

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

IMPORTANT INSTRUCTIONS FOR APPLICANTS

1. **Please fill in the application form carefully and submit it By Hand/Registered Post/Speed Post/Courier only so as to reach the Asstt. Registrar, BBA Admissions, University of Jammu, New Campus, Baba Saheb Ambedkar Road, Jammu – 180 006 by 27th June,2011 upto 5.00 p.m. without late fee and with late fee of Rs.100/- per form by 6th, July,2011 upto 5.00 p.m.**
2. The candidates are expected to ensure that they meet all eligibility conditions before filling in the application form.
3. Please attach a copy of the latest Character Certificate preferably issued by the Head of the Institution last attended or by a Gazetted Officer.
4. Please make sure that the candidate has written his/her Name, Address, Telephone number etc. at an appropriate place on the Form.
5. Details of enclosures must be specified in column 14 of the Admission Form.
6. The Candidates shall be called in order of merit in class 12th for Counselling and allotment of Colleges/Institutions on the basis of merit cum choice and subject to the availability of seats in the concerned College. Counselling schedule shall be notified separately in the Local English Dailies and on the website of the University.
7. **If a selected candidate fails to produce original certificates or deposit the required fee on the day of Counselling, his/her selection shall be cancelled and the seat falling vacant thus, shall be allotted to the candidate next in order of merit present in the Counselling.**
8. The candidate having any grievance, may apply on an appeal form obtainable from the University. The appeal form duly complete in all respects should be submitted in the Office of the Director, Colleges Development Council, New Campus, University of Jammu, Jammu within the dates notified by the University for the purpose.
9. In case of any discrepancy/dispute, the Statutes/Regulations governing BBA Course read with general Statutes/Regulations governing Admission to various other Degree Programmes of the University shall be followed.

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

10. If any difficulty arises in giving effect to these statutes or in dealing with a situation not envisaged in the statutes, the matter shall be referred to the Vice-Chancellor who shall issue such orders as he may deem fit under the circumstances.
11. The admission to Non-Local Candidates shall be granted for BBA Course in Non Government Colleges under 2nd preference category.

NOTE

1. **ALL ADMISSIONS TO THE BBA COURSE, SESSION 2011-12 IN THE COLLEGES AFFILIATED TO THE UNIVERSITY OF JAMMU FOR THE PURPOSE, SHALL BE MADE ON THE BASIS OF MERIT IN CLASS 12TH (HIGHER SECONDARY PART-II EXAM OF J&K STATE BOARD OF SCHOOL EDUCATION OR ANY EXAMINATION RECOGNIZED AS EQUIVALENT THERETO).**
2. **LOCAL CANDIDATES MEAN:-**
 - i. **WHO HAVE PASSED HIGHER SECONDARY PART IIND FROM THE JURISDICTION OF THE UNIVERSITY OF JAMMU.**
 - ii. **WHO BELONG TO AREA FALLING WITHIN THE TERRITORIAL JURISDICTION OF THE UNIVERSITY OF JAMMU BUT HAVE PASSED THE QUALIFYING EXAMINATION FROM THE JURISDICTION OTHER THAN THE JURISDICTION OF UNIVERSITY OF JAMMU.**
 - iii. **THE EMPLOYEES OF THE CENTRAL/ STATE GOVERNMENT/ OR PUBLIC UNDERTAKING OR ANY OTHER ORGANISATION RECOGNIZED BY THE SYNDICATE, OR POSTED WITHIN THE TERRITORIAL JURISDICTION OF THE UNIVERSITY OR SONS, DAUGHTERS, SPOUSES OF SUCH EMPLOYEES. A CERTIFICATE TO THIS EFFECT ON D.O. PAD LETTER OF THE HEAD/COMMANDING OFFICER MUST BE ATTACHED WITH THE APPLICATION FORM.**

1. THE BBA PROGRAMME

BBA course is a three year degree course with annual pattern of examination. The medium of instruction for the Course is English.

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

2. ELIGIBILITY

Admission to Part-I class of the BBA course shall be opened to those candidates who have passed Higher Secondary Part-II examination (under 10+2 pattern) of the J&K State Board of School Education or an examination recognised as equivalent thereto and has obtained **atleast 50%** of the aggregate marks in the qualifying examination in case of General Category candidates and **45%** marks in case of SC/ST candidates.

3. OPEN MERIT SEATS:

There shall be no reservation in Non Government Colleges affiliated with the University of Jammu. Sixty-Seven percent (67%) of the number of seats available in Government Colleges in a course of study shall be filled upon on the basis of open merit.

There will also be 06 payment seats in the Govt. S.P.M.R. College of Commerce, Jammu @ Rs.40,000/- per seat on the basis of merit-cum-choice . The interested candidates for the payment seats can also apply for the payment seats if not selected on the basis of merit.

4. RESERVED CATEGORY SEATS:

(A) After selection of candidates is made on the basis of open merit in Govt. Colleges, the remaining thirty-three percent (33%) seats, shall be filled up on the basis of reserved categories.

(B) **Break-up of the Reserved Categories:-**

Category (i)	Scheduled Caste	8%	
Category (ii) a)	Sportsmen	4%	} 6%
b)	Persons who have excelled in Cultural/Literary Activities	2%	
Category (iii) a)	Persons who have participated with distinction in NCC activities	2%	} 4%
b)	Persons who have participated with distinction in NSS/Bharat Scouts & Guides Activity.	2%	

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

Category (iv)	Defence Service Personnel including Ex-Servicemen and their children who are permanent residents of the State and have had a satisfactory service record.	2%
Category (v)	Candidates belonging to the Areas adjoining to the Actual Line of Control.	2%
Category (vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Gaddies, Baltis)	5%
Category (vii)	Candidates belonging to ST (Resident of the Districts of Leh & Kargil)	2%
Category (viii)	Candidates belonging to Backward area Other than that of districts of Leh & Kargil	2%
Category (ix)	Candidates belonging to Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time.	2%

CRITERIA FOR ADMISSION UNDER DIFFERENT CATEGORIES

SPORTS CATEGORY

The Admission under Sports Category may be offered to such candidates who fulfill the eligibility conditions to be determined on the basis of their sports performance in various sports discipline as recognized under Order No.163 GAD of 1996 * of J&K Government during the tenure of 10+2 qualifying course only in the following competitions:-

S.No.	Event Participation	Maximum Marks
i)	Represented the country in any sports/ games competitions recognized by Indian Olympic Association/Government of India and organized by concerned International	6

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

	Federation or any International Sports event.	
ii)	Senior National Championship under respective Federation. Ist Position = 5 2 nd Position = 4 3 rd Position = 3 Participation only without securing any position = 1	5
iii)	National School Games under the auspices of School Games Federation of India. Ist Position = 4 2 nd Position=3 3 rd Position=2 Participation only without securing any position=1	4
iv)	Vijay Hazare U-17 Tournament under Board of Control for Cricket. Ist position=4 2 nd position=3 3 rd position=2 Participation only without securing any position=1	4
v)	Vijay Merchant Tournament U-17/U-15/U-14 Ist position=4 2 nd position=3 3 rd position=2 Participation only without securing any position=1	4
vi)	U-19 C.K.K. Naidu Trophy or U-19 Coach Bihar Trophy Under School Games Federation	4

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

	<p>of India and Board of control for Cricket in India.</p> <p>Ist position=4</p> <p>2nd position=3</p> <p>3rd position=2</p> <p>Participation only without securing any position =1</p>	
vii)	<p>Women Sports Competition under Sports Authority of India or Federation Cup or All India Open Tournament Under respective Federation.</p> <p>Ist position=4</p> <p>2nd position=3</p> <p>3rd position=2</p>	4
viii)	<p>All India Rural Sports competition under Sports Authority of India.</p> <p>Ist position=3</p> <p>2nd position=2</p> <p>3rd position=1</p> <p>Only participation once or more @ 0.5 point per participation.</p>	3
ix)	<p>Mini National Championship under respective Federation.</p> <p>Ist position=3</p> <p>2nd position=2</p> <p>3rd position=1</p> <p>Only participation once or more @ 0.5 point per participation.</p>	3
x)	<p>National Sub Junior Championship under respective Federation.</p> <p>Ist position=3</p> <p>2nd position=2</p> <p>3rd position=1</p>	3

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

	Only participation once or more @ 0.5 point per participation	
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* Explanation:-

Order No.163-GAD of 1996 includes, Athletics, Badminton, Basketball, Cricket, Foot-ball, Hockey, Swimming, Table Tennis, Volley-ball, Tennis, Weight Lifting, Wrestling, Boxing, Cycling, Gymnastics, Judo, Shooting, Archery, Equestrian Sports, Handball, Rowing, Roller/Ice Skating, Skiing, Squash, Billiards and Snooker, Chess, Golf, Kabaddi, Karate, Kayaking and Canoeing, Polo, Power lifting, Tackwondo, Yatching, Body Building, Ball Badminton, Bridge, Teni-Koit, Carrom, Softball, Wushu, Sports Climbing, Thang-Ta, Baseball, Women Football, Women Cricket, All other games falling within the preview of Indian Olympic Association or by the Govt. of India.

CULTURAL & LITERARY ACTIVITY

The admission under the Cultural & Literary Activity may be offered to such students who fulfill the eligibility conditions to be determined on the basis of the activities as indicated below:

- i) Having participated & performed as a member of a School in a National Level Competition organized by State or Central Govt. Agencies, securing:

First Position	9
Second Position	8
Third Position	7
Fourth Position	6
Participation only, without securing any position	3

- ii) Having participated & performed as a member of a School in a Zonal Level competition organized by State or Central Govt. Agencies, Securing:

First Position	8
Second Position	7
Third Position	6
Participation only, without securing any position	3

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

- iii) Having participated & performed as a individual or as a member of the contingent of a school in a Solo or Group event in a competition organized by the Director School Education, J&K State/ CBSE/or any Government organization, securing:

First Position	7
Second Position	6
Third Position	5
Certificate or merit/Consolation Prize	3

- iv) Having participated & performed as an individual or as a member of the contingent of a school in a Solo or Group event in a competition, organized by the J&K Academy of Art, Culture and Languages, securing:

First Position	6
Second Position	5
Third Position	4

- v) Having secured recognition as an approved Music/Drama Artist of Akashwani/(Yuv-Vani Service/Primary Service)/Doordarshan Kendra as Certified/Countersigned by the Director concerned Radio Station/ Doordarshan Kendra.

A) NATIONAL SERVICE SCHEME (N.S.S.)

The admission under the National Service Scheme (N.S.S.) may be offered to such students, who fulfill the eligibility conditions to be determined on the basis of the list of activities given below:

- i) Having participated in international NSS Youth Exchange Programme

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

- | | | |
|------|--|-----|
| ii) | Having been awarded for NSS activities Governor's Medal/Education Secretary Recommendation Card/Medal | 7 |
| iii) | Having participated in an All India Camp such as National Integration Camp/All India Youth Camp/Youth Festival organized by University/Regional Centre. NSS/ Director, School Education in collaboration/Sponsored by Govt. of India Ministry of Youth Affairs & Sports. | 6 |
| | Best Volunteer (Overall) | 6 |
| | Participation | 5 |
| iv) | Having participated in Inter-School Special Camp/Inter School Comt. Etc. | 5 |
| | Best Volunteer (Overall) | 5.0 |
| | Participation | 4.5 |
| v) | Having participated 10 days NSS School Special Camp organized by NSS Unit of the School. | 4 |
| vi) | Participation in Civil Defence Training Camp not less than seven days. | 3 |
| vi) | Having donated blood through NSS Units of the School subject to a maximum of 3 donations per year, to be assessed @ 2 marks/points per Donation, on the production of a certificate to be issued by District Chief Medical officer/Blood Bank Officer College/Red Cross Authority and duly authenticated by Incharge, NSS Unit P.O./Principal. | 2 |

Any candidate fulfilling the eligibility criteria is offered admission under this category based on the inter-se merit of such students determined on the basis of merit.

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

B) BHARAT SCOUTS & GUIDES ACTIVITY

The admission under the Bharat Scouts & Guides may be offered to such students, who fulfill the eligibility conditions to be determined on the basis of the list of activities given below:

i)	President Award	8
ii)	Vice-President Award	7
iii)	Rashtra Pati Scout/Guide	6
iv)	Governor's Rajya Purskar/Certificate of Honour	6
v)	Participation in Jamboree/National Camps organized by National HQRS of Bharat Scouts & Guides	5
vi) a)	Having participated in State Level Special Camps organized by J&K Bharat Scouts & Guides.	4
b)	Having completed Pravesh, Parveen and Nipun stages of Rovers & Rangers of J&K Bharat Scouts & Guides.	4

C) NATIONAL CADET CORPS (N.C.C.)

The admission under the N.C.C. category may be offered to such students who fulfill the eligibility conditions to be determined on the basis of the list of activities given below:

i)	Having attended NCC youth exchange programme in foreign countries.	8
ii)	Having attended Republic Day Camp/Parade at Delhi	7
	Best Cadet (Overall)	7.0
	First Position	6.5

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

	Second Position	6.0	
	Third Position	5.5	
	Participation only, without Securing any position	5.0	
iii)	Having been awarded Defence Secretary/Director General Medal/Commendation.		6
iv)	Having attended All India NCC Camp. Best Cadet (Overall)	5.0	5
	First Position	4.5	
	Second Position	4.0	
	Third Position	3.5	
	Participation only, without securing any position.	3.0	
v)	Having attended attachment Annual Training 10 days duration J.D. and 12 days duration S.D.		5
vi)	Having obtained "A" Certificate.		5
vii)	Having attended Annual Training Camp of not less than ten days duration.		4

Explanation

The camps are:-

- i) Army Attachment Training Camp;
- ii) National Integration Camp;
- iii) Advance Mountaineering Camp;
- iv) Trekking Expedition Camp;
- v) Basic and Advance Leadership Camps;
- vi) Snow skiing and water sports courses camps.

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

Any candidate fulfilling the eligibility criteria is offered admission under this category based on the inter-se merit of such students determined on the basis of merit.

5. FEE STRUCTURE FOR COLLEGES AFFILIATED TO THE UNIVERSITY OF JAMMU

a) NON-GOVT. COLLEGES

The admission fee to be paid at the time of admission through a crossed Bank Draft drawn in favour of Director, Colleges Development Council, University of Jammu and payable at Jammu, shall be Rs.20,960/- p.a. It shall include Corpus Fund, Service Charges and Digitalization Fund payable to the University of Jammu by the College.

- i) A refundable library security of Rs.300/- to be deposited in the College.
- ii) In addition to the above, every candidate shall be required to pay other normal fees prescribed by the University viz. Examination fee, Registration Fee, Eligibility Fee (wherever applicable) or any other fee prescribed by the University from time to time.

Note: *Library Security will be charged only once for full course at the time of admission and is refundable to the students after completion of the course.*

b) GOVT. COLLEGES

The admission fee to be paid at the time of admission through a crossed Bank Draft drawn in favour of Director, Colleges Development Council, University of Jammu and payable at Jammu, shall be Rs.5905/- p.a.

NOTE : As the admission fee in the case of Govt. Colleges is Rs.5905/- per candidate per annum while in the case of Non-Govt. affiliated Colleges the admission fee is Rs.20,960/- per candidate per annum to be deposited with the University through Bank Draft on the spot at the time of admission in the Counselling, the exact amount of fee payable by the candidate depends on the College allotted in the counselling (Govt. or Non-Govt. subject to merit cum

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

option of the candidate vis-a-vis availability of seats in the College).

In view of the said fact it will be convenient to both the University and the candidates, if the candidates come for the counselling with two bank drafts of Rs.5905/- & 15,055/- separately to be utilized as per the need.

NOTE:- Fee structure is under revision and may slight vary. The exact amount will be notified with counselling schedule.

6. COURSES OF STUDY FOR BBA

PART - I

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

PART-II

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

PART-III

<u>COURSE NO.</u>	<u>TITLE</u>
BBA-301	Cost and Management Accounting
BBA-302	Business Legislation

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

BBA-303	Entrepreneurship
BBA-304	Consumer Behaviour and Market Research
BBA-305	Marketing of Services
BBA-306	Summer Project Report a) Seminar Presentation b) Report Evaluation
BBA-307	A) Seminar Presentation (Indian Ethos and Culture) B) Report on Industrial visit

7. ADMISSION PROCEDURE AND SELECTION

- 7.1 All admissions (except management seats) to the BBA Course for the Session 2011-12, shall be made on the basis of merit-cum-choice through counseling.
- 7.2 **NO INDIVIDUAL COLLEGE WILL ADMIT ANY STUDENT ON ITS OWN (EXCEPT MANAGEMENT SEATS).**
- 7.3 Names of the candidates selected for admission shall be displayed on the Notice Board in the Office of the Director, College Development Council & University website. University of Jammu. No separate intimation shall be given to any candidate. However, the candidates in their own interest, are required to keep in touch with the Office of the Director, Colleges Development Council, University of Jammu and comply with the instructions issued from time to time vide admission Notice(s), failing which the candidate shall be exclusively responsible for any consequential effect emanating therefrom.
- 7.4 All the admissions will be provisional, therefore, the selected candidates shall produce qualification, reserved category and other relevant certificates in original for verification of their eligibility at the time of **Counselling/Admission** and shall deposit the requisite fee in the form of a Bank Draft for Rs.5905/- or Rs.20,960/- as the case may be on spot failing which their Admission shall stand cancelled and no complaint in this regard shall be entertained.
- 7.5 **A candidate admitted to the course shall not take-up any employment or engage himself/herself in any business or attend any other course of instruction or appear in any other examination of any University as long as he/she is on the rolls of the BBA Course.**

8. SUBMISSION OF APPLICATION FORM

- 8.1 Before filling-in the Application Form and submitting the same to the University, candidates are advised to go through the

INFORMATION BROCHURE-CUM APPLICATION FORM FOR ADMISSION TO BBA COURSE 2011-12

Brochure carefully to ensure that they fulfil the conditions as laid down for admission to the BBA Course. **The amount once paid shall not be refunded/transferred/adjusted under any circumstances.**

- 8.2 A candidate desirous of seeking admission to the BBA Course shall submit the prescribed Application Form (appended herewith) duly completed in all respects by Hand/Registered Post/Speed Post/Courier only so as to reach the Asstt. Registrar, (BBA Admissions), Colleges Development Council, Baba Saheb Ambedkar Road, New Campus, University of Jammu, Jammu – 180 006 by 27th June, 2011 upto 5.00 p.m. without late fee and with late fee of Rs.100/- by 6th July, 2011 upto 5.00 p.m.
- 8.3 No candidate shall be allowed to make any change in the Application Form, by way of addition, deletion or alteration once it has been submitted to the University.
- 8.4 Incomplete Application Form(s) shall not be entertained and no Correspondence in this connection shall be made.
- 8.5 **Certificates and other documents to be attached**

Application Form, duly filled in, should be accompanied by photocopies (self attested by the candidate) of the following certificates/ documents:

- (i) Detailed marks certificates of classes 10th & 12th.
- (ii) The candidates who have passed the qualifying examination from the schools as regular students are required to submit the character certificate signed by the Principal. Such candidates who have passed the qualifying examination as private candidates should submit the Character Certificates duly signed by a Gazetted Officer.
- (iii) Reserved Category Certificate duly issued by the competent authority. Candidate claiming to be beneficiary of the reservation, for determining eligibility must be a permanent resident of J&K State.
- (iv) 1 passport size attested photograph pasted at the space provided for the same.

NOTE :- No certificate or attested copy thereof shall be entertained after the last date for the submission of Application Form.

INFORMATION BROCHURE-CUM APPLICATION FORM FOR ADMISSION TO BBA COURSE 2011-12

9. APPEALS

- 9.1 In case any candidate feels that the norms governing the admission have not been adhered to, he/she may make an appeal to the Director Colleges Development Council, University of Jammu on the prescribed form (available from the University) after making the requisite payment. The Form duly filled in along with the requisite fee shall be submitted to the, Asstt. Registrar (BBA Admissions), in the Office of the Director Colleges Development Council, New Campus, University of Jammu, Jammu – 180 006 within three days from the last date of admission to BBA course. Such appeals shall be considered by an Appellate Committee comprising the following :
- (i) Vice-Chancellor (Chairman);
 - (ii) Dean Academic Affairs ;
 - (iii) Dean, Faculty of Business Studies;
 - (iv) The Director, The Business School;
 - (v) Registrar, University of Jammu;
 - (vi) Liaison Officer (legal matters), University of Jammu; and
 - (vii) Director, Colleges Development Council, University of Jammu.

Majority of the members shall form the quorum.

- 9.2 It shall be obligatory on the part of the Appellant to remain in attendance on the scheduled date and time outside the venue of the meeting of the Appellate Committee. He/she will ascertain the date, time and venue of the meeting from the Office of the Director, Colleges Development Council, University of Jammu. He/she shall appear before the Appellate Committee, if called upon to do so. **The decision of the Appellate Committee shall be final and binding on the Appellant.**
- 9.3 If any difficulty arises in giving effect to these norms or in dealing with a situation not envisaged in the norms, the matter shall be referred to the Vice-Chancellor who shall issue such order as he may deem fit under the circumstances.

**INFORMATION BROCHURE-CUM APPLICATION FORM FOR
ADMISSION TO BBA COURSE 2011-12**

10. LEGAL DISPUTES

All legal disputes including therein Consumer Courts relating to the admission of candidates to BBA course shall be subject to Courts having jurisdiction in Jammu only.

Names and locations of the Govt./Non-Govt. Colleges affiliated to University of Jammu for imparting instructions in BBA course for the session 2011-12 shall be displayed in the Office of Colleges Development Council and will also be available on the website of the University of Jammu before the start of Counselling for admission.

COUNSELLING SCHEDULE FOR ADMISSION TO BBA COURSE WILL BE AVAILABLE ON UNIVERSITY WEBSITE AND WILL ALSO BE NOTIFIED IN LOCAL ENGLISH DAILIES IN THE SECOND WEEK OF JULY,2011.

LIST OF COLLEGES :

** Updated list of affiliated colleges will be displayed at the time of counseling.*