in retailing. Legal aspects in retailing, social issues in retailing, Ethical issues in retailing.

**Note for Paper Setter :**

Each course shall be comprised 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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NEP-2020  
Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Major Course**

**CourseCode:UMJBAT801**

**Course Title: Fundamentals of Retail  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks –100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial –25**

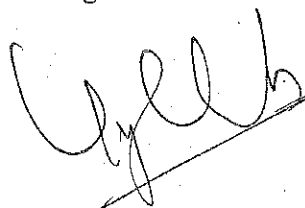
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation		10 Marks for continuous assessment
	Final Examination		15 Marks for Final examination

**Suggested Readings**

1. Suja Nair; Retail Management
2. Karthic – Retail Management, Himalaya Publishing House
3. S.K. Poddar & others – Retail Management, Himalaya Publishing House.
4. R.S Tiwari; Retail Management, Himalaya Publishing House



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020**

**Semester-VIII**

**(Examinations to be held in May 2026,2027 and 2028)**

**Major Course**

**CourseCode:UMJBAT802**

**Course Title: International Human Resource  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Objective:** To know the concepts of globalization in HR Perspectives. Also to familiarize the key aspects and contemporary issues in International HRM to the students

**Unit-I**

International HRM: Meaning and Concept, Difference between Domestic and IHRM; Functional positioning of IHRM; Organizational context of IHRM; Enduring context of IHRM, Managing Across Cultures; Strategies for dealing with Cultural Differences.

**Unit-II**

Global HR Planning; Recruitment and Selection - Issues in Staff Selection, Approaches to Staffing, Role of - Expatriate, Non-Expatriate and Corporate HR Functions, Recent trends in International Staffing; Training Strategies and Expatriate Training

**Unit-III**

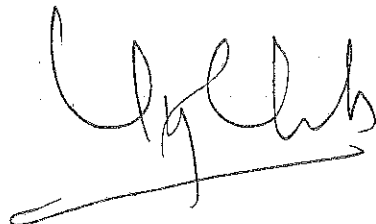
Organizational Strategy and Performance Management, Identifying Variables affecting Performance, Process and Issues in Managing Performance in the Global Context, Assessing of Subsidiary Performance. Compensation – Objectives, Key Components, Theories, Compensation Strategy, Compensation Administration, Issues in International Compensation.

**Unit-IV**

Understanding Repatriation, Repatriation Process and benefits, Managing Repatriation, MNCs/Employers and Employees, Issues of Social Dumping Global HR Issues – Standardization and Adaptation of Work Practices, Retaining, Developing and Retrenching Staff. Emerging Trends in IHRM.

**Note for Paper Setter :**

Each course shall be comprised 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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Semester-VIII  
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Major Course**

**CourseCode:UMJBAT802**

**Course Title: International Human Resource  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

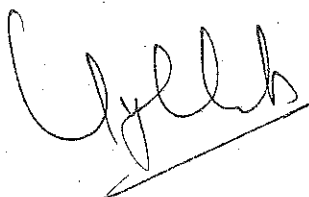
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits, etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Dr.K.Ashwathappa and Sadhna Dash, International Human Resource Management, Tata McGrawHill.
2. Peter. J. Dowling and Denice. E.Welch, International Human Resource Management, Thomson Learning.
3. P.Subba Rao, International Human Resource Management, HPH.
4. N. Senguptha and Mousumi S Bhattacharya, International Human Resource Management, Excel Books.



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Major Course**

**CourseCode:UMJBAT803**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Leadership**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Course Objective:** The purpose of this course is to introduce the basics of effective leadership including an investigation of leadership theories and assessment of leadership styles.

**Unit I**

Introduction to leadership, inspiration and leadership, Contemporary Leadership models, roles of a leader, Issues in organizational leadership, difference between managing and leading, success stories of influential leaders.

**Unit II**

Inclusive Education for the leaders of tomorrow, Theories of leadership, leadership styles, Essential traits of a leader, leadership skills, ethics and dilemmas in leadership, Leadership in the changing business environment.

**Unit III**

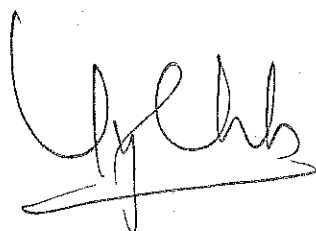
Women & Leadership, Women's unique leadership traits, Barriers for Women in Leadership positions, Women in Leadership: Global scenario vs Indian scenario, Opportunities and challenges in women leadership.

**Unit IV**

Leadership and communication: Body language of a leader, Importance of verbal and non-verbal communication for the leader, synchronization of verbal and non-verbal messages, forming positive impressions.

**Note for Paper Setter:**

Each course shall be comprised 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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Major Course**

**CourseCode:UMJBAT803**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Leadership**

**Total No. of Lecture: Theory: 45 hours**

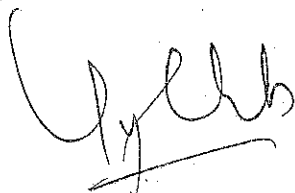
**Tutorial: 15 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. Peter G. Northouse, "Leadership", 2015, 6th Ed, Sage Publications.
2. Lussier/Achua, Effective Leadership, 3rd Ed, Cengage Learning, 2016.
3. Richard L. Daft, Leadership, Cengage Learning, 2015.
4. Gary Yukl, Leadership in Organizations, 6th Edition, Pearson Education, 2016.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020**

**Semester-VIII**

**(Examinations to be held in May 2026,2027 and 2028)**

**Major Course**

**CourseCode:UMJBAT804**

**Course Title: Transportation &  
Logistics**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Objective:** To develop competencies and knowledge of students to become logistics professionals. To provide the students an opportunity to learn the fundamentals of transportation and logistics and to relate the concepts in real life business and to become efficient suppliers.

**Unit I**

Introduction to Logistics: History of Logistics, Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics.

**Unit II**

Logistics and Customer Service - Definition of Customer Service Elements of Customer Service- Phases in Customer Service - Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing- Benefits of Logistics Outsourcing

**Unit III**

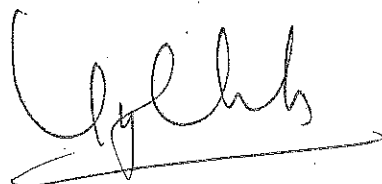
Global Logistics - Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration

**Unit IV**

Warehouse: Warehouse - Meaning, Types of Warehouses, Benefits of Warehousing. Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. E-Commerce - Meaning, Marketing in e-commerce and future trends in e-commerce.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020**

**Semester-VIII**

**(Examinations to be held in May 2026, 2027 and 2028)**

**Major Course**

**CourseCode:UMJBAT804**

**Course Title: Transportation  
& Logistics**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory-- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw Hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Minor Course**

**CourseCode:UMIBAT805**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Social Media Marketing**

**Total No. of Lecture: Theory: 45 hours**

**Tutorial: 15 Hours**

**Objectives:** This course aims to lay the foundation of social media marketing. It will provide students with an understanding of the landscape of traditional, digital, and social media marketing and expose them to major social media platforms

**Unit I: Introduction to Social Media Marketing**

Meaning, Nature, Scope, Importance and Limitations of Social Media Marketing, Role of Social Media Marketing Manager, Difference Between Traditional Marketing and Social Media Marketing.

**Unit II: Content Creation**

Creating and Managing Content on Social Media. Touchpoint analysis, Bloggers and Influencers- Meaning and their Role in Benefiting a Brand.

**Unit III: Social Media Platforms**

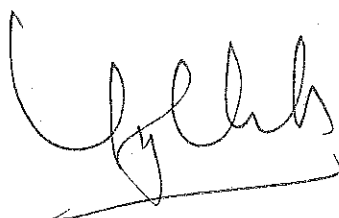
Facebook & Instagram- Creating Groups and Pages, Posts, Paid Promotion Ads, Contests, Twitter and LinkedIn- Tips and Guide, Pinterest-Visual social media and bookmarking,

**Unit IV: Modern Social Media Marketing Concepts**

Collaborative Marketing & Crowdsourcing, Role of ChatBots and Artificial Intelligence in Social Media Marketing, Current Social Media Marketing Trends.

**Note for Paper Setter :**

Each course shall be comprised 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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Minor Course**

**CourseCode:UMIBAT805**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Course Title: Social Media Marketing**

**Total No. of Lecture: Theory: 45 hours**

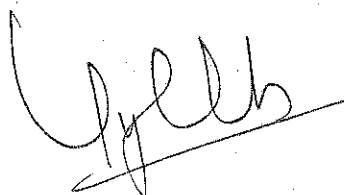
**Tutorial: 15 Hours**

**Scheme for Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks 25</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Social Marketing in India( Sameer Deshpande, Philip Kotler,Nancy R.Lee)
2. Marketing with Social Media(Linda Coles)
3. The Social Media Marketing Book(Dan Zarrella)
4. Social Media Marketing 1st Edition(Michael R. Solomon, Tracy Tuten)
5. The Art of Social Media: Power Tips for Power Users(Guy Kawasaki, Peg Fitzpatrick)



**8<sup>th</sup> Semester**  
**(Honours)**  
*(With Research)*

**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020**

**Semester-VIII**

**(Examinations to be held in May 2026,2027 and 2028)**

**Major Course**

**CourseCode:UMJBAT806**

**Course Title: Introduction to Project  
Management**

**Credits- 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks -100**

**Tutorial: 15 Hours**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Objectives:** This course aims to lay the foundation of social media marketing. It will provide students with an understanding of the landscape of traditional, digital, and social media marketing and expose them to major social media platforms

**Unit I**

Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

**Unit II**

Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

**Unit III**

Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.

**Unit IV**

Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Preparation of comprehensive project report.

**Note for Paper Setter :**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Major Course**

**CourseCode:UMJBAT806**

**Course Title: Introduction to Project  
Management**

**Credits– 4**

**Total No. of Lecture: Theory: 45 hours**

**Maximum Marks –100**

**Tutorial: 15 Hours**

**Theory– 75**

**Tutorial –25**

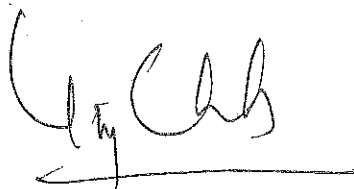
**Duration of Examination: 3 Hours**

**Scheme for Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>75 Marks</b>
	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>(B)</b>	<b>Tutorial shall comprise of Case Studies, Role Plays, field visits, etc.</b>	<b>Marks 25</b>	
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings:**

1. Chandra Prasanna (2014), " Projects: Planning, Analysis, Selection, Financing, Implementation, and Review ", Edition 8, Tata McGraw-Hill Education,
2. Jack R Meredith; Samuel J Mantel; Scott M Shafer; Samuel J Jr Mantel (2015), " Project Management : a Managerial Approach", Ninth Edition International Student Version.", 9th Edition, Wiley.
3. Jeffrey K. Pinto (2007). "Project Management: Achieving Competitive Advantage", 1st edition, Pearson/Prentice Hall



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
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Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Major Course**

**CourseCode:UMJBAT807**

**Course Title: Fundamental of  
Investment Management  
Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

**Duration of Examination: 3 Hours**

**Objective:** This course aims to help students develop a broad knowledge and understanding of portfolio management and investment analysis.

**Unit I: Introduction to Investment Management**

Investment Management, Nature and Scope, Investment Avenues, Types of Investment, Types of investors, Types of Financial Assets and Real Assets, Security, Return and Risk – Systematic and Unsystematic Risk – Sources of Risk, Sources of Investment Information.

**Unit- II: Fundamental & Industry Analysis**

**Fundamental analysis:** concept & significance of economic analysis. **Industry analysis:** introduction, need for industry analysis, alternative classification of Industry. Industry lifecycle analysis, economic factors, SWOT analysis for industries.

**Unit-III: Technical analysis**

Introduction to technical Analysis; Dow Theory, Different technical indicators - volume indicators, market sentiment indicators, confidence indicators. Efficient market theory, random walk: weak, semi strong and strong form of market, Empirical tests.

**Unit-IV Portfolio Management**

**Portfolio** – Meaning, Objectives, Terms relating to Portfolio, Securities - Risk – Return. **Portfolio Management** –Meaning of Portfolio management- nature and Scope of Portfolio management, Role of Portfolio Managers, Portfolio Management Process, SEBI guidelines for Portfolio Manager.

**Note for Paper Setter:**

Each course shall be comprised 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.



**Syllabi of BA (Management/Business Management) at FYUGP under CBCS as per  
NEP-2020  
Semester-VIII  
(Examinations to be held in May 2026,2027 and 2028)  
Major Course**

**CourseCode:UMJBAT807**

**Course Title: Fundamental of  
Investment Management  
Total No. of Lecture: Theory: 45 hours  
Tutorial: 15 Hours**

**Credits- 4**

**Maximum Marks -100**

**Theory- 75**

**Tutorial -25**

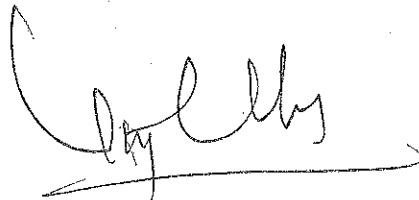
**Duration of Examination: 3 Hours**

**Scheme for examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>(A)</b>	<b>Theory</b>		<b>Marks (75)</b>
	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>(B)</b>	<b>Tutorial</b> shall comprise of Case Studies, Role Plays, field visits. etc.		<b>Marks (25)</b>
	Daily Evaluation	10 Marks for continuous assessment	
	Final Examination	15 Marks for Final examination	

**Suggested Readings**

1. V.K. Bhalla- Investment Management, S Chand & Co
2. Fisher & Jordan-Security Analysis & Portfolio Management, prentice Hall
3. Punithaathi Pandian- Security Analysis & Portfolio Management, Vikas Publishing House



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Semester-VIII  
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Skill Course**

**Course Code: USEBAP808  
Credits– 12**

**Course Title: Research Project/ Dissertation  
Maximum Marks –300**

**Note:**

Project work is a course involving application of knowledge in solving/ analyzing/ exploring real-life situation/ difficult problems/ data analysis etc. Students choosing 4-year Bachelor's degree (Honours with Research) are required to take up research project under the guidance of faculty members. The students are expected to complete the research project in the eight semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences/ seminars or may be patented.

The following mechanism shall be adopted for completion of the project:

1. Admission to Honours with Research shall be based on the cumulative score (75% marks and above in the first five semesters) and subject availability of permanent faculty with doctoral degree and infrastructure and number of seats in the college.
2. Research project work (12 credits) shall be started at the beginning of 7<sup>th</sup> Semester.
3. There shall be a Project Synopsis in the programme based on the major area/ subject. The permanent faculty with Ph.D. and research experience (as per UGC guidelines) shall be research project supervisor after being recognized by the Departmental Research Committee (DRC) of the Nodal Department.
4. The college offering FYUGP with Research should have its own College Research Committee (CRC) for each discipline with at least one member from any University of the region.
5. The project report/dissertation shall be evaluated by the external expert from other University/Colleges to be nominated by the Principal out of the panel supplied by the CRC.
6. Project proposal to be scrutinised by the College Research Committee for the concerned subject.
7. In the 8<sup>th</sup> Semester, Evaluation of Dissertation shall be offline and Viva-voice shall be either offline or online as per the convenience of the examiner. The dissertation evaluation shall be carried out by an external expert.

Research Project = 12 credits  
Dissertation = 08 credits (200 marks)  
Viva/presentation = 04 credits (100 marks)

