



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/May/Adp./20)

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 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
Management/Business Management	Semester-III Semester-IV	December 2023, 2024 and 2025 May 2024, 2025 and 2025

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

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/2162-2173

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/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.

Sumita Sharma
Deputy Registrar (Academic)
10/5/23
10/5/23

**Proposed
Course Structure
of**

**BACHELOR OF ARTS (BA)
(Management/ Business Management)**

Including Syllabi of

Semester- III

(For the Session December 2023, 2024 and 2025)

Semester-IV

(For the Session May 2024, 2025 and 2026)

Proposed
Course Structure
of
BACHELORS OF
ADMINISTRATION (BA)
(Business Management/ Management)

(For the session 2023, 2024 and 2025)

Including syllabi of Semester III and IV

The Business School,
University of Jammu

Syllabus Structure of BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

S.No.	Course Type	Course No.	Course Title	credits	Marks				Total Marks
					Theory		Tutorial		
					MST	End Exam	Assessment	Exam	
1ST SEMESTER									
1.	Major	UMJBAT101	Fundamentals of Management	3 Th/1 T	15	60	10	15	100
2.	Minor	UMIBAT102	Managerial Economics	3 Th/1 T	15	60	10	15	100
3.	Multi-Disciplinary	UMDBAT103	E- Commerce	3	15	60	10	15	100
4.	Skill	USEBAT104	Soft Skills	2	10	40			50
2ND SEMESTER									
5.	Major	UMJBAT201	Organisational Behaviour	3 Th/1 T	15	60	10	15	100
6.	Minor	UMIBAT202	Financial Accounting	3 Th/1 T	15	60	10	15	100
7.	Multi-Disciplinary	UMDBAT203	Entrepreneurship Development	3	15	60	10	15	100
8.	Skill	USEBAT204	Goods and Service Tax	2	10	40			50
3RD SEMESTER									
9.	Major	UMJBAT301	Ethics and Corporate Governance	3 Th/1 T	15	60	10	15	100
10.	Major	UMJBAT302	Basics of Organisational Psychology	3 Th/1 T	15	60	10	15	100
11.	Minor	UMIBAT303	Business Statistics	3 Th/1 T	15	60	10	15	100
12.	Multi-Disciplinary	UMDBAT304	Business Environment	3	15	60	10	15	100
13.	Skill	USEBAT305	IT Tools in Business	2	10	40			50
4TH SEMESTER									
14.	Major	UMJBAT401	Fundamentals of Human Resource Management	3 Th/1 T	15	60	10	15	100
15.	Major	UMJBAT402	Fundamentals of Finance	3 Th/1 T	15	60	10	15	100
16.	Major	UMJBAT403	Concepts in Marketing	3 Th/1 T	15	60	10	15	100
17.	Major	UMJBAT404	Production Management	3 Th/1 T	15	60	10	15	100
18.	Minor	UMIBAT405	Business Communication	3 Th/1 T	15	60	10	15	100

3rd Semester

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

Semester-III

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

Major Course

Course Code: UMJBAT301

Course Title: Ethics and Corporate Governance

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Objectives: - The purpose of this course is to develop an awareness of the ethical issues related to business and to give the participants the basic understanding of the important ethical aspects of business and practices of good corporate governance.

UNIT-I

Business Ethics: - An Overview-Concept, nature, importance of Business ethics, Factor influencing Business ethics; Virtue ethics, Ethical issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility; Values – Importance, Sources of Value Systems, Types of Values, Loyalty and Ethical Behavior.

UNIT-II

Business Ethics and Corporate Social Responsibility: The Nature of Social Responsibility; Social Responsibility Issues, types of corporate Social responsibility, Code of ethics, Ethics in Global Business; Corporate social responsibility under Companies Act 2013.

UNIT-III

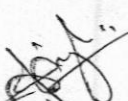
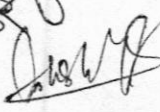

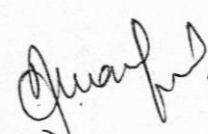
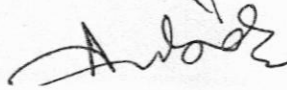
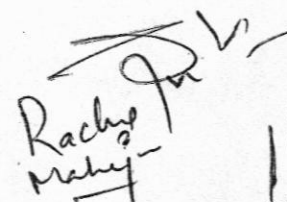

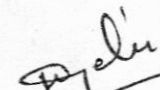

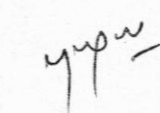

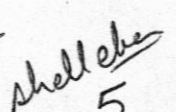
Law and Ethics – Relationship between Law and Ethics, Other Bodies in enforcing Ethical Business Behavior, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, fulfilling all National obligations under various Laws, Safeguarding Health and well-being of Customers.

UNIT-IV

Corporate Governance: Issues, need, corporate governance code, transparency & disclosure, role of auditors, board of directors and shareholders; Global issues of governance, accounting and regulatory frame work.

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 BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

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

Course Code: UMJBAT301

Course Title: Ethics and Corporate Governance

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory – 75

Tutorial – 25

Duration of Examination: 3 hours

Scheme for Examination

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

Suggested Readings

1. Boatright, J.R. Ethics and the Conduct of Business
2. S. K. Chakraborty : Values and Ethics in Organisation, OUP
3. Velasquez, M.G. Business Ethics - Concepts and Cases
4. Hosmer, L.T. Richard D. Irwin The Ethics of Management
5. Sherlekar, A.A. Ethics in Management
6. Murthy, C.V. Business Ethics.

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

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

Course Code: UMJBAT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Basics of Organisational Psychology

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective

Main objective of the course is to provide an understanding of the concepts, frameworks and Implications of organisational psychology.

Unit-I

Need and scope of organizational behavior - Theories of organization - Individual difference vs. Groups intelligence tests - Measurement of intelligence – Personality - Perception.

Unit -II

Motivation - Financial and non-financial motivational techniques - Job satisfaction - Meaning - Factors - Theories - Measurement - Morale - Importance - Employee attitudes and behavior and their significance to employee productivity

Unit -III

Work environment - Good housekeeping practices - Design of work place - Fatigue - Causes and prevention and their importance, Stress Management.

Unit -IV

Group dynamics – Features and types of group, Stages in the development of group; Organizational culture and climate; Counselling and guidance - Importance of Counsellor - Types of Counselling - Information needed for Counselling.

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 BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

Semester-III

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

Major Course

Course Code: UMJBAT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Course Title: Basics of Organisational Psychology

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

1. Blum ML - Industrial Psychology and its social foundation
2. Diwedi - Human Relation and Organizational Behavior, MacMillan India
3. Aswathappa - Organizational Behavior
4. Sekaran - Organizational Behavior

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

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

Course Code: UMIBAT303

Credits – 4

Maximum Marks – 100

Theory – 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Statistics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

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

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

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

Course Code: UMDBAT304

Credits – 3

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Environment

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objectives: - The purpose of this course is to develop an awareness of the issues related to business and to give the participants the basic understanding of the important aspects of business environment.

UNIT-I

The concept of Business Environment, Significance and Nature; Types of Business Environment: Internal and External Environment, Factor affecting Business Environment.

UNIT-II

Environment Scanning: Meaning, Nature and Scope; Process of Environmental Scanning PETELS/PESTEL/PEST Analysis; Competitors Analysis: Porters Five Force Model; SWOT Analysis.

UNIT-III

Business and the Environment: Legal Business Environment and its impact on business; Economic Environment; Socio economic environment and its implications of liberalization, privatization, Globalization.

UNIT - IV

Political Environment, Socio-cultural Environment of Business (SCEB), Technological Environment; An introduction to MRTP, FEMA and their impact on business.

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 BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

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

Course Code: UMDBAT304

Credits – 3

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Environment

Total No. of Lecture: Theory: 45 hours


Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

1. Aswathapa K. : Essentials of Business Environment
2. Paul, Justin: Business Environment-Text and Cases
3. Jain, T.R; Trehan, M; Trehan, R: Indian Economy and Business Environment
4. Sheikh, Saleem: Business Environment

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

Semester-III

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

Skill Course

Course Code: USEBAT 305

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: IT Tools in Business

Total No. of Lecture: Theory: 30 hours

Objective:

The objective of the course is to make students understand the basic fundamentals of computers and equip them with requisite skills required in business environment by training them on s/w packages used for word processing, worksheets, power point and databases

UNIT I

Basic Concepts: Meaning, Characteristics and Applications of a Computer, Advantages and limitations of a Computer. Classification of Computers. Generations of computers. Components of computers: Input-output Devices (Hardware, Software, Human ware and Firmware) and system unit (CPU). Meaning of Data, Information and Knowledge, Data types. Data storage: Internal and External. World Wide Web: websites file transfer, browsing, searching.

UNIT II

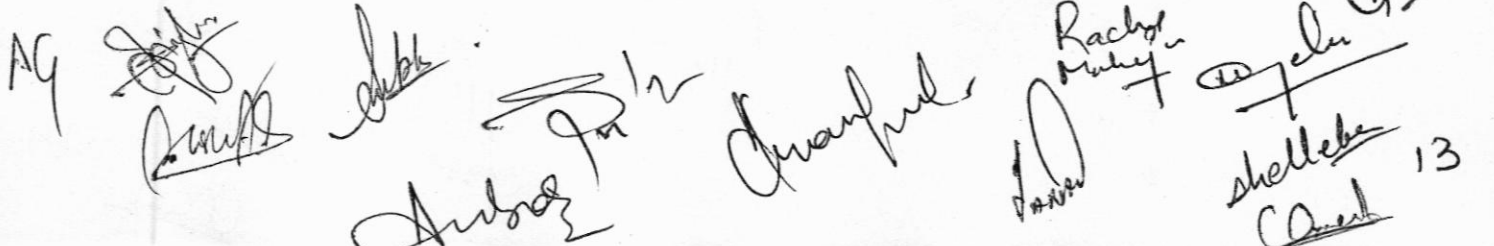
Computer Software: Types of software, System Software and Application Software, Compiler and Interpreter. Computer memory: Primary memory and secondary memory. Introduction to Windows Operating Systems: Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet.

Unit –III

MS-PowerPoint: Creating, Saving, Opening an existing presentation, Creating and Saving a new Presentation using Auto Content Wizard, Design Template, Blank Presentation, Slide Show, Creating graphs, tables, diagrams, organization charts, inserting clip art and images and Printing Slides. Final presentation: Applying transition to slides, controlling transition speed, and using custom shows, Creating hyperlinks, Animation and multimedia: Using and applying animation schemes, custom animation.

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 BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

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

Course Code: USEBAT 305

Credits – 3

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: IT Tools in Business

Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks
		75
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.	2 ½ hours	40

Suggested Readings:

1. Ram, B. (2018). *Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
2. Sinha, P.K. and Sinha, P. (2017). *Foundation of computing*. New Delhi: BPB Publications.
3. Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
4. Rajaraman, V.(2014) *Fundamentals of Computers*. Delhi: Prentice-Hall.
5. Roger, J. (2010) *Microsoft Access 2010*. Delhi: Pearson Education.
6. Forouzan, (2009) *Basics of Computer Science*. India: Cengage Learning

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