



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./104)

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 (Business 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:-

S. No.	Branch of BBA	Semester	Existing Code Course	New Code Course	For the examinations to be held in the year	% Change of
1.	BBA (Business Management)	Semester-I	UMJBBT101	---	Dec. 2026, 2027 and 2028	20%
			UMIBBT102	---	Dec. 2026, 2027 and 2028	No Change
			UMDBBT103	---	Dec. 2026, 2027 and 2028	No Change
			USEBBT104	USEBBT111	Dec. 2026, 2027 and 2028	100%
		Semester-II	UMJBBT201	---	May 2027, 2028 and 2029	20%
			UMIBBT202	---	May 2027, 2028 and 2029	20%
			UMDBBT203	---	May 2027, 2028 and 2029	No Change
			USEBBT204	USEBBT211	May 2027, 2028 and 2029	100%
		Semester-III	UMJBBT301	---	Dec. 2027, 2028 and 2029	No Change
			UMJBBT302	---	Dec. 2027, 2028 and 2029	No Change
			UMIBBT303	---	Dec. 2027, 2028 and 2029	No Change
			UMDBBT304	---	Dec. 2027, 2028 and 2029	No Change
			USEBBT305	USEBBT311	Dec. 2027, 2028 and 2029	100%
		Semester-IV	UMJBBT401	---	May 2028, 2029 and 2030	No Change
			UMJBBT402	---	May 2028, 2029 and 2030	No Change
			UMJBBT403	---	May 2028, 2029 and 2030	No Change
			UMJBBT404	---	May 2028, 2029 and 2030	No Change
			UMIBBT405	---	May 2028, 2029 and 2030	No Change
		Semester-V	UMJBBT501	---	Dec. 2028, 2029 and 2030	No Change
			UMJBBT502	---	Dec. 2028, 2029 and 2030	20%
			UMJBBT503	---	Dec. 2028, 2029 and 2030	No Change
			UMJBBT504	---	Dec. 2028, 2029 and 2030	No Change
			UMIBBT505	---	Dec. 2028, 2029 and 2030	No Change
			USEBBT506	---	Dec. 2028, 2029 and 2030	No Change
		Semester-VI	UMJBBT601	---	May 2029, 2030 and 2031	No Change
			UMJBBT602	---	May 2029, 2030 and 2031	20%
			UMJBBT603	---	May 2029, 2030 and 2031	No Change
			UMJBBT604	---	May 2029, 2030 and 2031	No Change
			UMIBBT605	---	May 2029, 2030 and 2031	20%
		Semester-VII	UMJBBT701	---	Dec. 2029, 2030 and 2031	No Change
			UMJBBT702	---	Dec. 2029, 2030 and 2031	No Change
			UMJBBT703	---	Dec. 2029, 2030 and 2031	No Change
			UMJBBT704	---	Dec. 2029, 2030 and 2031	No Change
			UMIBBT705	---	Dec. 2029, 2030 and 2031	No Change



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S. No.	Branch of BBA	Semester	Existing Code Course	New Code Course	For the examinations to be held in the year	% of Change
1.	BBA (Business Management)	Semester-VIII	UMJBBT801	---	May 2030, 2031 and 2032	No Change
			UMJBBT802	---	May 2030, 2031 and 2032	No Change
			UMJBBT803	---	May 2030, 2031 and 2032	No Change
			With Research			
			UMJBBT801	---	May 2030, 2031 and 2032	No Change
			UMJBBT803	---	May 2030, 2031 and 2032	No Change
			USEBBP804	---	May 2030, 2031 and 2032	No Change

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

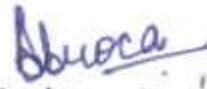
Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/25/10676-689

Dated: 06/10/25

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)

 29/9
29/9/25
29/9/25

**Course Structure
of
Bachelor of Business Administration
(BBA)
Business 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
BUSINESS MANAGEMENT

S.No.	Course Type	Course No.	Course Title	Credits		Marks				Total Marks	Remarks %age of Change
				Th	Tut	MST	End Exam	Assessment	Exam/Prac		
1ST SEMESTER											
1.	Major	UMJBBT101	Management & Organizational Behaviour	3	Th/1 T	15	60	10	15	100	20
2.	Minor	UMIBBT102	Managerial Economics	3	Th/1 T	15	60	10	15	100	0
3.	Multi-Disciplinary	UMDBBT103	Business Management	3		15	60	10	15	100	0
4.	Skill	USEBBT111	Soft Skills	1	Th/2 P	-	25	-	50	75	100
2ND SEMESTER											
5.	Major	UMJBBT201	Business Ethics & Environment	3	Th/1 T	15	60	10	15	100	20
6.	Minor	UMIBBT202	Financial Accounting	3	Th/1 T	15	60	10	15	100	20
7.	Multi-Disciplinary	UMDBBT203	Entrepreneurship Development	3		15	60	10	15	100	0
8.	Skill	USEBBT211	Goods and Service Tax	1	Th/2 P	-	25	-	50	75	100
3RD SEMESTER											
9.	Major	UMJBBT301	Business Law	3	Th/1 T	15	60	10	15	100	0
10.	Major	UMJBBT302	Business Data Analytic (Spreadsheet)	3	Th/1 T	15	60	10	15	100	0
11.	Minor	UMIBBT303	Business Statistics	3	Th/1 T	15	60	10	15	100	0
12.	Multi-Disciplinary	UMDBBT304	E-Commerce	3		15	60	10	15	100	0
13.	Skill	USEBBT311	Business Research Methods	1	Th/2 P	-	25	-	50	75	100
4TH SEMESTER											
14.	Major	UMJBBT401	Fundamentals of Human Resource	3	Th/1 T	15	60	10	15	100	0
15.	Major	UMJBBT402	Principles of Marketing	3	Th/1 T	15	60	10	15	100	0
16.	Major	UMJBBT403	Fundamentals of Finance	3	Th/1 T	15	60	10	15	100	0
17.	Major	UMJBBT404	Business Operations	3	Th/1 T	15	60	10	15	100	0
18.	Minor	UMIBBT405	Business Communication	3	Th/1 T	15	60	10	15	100	0

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

S.No.	Course Type	Course No.	Course Title	Credits	Marks				Total Marks	Remarks %age of Change
					Theory		Tutorial			
					MST	End Exam	Assessment	Exam		
5th SEMESTER										
Business Management										
1.	Major	UMJBBT501	Working Capital Management	3 Th/1 T	15	60	10	15	100	0
2.	Major	UMJBBT502	Talent Management	3 Th/1 T	15	60	10	15	100	20
3.	Major	UMJBBT503	Product Design & Development	3 Th/1 T	15	60	10	15	100	0
4.	Major	UMJBBT504	Fundamentals of Sales Management	2	10	40			50	0
5.	Minor	UMIBBT505	Life Skills and Personality Development	3 Th/1 T	15	60	10	15	100	0
6.	Skill	USEBBT506	Summer Internship	2					50	0
6th SEMESTER										
Business Management										
7.	Major	UMJBBT601	Advertising & Promotion: Tools & Technique	3 Th/1 T	15	60	10	15	100	0
8.	Major	UMJBBT602	Cost Accounting	3 Th/1 T	15	60	10	15	100	20
9.	Major	UMJBBT603	Human Resource Development	3 Th/1 T	15	60	10	15	100	0
10.	Major	UMJBBT604	Material Management	3 Th/1 T	15	60	10	15	100	0
11.	Minor	UMIBBT605	Financial Services	3 Th/1 T	15	60	10	15	100	20
7th SEMESTER										
Business Management										
12.	Major	UMJBBT701	Consumer Behaviour	3 Th/1 T	15	60	10	15	100	0
13.	Major	UMJBBT702	Research Methodology and Research Ethics	3 Th/1 T	15	60	10	15	100	0
14.	Major	UMJBBT703	Management Accounting	3 Th/1 T	15	60	10	15	100	0
15.	Major	UMJBBT704	Inventory Management	3 Th/1 T	15	60	10	15	100	0
16.	Minor	UMIBBT705	Mental Health, Happiness and Well Being	3 Th/1 T	15	60	10	15	100	0
8th SEMESTER										
Business Management										
17.	Major	UMJBBT801	Introduction to Project Management	3 Th/1 T	15	60	10	15	100	0
18.	Major	UMJBBP802	On-the-Job Training	12					300	0
19.	Minor	UMIBBT803	Industrial Relations	3 Th/1 T	15	60	10	15	100	0
8th SEMESTER with Research										
Business Management										
20.	Major	UMJBBT801	Introduction to Project Management	3 Th/1 T	15	60	10	15	100	0
21.	Minor	UMIBBT803	Industrial Relations	3 Th/1 T	15	60	10	15	100	0
22.	Skill	USEBBP804	Research Project/ Dissertation	12					300	0

1st Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-I
(Examinations to be held in Dec ~~2025~~, 2026 and 2027) and 2028
Major Course

Course Code: UMJBBT101

Course Title: Management
Perspectives & Organizational Behaviour
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 help students understand the conceptual framework of management and organizational behavior and correlate them to manage contemporary organizations.

Unit-I: Management

Management- Concept, Nature, and Scope of Management, Evolution of Management Thought, Role of Management in Organizations, Challenges of Managing Contemporary Century Corporations/Corporation.

Unit-II: Managerial Functions

Planning- Concept and Significance, Types of Plans; Organizing-Concept and Principles, Types of Organization Structures; Staffing-Definition and Importance; Directing-Concept and Process, Techniques of Direction; Controlling-Nature, Process, and Techniques.

Unit III: Organizational Behaviour

Organizational Behaviour- Concept and Significance, Relationship between Management and Organizational Behaviour, Key Elements of Organizational Behaviour; Motivation - Process of motivation, Theories of motivation; Leadership - Concept, Leadership styles, Theories of Leadership.

Unit IV: Group Dynamics and Conflict Management

Group Dynamics - Concept and Importance, Types of Groups, Stages of Group Development, Group Composition and Roles, Group Performance Factors; Conflict Management- Types of Conflict, Causes of Conflict, Resolution Strategies, Conflict Management Styles.

Note for Paper Setter :

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

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Anushka Gupta, [Signature], [Signature], [Signature], [Signature], [Signature], [Signature], [Signature], [Signature]

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-I
 (Examinations to be held in Dec ~~2025~~, 2026 and 2027) and 2028
 Major Course

Course Code: UMJBBT101
 Perspectives & Organizational Behaviour

Course Title: Management

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory - 75

Tutorial - 25

Duration of Examination: 3 hours

Scheme for examination

		Time Allotted	Total Marks (100)
(A)	Theory		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. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of Management, Tata McGraw-Hili, New Delhi. Luthans, Fred: Organizational Behaviour, McGraw-Hili, New York.
3. Newstrom, John W. and Keith Davis: Organizational Behavior: Human Behavior at Work, Tata McGraw-Hili, New Delhi.
4. Robbins, Stephen P, and Mary Coulter: Management, Prentice Hall, New Delhi. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.
5. Udai Pareek: Understanding Organizational Behaviour, Oxford University Press, New Delhi.
6. S. Stephen P. Robbins: Organizational Behaviour, Prentice Hall of India Private Limited, New Delhi.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-I
(Examinations to be held in Dec 2025, 2026 and 2027) and 2028
Minor Course

Course Code: UMIBBT102

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Managerial Economics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: The purpose of this course is to apply economic concepts and techniques in evaluating business decisions taken by firms

Unit I:

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply

Unit II:

Law of diminishing margin productivity, three stages of production, optimizing behavior in long run (isoquants, isocost line, optimal combination of resources). Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit III:

Theory of firm and market organization: perfect competition: short run equilibrium of firm/industry, long run equilibrium of firm/industry; Monopoly: basic features, short run equilibrium, long run equilibrium; price discrimination; Monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium) ; Oligopoly (Cournot's model, kinked demand curve model)

Unit IV:

Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-I
 (Examinations to be held in Dec ~~2025~~, 2026 and 2027 and 2028)
 Minor Course

Course Code: UMIBBT102

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Managerial Economics

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. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

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Rachin Mahajan

Shelika
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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-I
(Examinations to be held in Dec ~~2025~~, 2026 and 2027 and 2028)
Multidisciplinary Course

Course Code: UMDBBT 103
Credits – 3

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

Maximum Marks – 75
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.

M. P. S.
Aravind
Shobha
Rachna Mahajan
Shelley
Parvati
Aravind

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-I
(Examinations to be held in Dec ~~2025~~, 2026 and 2027 *and 2028*)
Multidisciplinary Course

Course Code: UMDBBT 103
Credits – 3
Maximum Marks – 75

Course Title: Business Management
Total No. of Lecture: Theory: 45 hours

Suggested Readings

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 Wehrich (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
BUSINESS MANAGEMENT**

Semester-I

(Examinations to be held in Dec ~~2025~~, 2026 and 2027 ~~2028~~)
Skill Course

Course Code: USEBBT 111
Credits – 3
Maximum Marks – 75
Duration of Examination: 2 hours

Course Title: Soft Skills
Total No. of Lecture: Theory: 15 hours
Practical: 30 Hours

Objective:

This course aims to at enriching the individual's personality and ensuring personal, social and professional productivity and satisfaction.

UNIT-I

Soft Skills: An Introduction – Definition and Significance of Soft Skills; Process, Importance and Measurement of Soft Skill Development. Self-Discovery: Discovering the Self; Setting Goals; Beliefs, Values, Attitude, Virtue. Positivity and Motivation: Developing Positive Thinking and Attitude; Driving out Negativity; Meaning and Theories of Motivation; Enhancing Motivation Levels.

Practical 1:

Workshop on:

- Public Speaking: Skills and Essential tips for effective public speaking.
- Group Discussion
- Non-Verbal Communication

Practical 2:

- Mock Interview workshop: In-depth perspectives.
- Presentation Skills: Types, Content, Audience Analysis, Essential Tips – Before, During and After, Overcoming Nervousness.
- Personality Development – Learning Skills; Adaptability Skills.

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
BUSINESS MANAGEMENT

Semester-I

(Examinations to be held in Dec ~~2025~~, 2026 and 2027) and 2028

Skill Course

Course Code: USEBBT 111

Credits – 3

Maximum Marks – 75

Duration of Examination: 2 hours

Course Title: Soft Skills

Total No. of Lecture: Theory: 15 hours

Practical: 30 Hours

Scheme for examination

	Time Allotted	Total Marks
		75
Practical/Workshop-Based Assessment	-	50
External End semester examination shall consist of: <i>Section A:</i> Five (5) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 01 marks (All Compulsory) <i>Section B:</i> Four (4) long answer questions (Two to be attempted) representing whole of the syllabi. Each question shall be of 10 marks.	2 hours	25

Suggested Readings:

1. Managing Soft Skills for Personality Development – edited by B.N.Ghosh, McGraw Hill India, 2012.
2. English and Soft Skills – S.P.Dhanavel, Orient Blackswan India, 2010.

2nd Semester

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

Course Code: UMJBBT201

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Business Ethics & Business Environment

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 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: - An overview-Concept, nature, importance of Business ethics, Factor influencing Business ethics; Virtue ethics, Ethical issues in business; Worker's and employee's rights and responsibilities, Corporate Social Responsibility: The Nature of Social Responsibility; Social Responsibility Issues, types of corporate Social responsibility.

UNIT-II

Law and Ethics – Relationship between Law and Ethics, Impact of Laws on Business Ethics; Social Responsibilities of Business – Environmental Protection, Fair Trade Practices, Corporate Governance: Issues, need, role of auditors, board of directors and share holders.

UNIT-III

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

UNIT-IV

Business and the Environment: Legal Business Environment and its impact on business; Economic Environment & its Impact on business; Political Environment, Socio-cultural Environment of Business (SCEB), 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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-II
(Examinations to be held in May 2026, 2027 and 2028 and 2029)
Major Course

Course Code: UMJBBT201

Course Title: Business Ethics & Business Environment

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

		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.
7. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-II
(Examinations to be held in May ~~2026~~, 2027 and 2028 and 2029)
Minor Course

Course Code: UMIBBT202

Credits - 4

Maximum Marks - 100

Theory - 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Financial Accounting
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours

Objective: The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.

Unit I

Introduction , Meaning of Accountancy, Difference between Book-Keeping and Accounting, Accounting Process, Objectives for accounting, Limitations of Accounting , Basic terminologies in accounting, Accounting Concepts, conventions and Principles; Double Entry Accounting: Introduction, Meaning of double entry accounting, Classification of accounts in relation to Rules of debit and credit; Accounting equation

Unit II

Journal and its characteristics, analysing business transactions and passing entries in a journal, Posting entries into Ledger and significance of Ledger balances; Difference between Journal and Ledger; Preparation of Trial Balance.

Unit III

Classification of Receipts and Expenditure into capital and revenue; Accounting for Non-profit organisations- Preparation of Receipts and Payment account, Income and Expenditure account and its Balance Sheet

Unit IV

Classification and arrangement of assets and liabilities in balance sheet- grouping and marshalling; Preparation of Trading, P&L A/c and Balance sheet of 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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-II
(Examinations to be held in May ~~2025, 2027~~ and 2028) ^{and 2029}
Minor Course

Course Code: UMIBBT202

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Financial Accounting

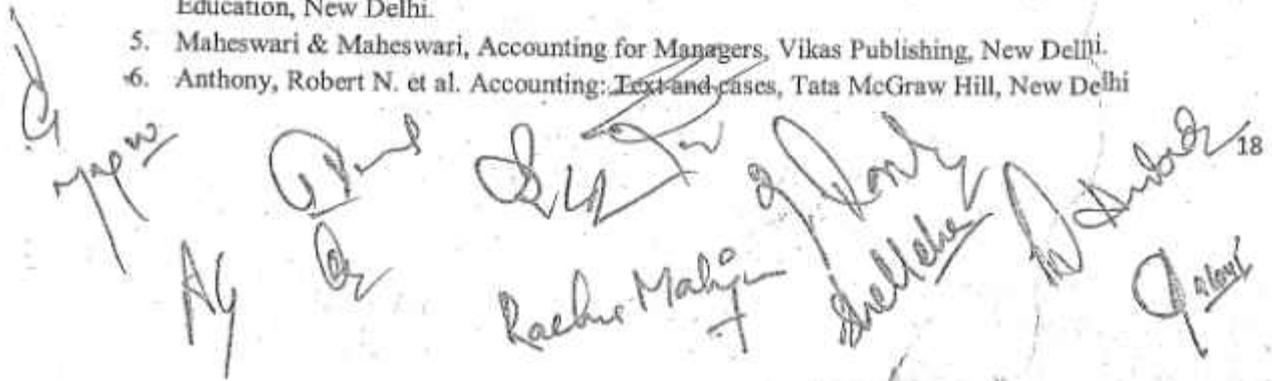
Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

		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. C.M Juneja, J.S Arora, R.C. Chawla. Elements of Book-Keeping. Kalyani Publishers; Eighteenth edition (2013)
2. Grewal, T.S. Introduction to Accounting. S. Chand & Company, New Delhi
3. Narayanaswamy, R., Financial Accounting - A Managerial Perspective, Prentice Hall of India, New Delhi.
4. Gupta, Ambrish, Financial Accounting for Management: An Analytical Perspective, Pearson Education, New Delhi.
5. Maheswari & Maheswari, Accounting for Managers, Vikas Publishing, New Delhi.
6. Anthony, Robert N. et al. Accounting: Text and cases, Tata McGraw Hill, New Delhi



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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-II
(Examinations to be held in May ~~2026~~, 2027 and 2028 and 2029)
Multidisciplinary Course

Course Code: UMDBBT 203
Credits – 3
Maximum Marks – 75

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

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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-II
(Examinations to be held in May 2026, 2027 and 2028) and 2029
Multidisciplinary Course

Course Code: UMDBBT 203
Credits – 3
Maximum Marks – 75

Course Title: Entrepreneurship Development
Total No. of Lecture: 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. 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

BUSINESS MANAGEMENT

Semester-II

(Examinations to be held in May ~~2026~~, 2027 and 2028) and 2029

Skill Course

Course Code: USEBBT 211

Credits – 3

Maximum Marks – 75

Duration of Examination: 2 hours

Course Title: Goods And Services Tax

Total No. of Lecture: Theory: 15 hours

Practical: 30 Hours

Objective:

The course aims to Understand the concept of Liability and Payment of GST. This course helps to acquire skill of preparing of GST Returns

UNIT-I

Concept and types of Indirect Tax; Right to impose indirect tax by Centre (Union)/State and Union Territory Governments before and after 101st Amendment of the Constitution of India; Introduction of GST in India; Definition - Supply, Aggregate Turnover, Person, Business , Appropriate Government, Mixed Supply, Composite Supply, GSTN, GSTIN, E-Commerce Input Tax Credit etc. Types of GST:- CGST,SGST/UTGST,IGST ; Levy and Collection of GST.

UNIT-II

Registration under GST : Persons liable to get registered, Compulsory Registration, Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.

UNIT-III

Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax.

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
BUSINESS MANAGEMENT

Semester-II

(Examinations to be held in May ~~2026~~, 2027 and 2028) and 2029
Skill Course

Course Code: USEBBT 211

Credits – 3

Maximum Marks – 75

Duration of Examination: 2 hours

Course Title: Goods And Services Tax

Total No. of Lecture: Theory: 15 hours

Practical: 30 Hours

Scheme for examination

	Time Allotted	Total Marks
		75
Practical/Workshop-Based Assessment	-	50
External End semester examination shall consist of: <i>Section A:</i> Five (5) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 01 marks (All Compulsory) <i>Section B:</i> Four (4) long answer questions (Two to be attempted) representing whole of the syllabi. Each question shall be of 10 marks.	2 hours	25

Suggested Readings:

1. Ahuja, Girish, Gupta Ravi, GST & Customs Law.
2. Babbar, Sonal, Kaur, Rasleen and Khurana, Kritika. Goods and Service Tax (GST) and Customs Law. Scholar Tech Press.
3. Bansal, K. M., GST & Customs Law, Taxmann Publication.
4. Singhanian, Vinod K. and Singhanian Monica. Students' guide to Income Tax. University Edition. Taxmann Publications Pvt Ltd., New Delhi.

3rd Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028) and 2019
Major Course

Course Code: UMJBBT301

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Laws

Total No. of Lectures: Theory: 45 hours

Tutorial: 30 hours

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

Unit-I

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

Unit-II

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

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

Unit-III

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

Unit-IV

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

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec ~~2024~~, 2027 and 2028) ^{and 2029}
Major Course

Course Code: UMJBBT301

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Laws

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

		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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec ~~2026~~, 2027 and 2028) and 2029
Major Course

Course Code: UMJBBT302
Credits – 4
Maximum Marks – 100
Theory– 75
Tutorial – 25

Course Title: Business Data Analytics
Total No. of Lecture: Theory: 45 hours
Tutorial: 30 hours
Duration of Examination: 3 hours

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

Unit I

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

Unit II

Data Cleaning and Preprocessing using Spreadsheets: Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets

Unit III

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

Unit IV

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

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec ~~2026~~ 2027 and 2028) and 2029
Major Course

Course Code: UMJBBT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Scheme for examination

Course Title: Business Data Analytics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028) and 2029
Minor Course

Course Code: UMIBBT303

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Statistics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: The objective of this course is to bring out application of 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, mode, median. Measures of dispersion- Range, quartile deviation, mean 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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028) and 2019
Multidisciplinary Course

Course Code: UMDBBT 304

Credits – 3

Maximum Marks – 75

Duration of Examination: 3 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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-III
(Examinations to be held in Dec 2026, 2027 and 2028) and 2029
Multidisciplinary Course

Course Code: UMDBBT 304
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 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. 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
BUSINESS MANAGEMENT**

Semester-III

(Examinations to be held in Dec ~~2026~~, 2027 and 2028) and 2029
Skill Course

Course Code: USEBBT311
Credits – 3
Maximum Marks – 75
Duration of Examination: 2 hours

Course Title: Business Research Methods
Total No. of Lecture: Theory: 15 hours
Practical: 30 Hours

Objectives:

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

Note for Paper Setter :

Each course shall 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
BUSINESS MANAGEMENT

Semester-III

(Examinations to be held in Dec ~~2026~~, 2027 and 2028 and 2029)

Skill Course

Course Code: USEBBT311

Credits – 3

Maximum Marks – 75

Duration of Examination: 2 hours

Course Title: Business Research Methods

Total No. of Lecture: Theory: 15 hours

Practical: 30 Hours

Scheme for examination

	Time Allotted	Total Marks
		75
Practical/Workshop-Based Assessment	-	50
External End semester examination shall consist of: <i>Section A:</i> Five (5) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 01 marks (All Compulsory) <i>Section B:</i> Four (4) long answer questions (Two to be attempted) representing whole of the syllabi. Each question shall be of 10 marks.	2 hours	25

Suggested Readings:

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

4th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May ~~2027~~ 2028 and 2029 and 2030)
Major Course

Course Code: UMJBBT401

Course Title: Fundamentals of
Human Resource Management

Credits – 4
Maximum Marks – 100

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

Theory – 75
Tutorial – 25

Duration of Examination: 3 hours

Objectives: The objective of this course is to give an understanding of human resource management and to develop an understanding of the contemporary challenges and opportunities in managing people in organizations.

Unit-I

Introduction to Human Resource Management: Human Resource Management: Concept, Nature, Scope and Importance; Evolution and development of HRM, Functions of the HRM, HRM and competitive advantage, HRM in a dynamic environment.

Unit-II

Procurement of HR: Meaning and Importance of HR planning; Job analysis- Process and Methods, job description, job specification, Conventional Vs strategic HR planning; Recruitment – concept & sources, Selection – concept, types & Process, Interview, placement and induction.

Unit-III

Training and Development: Concepts; importance; Training and development methods –In-basket, management games, Management Development Programs; Performance appraisal - objectives, process and methods. Compensation- Objective, Principles & classification.

Unit-IV

Overview of HRM Trends and Challenges: Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, Work-life balance, Employee empowerment, Knowledge Management.

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
 (Examinations to be held in May ~~2022~~, 2028 and 2029 and 2030)
Major Course

Course Code: UMJBBT401

Course Title: Fundamentals of 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:</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. 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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May ~~2027~~, 2028 and 2029) and 2030
Major Course

Course Code: UMJBBT402

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Principles of Marketing

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; Role of Marketing in a Developing Economy, Indian Markets and its Environment, Modern Concept of Marketing.

Unit II

Marketing Planning and Marketing Mix Promotion: Concept, Significance and Promotion Mix; Advertising: Meaning and Role; Sales Promotion: Meaning and Role; Personnel Selling- Merits and Limitations.

Unit III

Product Planning and Development: Meaning and Classification of Product, Product Planning: Meaning, Components and Objectives. Product Mix: Product Life Cycle Stages and Strategies, Product Innovation and Development.

Unit IV

Product Pricing: Nature and Scope, Factors influencing Price Determination, Methods of Price Determination.

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-IV
 (Examinations to be held in May ~~2027~~, 2028 and 2029) and 2030
 Major Course

Course Code: UMJBBT402
 Credits – 4
 Maximum Marks – 100
 Theory – 75
 Tutorial – 25

Course Title: Principles of Marketing
 Total No. of Lecture: 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. Sontakki, C.N., Marketing Management, Kalyani Publishers 2014.
2. Jha, M., and Kotler, P., Marketing Management, Tata Mc-Graw-Hill, Edition 2013.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May 2027, 2028 and 2029 and 2030)
Major Course

Course Code: UMJBBT403

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Fundamentals of 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, Finance function; Financial Manager's role; Financial Objectives: Profit versus wealth maximization, Conflict between Management and owners

UNIT II

Capital structure: Meaning and Features of an appropriate Capital Structures; Sources of Finance, Leverage: Financial Leverage and Combined Leverage; Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process.

UNIT III

Cost of Capital: Meaning, Significance and Determinants of cost of capital; Cost of equity; Cost of preference shares; cost of Debt; Weighted Average Cost of Capital (WACC) ; Capital Structure: Theory and Practice.

UNIT IV

Working Capital Management: Concepts, components, and Determinants; Computation of Working Capital; Dividend Decisions: Concept, relevance and irrelevance of dividends, determinants of dividend policy.

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May ~~2022~~, 2028 and 2029) and 2030
Major Course

Course Code: UMJBBT403

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Fundamentals of Finance

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. 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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May 2022, 2028 and 2029) and 2030
Major Course

Course Code: UMJBBT404

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Operations

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: The main objective of the course is to acquaint the students with basic concepts used in management science and how various tools can help in decision making. The focus is to equip the students with the relevant tools and techniques for solving Managerial Problems and use quantitative methods in business situations

UNIT – I

Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR. Linear Programming Problem: Formulation of L.P.P. - Graphical Method. LPP Simplex method.

UNIT III

Transportation- – Initial basic feasible solution, Northwest corner rule, Row minimum method, Least cost entry method. Assignment Problem: Solving assignment Problem – Travelling Salesman Model – Maxima and Minima Method – Hungarian Method.

UNIT – III

Decision Theory: Decision making situations – Decision making under certainty - Decision making under uncertainty: Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Maximin criterion, Laplace criterion & Hurwicz alpha criterion – Decision making under risk: Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI)

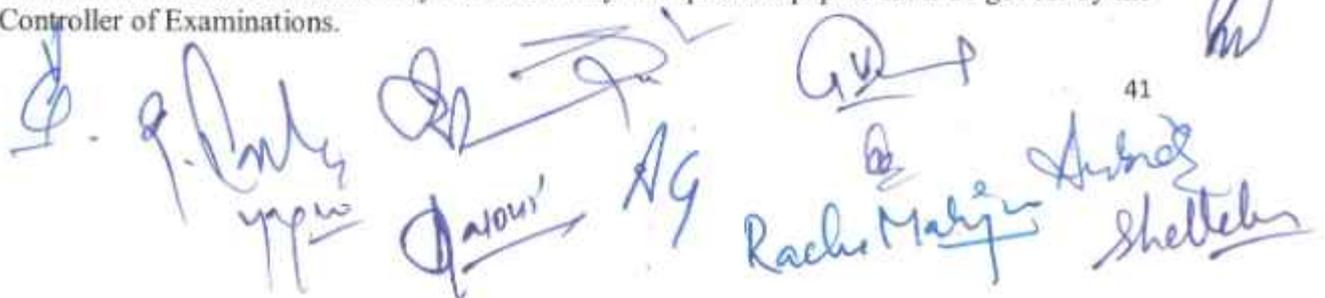
UNIT IV

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times. Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-IV
 (Examinations to be held in May ~~2023~~, 2028 and 2029 and 2030)
 Major Course

Course Code: UMJBBT404

Credits – 4

Maximum Marks – 100

Theory – 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Operations

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. Vohra, N.D, "Quantitative Techniques in Management", McGraw Hill Publishing House 3rd Edition.
2. Kapoor, V.K, "Operation Research (Quantitative Techniques in Management)", Sultan Chand Publications, 8th Edition
3. Taha, Hamdy, "Operations Research An Introduction" Pearson Publications, 8th Edition.
4. Hillier, Frederic & Gerald Lieberman "Introduction to Operations Research" Tata McGraw Hill Publications, 8th Edition.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-IV
(Examinations to be held in May ~~2027~~, 2028 and 2029 and 2030)
Minor Course

Course Code: UMIBBT405

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Communication

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective: The objective of this course is to help students learn the fundamentals of communication. The course also aims to apply business communication theory to solve workplace communication issues.

UNIT-I

Introduction to Communication: Meaning, Nature, Importance and Functions of communication, Process of communication, Elements of communication, Principles of effective communication, Communication Barriers-Overcoming barriers in communication. Listening: Importance and Types. Feedback: Importance, Principles of feedback.

UNIT-II

Forms of Communication: Formal and informal communication- Meaning, Merits and demerits; Types of formal and informal communication, Methods of communication- Oral, Written and gestural communication.

UNIT-III

Business Communication: Business letters- Kinds of business letters, planning and layout of business letter, Essentials of effective business letter, Report Writing -Meaning, characteristics of good business report and types of business report.

Unit-IV

Employment Communication: Interviews: Selection or Placement Interviews. Appraisal Interview, Exit Interview, Discipline Interviews. Writing CV/Resume, Communicating digitally: Fax, Electronic mail, Teleconferencing, Video conferencing. Social Media Communication: Dos & Don'ts of Social Media Communication.

Note for Paper Setter:

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-IV
 (Examinations to be held in May ~~2023~~, 2028 and 2029) and 2030
 Minor Course

Course Code: UMIBBT405

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Communication

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. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.

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5th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-V
(Examinations to be held in Dec ~~2027~~, 2028 and 2029) and 2030
Major Course

Course Code: UMJBBT501

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Working Capital Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objectives: The main objective of this course is to appraise students about Working Capital Management

Unit I: Introduction

Concept of working capital, Factors affecting working capital requirement. Financing Current Assets- (Short-term Sources): Public Deposits, Financing through Bank (CC limit / OD, LOC and Commercial Papers), and Factoring, Computation of average working capital requirements.

Unit II: Cash Management

Introduction, Motives for Holding Cash and Marketable Securities, Factors determining the Cash balance, Cash Budget, management of Cash flow Types of Collection Systems and Disbursement strategies.

Unit III: Receivable Management

Introduction; determining the Appropriate Receivable Policy; Marginal Analysis; Evaluating Credit Applicant; Credit Analysis and decision; Heuristic Approach; Discriminant Analysis and Sequential decision Analysis.

Unit IV: Inventory Management

Introduction; Determining the types of Control required; Cost of Holding inventories; Cost of Holding Inventories; Inventory Control Models – EOQ, Just-in-Time; Inventory Management and Valuation-Average cost method, First-in First Out (FIFO), Last-in First Out (LIFO).

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-V
(Examinations to be held in Dec ~~2027~~, 2028 and 2029) and 2030
Major Course

Course Code: UMJBBT501

Course Title: Working Capital 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		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. Bhalla, V.K: Working Capital Management: Text and Cases, New Delhi, Anmol Pub (P) Ltd., 4th ed., 2001.
2. Rao P.M, Pramanik A.K.: Working Capital Management; New Delhi, Deep & Deep Publication, 2004.
3. Satish B. MATHur: Working Capital Management and Control (Principles and Practice); Newage International P Limited, 2007

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

BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec 2027, 2028 and 2029 and 2030)

Major Course

Course Code:UMJBBT502

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Talent Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

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

Unit-I

Talent Management – History, the Scope of Talent Management, Need of Talent Management, Talent vs knowledgeable people, Source of Talent Management, Consequences of Failure in Managing Talent

Unit-II

Talent Management Process, Essentials of Talent Management, Talent Management Approaches, Developing a Talent Management Strategy, Tools for Managing Talent.

Unit-III

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

Unit-IV

Concept of Talent Acquisition, Talent Engagement and Retention, Talent Acquisition Strategies, Strategies and Best Practices for Talent Engagement, Attrition and Improving Employee Retention.

Note for Paper Setter :

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

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

BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec ~~2027~~, 2028 and 2029 and 2030)

Major Course

Course Code: UMJBBT502

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

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

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

Semester-V

(Examinations to be held in Dec ~~2027~~, 2028 and 2029 and 2030)

Major Course

CourseCode:UMJBBT503

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial-25

Duration of Examination: 2 ½ Hours

Course Title: Product Design & Development

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: The main objective of the course is to acquaint the learners/students with the practical knowledge regarding conceptualization, design and development of a new product and also understand modern product development processes.

Unit-I

Introduction: Product Design and Process Selection, Difference between Product Design and Product Development, Product design process, Importance of Product Design

Unit II

Product Planning, Market Analysis, Concept Planning: generation, selection & testing, Product architecture: definition, types and importance

Unit III

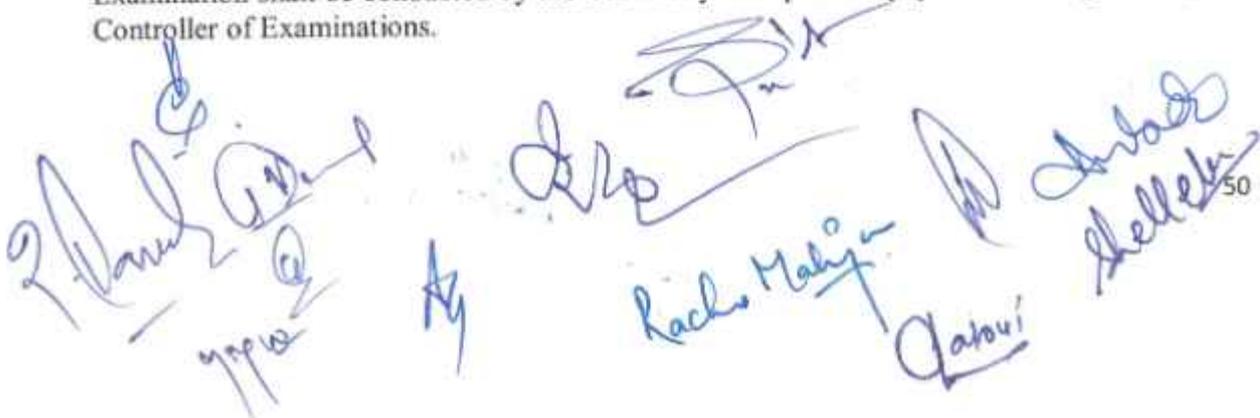
Factors Affecting Product Design: Technical factors, Industrial design factors, Designing for production - economic factors, other factors. Industrial Design: Definition, Process,

Unit IV

Product Design for Environment (DFE): Definition, Advantages, Examples, Prototyping: definition, uses Design for Manufacturing (DFM): Definition, Importance, Evaluation & Errors in Product Designing.

Note for Paper Setter :

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

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

BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec ~~2027~~, 2028 and 2029 and 2030)

Major Course

Course Code: UMJBBT503

Course Title: Product Design & Development

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. Product Design and Development ,7th Edition by Karl T. Ulrich, Steven D. Eppinger, Maria C. Yang, McGraw Hill
2. Product Development and Design for Manufacturing: A Collaborative Approach to Productivity and Reliability by John Priest & Jose Sanchez, CRC Press

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

BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec ~~2027~~, 2028 and 2029) and 2030

Major Course

CourseCode:UMJBBT504

Course Title: Fundamentals of
Sales Management
Total No. of Lecture: Theory: 30 hours

Credits- 2

Maximum Marks -50

Duration of Examination: 2 hours

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

Unit – I

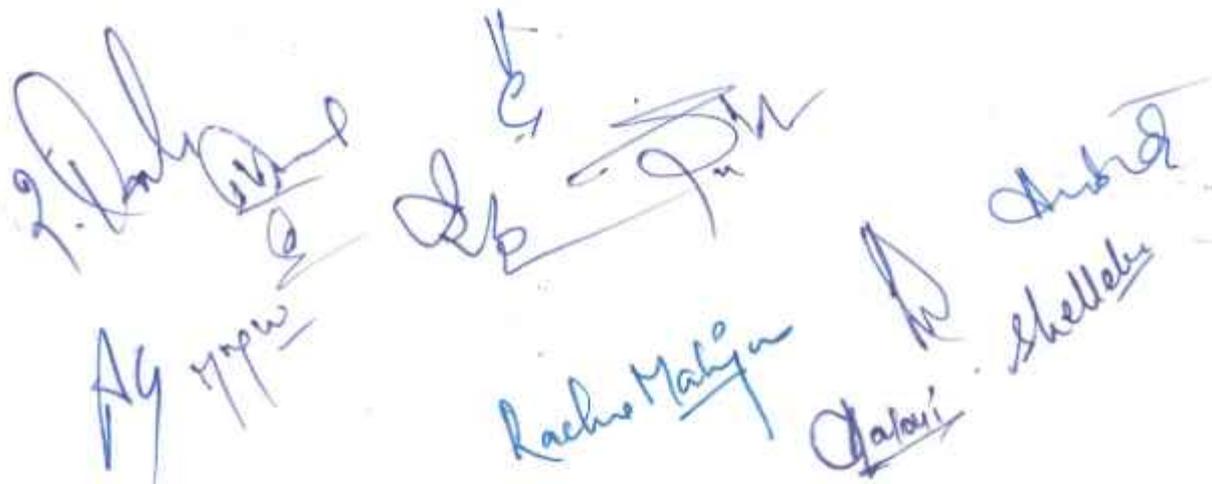
Concept of Sales Management; Sales Management Functions and role and responsibilities of Salesperson; Prospecting, Identifying & Qualifying Potential Customers; Preparing-pre approach and call planning, Preparations-approach and demonstrations, Handling Objections, Closing and Follow-up; Personal Selling-Concept;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

Unit – II

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

Note for Paper Setter :

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

The block contains several handwritten signatures in blue ink. From left to right, there are: a signature that appears to be 'A. G. Mahajan', a signature that appears to be 'Rachna Mahajan', a signature that appears to be 'Shelley', and another signature that appears to be 'Shelley'. There are also some initials and other marks scattered around the signatures.

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

BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec 2027, 2028 and 2029 and 2030)

Major Course

Course Code:UMJBBT504

Course Title: Fundamentals of

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

Rachos
Malya
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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT

Semester-V

(Examinations to be held in Dec 2027, 2028 and 2029 and 2030)

Minor Course

CourseCode:UMIBBT505

Course Title: Life Skills and Personality
Development

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

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

Unit I

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

Unit II

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

Unit III

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

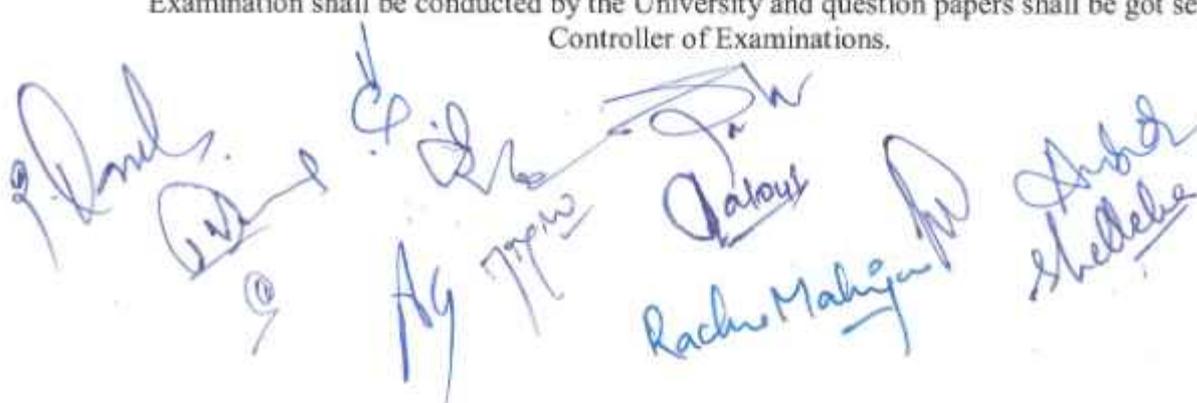
Personality Development: Concept, determinants and characteristics of Personality, Trait Theory and Psycho-analytical theory of Personality; Significance of Personality Development

Unit IV

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

Note for Paper Setter :

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



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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-V

(Examinations to be held in Dec ~~2027~~, 2028 and 2029) and 2030
Minor Course

CourseCode:UMIBBT505

Course Title: Life Skills and Personality
Development

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 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. Lesikar, Raymond V. and Marie E. Flatley. Basic Business Communication. New Delhi: Tata McGraw-Hill, 2005
2. Sen, Leena. Communication Skills. New Delhi: Prentice-Hall of India Limited. 2004
3. Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/ Thomas Learning
4. Stephan P. Robbins, Organisational Behaviour, Tenth Edition, Prentice Hall of India Private Limited, New Delhi, 2008

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-V
(Examinations to be held in Dec ~~2027~~, 2028 and 2029) and 2030
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.



6th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May ~~2028~~, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT601

Course Title: Advertising &
Promotion: Tools & Technique
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

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

Note for Paper Setter :

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

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Rachna Mahajan
Qalawi
A
A. S. Shellecha

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-VI
 (Examinations to be held in May ~~2028~~, 2029 and 2030 and 2031)
 Major Course

Course Code:UMJBBT601

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

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT602

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Cost Accounting

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.

Unit I-

Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Cost Unit & Cost Centre Elements of cost Material, Labour and other Expenses

Unit II-

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.

Unit III

Cost Concepts & Classification of cost, Cost Sheet or statement of Cost, Treatment of Stock, Stock of Raw Materials, Stock of Work-in-Progress, Stock of Finished Goods
One Operation (unit or output) Costing, Collection of Costs, Tenders or Quotations, Treatment of Scrap

Unit IV

Marginal Costing: Meaning, Cost-Volume-Profit Analysis; Absorption Costing vs. Marginal Costing; Meaning and Computation of Break-Even Analysis and CVP Statement, Calculating Margin of Safety, Profit or Loss and Angle of Incidence through Break-Even Analysis.
Process Costing: Meaning, features, Distinction between job costing and processing costing.

Note for Paper Setter:

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT602

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Cost 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. Narang, K.L. & Jain, S.P. : Cost Accounting Theory and Practice, Kalyani Publishers, New Delhi
2. Khan & Jain : Cost Accounting, Tata McGraw, New Delhi
3. Jain, I. C. & Nigam, B.M.L. : Cost Accounting Principles and Practice, Prentice Hall of India, New Delhi.
4. Pillai, R.s.N. & Bhgavathi, V : Cost Accounting; S. Chand and Company Ltd, New Delhi

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Shelleba

Rachna Mahajan

Ag. Dabur

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030 and 2031)
Major Course

Course Code:UMJBBT603

Course Title: Human Resource Development

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

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

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Note for Paper Setter :

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

AG
Rachh Malgi
Shelley⁶²

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT603

Course Title: Human Resource Development

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

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

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May ~~2028~~, 2029 and 2030 and 2031)
Major Course

CourseCode:UMJBBT604

Course Title: Material 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

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May ~~2028~~, 2029 and 2030) and 2031
Major Course

Course Code: UMJBBT604

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Material Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 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.	2 ½ hours	40

Suggested Readings:

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

AG
Dalour
Rachin Mahip
Shelley⁶⁵

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VI
(Examinations to be held in May 2028, 2029 and 2030 and 2031)
Minor Course

Course Code:UMIBBT605

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Financial Services

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

Objective:

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

Unit I:

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

Unit II:

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

Unit III:

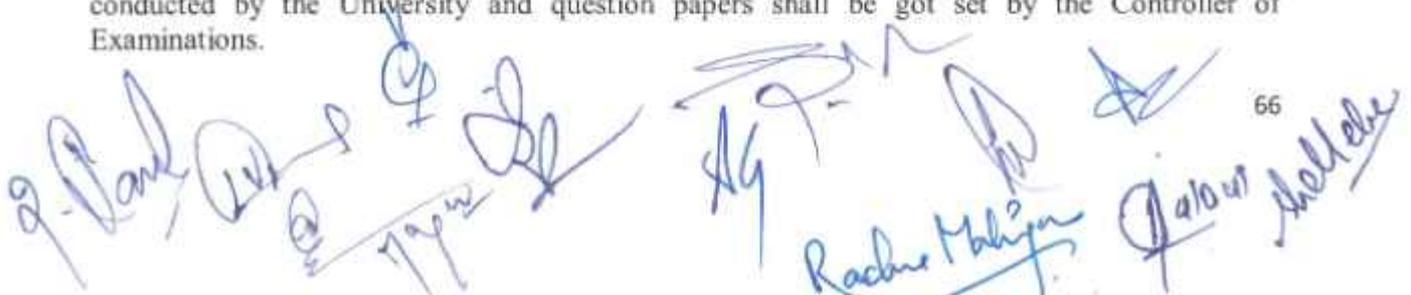
Stock market operations- Regional Stock Exchanges, online trading, activities in the stock markets, functional specialization of members of stock exchange.

Unit IV:

Credit Cards: Introduction, Types of credit cards, Advantages, Limitations of credit cards, Debit Cards. Cash management services, NBFCs

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
BUSINESS MANAGEMENT
Semester-VI
 (Examinations to be held in May ~~2028~~, 2029 and 2030) and 2031
Minor Course

Course Code:UMIBBT605
Credits- 4
Maximum Marks -100
 Theory- 75
 Tutorial -25

Course Title: Financial Services
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		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. V.K. Bhalla : Management of Financial Services
2. M.Y. Khan : Financial Services
3. G.S.Batra & R.C. Dangwal : Financial Services – New Innovations
4. G.S.Batra : Financial Services and Markets

A large collection of handwritten signatures and initials in blue ink is present at the bottom of the page. Some legible names include 'Rachna Mahajan' and 'Shellebe'. There are also various initials and scribbles, including 'AG', 'F. D. ...', and '67'.

7th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030) and 2031
Major Course

Course Code: UMJBBT701

Course Title: Consumer
Behaviour: Theory & Practice
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

Objective: The objective of the course is to help the students to understand and apply the concepts of consumer behavior in the business organizations

Unit I: Introduction to Consumer Behavior

Consumer Behavior- concepts, nature, scope, importance and applications of consumer behavior; Types of consumer behavior; Consumer behavior models.

Unit II: Factors affecting Consumer Behavior

Psychological Factors-motivation, perception, learning, beliefs and attitudes; Social factors-family, reference groups, roles and status; Cultural Factors- culture, subculture, social class; Personal Factors- age, income, occupation, lifestyle; Economic Factors- personal income, family income, consumer credit, liquid assets, savings.

Unit III: Consumer Decision Making Process

Types of consumer decisions; Roles in consumer decision making; Consumer Decision Making Process - problem recognition - information search - alternative evaluation - purchase selection - post purchase evaluation; Buying pattern in the new digital era.

Unit IV: Consumer Motivation & Personality

Consumer Motivation- needs, goals, motive arousal, Maslow's hierarchy of needs, Freud's theory of motivation; Consumer Personality - self-concept theory, psychoanalytic theory, neo-Freudian theory, trait 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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec ~~2028~~, 2029 and 2030 ^{and 2031})
Major Course

CourseCode:UMJBBT701

**Course Title: Consumer Behaviour:
Theory & Practice**

Credits- 4
Maximum Marks -100

Total No. of Lecture: Theory: 45 hours
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. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec ~~2028~~, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT702

Course Title: Research methodology and Research Ethics

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Objective: The primary objective of this course is to enable the students, irrespective of their disciplines, in developing the most appropriate methodology for their research studies; and to make them familiar with the art of exploiting different research methods and techniques.

UNIT-I

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

UNIT -II

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

Unit-III

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

Unit-IV

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

Note for Paper Setter:

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030) and 2031
Major Course

Course Code:UMJBBT702

Course Title: Research methodology and Research Ethics

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 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. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,2001
2. Krishnaswami OR, M. Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai,2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R.Kothari

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030) and 2031
Major Course

Course Code: UMJBBT703

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

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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-VII
 (Examinations to be held in Dec 2028, 2029 and 2030) and 2031
 Major Course

CourseCode:UMJBBT703

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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VII
(Examinations to be held in Dec 2028, 2029 and 2030) and 2031
Major Course

Course Code: UMJBBT704

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Inventory Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 15 Hours

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

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-VII
 (Examinations to be held in Dec ~~2028~~, 2029 and 2030) and 2031
 Major Course

CourseCode:UMJBBT704

Credits- 4

Maximum Marks -100

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

Course Title: Inventory 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. K. Ashwathappa, Sreedhar Bhat, Production and Operational Management
2. Adam, E. and Elbert R.J, Production management
3. Purchasing and Inventory Management by K. S Menon & Sarika Kulkarni, Shroff Publishers

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

BUSINESS MANAGEMENT

Semester-VII

(Examinations to be held in Dec ~~2028~~, 2029 and 2030) and 2031

Minor Course

Course Code: UMIBBT705

Course Title: Mental Health, Happiness and Well Being

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 2 ½ Hours

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

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Note for Paper Setter :

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

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
 Semester-VII
 (Examinations to be held in Dec ~~2028~~, 2029 and 2030) and 2031

Minor Course

CourseCode:UMIBBT705

Course Title: Mental Health, Happiness and Well Being

Credits- 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks -100

Tutorial: 15 Hours

Theory- 75

Tutorial -25

Duration of Examination: 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. Snyder, C.R., & Lopez, S.J. (2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.
2. Snyder, C. R., & Lopez, S. (Eds.). (2002). Handbook of positive psychology. New York: Oxford University Press.
3. Seligman, M. (2011). Flourish: A Visionary New Understanding of Happiness and Well-being, Atria Books.
4. Peterson, C. A. (2006). A Primer in Positive Psychology, Oxford University Press.

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 Rachna Mahajan

8th Semester

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031 and 2032)
Major Course

CourseCode:UMJBBT801

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

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.

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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
 (Examinations to be held in May ~~2029~~, 2030 and 2031 and 2032)
Major Course

CourseCode:UMJBBT801

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.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031 and 2032)
Major Course

Course Code: UMJBBT802
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.

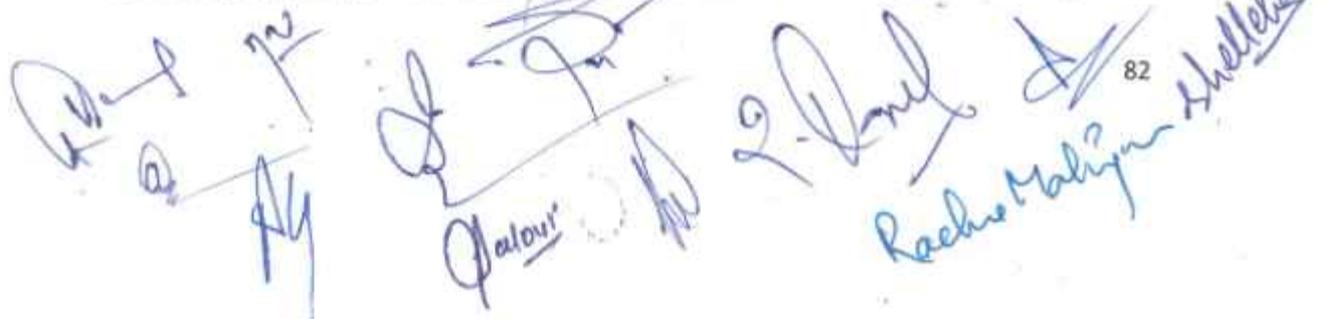
Completion Stage

- 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)

The bottom of the page features several handwritten signatures and initials in blue ink. On the left, there are initials 'AK' and '72'. In the center, a signature is written over a line, with 'Patour' written below it. On the right, there is a signature that appears to be 'Rachha Mahajan' and another signature 'Shelke'. The number '82' is written near the 'Shelke' signature.

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
(Examinations to be held in May 2029, 2030 and 2031 and 2032)
Minor Course

Course Code:UMJBBT802

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

Course Objective: This course aims at providing the students the intricacies of Industrial Relations so that a healthy environment is developed for functioning of employees.

Unit-I

Understanding the concept of industrial relations, Historical evolution and development of Industrial Relations, Theories and models of Industrial Relations, Stakeholders and their roles in Industrial Relations

Unit-II

Overview of labor laws and regulations, Industrial Disputes, Collective bargaining and Negotiation processes, Grievance handling and Dispute Resolution Mechanisms, Employment contracts and their significance.

Unit-III

Employee Participation and engagement strategies, Managing conflicts in the workplace, Trade unions and their impact on Industrial Relations, Social dialogue and its role in fostering harmonious workplaces

Unit-IV

Globalization and its impact on Industrial Relations, Technological advancements and changing work dynamics, Impact of Diversity, equity and inclusion in Industrial Relations, Future trends and Challenges in Industrial Relations.

Note for Paper Setter:

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


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Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
(Examinations to be held in May ~~2029~~, 2030 and 2031 ^{and 2032})
Minor Course

Course Code:UMJBBT802

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

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. Mamoria, Mamoria and Gankar, (2007) "Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi.
2. Monappa Arun, (2007) "Industrial Relations", Tata McGraw Hill Edition, New Delhi.
3. Sarma, A.M. (2011) "Industrial Jurisprudence and Labour Legislation", Himalaya Publishing House, Mumbai.
4. Sen Ratna, (2003) "Industrial Relations in India", MacMillan, New Delhi.
5. Taxmann (2009) "Labour Laws", Taxmann Allied Services Pvt. Ltd.

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8th Semester
(With Research)

Syllabi of BBA at FYUP under CBCS as per NEP-2020
BUSINESS MANAGEMENT
Semester-VIII
(Examinations to be held in May ~~2029~~; 2030 and 2031 and 2032)
Skill Course

Course Code: USEBBP804
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)