



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/May/Adp./20)

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

Subject	Semester	for the examination to be held in the years
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Management/Business Management

Semester-III

December 2023, 2024 and 2025

Semester-IV

May 2024, 2025 and 2026

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

Sd/-
DEAN ACADEMIC AFFAIRS

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

Dated: 11-5-2023

Copy for information and necessary action to:

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

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

Proposed
Course Structure
of
BACHELOR OF ARTS (BA)
(Management/ Business Management)

Including Syllabi of

Semester- III
(For the Session December 2023, 2024 and 2025)

Semester-IV
(For the Session May 2024, 2025 and 2026)

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

(For the session 2023, 2024 and 2025)

Including syllabi of Semester III and IV

**The Business School,
University of Jammu**

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

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

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3rd Semester

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

Course Title: Ethics and Corporate Governance

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Tutorial – 25

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

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

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

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

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

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

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Semester-III
held in December 2023, 2024 and 2025)
Major Course

Course Title: Ethics and Corporate Governance

Total No. of Lecture: Theory: 45 hours


Tutorial: 30 hours

Tutorial – 25

Duration of Examination: 3 hours

		Time Allotted	Total Marks (100)
(A)	Theory		75 Marks
	Mid-term assessment Test	1 ½ hours	15 Marks
	<p>External End semester examination shall consist of:</p> <p><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)</p> <p><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.</p>	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	

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

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

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

Course Code: UMJBAT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Basics of Organisational Psychology

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective

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

Unit-I

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

Unit -II

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

Unit -III

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

Unit -IV

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

Note for Paper Setter :

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

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

Semester-III

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

Major Course

Course Code: UMJBAT302

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Course Title: Basics of Organisational Psychology

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

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

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

Semester-III

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

Minor Course

Course Code: UMIBAT303

Course Title: Business Statistics

Credits – 4

Total No. of Lecture: Theory: 45 hours

Maximum Marks – 100

Tutorial: 30 hours

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

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

Unit-I:

Introduction to statistics, Applications of Statistics in different fields, Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, mode, median.

Unit-II

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

Unit-III


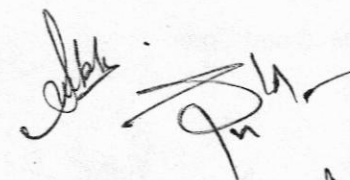
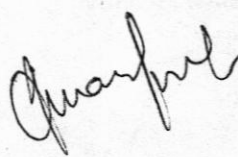
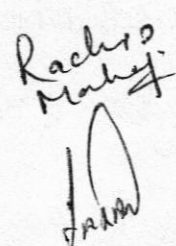
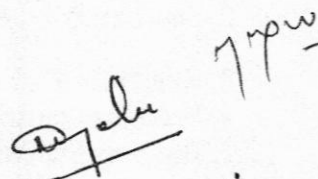
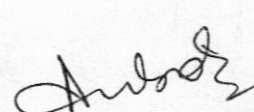
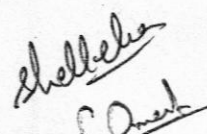
Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation- scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient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

Unit-IV

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.

Note for Paper Setter :

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

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

Course Code: UMIBAT303

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Statistics

Total No. of Lecture: Theory: 45 hours


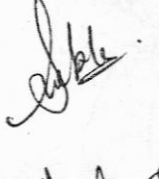
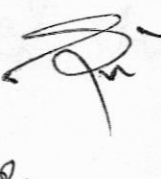
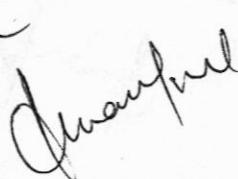
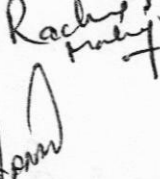
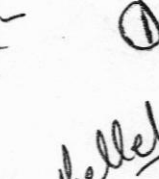
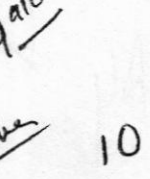
Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

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

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

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

Course Code: UMDBAT304

Credits – 3

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Environment

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

UNIT-I

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

UNIT-II

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

UNIT-III



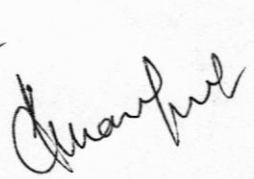
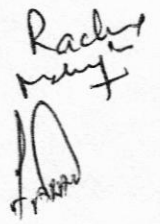
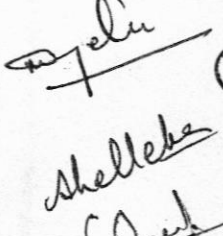
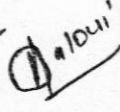
Business and the Environment: Legal Business Environment and its impact on business; Economic Environment; Socio economic environment and its implications of liberalization, privatization, Globalization.

UNIT - IV

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

Note for Paper Setter :

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

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

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

Course Code: UMDBAT304

Credits – 3

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Business Environment

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

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

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2020

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

Credits – 2

Maximum Marks – 50

Duration of Examination: 2 ½ hours

Course Title: IT Tools in Business

Total No. of Lecture: Theory: 30 hours

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

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

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

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

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

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

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

Maximum Marks – 50

Duration of Examination: 2 ½ hours

	Time Allotted	Total Marks
Mid-term assessment Test	1 ½ hours	10
<p>External End semester examination shall consist of:</p> <p><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)</p> <p><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.</p>	2 ½ hours	40

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

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4th Semester

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

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT401

Course Title: Fundamentals of Human Resource 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

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

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

Unit-II

HR planning- Meaning, Importance; 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, Succession Planning

Unit-III

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



Unit-IV

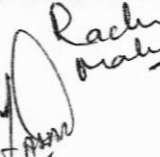
Strategic HRM, Cross-Cultural Management, Human Resource Information System, HR Audit, Work-life balance, Employee engagement, Knowledge Management.

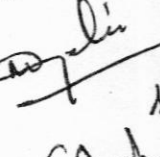
Note for Paper Setter :

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

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(Examinations to be held in May 2024, 2025 and 2026)

Course Code: UMJBAT401

Credits – 4
Maximum Marks – 100

Theory- 75
Tutorial - 25

Duration of Examination: 3 hours

		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	

1. Dessler, Human Resource Management, Prentice Hall of India
2. D.A. DeCenzo and S. P. Robbins, S.L Verhulust, 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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Katharina Mahgou
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Shellebe
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Syllabi of BA (Management/Business Management) at FYUP under CBCS as per NEP-2020

Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT402

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.

UNIT II

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

UNIT III


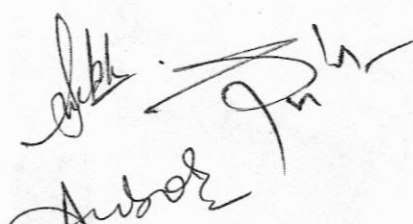
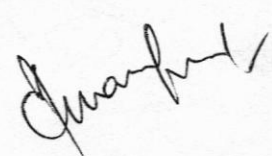
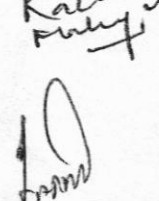
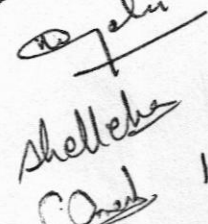
Cost of Capital: Meaning, Significance and Determinants of cost of capital; Cost of equity; Cost of preference shares; cost of Debt; Weighted Average Cost of Capital (WACC)

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

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

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT402

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

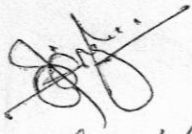
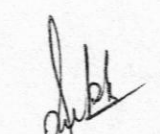

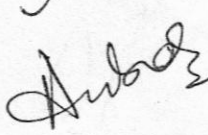
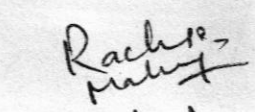
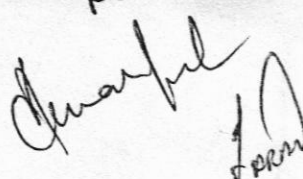

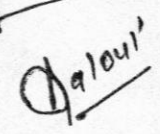
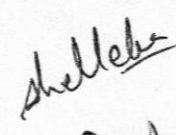
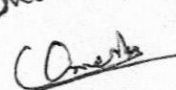
Scheme for Examination

		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
2. M.Y. Khan, P K Jain
3. Prasana Chandra
4. Shashi K Gupta

Financial Management
Financial Management - Text and Problems
Financial Management Theory and Practice
Financial Management text and Cases

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

Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT403

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Concepts in 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, Concept and scope of Marketing; Marketing Functions and Importance; Difference between Marketing and Selling; Role of Marketing in a Developing Economy, Indian Markets and its Environment; Modern Concepts of Marketing.

Unit II

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

Unit III


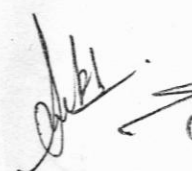

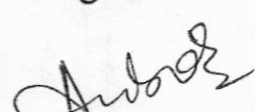
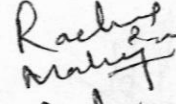
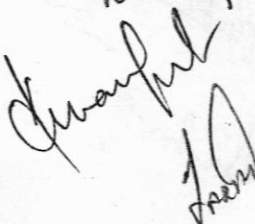


Product Pricing: Nature, concept and Scope, Factors influencing Price Determination, Methods of Price Determination. Pricing policies and strategies.

Unit IV

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

Note for Paper Setter :

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

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

Semester-IV

Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)
Major Course

Major Course

Course Code: UMJBAT403

Credits - 4

Maximum Marks – 100

Theory-75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Marketing Concepts
Theory: 45 hours

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

Tutorial: 30 hours

Scheme for Examination

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

- Suggested Readings**
1. Marketing Management- A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha, 14th Edition, Pearson (2014), India.
 2. MM - A South Asian Perspective by Dawn Iacobucci, Avinash Kapoor, Cengage Learning (2011)
 3. Marketing Management by Dr. K Karunakaran, Himalaya Publishing House.

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

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT404

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Production Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Objective:

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

Unit-I

Nature and Scope of Production Management, Production management as a System, Types of Production System - Flow Shop, Job Shop, Batch Manufacturing, New concept in operation management - ISO, TQM, Supply Chain Management.

Unit-II

Facility Location - Importance, Factors in Location Analysis, Location Analysis Techniques
Facility Layout – Objectives, Importance, Advantages, Basic types of layouts, Layouts in Service Industry

Unit-III

Production Planning & Control (PPC) - Concepts, Objectives, Functions. Factors affecting PPC, Aggregate Planning - Aggregate capacity planning, approaches to Aggregate planning, Scheduling, Loading & Sequencing, Productivity

Unit-IV

Material Management - Concepts & Importance, Integrated System of Materials Management, Materials Requirement Planning, Purchasing Process, Vendor Analysis & Control, Store Management
Basics of Inventory management- Objective, Techniques and Importance

Note for Paper Setter:

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

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

Semester-IV

(Examinations to be held in May 2024, 2025 and 2026)

Major Course

Course Code: UMJBAT404

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Duration of Examination: 3 hours

Course Title: Production Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for Examination

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

Suggested Readings

1. Production and Operations Management Ajay K Garg
2. Operations Management Kenneth K. Boyer, Rohit Verma
3. Production and Operational Management K. Ashwathappa, Sreedhar Bhat
4. Production management Adam, E. and Elbert R.J
5. Production and Operation Management S.A. Chunawalla and D.R. Patel

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(Examinations to be held in May 2024, 2025 and 2026)

Semester-IV
(Examinations to be held in May 2024, 2025 and 2026)

Duration of Examination: 3 hours

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(Examinations to be held in May 2024, 2025 and 2026)

Credits – 4

Theory- 75

Duration of Examination: 3 hours

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
	<p>External End semester examination shall consist of:</p> <p><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)</p> <p><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.</p>	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	

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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