



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (25/Sep/Adp./105)

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 revised Syllabi and Courses of Studies of the subject of **Bachelor of Business Administration (Applied Management)** of Semester I, II, III, IV, V, VI, VII and VIII for **Four Year Under Graduate Programme (FYUGP)** as per **NEP-2020 (as given in the annexure)** for the **Regular Candidates** for the examinations to be held in the years as per the details given below:-

Branch of BBA	Semester	For the examination to be held in the year
Applied Management	Semester-I	Dec. 2025, 2026 and 2027
	Semester-II	May 2026, 2027 and 2028
	Semester-III	Dec. 2026, 2027 and 2028
	Semester-IV	May 2027, 2028 and 2029
	Semester-V	Dec. 2027, 2028 and 2029
	Semester-VI	May 2028, 2029 and 2030
	Semester-VII	Dec. 2028, 2029 and 2030
	Semester-VIII	May 2029, 2030 and 2031

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

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/25/15690-706
Dated: 26/10/25

Copy for information and necessary action to:

1. Dean, Faculty of **Business Studies**
2. Convener, Board of Studies in **Business Management/Management**
3. All members of the Board of Studies
4. Sr. P.A. to the Controller of Examinations
5. Director, CITES&M, University of Jammu for directing the concerned to upload the notification on University Website.
6. C.A. to the Controller of Examinations
7. Director, Computer Centre, University of Jammu.
8. Joint Registrar/Deputy Registrar/Asst. Registrar (Confidential/Exam UG/Exam. Non Prof.)

Joint Registrar (Academic)

18/29/25
29/9/25
M/29/9/25

University of Jammu

**Course Structure
of
Bachelor of Business Administration
(BBA)
Applied Management**

Including Syllabi of

Semester-I

For the Session Dec 2025, 2026 and 2027

Semester-II

For the Session May 2026, 2027 and 2028

Semester-III

For the Session Dec 2026, 2027 and 2028

Semester-IV

For the Session May 2027, 2028 and 2029

Semester-V

For the Session Dec 2027, 2028 and 2029

Semester-VI

For the Session May 2028, 2029 and 2030

Semester-VII

For the Session Dec 2028, 2029 and 2030

Semester-VIII

For the Session May 2029, 2030 and 2031

Syllabus Structure of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT

S.No.	Course Type	Course No.	Course Title	credits		Marks				Total Marks	Remarks %age of Change
				Th	Tut	MST	End Exam	Assess ment	Exam/ Prac		
1ST SEMESTER											
1.	Major	UMJBBT112	Fundamentals of Applied Management	3	Th/1 T	15	60	10	15	100	100
2.	Minor	UMIBBT113	Introduction to Banking	3	Th/1 T	15	60	10	15	100	100
3.	Multi-Disciplinary	UMDBBT114	Business Management	3		15	60	10	15	100	100
4.	Skill	USEBBT111	Basics of IT in Business	2		-	-	-	50	50	100
2ND SEMESTER											
5.	Major	UMJBBT212	Introduction to Organization Behaviour	3	Th/1 T	15	60	10	15	100	100
6.	Minor	UMIBBT213	Basics of Insurance Management	3	Th/1 T	15	60	10	15	100	100
7.	Multi-Disciplinary	UMDBBT214	Entrepreneurship Development	3		15	60	10	15	100	100
8.	Skill	USEBBT211	Introduction to Digital Marketing	2		-	-	-	50	50	100
3RD SEMESTER											
9.	Major	UMJBBT312	Introduction to Business Law	3	Th/1 T	15	60	10	15	100	100
10.	Major	UMJBBT313	Business Ethics & Environment	3	Th/1 T	15	60	10	15	100	100
11.	Minor	UMIBBT314	Statistics for Business	3	Th/1 T	15	60	10	15	100	100
12.	Multi-Disciplinary	UMDBBT315	E-Commerce	3		15	60	10	15	100	100
13.	Skill	USEBBT311	Data Analytics	2		-	-	-	50	50	100
4TH SEMESTER											
14.	Major	UMJBBT411	Applied HRM	3	Th/1 T	15	60	10	15	100	100
15.	Major	UMJBBT412	Marketing Management	3	Th/1 T	15	60	10	15	100	100
16.	Major	UMJBBT413	Introduction to Finance	3	Th/1 T	15	60	10	15	100	100
17.	Major	UMJBBT414	Production Management	3	Th/1 T	15	60	10	15	100	100
18.	Minor	UMIBBT415	Basics of AI in Business	3	Th/1 T	15	60	10	15	100	100

Uy Uhs

**Syllabus Structure of BBA at FYUGP under CBCS as per NEP-2020
APPLIED MANAGEMENT**

Course Type	Course No.	Course Title	Credits		Marks				Total Marks	Remarks %age of Change
			Th	Tut	MST	End Exam	Assessment	Exam/Prac		
5th SEMESTER										
Applied Management										
Major	UMJBBT511	Management Accounting	3Th/1T		15	60	10	15	100	100
Major	UMJBBT512	Strategic Management	3Th/1T		15	60	10	15	100	100
Major	UMJBBT513	Management Science	3Th/1T		15	60	10	15	100	100
Major	UMJBBT514	Customer Relationship Management	2		10	40			50	100
Minor	UMIBBT515	Introduction to Logistics & Supply Chain	3Th/1T		15	60	10	15	100	100
Skill	USEGE1506	Summer Internship	2						50	100
6th SEMESTER										
Applied Management										
Major	UMJBBT611	Event Management	3Th/1T		15	60	10	15	100	100
Major	UMJBBT612	Industrial Relations	3Th/1T		15	60	10	15	100	100
Major	UMJBBT613	Tourism Management	3Th/1T		15	60	10	15	100	100
Major	UMJBBT614	Supply Chain Management	3Th/1T		15	60	10	15	100	100
Minor	UMIBBT615	Total Quality Management	3Th/1T		15	60	10	15	100	100
7th SEMESTER										
Applied Management										
Major	UMJBBT711	Management of Small & Medium Enterprises	3Th/1T		15	60	10	15	100	100
Major	UMJBBT712	Business Research	3Th/1T		15	60	10	15	100	100
Major	UMJBBT713	Innovation Management	3Th/1T		15	60	10	15	100	100
Major	UMJBBT714	Business development & Sustainability	3Th/1T		15	60	10	15	100	100
Minor	UMIBBT715	Retail Management	3Th/1T		15	60	10	15	100	100
8th SEMESTER (4-year UG Honours)										
Applied Management										
Major	UMJBBT811	Project Management	3Th/1T		15	60	10	15	100	100
Major	UMJBBP812	On-the-Job Training	12						300	100
Minor	UMIBBT813	International Business	3Th/1T		15	60	10	15	100	100
8th SEMESTER (4-year UG Honours with Research)										
Applied Management										
Major	UMJBBT811	Introduction to Project Management	3Th/1T		15	60	10	15	100	100
Minor	UMIBBT813	International Business	3Th/1T		15	60	10	15	100	100
Skill	USKBBP814	Research Project/Dissertation	12						300	100

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Major Course

Course Code: UMJBBA112

Course Title: Fundamentals of Applied
Management

Credits – 4

Total No. of Lectures: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Objective: To acquaint students with a foundational understanding of management concepts, principles, and practices, enabling them to apply a multifunctional approach to organizational objectives.

Unit-I:

Introduction: Understanding the role, nature and scope of management in organizations; Evolution of management thought; Levels of management; Elements of managerial process; Roles of managers in organizations; Managers complex environment; Principles practiced by Indian companies, Trends and challenges of management in global scenario.

Unit-II

Planning and Decision Making: Concept, nature, purpose and process; Planning premises, Types of plans; Management by objectives (MBO) and its applications; Types of decisions, Decision making models and its application to business decision-making.

Unit-III

Organising and Staffing: Meaning, nature, importance and process; Span of management; Delegation of authority; Centralization and decentralization; Organizational structures. Staffing, nature and significance, selection, appraisal and development of managers.

Unit-IV

Directing: Issues in managing human factors; Motivation, nature and significance's, Theories and Techniques; Process of communication, Barriers to communication, Effective communication system.

Controlling: Control mechanism, Characteristics of an effective control system, Types of control. Control techniques. Insights from Indian companies.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Major Course

Course Code: UMJBBA112

Course Title: Fundamentals of Applied Management

Credits – 4

Total No. of Lectures: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

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. Harold Koontz, Heinz Weilrich, and Mark V. Cannice: Essential of Management, Publisher-Mc Graw Hill.
2. L.M Prasad: Principle of Management, Publisher- *Sultan Chand & Sons*.
3. Bhatt and Kumar: Management Principles Process and Practices, Publisher-Oxford University Press.
4. Robert George Terry: Principles of management, Publisher-R. D. Irwin
5. Peter F. Drucker: Management: Tasks and Responsibility, Publisher-Harper Business
6. Gene Burton and Manab Thakur: Management Today - Principles & Practices, Publisher-McGraw Hill Education.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Minor Course

Course Code: UMIBBT113
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial - 25

Course Title: Introduction to Banking
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Objective: This paper aims to provide students with a foundational understanding of the banking sector, encompassing its historical evolution, diverse types of banks, and core functions, particularly within the Indian context.

Unit I - Basics of Banking

Origin and Evolution of banks, Structure of the banking system; Types of banks (Commercial, Investment, Central and Cooperative); Banking system in India – classification, organization and nationalization; Reform in the banking sector in India; Narsimham Committee Reports.

Unit II – Central Banking in India- Reserve Bank of India

Organization Structure, Management and functions of Reserve Bank of India, Monetary Policy and its objectives; Organization Instruments of Monetary Control and recent policy development; Autonomy for Central Bank in India.

Unit III – Commercial Banking

Present structure of Commercial Banks, Functions of commercial banks; Local Area Banks, Lead Banking Scheme, Deposit Insurance Credit Guarantee Corporation;
Rural banking-Present structure of rural banking, Role and Function of Regional Rural Bank in India; Cooperative Banking- meaning, definition, objectives and functions; Types of cooperative bank; Role of Cooperative Banks in rural India; Role of NABARD in rural financing

UNIT IV – E-banking

Electronic Payment Systems, Types of Electronic Payment Systems, Infrastructure Issues in EPS; Smart Cards; Electronic Fund Transfer Systems; Internet Banking; Mobile Banking.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Minor Course

Course Code: UMIBBT113
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial - 25

Course Title: Introduction to Banking
Total No. of Lectures: 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. Banking Theory & Practice by K.C. Shekhar and Lekshmy Shekhar.
2. Money, Banking, and Financial Markets" by Frederic S. Mishkin: A classic textbook covering the fundamentals of banking and finance.
3. Commercial Banking by I.C. Dhingra.
4. Electronic Payment Systems for E-Commerce by Donal O'Mahony.
5. Financial Institutions and Markets by L.M. Bhole and Jitendra Mahakud: A comprehensive overview of financial institutions, including banking.
6. Indian Financial System by M.Y. Khan: Provides a detailed understanding of the Indian banking system.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)

Multidisciplinary Course

Course Code: UMDBBT 114
Credits – 3
Maximum Marks – 75

Course Title: Business Management
Total No. of Lectures: Theory: 45 hours
Duration of Examination: 3 hours

Objective: The objective of the course is to make the learners to understand the fundamentals of management in the diverse business scenario.

Unit I:

Basis of Management- Management Concept, Nature, Process, Evolution of Management Thoughts, Managerial functions, systems approach, Managerial environment, Approaches to management.

Unit II

Planning and Decision Making- Concept, Nature and Process, MBO, Strategies, Policies and Concept, Types of Planning, Planning premises, Decision Making, Concept, Nature, and Significance, Decision Making as a Process.

Unit III

Organising and Staffing- Nature and Elements, Organising as a process, Organization Structure, Line/Staff authority, decentralization staffing, Meaning, Nature and Importance, Introduction to Performance Appraisal and Managing Organizational Change and Organizational Development.

Unit IV

Direction and Controlling as Management Process -Direction, Meaning, Nature and Significance, Motivation- Meaning, Nature and Significance. Leadership - Meaning, Nature and Significance. Communication- Meaning, Nature, Types and Importance. Controlling- Meaning, Nature, Process and Techniques.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)

Multidisciplinary Course

Course Code: UMDBBT 114
Credits – 3
Maximum Marks – 75

Course Title: Business Management
Total No. of Lectures: Theory: 45 hours
Duration of Examination: 3 hours

Scheme for examination

	Time Allotted	Total 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

Suggested Readings:

1. Koontz and Weihrich (2015) Essential of Management Mc Graw Hill 9th edition.
2. L.M Prasad (2015) Principle of Management S Chand Publisher 9th edition.
3. Pravin Durai Principle of Management Text and Cases Pearson Publisher 1/e.
4. Bhatt and Kumar Management Principles Process and Practices Oxford University Press (2008).

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Skill Course

Course Code: USEBBT 111

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Basics of IT in Business
Total No. of Lecture: Theory: 30 hours

Objective: This course aims to equip the students with fundamental IT skills for business operations. It covers hardware, software, networking, cybersecurity, cloud computing, and information systems. The course also develops proficiency in productivity tools for effective communication, data analysis, and collaboration in a digital business environment.

UNIT-I

Components of IT systems (hardware, software, data, network, people). Hardware components: input devices, output devices, system unit. Software components: system software, application software, cloud-based software. Operating systems and their functions (Windows, MacOS, Android, IOS). Introduction to cloud computing. Data vs Information. Types of data. Introduction to Database concepts. Role of IT in business.

UNIT-II

Meaning and types of networks - LAN, MAN and WAN. Meaning of Internet: Basics: functions, growth, anatomy, Uses, Internet Vs Intranet, Wireless and WIFI, Internet services: ISP, types of accounts. Web browsers and search engines. Introduction to IT security threats (viruses, malware, phishing, hacking). Basic security measures (passwords, firewalls, antivirus software, two-factor authentication).

UNIT-III

Microsoft Word & Google Docs: Creating, formatting, and editing documents. Mail merge and document collaboration. Microsoft Excel & Google Sheets: Data entry, formulas, and functions. Creating charts and graphs for data visualization.

Microsoft PowerPoint & Google Slides: Creating and delivering effective presentations. Incorporating multimedia elements. Online presentation and sharing. Communication and Collaboration tools

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027)
Skill Course

Course Code: USEBBT 111

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Basics of IT in Business
Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks 50
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. Thareja, IT & Application, Oxford
2. Aurora, Computer Fundamentals, Vikash
3. Sinha & Sinha, Fundamentals of Computers, BPB Publications
4. Dhar, P., Fundamental of IT and Its Application in Business, APH
5. Introduction to Computer Application (As per NEP) by Ashok Arora. [S.Chand and Co. Ltd.]
6. Fundamentals of Computers by Reema Thareja; Oxford Publisher
7. Computer Fundamentals by Pradeep K Sinha; BPB Publication



2nd Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Major Course

Course Code: UMJBBT212

Course Title: Introduction to Organisational Behaviour

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

Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Objective - The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.

Unit I

Organisational Behaviour - Concept, Meaning, Nature and Scope of Organisational Behaviour, interdisciplinary nature of Organisational Behaviour, Factor Influencing Organisational Behaviour, Challenges and Opportunities in Organisational Behaviour.

Unit II

Individual Behaviour - Basic Psychological Determinants-Personality, Personality Traits and Theories, Perception, Perceptual Process and Factors Affecting Perception, Learning - Types, Elements, Theories of Learning, Social Learning, Motivation - Concept and Theories of Motivation, Attitude - Concept, Nature and Factors Affecting Attitude.

Unit III

Group Behaviour- Concept of Group Dynamics- Features of Group, Types of Group Behaviour, Formal and Informal Group Behaviour, Stages of Group Development, Group Moral, Group Norms, and Group Cohesiveness.

Unit IV

Organisation in relation to its Environment: Organisational Power and Politics, Management of Conflict, Organisational Change and Organisational Development-Meaning, Significance and Process, Stress Management, Leadership-Types, Approaches, Styles and Effectiveness.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
 Semester-II
 (Examinations to be held in May 2026,2027 and 2028)
 Major Course

Course Code: UMJBBT212

Course Title: Introduction to Organisational Behaviour

Credits – 4
 Maximum Marks – 100
 Theory– 75
 Tutorial – 25

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. Stephen P. Robbins, Organisational Behaviour, Prentice Hall international Inc, 9th Eds
2. Aswathappa(2010), Organisational Behaviour, Himalaya Publishers
3. L.M.Prasad, Organisational Behaviour, S Chand Publishers, 8th
4. Robbins, Judge and Vohra(2011), Organisational Behaviour, Pearson Publishing

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Minor Course

Course Code: UMIBBT213

Course Title: Basics of Insurance Management

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial - 25

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:

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.



Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
 (Examinations to be held in May 2026,2027 and 2028)
Minor Course

Course Code: UMIBBT213

Course Title: Basics of Insurance Management

Credits – 4

Total No. of Lectures: Theory: 45 hours

Maximum Marks – 100
 Theory– 75
 Tutorial - 25

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. 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. Risk Management and Insurance-Trieschman, Sommer and Hoyt –Cengage Learning
4. Insurance and Risk Management- P.K.Gupta Himalaya Publishing House
5. Insurance Principles and Practice- M. N. Mishra and S.B. Mishra, S.Chand & Co Ltd.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Multidisciplinary Course

Course Code: UMDBBT 214 **Course Title: Entrepreneurship Development**
Credits – 3 **Total No. of Lecture: Theory: 45 hours**
Maximum Marks – 75
Duration of Examination: 3 hours

Objective:

The course aims to introduce the fundamental concepts of issues and challenges in context of entrepreneurship to encourage and promote entrepreneurship among the young business leaders who aspire to be successful business *entrepreneurs*

UNIT-I

Entrepreneurship: Nature, meaning and concept of Entrepreneurship; Entrepreneurial Traits, Characteristics and Skills; Classification of Entrepreneurs, Growth of Entrepreneurs, Nature and Importance of Entrepreneurs, Entrepreneurial decision process.

UNIT-II

Entrepreneurship Development: Entrepreneurship environment, Entrepreneurship training and development, Role of Innovation in Entrepreneurship; Project management and financial analysis, budget and planning.

UNIT-III

Regulatory and Institutional Support : Role of central government and J&K government in promoting entrepreneurship, Introduction to various incentives, Subsidies and grants - Fiscal and non-fiscal concessions available, Role and contribution of various developmental and financial Institutions for entrepreneurship development

UNIT-IV

Entrepreneurial Environment and Family Business: Entrepreneurship and Socio-Economic Development; Role of entrepreneur in economy. Factors Influencing Entrepreneurship; Management of Family Business, Family Management Practices, Issues and Problems in Family Business, Contemporary Family Business Strategies.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Multidisciplinary Course

Course Code: UMDBBT 214
Credits – 3
Maximum Marks – 75
Duration of Examination: 3 hours

Course Title: Entrepreneurship Development
Total No. of Lecture: Theory: 45 hours

Scheme for examination

	Time Allotted	Total 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

Suggested Readings:

1. Dynamics of Entrepreneurial Development and Management, Vasant Desai Himalaya Publishing.
2. Entrepreneurship, Cynthis L. Greene, Cengage Learning, New Delhi
3. Entrepreneurship, Madhurima Lal and Shikha Sahai, Excell Books, New Delhi
4. Entrepreneurship, Rajeev Roy, Oxford University Press



Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Skill Course

Course Code: USEBBT 211

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Introduction to Digital Marketing

Total No. of Lecture: Theory: 30 hours

Objective:

The course aims to build a strong foundation in digital marketing, covering essential concepts, advanced strategies, and emerging trends. It equips learners with practical skills in SEO, social media, content creation, analytics, and e-commerce, while emphasizing ethical practices and data-driven approaches. The focus is on real-world applications and preparing students for successful careers in digital marketing.

UNIT-I

Introduction to Digital Marketing, Traditional Marketing vs Digital Marketing, Evolution and growth of digital marketing, Significance of Digital Marketing, Key factors for growth of Digital Marketing.

UNIT-II

Digital Consumer Behavior- Understanding the digital consumer, Online purchasing behavior, Digital customer journey

UNIT-III

Digital platform- Websites, Digital Market Places, Social Media platform, Digital Content-types, Digital Marketing terminology- PPC, SEO, Affiliate Marketing, Mobile Marketing.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-II
(Examinations to be held in May 2026,2027 and 2028)
Skill Course

Course Code: USEBBT 211

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Introduction to Digital Marketing

Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks
		50
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. Foundations in Digital Marketing by Rochelle Grayson, Published by Pressbooks
2. Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry, Published by Wiley



3rd Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Major Course

Course Code: UMJBBT312

**Course Title: Introduction to
Business Laws**

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Duration of Examination: 3 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, 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 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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Major Course

Course Code: UMJBBT312

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Introduction to Business Laws

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. 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.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Major Course

Course Code: UMJBBT313
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Course Title: Business Ethics & Business Environment
Total No. of Lectures: Theory: 45 hours
Tutorial: 30 hours
Duration of Examination: 3 hours

Objective: The objective of this paper is to make the students understand the importance of ethics in business and practices of good corporate governance. This course also 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

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring.

Unit II

Business Ethics: An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility. Corporate Governance: Concept, Features of Good Governance, Role played by Regulators to improve Corporate Governance.

Unit III

The concept of Business Environment, Significance and Nature; Types of Business Environment: Internal and External Environment. Environment Scanning: Meaning, Nature and Scope; The process of Environmental Scanning PETELS/PESTEL/PEST Analysis.

Unit IV

Business and the Environment: Legal Business Environment and its impact on business; Overview of Economic Environment & its impact on business; Political Environment, Socio-cultural Environment of Business, Technological Environment.

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Major Course

Course Code: UMJBBT313
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Course Title: Business Ethics & Business Environment
Total No. of Lectures: Theory: 45 hours
Tutorial: 30 hours

Duration of Examination: 3 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. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Minor Course

Course Code: UMIBBT314

**Course Title: Business Research
and Quantitative Techniques**
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Objective: The objective of this course is to bring out application of business research methods and its usefulness in managerial decision making and to expose the students with the various research 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 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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Minor Course

Course Code: UMIBBT314

Course Title: Business Research
 and Quantitative Techniques
 Total No. of Lecture: Theory: 45 hours
 Tutorial: 30 hours

Credits – 4

Maximum Marks – 100

Theory– 75

Duration of Examination: 3 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

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Multidisciplinary Course

Course Code: UMDBBT 315
Credits – 3
Maximum Marks – 75
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 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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Multidisciplinary Course

Course Code: UMDBBT 315
Credits – 3
Maximum Marks – 75
Duration of Examination: 3 hours

Course Title: E-Commerce
Total No. of Lecture: Theory: 45 hours

Scheme for examination

	Time Allotted	Total Marks
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.



Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Skill Course

Course Code: USEBBT 311

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Data Analytics

Total No. of Lecture: Theory: 30 hours

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.

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

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 BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028)
Skill Course

Course Code: USEBBT 311

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: Data Analytics

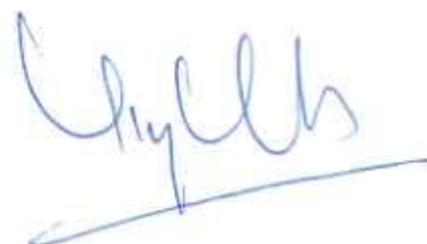
Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks
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. 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)



4th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT411

**Course Title: Applied Human
Resource Management**
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Duration of Examination: 3 hours

Objectives: This course aims to provide students with a comprehensive understanding of the application of human resource management (HRM) concepts in real-world business scenarios. The course emphasizes experiential learning through case studies, role plays, and industry-based projects.

Unit-I

Introduction to Human Resource Management: Concept, Scope, and Importance of Applied HRM, HRM vs. Traditional Personnel Management, Strategic HRM and its Link with Business Strategy, HR Policies and Practices in Organizations, Legal and Ethical Aspects of HRM in India

Unit-II

Talent Acquisition & Workforce Planning; Job Analysis and Workforce Planning, Recruitment: Methods and Emerging Trends (E-Recruitment, Social Media Hiring), Selection Process: Tools and Techniques (Interviews, Assessment Centers, Psychometric Testing), Onboarding and Induction Programs, Employer Branding and Employee Value Proposition (EVP)

Unit-III

Performance Management & Employee Development: Concept and Process of Performance Management, Performance Appraisal Methods: 360-degree feedback, BARS, MBO, etc., Training & Development: Need Analysis, Methods, and Evaluation, Career Planning and Succession Planning, Employee Engagement and Retention Strategies

Unit-IV

HR Analytics: Concept, Tools, and Applications, Role of Artificial Intelligence and HR Tech in HRM, Workplace Diversity & Inclusion; Managing Employee Relations and Conflict Resolution, Emerging Trends in HR: Gig Economy, Remote Work, Green HRM

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.

Handwritten signatures and initials:
Shelley, Dalour, Ag, Rachee Malik, 28/4, Ali, and others.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT411

Course Title: Applied Human Resource Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Credits – 4
Maximum Marks – 100
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: 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> <i>Section B: 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.</i>	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. Dessler, Human Resource Management, Prentice Hall of India
2. D.A. DeCenzo and S. P. Robbins, S.L Verhulst, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education.
4. VSP Rao, Human Resource Management, Excel Books.
- 5 P.R.N. Sinha, S.P. Shekhar, et al., Human Resource Management, S. Chand
- 6 Raymond Noe; John R. Hollenbeck; Barry Gerhart; Patrick M. Wright, Fundamentals of Human Resource Management, McGraw Hill

35

Handwritten signatures and initials:
 Rache Mahy
 28/4
 25/4
 Shekhar
 A
 Qatour
 Ali

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT412

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Marketing Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

Unit I

Introduction to marketing management: nature, meaning and concept of market, marketing functions and their importance, difference between marketing and selling; consumer markets and organisational markets, types of marketing entities, scope of marketing, marketing of services, trends in marketing.

Unit II

Marketing Environment - components and their impact, marketing philosophies, marketing mix, extended marketing mix, understanding marketing environment and marketing mix of various different industries and companies.

Unit III

Process of marketing: segmentation, targeting and positioning, bases of segmentation of consumer organisational markets, selecting target market and positioning strategies.

Unit IV

Customer value and satisfaction, social marketing, digital marketing, social media marketing, influencer marketing, marketing research.

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.

Handwritten signatures and initials in blue ink:
y p w
Shelke
Ak
Parvati
28/4
Rachna Malik
28/4
M

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT412

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Marketing Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 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. Sontakki, C.N., Marketing Management, Kalyani Publishers 2014.
2. Jha, M., and Kotler, P., Marketing Management, Tata Mc-Graw-Hill, Edition 2013.

Handwritten signatures and initials in blue ink, including names like 'Alko', 'Shelley', 'Qabou', 'Rachin', and '37'.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT413

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Introduction to Finance

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective:

This course will acquaint the learners with the fundamentals of financial management and its applicability to corporate financial planning and decision-making. The students will be able to comprehend the fundamentals of financial planning and the instruments available in the financial markets. This curriculum adds value to undergraduate professional education in the field of finance.

UNIT I

Introduction of Business Finance: Evolution and Scope of Finance; Nature and Importance of Financial Management; Finance Function; Objectives of Financial Management, Financial Manager's Role; Stakeholders in Finance; Conflict between Management and Owners;

UNIT II

Sources of Finance: Internal Sources of Finance: Retained Earnings, Depreciation Funds, Sale of Assets. External Sources of Finance: Equity Shares, Preference Shares, Debentures and Bonds, Bank Loans, Trade Credit, Commercial Paper

UNIT III

Venture Capital Financing– Meaning and Significance; Features; Stages, Development in India; Role of Venture Capital in Startup Ecosystem. Venture Capital and Angel Investment
Lease Financing: Meaning and Types of Lease, Operating and Financial Lease, Hire Purchase: Meaning and Features, Hire Purchase vs. Leasing, Installment System, Project Finance: Meaning and Scope, Sources of Project Finance, Risk Analysis in Project Financing.

UNIT IV

Working Capital Management: Meaning and Concepts of Working Capital; Types of Working Capital, Factors Determining Working Capital Requirements; Methods for Estimating Working Capital Needs, Operating Cycle; Gross Operating Cycle, Net Operating Cycle, Approaches to Financing Working Capital.

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.

90/20
Galour
NG
Shelley
Rachna Mahajan
38

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT413
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Course Title: Introduction to Finance
Total No. of Lectures: Theory: 45 hours
Tutorial: 30 hours

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. IM Pandey Financial Management
2. M.Y. Khan, P K Jain Financial Management - Text and Problems
3. Prasana Chandra Financial Management Theory and Practice
4. Shashi K Gupta Financial Management text and Cases

Rachze Mahya

gppw
Ag
Qalour
25/4
Shelleke
39

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT414

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Production Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I

Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organization operation Strategies-Definition, relevance, strategy formulation process, order qualifying and order winning attribute Maintenance Management; Need of maintenance management, equipment life cycle

UNIT II

Forecasting-Definition, types, qualitative (grass roots, market research and Delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method), forecast error, MAD. Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, CR) & Johnson's rule on two machines

UNIT III

Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), type of processes- job shop, batch, mass and continuous, product-process design Matrix and Services design matrix, technology issues in process design,

UNIT IV

Layout Decision: Layout planning – Benefits of good layout, importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using LOT rule; Location Decisions & Models: Facility Location – Objective, factors that influence location decision, location evaluation methods- factor rating method. Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon.

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.

[Handwritten signatures and initials in blue ink, including names like 'Rachag Mahajan' and '28/11', along with a date '28/11' and a number '40'.]

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Major Course

Course Code: UMJBBT414

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Production Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 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. Mahadevan B, Operations Management Theory & Practice, Pearson Education
2. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education
3. Adam,E.E and Ebert, Production & operations Management, Prentice Hall of India, New Delhi
4. S.N. Chary, Production & operations management – Tata McGraw Hill, New Delhi

Handwritten signatures and notes at the bottom of the page, including names like "Rachne Mahajan", "Shelley", and "Dul", along with the number "41" in the bottom right corner.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Minor Course

Course Code: UMIBBT415

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Basics of AI in Business

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: This course aims to introduce the fundamental concepts of artificial intelligence (AI), offering a basic understanding of AI technologies, their implications, and their potential applications in various fields of business.

UNIT I

Definition and scope of AI, Historical Overview, AI vs. Human Intelligence, Types of AI, Big Data & AI, AI-Driven Business Transformation, Overview of AI technologies; Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics, Generative AI, Future of AI in Business

UNIT II

AI in Marketing: Benefits of AI in Marketing. Use of AI in Marketing: Content Marketing, Product Marketing, Segmentation, Personalisation Social media & E-mail Marketing, Advertising, Pros and Cons of AI in Marketing. AI in HRM: Workforce Planning, Talent Acquisition & Recruitment, Training, Employee Performance Evaluation, Employee Retention. Challenges and future opportunities of AI in HRM.

UNIT III

AI in Finance: Credit Scoring & Risk Assessment, Fraud Prevention & Algorithmic Trading, Robo-Advisory & AI-driven Personalized Banking, Process Automation. Challenges in AI-driven Finance. AI in Operations & Supply Chain Management: AI in demand forecasting and inventory management, AI-powered automation in logistics, distribution, and manufacturing.

UNIT IV

Bias and fairness in AI systems, Privacy and data protection concerns, AI Governance and Policy in India, Societal Aspects of AI in India, Impact of AI on employment and the workforce, AI's impact on different industries. Challenges in AI Adoption.

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.

[Handwritten signatures and initials in blue ink, including names like 'Rachna Mahajan', 'Shelley', 'A. Indu', 'Q. Mousa', '28/11', and 'Ally']

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-IV
(Examinations to be held in May 2027,2028 and 2029)
Minor Course

Course Code: UMIBBT415

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Basics of AI in Business

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. Akerkar, Rajendra: Introduction to Artificial Intelligence. PHI Learning
2. Dr. Dheeraj Mehrotra: Artificial Intelligence. BPB Publications
3. Wiley, AI for Business: A Roadmap for Getting Started With AI.
4. Roetzar, R., Kaput, M. Marketing Artificial Intelligence: AI, Marketing, and the future of Business.
5. Mather, Bob, Artificial Intelligence, Business Applications.

Handwritten signatures and initials are present at the bottom of the page, including "Rachis Mahajan", "AG", "D. K. Singh", "Shelley", "28/14", "Palour", "43", and several other illegible signatures.

5th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

Course Code:UMJBBT511
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25

Course Title: Management Accounting
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

Duration of Examination: 2 ½ Hours

Objective: To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context

Unit I-Introduction

Meaning, Nature, Objectives Scope and Function of Management accounting. Role of management accounting in decision making, Management accounting Vs Financial accounting Vs Cost Accounting

Unit II- Financial Analysis tools

Ratio Analysis: Meaning, Importance and Limitations of Ratio Analysis

Budgeting: Meaning of Budget and Budgetary Control, Definition, Nature of Budget and Budgetary Control, Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control, Steps in Budgetary Control; Types/ classification of Budgets.

Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital

Unit-III- Marginal Costing

Concept of Marginal Costing, Scope and Characteristics of Marginal Costing, Assumptions and Limitations of Marginal Costing, Marginal Costing Vs Absorption costing, Contribution, Marginal Cost equations, Profit Volume ratio, Cost Volume Profit analysis, Break even point, Margin of safety, Angle of Incidence, Assumptions & Limitations of Break even point.

Unit IV- Standard Costing

Meaning and need of Standard Costing, Steps involved in Standard Costing, Standard Cost Vs Estimated cost, Establishing a system of Standard Costing, Variance Analysis, Classification of Variances, Introduction of direct material Variances and direct labour Variances.

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.

Handwritten signatures and initials:
7/10/2024
Alhasan
Qalou
Rachy Marya
AG
Shellek 28/14
28/14
45
A

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT511
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial-25
Duration of Examination: 2 ½ Hours

Course Title: Management Accounting
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 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.	2 ½ 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. Khan M.Y. and Jain P.K., Management accounting, Tata McGraw Hill, New Delhi.
2. Charles T. Horngren, Introduction to management Accounting, Prentice Hall of India, New Delhi.
3. Horngren, Charles T., George Foster and Shrikant M. Daliar : Cost Accounting : A Managerial Emphasis, Prentice Hall, Delhi.
4. Pandey I. M. : Management Accounting, Vani Publication, Delhi.
5. Manmohan & Goyal : Principles of Management Accounting.
6. Maheshwari : Principles of Management Accounting

Handwritten signatures and initials in blue ink are present at the bottom of the page, including names like 'Ankur', 'Rachna', and '46'.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

Course Code: UMJBBT512

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Strategic Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: To provide students with an understanding of strategic management concepts and processes.

Unit-I

Strategy Vs Policy, Strategic Planning Vs Strategic Management; Strategy Vs Tactics; Nature, and Scope of Strategic Management, Strategic Decision-Making Process, Vision, Mission, and Objectives of an Organization, Levels of Strategy: Corporate, Business, and Functional Strategy, Nature of Strategic Plan, Characteristics of Strategic Decisions.

Unit-II

Internal and External Environmental components and their impact on strategic decision making, Environmental analysis, Competitor analysis, Porter's Five Forces Model, Competencies, Sustainable competitive advantage.

Unit-III

Business Level Strategies- Cost Leadership, Differentiation, Focus; Corporate Level Strategies- Stability, Expansion, Retrenchment.

Unit-IV

Strategic Choice: BCG Matrix, GE Nine Cell Matrix, Strategic Implementation, Strategic Evaluation and Control

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.

Rachna Mahajan

AG *Shelley* *28/11* *29/11* *47*

Y.P. 12 *Qalour* *AG* *Shelley* *28/11* *29/11* *47*

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT512
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25
Duration of Examination: 2 ½ Hours

Course Title: Strategic Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 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.	2 ½ 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. Hill, C. W. L., Jones, G. R., & Schilling, M. A. (2020). *Strategic Management: Theory and Cases*. Cengage Learning.
2. David, F. R., & David, F. R. (2022). *Strategic Management: A Competitive Advantage Approach*. Pearson.
3. Porter, M. E. (1998). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
4. Prahalad, C. K., & Hamel, G. (1990). *The Core Competence of the Corporation*. Harvard Business Review.
5. Kazmi, A. (2015). *Strategic Management*. Tata McGraw-Hill Education

Handwritten signatures and initials:
 Mow, Raheem Malik, Gulzar, AG, Anellek, 28/11, P. D. 48, 12/14, Aley, A

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT513

Course Title: Management Science

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Objective: To acquaint the students with basic concepts used in management science and how various tools can help in decision making

UNIT-I

Definition of operations research, importance of operations research, limitations of Operations research, Formulation of LPP, solution of LPP by graphical method, pure LPP using simplex method for maximization problem

UNIT-II

Transportation problem Initial basic feasible solution: North West corner method, Least cost entry method, Vogel's approximation method, optimum solution using MODI method.

UNIT-III

Decision making situations - Decision making under certainty, Decision making under risk (EMV, EOL, EVPI), Decision making under uncertainty (Maximax, Minimin, Maximin, Minimax criteria, Laplace criteria, Minimax regret criteria, Hurwicz alpha criteria)

UNIT - IV

Theory of Games; Game models- Two person zero sum games with saddle point and without saddle point, Pure strategy and impure strategy of solving the game, Limitations of the Game theory.

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.

ypu *Ally* *Rachna Mahajan* *Ag* *Shelley* *28/4* *49* *49*

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT513

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Management Science
 Total No. of Lecture: Theory: 45 hours
 Tutorial: 15 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.	2 ½ 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. Quantitative Techniques in Management, ND Vohra, Tata McGraw Hill
2. Operation Research Techniques for management – V.K Kapoor, Sulthan Chand & Sons
3. Operations Research an Introduction – Taha, Prentice hall.
4. Operations Research Theory and Application – J.K. Sharma.
5. Operations Research Problems and solutions – J.K. Sharma (Macmillan)

Handwritten signatures and initials in blue ink are present at the bottom of the page, including names like 'Rachna Mahajan', 'Ag', 'Shelley', and others. A page number '50' is also visible.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT514

Course Title: Customer Relationship Management

Credits- 2

Total No. of Lecture: Theory: 30 hours

Maximum Marks -50

Duration of Examination: 2 hours

Objectives: To make students understand the fundamentals of CRM and its role in business success and develop insights into CRM implementation and its application in various industries.

Unit - I

Introduction to CRM - Concept and Evolution of CRM, Importance of CRM in Business Growth, Types of CRM - Strategic, Operational, and Analytical CRM, Customer Value and Satisfaction, Customer Relationship Life Cycle.

Unit - II

Customer Loyalty and Retention Strategies-Relationship Marketing and its Role in CRM, Customer Acquisition vs. Customer Retention, Customer Satisfaction, Loyalty, and Engagement, Measuring Customer Lifetime Value (CLV), Strategies for Enhancing Customer 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.

Rachin Mahajan
Alho
AG
Shalika
28/4
51

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Major Course

CourseCode:UMJBBT514

Course Title: Customer Relationship Management

Credits- 2

Total No. of Lecture: Theory: 30 hours

Maximum Marks -50

Duration of Examination: 2 hours

Scheme for examination

	Time Allotted	Total Marks
		75
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 hours	40

Suggested Readings:

1. **Peppers, D., & Rogers, M.** (2016). *Managing Customer Relationships: A Strategic Framework*. Wiley.
2. **Buttle, F., & Maklan, S.** (2019). *Customer Relationship Management: Concepts and Technologies*. Routledge.
3. **Kumar, V., & Reinartz, W.** (2018). *Customer Relationship Management: Concept, Strategy, and Tools*. Springer.
4. **Chopra, S.** (2020). *Customer Relationship Management: Concepts and Applications*. Pearson India.
5. **Kotler, P., & Keller, K. L.** (2022). *Marketing Management*. Pearson.

Rach Malhi

Ally

Jan

AG

Q

alou?

2874

shelley

J. K. Singh

2871

7/20/22

Q

AD

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Minor Course

CourseCode:UMIBBT515

Course Title: Introduction to Logistics and Supply Chain

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Objective: This course aims to provide participants with a thorough understanding of the end-to-end processes involved in managing the flow of goods, services, and information across various business networks.

Unit I

Development of Logistics; The Role of Logistics in the Economy; Logistics: Inbound and Outbound-- Suppliers to Manufacturers, Manufacturers to Consumers; Logistics Management; Trends in Logistics

Unit II

PDM, Components of PDM, The Systems or "Total" Approach to PDM; The Logistics-Marketing Interface; Logistics and Product Life Cycle; The Logistics-Manufacturing Interface - Customer Service Issues at the Logistics-Manufacturing Interface

Unit III

Supply Chain, Simple and Extended Supply Chain, Supply Chain management, Drivers of Supply Chain Management, SCM as a Core Strategic Competency -- Integrated Supply Chain/ Value Chain

Unit IV

Supply Chain Strategies -- Push Based Supply Chain, Pull Based Supply Chain, Push-Pull Strategy; Trends in SCM -- Strategic Supply Management Activities; Supply Alliances-- Developing and Managing the Relationship, Supplier 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.

Rachar
Maha

y.p.s.

AG

28/4

28/4

Shelika

Shelika

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
 Semester-V
 (Examinations to be held in Dec 2027,2028 and 2029)
 Minor Course

CourseCode:UMIBBT515

Course Title: Introduction to Logistics and Supply Chain

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ 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.	2 ½ 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. Simchi Levi (2000), Designing and Managing the Supply Chain, Irwin/ McGraw-Hill, IL.
2. Croucher Phil, Rushton Alan and Oxley John, The handbook of Logistics and distribution Management
3. Douglas M. Lambert, 1998, Fundamental of logistics management, McGraw Hill.
4. Waters Donald, 2003, Logistics: An Introduction to SCM, Palgrave McMillan (Indian Edition)

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-V
(Examinations to be held in Dec 2027,2028 and 2029)
Skill Course

Course Code: USEGEI506
Credits– 2

Course Title: Summer Internship
Maximum Marks –50

Note:

Students of BBA 5th Semester have to compulsorily undergo industrial training / project based on field work for 3 weeks. Each student enrolled shall be assigned a Mentor (faculty member) who will be continuously in touch with the student for mentorship during the industrial training / industrial project.

After completion of training, student will procure a certificate of completion for 3 weeks from the organisation/Project Faculty Mentor. At the end of 3-week training/field work, student will submit a report for evaluation on the basis of two criteria i.e. Internal and External evaluation of 25 marks each. External evaluation will be conducted by external examiner having not less than 5 years of experience in the Management discipline appointed by the HoD.



55

6th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Major Course

Course Code:UMJBBT611
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25

Course Title: Event Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

Duration of Examination: 2 ½ Hours

Objective: The objective of this course is to equip students with the knowledge and skills required for planning, organizing, and executing various types of events. The course provides insights into event conceptualization, budgeting, marketing, logistics, and risk management. It also focuses on the role of technology and emerging trends in the event industry.

Unit-I

Introduction to Event Management- Concept, Scope, and Importance of Event Management; Types of Events: Corporate, Social, Cultural, Sports, and Special Events; Event Planning Process: Pre-event, On-event, and Post-event Activities; Legal and Ethical Considerations in Event Management; Emerging Trends in the Event Industry

Unit-II

Event Planning & Execution- Understanding Event Objectives and Target Audience; Budgeting and Financial Management for Events; Venue Selection and Layout Planning; Event Logistics: Catering, Security, and Vendor Management; Event Operations: Scheduling, Coordination, and Contingency Planning

Unit-III

Event Marketing & Promotion- Event Branding and Positioning; Promotion Strategies: Traditional vs. Digital Marketing; Role of Social Media and Influencer Marketing in Event Promotion; Sponsorship and Partnership Management; Public Relations and Media Management for Events

Unit-IV

Event Risk Management & Evaluation- Risk Assessment and Crisis Management in Events; Legal and Compliance Issues in Event Management; Health and Safety Measures in Large-scale Events; Measuring Event Success: ROI and Impact Analysis; Case Studies on Successful and Failed Events

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.

Handwritten signatures and initials:
7/10/2028
V. G.
Ally
Qatour
AG
28/17
28/17
28/17
57
Rachy Mahy
Shelley

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Major Course

Course Code:UMJBBT611

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Event Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 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.	2 ½ 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. Gaur, S. S., & Saggere, S. V. – Event Marketing and Management (Vikas Publishing)
2. Shone, A., & Parry, B. – Successful Event Management: A Practical Handbook (Cengage Learning)
3. Annie Stephen, Dr. Neerupa Chauhan, Dr. Nidhi Raj Gupta - Event Management (Himalaya Publishing House)
4. Hoyle, L. H. – Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (Wiley)
5. Goldblatt, J. – Special Events: A New Generation and the Next Frontier (Wiley) 2009

gaw

Handwritten signatures and initials in blue ink, including names like 'Rachna', 'Shelley', and 'Dishu'.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Major Course

Course Code:UMJBBT612

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Industrial Relations

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: To introduce students to the concepts and principles of industrial relations.

Unit I

Introduction to Industrial Relations- Concept, Scope and importance of industrial relations, Evolution of industrial relations in India: pre-independence and post-independence, Theories of Industrial Relations (Unitarist, Pluralist, and Marxist perspectives on industrial relations).

Unit II-

Industrial Relations System and Structure-Key Participants in Industrial Relations - Employers: role and responsibilities, Employees: role, welfare, and rights, Trade Unions: formation, functions, and importance, Government: role in regulation and policy formation;

Unit III

Industrial Disputes and Settlement Mechanisms-Industrial Disputes: Causes and Types; Methods of Resolving Industrial Disputes; The Industrial Disputes Act, 1947

Industrial Relations Mechanisms - Collective bargaining: concept, types, and process, Industrial tribunals and courts: their roles and functions.

Unit IV

Legal Framework Governing Industrial Relations in India-Overview of Labour Laws in India (Factories Act, 1948; Payment of Wages Act, 1936; Minimum Wages Act, 1948; Employees' Provident Funds and Miscellaneous Provisions Act, 1952); The Industrial Employment (Standing Orders) Act, 1946 ; Social Security and Welfare Laws - Employees' State Insurance Act, 1948; Employees' Provident Fund Act, 1952, Worker's Participation.

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.

Handwritten signatures and initials:
gans
AG
28/7
28/7
28/7
Rachar
Maha
Shelke
59

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Major Course

Course Code:UMJBBT613
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25

Course Title: Tourism Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

Duration of Examination: 2 ½ 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.	2 ½ 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. Tourism Principles and Practices, Sampad K. Swain & Jitendra M. Mishra, Oxford University Press.
2. Tourism Principles and Practices, John R. Walker & Josielyn T. Walker, Pearson.
3. Basics of Tourism, Krishan K, Kamra & Mohinder Chand, Kanishka Publishers.

7/2/22

 62

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)

Major Course

CourseCode:UMJBBT614
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25

Course Title: Supply Chain Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

Duration of Examination: 2 ½ Hours

Course Objective: - To introduce students to the concepts and principles of supply chain management and make them understand the key components and functions of a supply chain.

UNIT-I

Introduction to Supply Chain Management – Definition, Objectives and Importance of Supply Chain Management (SCM), Evolution of supply chain management, Components of a Supply Chain, Types of supply chains, Supply Chain Network Design

UNIT-II

Logistics and Inventory Management - Role of logistics in SCM, Types of logistics, Transport management in SCM, Importance of inventory management in supply chains., Inventory models - Economic Order Quantity (EOQ), Just-in-Time (JIT), and Reorder Point (ROP), Techniques for inventory control: ABC analysis, safety stock, and cycle counting.

UNIT-III

Procurement and Supplier Relationship Management - Definition and objectives of procurement, Process of Procurement, Importance of Supplier Relationship Management (SRM) in building strong relationships with suppliers, Types of supplier relationships, Managing global suppliers and sourcing from international markets, Challenges in global SCM

UNIT-IV

Modern Trends and Technologies in Supply Chain Management- Role of information technology in SCM- ERP (Enterprise Resource Planning) systems, RFID (Radio Frequency Identification), and IoT (Internet of Things); Green supply chain management: principles and practices, Role of Corporate Social Responsibility (CSR) in SCM, Risk Management in Supply Chain, Role of technology in improving risk 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.

[Handwritten signatures and initials in blue ink, including names like Racho Mahajan, AG, and others, along with the year 2014.]

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)

Major Course

CourseCode:UMJBBT614
Credits- 4
Maximum Marks -100
Theory- 75
Tutorial -25
Duration of Examination: 2 ½ Hours

Course Title: Supply Chain Management
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

Scheme for examination

	Time Allotted	Total Marks 50
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. **Supply Chain Management: Strategy, Planning, and Operation** by Sunil Chopra and Peter Meindl
2. **Logistics and Supply Chain Management** by Martin Christopher
3. **Supply Chain Management: A Logistics Perspective** by John J. Coyle, C. John Langley, Brian J. Gibson, and Robert A. Novack
4. **Supply Chain Management: Text and Cases** by K. S. Manohar
5. **Principles of Supply Chain Management: A Balanced Approach** by Joel D. Wisner, G. Keong Leong, and Keah-Choon Tan

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Minor Course

Course Code:UMIBBT615

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Total Quality Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

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.

Handwritten signatures and initials:
y.p.w. \$ Ali
Qatouf
Rachna Mahajan
Aj
28/4
Shelleh
65

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030)
Minor Course

Course Code:UMIBBT615

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Total Quality Management
 Total No. of Lecture: Theory: 45 hours
 Tutorial: 15 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.	2 ½ 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. 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

66

7th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT711

Course Title: Management of Small & Medium Enterprises (SMEs)

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Objective: This course aims to provide students with a comprehensive understanding of the small and medium enterprises (SMEs) sector, focusing on their role in economic development, financial management, operational challenges, and growth strategies.

Unit I

Introduction to Small & Medium Enterprises: Definition, classification, and importance of SMEs in the Indian & global economy, Differences between Micro, Small, and Medium Enterprises (MSMEs), Government support schemes: Startup India, Stand-up India, Mudra loans, SIDBI financing, Role of SMEs in employment generation and economic sustainability, Challenges faced by SMEs in India.

Unit II

Sources of funding for SMEs: Traditional (Bank loans, NBFCs, venture capital, angel investors). Modern (Crowdfunding, FinTech, digital lending platforms). Financial planning, working capital management, and cost control techniques, Risk assessment and mitigation strategies in SMEs, Role of financial technology (FinTech) in SME financing.

Unit III

Marketing strategies for SMEs: Traditional marketing vs. digital marketing, E-commerce and global reach for SMEs, Adoption of AI and automation in SME operations, Supply chain and logistics management for small businesses, Legal and ethical considerations in SME marketing and branding.

Unit IV

Scaling up SMEs: Expansion models, franchising, and mergers. Sustainability & Corporate Social Responsibility (CSR) in SMEs, Internationalization of SMEs - Export opportunities, Export Policies & Incentives for Indian SMEs, Future trends: Digital entrepreneurship, Green SMEs, and blockchain applications in small businesses.

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.

[Handwritten signatures and dates in blue ink at the bottom of the page, including names like 'Rachin Mahajan', 'Anil', and 'Shalish', and dates like '28/12']

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT711

Course Title: Management of Small & Medium Enterprises (SMEs)

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks –100

Tutorial: 15 Hours

Theory- 75

Tutorial –25

Duration of Examination: 2 ½ 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.	2 ½ 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. Vasant Desai- Small-Scale Industries & Entrepreneurship
2. David Stokes & Nicholas Wilson -Small Business Management & Entrepreneurship
3. Thomas W. Zimmerer & Norman M. Scarborough – Essentials of Entrepreneurship and Small Business Management
4. D.H. Holt – Entrepreneurship: New Venture Creation

Handwritten signatures and initials in blue ink are present at the bottom of the page, including names like 'Rachna Mahip', 'shelleb', 'Ag', and others.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT712

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Business Research

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: The objective of the course is to introduce the concept of business research and its applications for effective decision-making in business organizations.

Unit I

Basics of Business Research- Concept, meaning, Objectives, nature and scope of Research, Significance of Research, Research Approaches, Types of Research, Criteria of a Good research, Ethics in Business Research.

Unit II

Business Research Process and Research Design: Business Research Process- steps, advantages. Research Design- Meaning, Need and Features. Types of Research Designs. Sample surveys, Measurement and scaling.

Unit III

Data collection and Data Analysis: Data Meaning and Types, Data Collection types and procedures, Questionnaire Development, Data Preparation, Descriptive Statistics, Hypothesis testing and other data analysis techniques.

Unit IV

Interpretation and Report Writing : Meaning of interpretation, Research Report – Meaning, types, steps and layout , Report Presentation- Format and writing Style

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.

[Handwritten signatures and initials in blue ink, including names like 'Rachar Mahy' and 'Jalour', and a date '28/11/2024'. A small number '70' is visible near the bottom right.]

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT712

Course Title: Business Research

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ 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.	2 ½ 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. Kothari CR and Haurav Garg, Research Methodology, New Age Publishers.
2. Karunakaran, K., Business Research Methods, Himalaya Publishing
3. Donald Cooper , Pamela Schindler, Business Research Methods, Mc Graw Hill Publishing.

Handwritten signatures and initials in blue ink:
 Tipu, AG, Racheo Mahajan, 28/11, Sheela, 71, and other illegible signatures.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT713

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Innovation Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: This course aims to introduce and explore innovation management concept, how to manage product innovation and product development and build competitiveness through innovation.

Unit I

Innovation -- Meaning, Characteristics, Distinguishing Innovation from Invention; Importance of Innovation; Types of Innovation; Creativity and Innovation -- Sources of Creativity, Techniques for Enhancing Creativity (Brainstorming, Mind Mapping).

Unit II

Process of Innovation -- Idea Generation and Screening, Development and Prototyping, Commercialization and Diffusion; Innovation and Risk Management; Innovation and Knowledge Management-- The Role of Knowledge Sharing, Building Knowledge Repositories, Learning organizations; Open Innovation – Concept, Benefits and challenges

Unit III

Building an Innovative Culture -- Key Characteristics of an Innovative Culture, The Role of Leadership in Fostering Innovation, Creating a supportive environment; Organizational Structures and Innovation -- Impact of Organizational Structure on Innovation, Flexible and Adaptive Structures, Intrapreneurship.

Unit IV

Innovation Tools and Frameworks-- SWOT Analysis for Innovation, Business Model Canvas and Value proposition canvas; Technology and Innovation --The Role of Technology in Driving Innovation, Emerging Technologies and Their Impact, Digital Innovation; Innovation and Entrepreneurship, Learning from Real-World Examples -- Analyzing Successful and Unsuccessful Innovation Initiatives.

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.

[Handwritten signatures and initials at the bottom of the page, including names like 'Rachin Malik', 'Shelley', and 'Rachin Malik' with a '72' next to one signature.]

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT713

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Innovation Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 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.	2 ½ 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. Tidd, J., & Bessant, J. (2018). Managing innovation: Integrating technological, market and organizational change. John Wiley & Sons.
2. Drucker, P. F. (2014). Innovation and entrepreneurship. Routledge.
3. Govindarajan, V., & Trimble, C. (2010). The other side of innovation: Solving the execution challenge. Harvard Business Review Press

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

CourseCode:UMJBBT714

**Course Title: Business
Development and Sustainability**
Total No. of Lecture: Theory: 45 hours
Tutorial: 15 Hours

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

Duration of Examination: 2 ½ 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.	2 ½ 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. Government & Business – by Amarchand, Tata McGraw Hill.39
2. The Economics of Development and Planning – by M. L. Jhingan
3. Fortune at the bottom of Pyramid – C K Prahlad
4. Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, (2012). Vikas Publishing House

75

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030)
Major Course

Course Code:UMJBBT715

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Retail Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Course Objective: The objective of the course is to providing insights on retail operations so as to enable the students to become good retail planners and decision makers.

Unit-I

Meaning & concept of retailing; Retailer's role in distributional channel: Functions performed by retailers; Prospects of retailing in India; Retail types, Retail industry in India, Changing trends in retailing, Global retail scenario.

Unit-II

Retail consumer behavior; Factors influencing the retail consumer; Consumer decision making; Market research for understanding retail consumer, Segmenting and targeting retail consumer.

Unit-III

Retail Location: Importance, factors affecting location, types of Retail location, Steps in selection location, Retail layout decision, Retail Display.

Unit-IV

Merchandising, factors affecting Merchandising, Merchandise Planning, Retail Pricing, Retail Communication Mix, Retail Information System.

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.

Handwritten signatures and initials in blue ink:
yycw
shelleb
AG
Rachin Mahajan
28/11
A
76

8th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031)
Major Course

Course Code: UMJBBT811

Course Title: Introduction to Project Management

Credits- 4

Total No. of Lectures: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Objectives: This course aims to transform graduates into dynamic and knowledgeable project managers. The curriculum enables them to lead functions in project-based organisations.

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.

7/10/20
I. Ag
Rach Mahg
28/12
Gatou
79
Shellebe

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031)
Major Course

CourseCode:UMJBBT811

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: 2 ½ 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.	2 ½ 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. 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

7/10/20
[Signature]

Ag

[Signature]
Rachetulye

[Signature]
29/11/20
[Signature]

[Signature]
80
[Signature]
Shetty

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031)
Major Course

Course Code: UMJBBT812
Credits- 12

Course Title: On-the-Job Training
Maximum Marks -300

Course Objectives:

To meet industrial training needs, all BBA Eighth semester students are required to complete On-the-Job Training (OJT), in which the students shall undertake industrial training as part of their studies. OJT identify opportunities for networking with people in industry/corporate/organizations. It aims for pre-placement offers where feasible/appropriate.

On-the-Job Training (OJT) is designed for students to:

- Transfer their analytical, integrative, team skills honed in the classroom to the workplace;
- Understand the complexities of the corporate world first hand;
- Focus on a narrow problem within a selected topic/field – typically a micro theme – to facilitate an in-depth study using quantitative/qualitative measurement tools to organize and analyze data, intensively focusing on the area to arrive at reasoned conclusions about the issue or problem;

Duration

Students choosing 4-year Bachelor's degree are required to take up On-the-Job Training (OJT) Eight Weeks under the guidance of faculty members. The students are expected to complete the On-the-Job Training (OJT), in the.

Completion Stage

- a) During the training, the student shall prepare OJT Report.
- b) The student intern shall submit the OJT Report (including completion certificate) to the Faculty Mentor within TWO weeks of completion of the training.
- c) The student may be required to submit final report and make a presentation to the Industry Mentor (IM).
- d) As proof of completion of the training, the student will obtain a Training Completion Certificate from the organization/company/IM.
- e) It is suggested that the Faculty Mentor will obtain a feedback from the IM about the trainees to be subsequently used improvising the curriculum and teaching pedagogies.

Evaluation:

In the 8th Semester, Evaluation of OJT and Viva- Voce shall be conducted by the duly approved external examiner. The dissertation evaluation shall be carried out by an external expert as per the following criteria:

OJT = 12 credits
OJT Report = 08 credits (200 marks)
Viva and presentation = 04 credits (100 marks- 50: Viva and Presentation: 50)

[Handwritten signatures and initials in blue ink, including names like 'Rachna Mahajan', 'Shelleb', and '81']

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031)
Minor Course

Course Code:UMJBBT813

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: International Business

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: This course aims to provide students with a comprehensive understanding of international business operations, global trade policies, international market entry strategies, and financial aspects of global trade. It will help students analyze the global business environment, trade regulations, and challenges faced by firms in international markets.

Unit-I

Introduction to International Business: Definition, nature and scope of international business, differences between domestic and international business, globalization and its impact on international business, theories of international trade, drivers and challenges of international business.

Unit-II

Trade policies and trade barriers: import-export regulations, trade agreements, export incentives, tariffs, quotas, subsidies, and non-tariff barriers, role of the World Trade Organization (WTO) in global trade, India's foreign trade policy (FTP), role of trade blocs such as EU, BRICS, SAFTA, and RCEP; impact of trade regulations on international business.

Unit-III

Modes of entry into international markets; exporting (direct & indirect), licensing, franchising, joint ventures, and foreign direct investment (FDI); multinational corporations (MNCs) and its role of in global trade, cultural aspects and cross-cultural management in international business.

Unit-IV

Foreign exchange market and currency exchange mechanisms; international payment methods, balance of trade (BoT) and balance of payments (BoP), role of international financial institutions; IMF, World Bank, and Asian Development Bank (ADB), managing political, economic, and foreign exchange risks in international business, future trends in global trade – digital trade, AI in international business, and sustainability in global 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.

[Handwritten signatures and initials in blue ink, including names like 'Rache Malika', 'Qalabi', and 'Shellehe']

8th Semester
(With Research)

Syllabi of BBA at FYUP under CBCS as per NEP-2020
APPLIED MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031)
Skill Course

Course Code: USKBBP814
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 eighth 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 7th 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 8th Semester, Evaluation of Dissertation shall be offline and Viva-Voce 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)

