



# 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

(23/May/Adp./19)

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

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

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

Sd/-  
DEAN ACADEMIC AFFAIRS

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

Dated: 11-5-2023

Copy for information and necessary action to:

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

*Sumitasharma*  
Deputy Registrar (Academic)  
10/5/23

*KS*  
10/5/23  
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10/5/23

**Proposed  
Course Structure  
of**

**BACHELOR OF BUSINESS  
ADMINISTRATION  
(BBA)**

Including Syllabi of

**Semester- III**

*(For the Session December 2023, 2024 and 2025)*

**Semester-IV**

*(For the Session May 2024, 2025 and 2026)*



**3<sup>rd</sup> Semester**



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

**Course Code: UMJBBT301**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Laws**

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

**Tutorial: 30 hours**

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

### **Unit-I**

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

### **Unit-II**

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

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

### **Unit-III**

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

### **Unit-IV**

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

#### **Note for Paper Setter :**

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

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

**Course Code: UMJBBT301**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Laws**

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

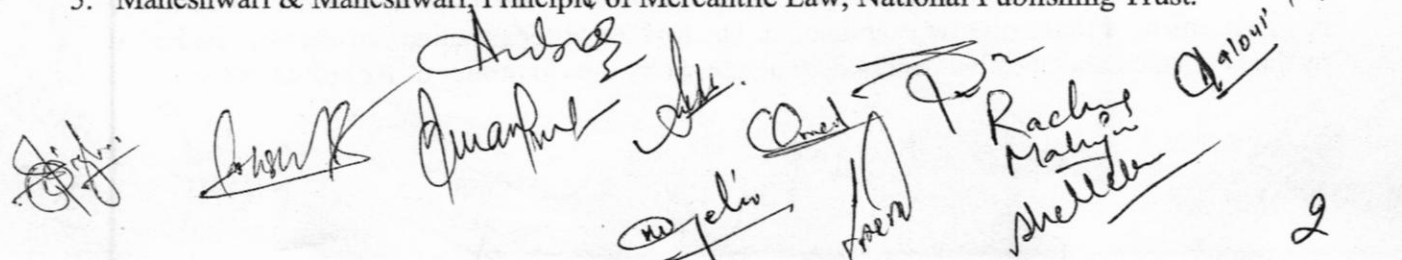
**Tutorial: 30 hours**

**Scheme for examination**

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


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

**Course Code: UMJBBT302**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Data Analytics**

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

**Tutorial: 30 hours**

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

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

**Note for Paper Setter :**

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

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

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

**Course Code: UMJBBT302**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Data Analytics**

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

**Tutorial: 30 hours**

**Scheme for examination**

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

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

**Course Code: UMIBBT303**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Statistics**

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

**Tutorial: 30 hours**

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

**Unit-I:**

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

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

**Unit-II**

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

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

**Unit-III**

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

**Unit-IV**

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

**Note for Paper Setter :**

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

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

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

**Course Code: UMIBBT303**

**Credits – 4**

**Maximum Marks – 100**

**Theory– 75**

**Tutorial – 25**

**Duration of Examination: 3 hours**

**Course Title: Business Statistics**

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

**Tutorial: 30 hours**

**Scheme for examination**

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

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 [Handwritten signatures and initials including: Sanku, Teli, Rachy, Shelleba, Qatou, and others.]

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

**Course Code: UMDBBT 304**

**Credits – 3**

**Maximum Marks – 100**

**Theory– 75**

**Internal– 25**

**Duration of Examination: 3 hours**

**Course Title: E-Commerce**

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

**Objectives:**

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

**UNIT I**

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

**UNIT II**

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

**UNIT III**

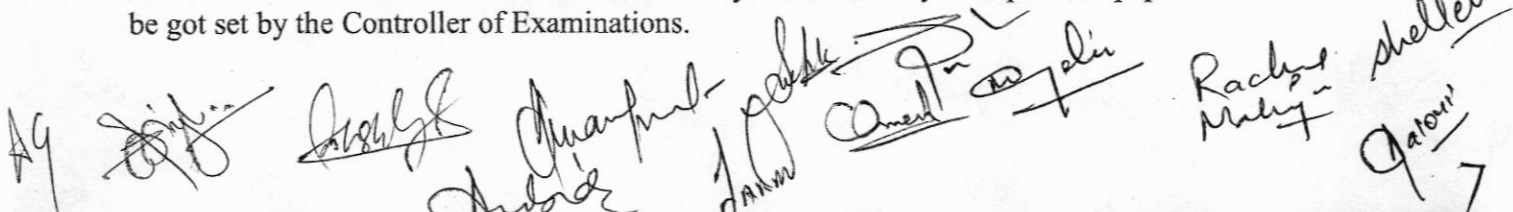
Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

**UNIT IV**

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

**Note for Paper Setter :**

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

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

**Course Code: UMDBBT 304**

**Course Title: E-Commerce**

**Credits – 3**

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

**Maximum Marks – 100**

**Theory– 75**

**Internal– 25**

**Duration of Examination: 3 hours**

**Scheme for examination**

	<b>Time Allotted</b>	<b>Total Marks</b>
		<b>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

**Suggested Readings:**

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

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

**Course Code: USEBBT305**  
**Credits – 2**  
**Maximum Marks – 50**

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

**Duration of Examination: 2 ½ hours**

**Objectives:**

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

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**Note for Paper Setter :**

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

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

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

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

**Scheme for examination**

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

**Suggested Readings:**

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

Handwritten signatures and initials at the bottom of the page, including names like "Rachya Mahajan", "Shelley", "Fatou", and others.

# 4<sup>th</sup> Semester