It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, has been pleased to authorize adoption of the revised Syllabi and Courses of Study in the subject Business Management for BBA Part- I, II & III of three year (General) Degree Course for the examination to be held in the years as under:

Adoption of the Revised Syllabi of B.B.A. (Bachelor in Business Administration)

<table>
<thead>
<tr>
<th>Class</th>
<th>Part</th>
<th>for the exam. to be held in the year</th>
<th>%age of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.B.A.</td>
<td>I</td>
<td>2011, 2012, 2013</td>
<td>100% change</td>
</tr>
<tr>
<td>B.B.A.</td>
<td>II</td>
<td>2012, 2013, 2014</td>
<td>100% change</td>
</tr>
<tr>
<td>B.B.A.</td>
<td>III</td>
<td>2013, 2014, 2015</td>
<td>100% change</td>
</tr>
</tbody>
</table>

The alternative question papers are required to be set as per the University regulation given as under:-

i). If the change in the Syllabi and Courses of Study is less than 25%, no alternative Question paper will be set.

ii). If the change is 25% and above but below 50% alternative Question Paper be set for one year.

iii). If the change is 50% and above on whole scheme is changed, alternative Question Paper are set for two years.

Sd/-
REGISTRAR

F.Acd./Bus. Management/10/ 2222-56
Dated: 31/5/2010
Copy for information only, as per authorization.
UNIVERSITY OF JAMMU

SYLLABUS

FOR

BACHELORS DEGREE PROGRAMME

IN

BUSINESS ADMINISTRATION

FIRST YEAR

FOR THE SESSION

2010-2011 & ONWARDS

The following courses of Study are prescribed for the First year of Bachelors Degree Programme in BUSINESS ADMINISTRATION

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>TITLE</th>
<th>MARKS</th>
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<tbody>
<tr>
<td>BBA- 101</td>
<td>Management Perspectives</td>
<td>100</td>
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<tr>
<td>BBA- 102</td>
<td>Managerial Skill Development</td>
<td>100</td>
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<tr>
<td>BBA- 103</td>
<td>Business Statistics</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 104</td>
<td>Fundamentals of Accounting</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 105</td>
<td>Introduction to Computers</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 106</td>
<td>Managerial Economics</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 107</td>
<td>Business Ethics</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 108</td>
<td>a) Seminar Presentation (Success Stories)</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>b) Report on Industrial visit.</td>
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<tr>
<td></td>
<td>(Local and Outside J&amp;K)</td>
<td>20</td>
</tr>
</tbody>
</table>

Note: All the courses are to be taught by Lecturers with MBA background

[Signature]

Bhakti Sathia
(HOD- B.B.A)
INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test 7.5 marks
Second Internal Test/ Case Study/ Project Work 7.5 marks
Attendance maximum (as per University Rules) 5.0 marks

[Signatures]
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-101

Duration of Examination: 3 hrs.

Title: MANAGEMENT PERSPECTIVES

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basic principles and Current Issues of management.

SYLLABUS

UNIT-I Nature of Management—Definition, Management is science or art, Management as a profession, Universality of Management Principles, Management and Administration, Professionalisation of Management in India, Development of Management thought (Tylor, Henry, Fayol, Hawthorne studies, Peter Drucker); functions of Management, Various levels of management (top, middle, supervisory)

UNIT-II Planning: Meaning, Significance and limitation, the process of planning; Difference between forecasting and planning, Plans, Policies, Strategies, Schedules and procedures,
Objectives—Management by objectives, process of MBO, Merits and demerits of MBO
Organisation: Meaning, importance and types of organization, Formal and Informal Organization,

UNIT-III Authority and Authority Relationships: Centralisation Vs Decentralisation, Decentralisation Vs delegation, delegation of Authority, Authority and Responsibility, span of Management.
Leadership Theories and Styles

UNIT-IV Coordination: Meaning, objectives, need, types, principles and problems of coordination.
Control: Meaning, Characteristics, Importance and Stages in control process, Requisites of effective control, limitations and areas of control budgetary control and inventory control.

UNIT -V Break-even Analysis (theory), PERT & CPM numerical problems on PERT & CPM, Statistical quality Control, Management Audit,
NOTE FOR PAPER SETTING:
The question paper will contain two questions form each unit (total ten questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

NOTE: At least one internal examination must be based on presentation /case study
A case study of management lessons from latest Bollywood Movies

Books Recommended:-
1. Essentials of Management— Koontz Weihrich
2. Management Concept & thought— V.S.P. Rao & P.S. Narayana
3. Principles of Business Management— T Raina Sewang
4. Principles of Management L.M.Parsad
5. Management Hicks & GU
6. Management Kreiter R
7. Management Sherlaker
8. Management Principles and Practice N.K.Sharma
9. Understanding Management Barthwal C
Course No: BBA-102

Title: MANAGERIAL SKILL DEVELOPMENT

Duration of Examination: 3 hrs.

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To inculcate among the students the communication skills so that they may perform their job effectively and efficiently.

SYLLABUS

UNIT-I
Concept and Definition, Importance and Role of communication in Modern Business world, Simple Model of Communication Process, Upward, downward and diagonal communication, Principles of Effective Communication (7 C’s), Barriers of Communication

UNIT-II
Definition and Characteristics of Oral Communication and its types Speeches related to welcome, introduction and thanks Presentation, Group Presentation and Skills required Planning and conducting interview, various types of interview Non-verbal communication, components of Non-verbal communication

UNIT-III
Listening: Definition, Difference between Listening and Hearing, barriers in Listening, ways to inculcate good listening ability Interpersonal skills: Building positive relationships, giving praise, dealing with criticism, managing conflict, resolving conflict.

UNIT-IV
Definition and Characteristics of written communication, Business letters, Business reports—Types and essentials of an ideal report writing.

UNIT V
Group Communication: Factors in Group communication, Group decision making, planning a meeting, Notice, Agenda, Minutes, Opening the meeting, conducting the business, conducting the meeting. Managing data and Graphics:

(Suresh Sodatra)
When to use Visual Aids, selecting a suitable visual aid, Tables, Bar charts, Line charts, Programs, Maps, Flow charts and Organization charts.

**Note:** This course should have maximum number of practical sessions in order to hone the communication. At least one internal assessment should be based on presentation/case study.

**NOTE FOR PAPER SETTING:**
The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

**Books Recommended:**
2. Practical Communication: Francis J Bergin
4. Body Language: Allen Pease
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-103  Duration of Examination: 3 hrs.

Title: BUSINESS STATISTICS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To familiarize the students with the basic elements of statistics and their application

SYLLABUS

UNIT-I  Meaning, nature, Importance and Limitations of Statistics, Methods of collecting Primary and Secondary data, relative merits and demerits. Interpretation of data, mistakes commonly committed and precautions to avoid such mistakes
Meaning and importance of central tendency, Calculation of Mean, Median, Quartile, Deciles, Percentiles and Mode

UNIT-II  Measure of Dispersion: Meaning and importance, Calculation of Range, Inter-quartiles Range, Quartile Deviation, Mean Deviation and Standard Deviation.
Measures of Skewness: Meaning and importance of Skewness. Calculations of Karl Pearson’s, Bowley’s and Kelly’s co-efficient of absolute and relative skewness.

UNIT-III  Correlation: Meaning, types and importance of correlation, coefficient of correlation (ungrouped data only) by Karl Pearson’s, Spearman’s and Concurrent deviations Method, Probable error and interpretation of results.
Regression: Meaning and objectives, Regression equations (ungrouped data only).

Index Number: Meaning, Uses and types of index number, Calculation of Index number by Lasperye’s, Paache’s and Fisher’s method. Consumer
Price Index number, Factor reversal Test and time reversal test, base shifting and splicing

UNIT- V  **Interpolation and Extrapolation:** Meaning and importance, interpolation and extrapolation by Newton’s method of advancing differences, Lagrange’s method and Binomial Expansion method.

**NOTE FOR PAPER SETTING:**
The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (Total five questions). There will be internal choice within each unit.

**Books Recommended:-**
1. S.C. Gupta : Fundamental of Statistics
2. C.S. Aggarwal : Business Statistics
5. D.N. Elhance : Principal of Statistics
6. R.P. Hooda : Statistics
7. V.S. Hans : Statistics

(Suresh Sadotra)

(Bharti Sathia)

(H.O.D. B.B.A.)
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-104
Duration of Examination: 3 hrs.

Title: FUNDAMENTALS OF ACCOUNTING

Maximum Marks: 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To acquaint the students with the postulates of accounting and to impart knowledge of the application of accounting rules/orientation to specialized accounting problems in order to equip the student for employment market in the area of accounting and finance.

SYLLABUS

UNIT-I
Meaning, Scope and objects of book-keeping and Accountancy, objectives, concept principles and conventions of accountancy
Basic Terms: (a) Capital (b) Liability (c) Asset (d) Revenue (e) Expenses (f) Purchase (g) Sales (h) Stock (i) Debtors (j) Creditors

UNIT-II
Ledger and Trial Balance and Final Accounts
Meaning, utility, format of ledger; posting from journal, cash book and day books
Meaning and objectives of trial balance:
Preparation of trial balance by balance method, objects of preparing final accounts, preparation of trading, profit and loss and balance sheet in case individual and partnership firm, final accounts of joint stock companies.

UNIT-III
Issue and forfeiture of shares:
(a) Entries regarding issue of shares including issue at premium and at a discount and calls in advance.
(b) Entries regarding forfeiture of shares and re-issue of forfeited shares.

Final Accounts of Non-profit Organisations:

A. Malik
(Signed Sadoth)
Bharti Shatia
(H.O.D. BBA)
Meaning of non-trading organization and non-profit organization,
Difference between income and expenditure account and receipt and
payment accounts
Preparation of an income and expenditure account and balance sheet from
receipts and payment account

UNIT-IV

**Bills of Exchange and Bank Reconciliation Statement:**
(a) Accounting record regarding bills of exchange, drawing and
acceptance of bill, discounting of bill, endorsement of a bill, dishonour of
a bill, renewal of bill and accommodation of bills.
(b) Objects of preparing Bank Reconciliation Statement and preparation of
a Bank Reconciliation statement.

UNIT-V

**Depreciation**
Meaning and definition of Depreciation, causes of depreciation,
consideration taken for providing depreciation, Methods of providing
depreciation their relative merits and demerits, objectives of charging
depreciation, Numerical problems on straight line method, Diminishing
Balance Method, Annuity Method, Insurance Policy Method, Depreciation
Fund Method.

**Single Entry System:**
Meaning and essential of single system of book-keeping preparation of
statements of affairs to find out trading results, Conversion of single entry
system to double entry system, Preparation of trading, profit and loss and
balance sheet

**NOTE FOR PAPER SETTING:**
The question paper will contain two questions form each unit (total ten questions) and the
candidate will be required to attempt one question from each unit (total five questions).
There will be internal choice within each unit.

**Books Recommended:**
1. Juneja & Sexena : Accountancy
2. Jain & Narang : Advance Accountancy
3. T.S. Grewal : Accountancy
4. M.C. Shukla : Advance Accountancy

\[\text{Signature:}\]
\[\text{(Surendra Sadoter)}\]

\[\text{Signature:}\]
\[\text{(H.O.D.- B.B.A)}\]

11
OBJECTIVES
The objectives of this course is to develop an understanding of different hardware and software aspects among the students and build up the experience of Computer Usage in Business

SYLLABUS
UNIT-I Components of a computer system, Data Storage devices, Primary Storage components and types of memories, secondary storage devices, ALU and Control Unit, Input and Output devices.

UNIT-II Concept of operating system, Booting, Types of DOS commands, Directory structure of MS-DOS, Concept of path, wild cards, DOS Internal and External Commands, windows operating system, Managing files and folders control panel operations (add new hardware and Installing a software)

UNIT-III Software concepts, types of software, system software, operating system, language compilers, Interpreters and Assembler, Needs of operating system, functions of operating system, types of operating systems utility software, compression tools, Anti-virus file management tools and Disk Management Tools Application software, word processor, Database Management system, Business Software.

UNIT-IV MS-office, Word, Excel, Power point, Access

UNIT-V Meaning of Networking, advantages of networking Local area networking, Wide area networking, different structures of networking, Internet, uses of

Duration of Examination: 3 hrs.
Title: INTRODUCTION TO COMPUTERS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20
Internet, WWW, E—mail, how to send an E—mail, Internet protocols, Browser.

**NOTE FOR PAPER SETTING:**
The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

**Note:** At least one internal examination must be based on presentation /case study. The Lab. Work is to be conducted at least twice a week.

**Books Recommended:**
2. Computer Today : Suresh K. Bansadra

(Suresh Sadotra)

(Handed over)

(Bharti Shatner)

(H.O.D - B.B.A)
Course No: BBA-106
Duration of Examination: 3 hrs.

Title: MANAGERIAL ECONOMICS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: The course has been outlined with a purpose to provide conceptual foundation of economic laws and to explain the application of the economic laws in business environment.

SYLLABUS

UNIT-I Introductory:
Meaning of Economics—Micro and Macro, Economics Law of Demand, Elasticity of demand, types factors effecting elasticity and Methods of measurement.

UNIT-II Theory of Consumer’s Demand:

UNIT-III Production and cost Analysis:
Factors of production, Law of variable proportions, law of return to scale. Producers Equilibrium, internal and external Economies of scale, Cost concept and various cost curves

UNIT-IV Pricing:
Determination of Price under conditions of Perfect, Imperfect, monopolistic Competition and monopoly; Price discrimination; Joint product Pricing; Pricing methods in practice in the Indian Industry

Bharti Shastria
(HOD-BBA)
UNIT-V  Macro economics and Business Cycles, Business Policies; Economic Indicators; Input-Output analysis; National Income and Social Accounting; Consumption Function

NOTE FOR PAPER SETTING:
The question paper will contain two questions form each unit (total ten questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

Books Recommended:

1. H.L. Ahuja : Advance Economic Theory
2. M.L. Seth : Economics Theory
3. K.K. Dewett : Modern Economics theory
4. P.N. Chopra : Principal of Economics
5. Samvelson : Principal of Economics
6. Mithani : Economics theory
7. M.L. Jhighan : Microeconomics theory
8. A. Koutsonias : Microeconomics
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-107
Duration of Examination: 3 hrs.

Title: BUSINESS ETHICS

Maximum Marks: 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basic of Business Ethics

SYLLABUS

Unit-I: Ethics and Morality, Moral versus Non-Moral Standards, Ethics and religion, ethics and law, personal and business ethics, arguments for and against business ethics. Myths about business ethics

Unit II: Ethical theories in Business: Utilitarianism, egoism, Kantian Ethics, Rights and Duties, Justice and Fairness, the Ethics of Care, Virtue Ethics. Ethical Values- Decline in ethics-should we compromise with our ethics and values? Organization ethics development system (OEDS)


Unit IV: Social Responsibility of Business, argument for and against social responsibility, corporate governance, concept, development and structure, Business ethics in knowledge economy, Guarding against Sexual Harassment in the workplace (SH).

Unit V: Indian Ethos in Management: Basic Principles of Indian Ethos for Management (As described in Upanishads and Bhagwat Gita), Work ethics, Work Culture, Quality of work life (QWL)
NOTE FOR PAPER SETTING:
The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Note: - At least one internal Assessment test should be based on presentation/Case study.

Books Recommended:-
1. Business Ethics
2. Corporate Ethics
3. Ethics and Management
4. Business Ethics
5. Business Ethics & Corporate Governance
6. Business Ethics-concepts and cases:
7. Business Ethics- Texts cases:
8. Business Ethics: 

Note: At least one internal Assessment test should be based on presentation/Case study.
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-108A

Title: SEMINAR PRESENTATION (SUCCESS STORIES)

Maximum Marks  30

No. of Contact Hours: 40

OBJECTIVES:
To learn from the experiences and practices of Top Business Men and Business Houses
How did they build enormous empires? How do they run them in today’s competitive
corporate environment? What are their management secrets and how do they hone the
corporate instincts that allow them to thrive and prosper even as others fail? What is their
vision for future? Etc.

SYLLABUS

UNIT-I:  The success stories of Sh. Dhirubhai Ambani, Sh. Rahul Kumar Bajaj, Sh.
Aditya Vikram Birla, Sh. Ram Parsad Goenka, Sh. Brij Mohan Khaitan,
Sh. Ratan Tata and others.

UNIT-II:  Case studies of Gujarat Ambuja Cements Ltd., Infosys Technologies,
Nirma, Wipro Infotech, Larsen & Toubro, Voltas, Videocon, Dr. Reddy’s
Laboratories, Grasim Industries Ltd., HCL, Airtel, Aircel and others.

Evaluation
To be evaluated by internal and external evaluator jointly (internal evaluator must be
BBA faculty)

Remuneration
The remuneration to the evaluators to be given according to University Rules

Books Recommended:
2. Jain, Arun Kumar, Corporate Excellence, All India Management Association, Excell
Books, New Delhi

Shanti Sattia
(H.O.D - B.B.A.)

18
BBA FIRST YEAR
Detailed Syllabus

Course No: BBA-108B

Title: REPORT ON INDUSTRIAL VISIT (LOCAL AND OUTSIDE J&K)

No. of Contact Hours: 30 Maximum Marks: 20
(Excluding visit)

OBJECTIVES:
The objective behind the industrial visit is to give practical knowledge to theoretical concepts learned in class rooms.

SYLLABUS:
Different topics are to be discussed and allotted to students to prepare the report after the industrial visit. This will be a group activity to be performed in a group of 5-8 students. The topics to be allotted can be from HRM or Marketing area e.g. Training, Performance Appraisal, Personnel Policies, Customer Profile, Marketing Strategy, and Advertising Strategy. The student immediately after the industrial visit in Local Industry and Industry located outside the J&K state have to submit report in writing.

Evaluation
The report of the Industrial visit is to be evaluated internally by BBA faculty of the Concerned College and awards accordingly to be submitted to the University. The students are to be given feedback on their project.

Remuneration
The remuneration to the evaluators to be given according to University Rules
UNIVERSITY OF JAMMU

SYLLABUS

FOR

BACHELORS DEGREE PROGRAMME

IN

BUSINESS ADMINISTRATION

SECOND YEAR

FOR THE SESSION

2011-2012 & ONWARDS

The following courses of Study are prescribed for the Second year of Bachelors Degree Programme in BUSINESS ADMINISTRATION

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<th>COURSE NO.</th>
<th>TITLE</th>
<th>MARKS</th>
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</thead>
<tbody>
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<td>BBA- 201</td>
<td>Application of Computers in Modern Business</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 202</td>
<td>Business Maths</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 203</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 204</td>
<td>Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 205</td>
<td>Research Methodology (Internal Examination)</td>
<td>50</td>
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<tr>
<td>BBA- 206</td>
<td>Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 207</td>
<td>Organisational Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 208</td>
<td>A) Seminar/Project Presentation (J&amp;K Culture)</td>
<td>30</td>
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<tr>
<td></td>
<td>B) Visit to Cultural/ Historical monument of the J&amp;K State</td>
<td>20</td>
</tr>
</tbody>
</table>

Note: All the courses are to be taught by Lecturer BBA or Lecturer with M.B.A. background
INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test 7.5 marks
Second Internal Test/Case Study/Project Work 7.5 marks
Attendance maximum (as per University Rules) 5.0 marks

[Signatures]
BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 201
Duration of Examination: 3 hrs.

Title: APPLICATION OF COMPUTERS IN MODERN BUSINESS

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the application of computers to modern Business

SYLLABUS

UNIT-I: Introduction to E-Commerce: Meaning and Concept; Electronic commerce versus Traditional Commerce; Media Convergence; E-Commerce and E-business; Channels of E-Commerce; Business applications of E-Commerce; Need for E-Commerce; E-Commerce as an Electronic Trading System Special features.

UNIT-II Business Models of E-Commerce & Infrastructure:
E-Commerce Models; Supply Chain Management, Product and service digitization, remote servicing, procurement; online marketing and advertising; E-Commerce resources and infrastructure, resources and planning for infrastructure

UNIT-III: Business to Consumer E-Commerce: Cataloging, order planning and order generation, cost estimation and pricing, order receipts and accounting, order-selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management; post sale services.

Unit-IV: Electronic Payment Systems: Special features required in payment systems for E-commerce, Types of E-payment system, E-cash and currency servers, E-cheques, Credit cards, Smart cards, Electronic purses and debit cards, Business issued and economic implications, operational credit and legal risks of e-payment systems, risk management options in e-payment systems, components of an effective electronic payment system.

UNIT -V: Business Process Outsourcing : Introduction, Overview of BPO, BPO in different areas - Finance and accounts, Human resources, supply chain management, Marketing.

Knowledge Management: Definition, Introduction to knowledge management, Challenges in KM, Knowledge Process Outsourcing, KM
organization, KM benefits, Reasons for implementation of KM, Key attributes of knowledge, KM myths.

NOTE FOR PAPER SETTING
The question paper will contain two questions from each unit (total ten questions) and the candidate will be required to attempt one question from each unit (total five questions). There will be internal choice within each unit.

Note: - At least one internal examination must be based on presentation/case study.

Books Recommended:
2. E-Commerce- A managers’ guide to E-Business by Prag Diwan and Sunil Sharma; Excel Books New Delhi.

[Signatures]

R.N. Beam
(Senior Soffra)

Bharti Shathi
(H.O.D - B.B.A)
Title: BUSINESS MATHS

Objectives: The students are expected to learn the concept which will help them in decision making.

SYLLABUS

Unit-I: Determinants and Matrices:
Determinants and Matrices, Algebra of Matrices, Inverse of Matrices, Linear Equations and Solutions of a system of Linear equations using-
(i) Cramer’s Rule and 
(ii) The method of Matrix inverse

Unit-II: Limits and Continuity of a Function, Algebra of Limits (without proof) Limits of Algebraic, Exponential and Logarithmic functions. Derivative of a Function, Derivative of Algebraic, Exponential and Logarithmic functions from the definition, Derivative of the Products and Quotient of two functions.

Unit-III: Differentiation of Composite function, Successive differentiation of a function upto 4th. Order, Maxima and Minima with marginal applications

Anti differentiation (Integration), Integration of simple functions by Substitution and by parts and their marginal applications

Unit-IV: Probability:
Concept of Probability, Addition and Multiplication, Rules of Probability, Baye’s theorem (without proof) with simple problems (will be on application to business and economic situation)

Unit-V: Linear Programming:
Formulation of Linear programming problems, Solutions of LPP Problems by Graphic (i.e., Geometric) and Simplex methods

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20
NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

BOOKS RECOMMENDED:

2. Business Mathematics : Qazi Zameerudin & V.K. Khanna
3. Theory and Problems of Matrices : Frank Ayres, JR.
4. Linear Programming : R.S. Narang

[Bharti Satha]  
(H.O.D. B.B.A)
BBA SECOND YEAR
Detailed Syllabus

Course No: BBA-203
Duration of Examination: 3 hrs.

Title: MARKETING MANAGEMENT

Maximum Marks: 100
   a) University Exam: 80
   b) Internal Assess: 20

Objectives: To expose the students to the basics of Marketing Management

SYLLABUS

Unit-I: 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:
   Meaning and Significance of Marketing Planning; Marketing Planning Process; Essentials of Effective Planning; Problems involved in Effective Planning.
   Marketing Mix—Meaning, Importance and Elements,
   Market Segmentation—Meaning, Importance and Basis

Unit-III: Product Planning and Development:
   Meaning and Classification of Product, Product Planning—Meaning, Components and Objectives, the Product Decisions—Branding, Packing, Labelling, after Sales Service
   Product Mix; Product Life Cycle Stages and Strategies; Product Innovation and Development

Unit-IV: Product Pricing:
   Nature and Scope of Product Pricing, Factors influencing Price Determination, Methods of Price Determination
   Distribution Channels—Concept, Types, Factors affecting choice of Distribution Channel,
   Promotion- Concept, Significance and Promotion Mix
   Advertising—Meaning and Role, Sales Promotion—Meaning and Role,
   Personnel Selling—Meaning, Merits and Limitations.
Unit-V: Marketing of Services—Concept, Characteristics and Growth of Service Markets
F. Marketing—Concept and application
Green Marketing—Concept and Importance, Ambush marketing
Latest trends in Marketing, Ethical Issues in Marketing.

NOTE FOR PAPER SETTING:
The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

NOTE: At least one internal examination must be based on presentation /case study.

Books Recommended

BBA SECOND YEAR
Detailed Syllabus

Course No: T,P 204
Duration of Exam: 3 hrs.

Title: HUMAN RESOURCE MANAGEMENT

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basics of Human Resource Management

SYLLABUS

Unit-I: Concept, Function, Importance of HRM, Role of Personnel Manager, Organization of Personnel Department, Personnel Policies. Hard and Soft HRM, HRM and Personnel Management, the Changing Environment and Role of HRM, HRM in Indian Context.


Unit-V: Concept and Importance of Industrial Relations, Causes of Poor Industrial Relations, Industrial Disputes in India, Machinery for Prevention and Settlement of Industrial Disputes, Quality Circles.
NOTE FOR PAPER SETTING:

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Note: At least one internal examination must be based on presentation /case study.

Books Recommended:

1) Edwin B. Flippo
2) Micheal J. Jucious
3) Pigoure and Myare
4) Scott, Clotheir and Spwegal
5) G.B. Mamoris and S.V. Gankar
6) Dale Yoder
7) V.V. Giri
8) C.B. Memoris
9) C. A. Mynes
10) Gankar Memoris
11) B.P. Taygi
12) Barrel T.W
13) D. Mehyras
14) M.M. Rubrabasayaraj

Personnel Management.
Personnel Management.
Personnel Management.
Personnel Management.
Personnel Management.
Industrial Relations and Personnel Management
Labour Problems in Indian Industry
Industrial labour, Social Security And industrial Peace in India.
Labour Problems in Industrialisation of India.
Dynamics of Industrial Relations
Labour Economic and Social Welfare.
Industrial Psychology.
Worker Participation in Mgt.
Dynamic Personnel Administration

(Suresh Sadotra)

(Prof. Bhati, H.O.D. B.B.A.)
Course No: BBA- 205

Duration of Examination: 3 hrs.

Title: RESEARCH METHODOLOGY

Maximum Marks 50
Internal Evaluation 50

Objectives: To expose the students to the basics of Research

SYLLABUS


Unit-II: Methods and Techniques of Data Collections, Questionnaire Planning and Execution; Attitude Measurement and Scales; Validity, Reliability and Sensitivity.

Unit-III: Sampling and Sampling Design, Processing of collected data (Editing, coding and tabulating), Data Analysis and Interpretation (Uni-Variate Analysis Percentages, Averages, Dispersion),

Unit- IV: Measurement of Association- (Bi-Variate Analysis- Karl Pearson’s Coefficient of Correlation, Rank Correlation, Regression Analysis, Distinction between Correlation and Regression

Unit-V: Understanding the application of SPSS, Report Writing and Presentation, Substance of a Report, Format of a Report, and Presentation of Report. Case study/ project study presentation

Note for Paper Setting:
The concerned teacher shall set the paper and decide about the pattern and distribution of marks and also evaluate the paper.

Books Recommended

1) V.P.M Chand : Research Methodology in Management
2) P. Sarvanand : Research Methodology
3) A Parsurmen : Marketing Research
5) R.N. Mourthy : Sampling Theory and Methods
8) Testingart & Katz D. Behavioural Sciences. : Research Methodology in the
9) Hammond & Rammond : Sociological Research
10) Apprentice Hall Mgt. : Questionnaire Design and Attitude
11) Sehgal S. : Non Parametric Statistic
12) Gordan R.L : Interviewing Strategy Technique & Tactics
13) V.P. Michael : Research Methodology in Mgt.
14) D.D. Sharma : Marketing Research
Course No: BBA-206  
Duration of Examination: 3 hrs.

Title: FINANCIAL MANAGEMENT

Maximum Marks: 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basics of Financial Management

SYLLABUS

Unit-I: Financial Management:
Meaning, Objective, Scope and functions of Financial Management: Organizations Finance Functions; Role and Function of Finance Manager Concept, objectives and steps in financial planning.

Unit-II: Source and Forms of Finance:
Sources of Finance—Long Term and Short Term, Shares—Types of Shares—Equity Shares and Preference Shares, Debentures—Kinds of Debentures and their Marketing of Securities: Listing of Securities in India. Stock Market—Meaning, Importance and Functions of Stock Market with Reference to India.

Unit-III: Capital Budgeting:
Meaning, purpose, factors. Capital budgeting decisions- NPV (Net Present Value), IRR (Internal Rate of Return), ARR (Accounting Rate of Return) and P.I. (profitability index)


Cash Management: Meaning, Objectives and Nature of Holding Cash.

Unit-IV: Capital Structure and Dividend Policies

[Signatures]
Unit- V: **Cash Flow and Fund Flow:**
Concept of Cash Flow and Fund flow management, Difference between cash Flow and Fund Flow, Preparation of Cash Flow and Fund Flow statements

**NOTE FOR PAPER SETTING:**

The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

**Note:** At least one internal examination must be based on presentation /case study.

**Books Recommended:**
5) P.V. Kulkarni : Financial Management.
BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 207
Duration of Examination: 3 hrs.

Title: ORGANISATIONAL BEHAVIOUR

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To acquaint the students with the concept of organizational and individual behaviour.

SYLLABUS

UNIT-I
Introduction to Organisational Behaviour
(i) Definition, Key elements, nature and scope
(ii) Need for studying organizational behaviour
(iii) Models of organisational behavior
   --Autocratic Model, Custodial Model, Supportive Model
(iv) Contributing disciplines to OB:
(v) Evolution of OB.
   --Industrial Revolution
   --Scientific Management
   --Human Relations Management
   --Hawthorne Studies.

UNIT-II
Foundation of Individual Behaviour
(i) The individual and individual differences
(ii) Human behaviors and its causation

Motivation
(i) Meaning and Nature of motivation
(ii) Theories of Motivation—Brief description of theories based on needs
   (Maslow, Herzberge, McCelland), on nature (Mc Gregor, Urwick and Argyres) and on expectancy (Vroom and Porter, Lawler)

UNIT-III
Perception
(i) Meaning and concept, perception and sensation
(ii) Factors influencing perception
(iii) Perceptual selectivity and perceptual distortion.

Learning
UNIT-IV
(i) Meaning, Definition and components of learning process.

Attitude
(i) Concept of Attitude
(ii) Attitude, Opinion and belief, Attitude and Behaviour

UNIT-IV Foundation of Group Behaviour
(i) Definition and Characteristics of Groups, why people join groups?
(ii) Types of Groups
(iii) Groups Structure (Formal Leadership, Roles, Norms, Size and Composition)
(iv) Quality Circles

Leadership
(i) Meaning and concept
(ii) Theories of Leadership: Trait theory, Behavioural theory, Situational theory, Managerial grid.
(iii) Leadership styles in Indian organizations.

UNIT-V Job Frustration:
Meaning, Concept, where does job frustration comes from? How to manage frustrations

Job Stress:
Meaning Concept, Where does stress comes from? Consequences of stress, How to manage stress?

Power & politics:
Meaning of Power, Distinction between Power and Politics, Basis or Sources of Power

NOTE FOR PAPER SETTING:
The question paper will contain two questions from each unit (total 10 questions) and the candidate will be required to attempt one question from each unit. There will be internal choice within each unit.

Note: Atleast one internal assessment test to be based on presentation/case

Books Recommended:
1. Organisational Behaviour : S. Robbins
2. Organisational Theory and Behaviour : L.M. Parsad
3. Organisational Behaviour : S.S. Khanka

Bhuti Satcha
(H.O.D. B.B.A)

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BBA SECOND YEAR
Detailed Syllabus

Course No: BBA- 208A

Title: SEMINAR/ PROJECT PRESENTATION (J&K CULTURE)

No. of Contact hours: 40 Maximum Marks 30

OBJECTIVES:
To enable the students understand the Culture of different regions of the state.

SYLLABUS

Unit-I :Culture of Jammu (Religion, languages, Cuisines, Music, and Dance)
Unit-II :Culture of Kashmir (Religion, languages, Cuisines, Music, and Dance)
Unit- III :Culture of Ladakh (Religion, languages, Cuisines, Music, and Dance)

Evaluation:
To be evaluated by internal and external evaluator jointly (internal evaluator must be BBA faculty)

Remuneration:
The remuneration to the evaluators to be given according to University Rules

Books Recommended

[Signatures]

Bhari Sathish
(H.O.D. - B.B.A)

[Signatures]
Course No: BBA- 208B

Title: VISIT TO CULTURAL/ HISTORICAL MONUMENT OF THE J&K STATE TO PREPARE A PROJECT REPORT

Maximum Marks: 20

OBJECTIVES:
The objective behind the visit to Cultural/ Historical monument to suggest strategies to increase the inflow of tourist

Report Writing:
The students immediately after the visit to Cultural/ Historical Monument of the state have to submit a project report in writing. The report should suggest ways to develop the place so as to attract more visitors.

Evaluation
The report of the visit is to be evaluated internally by BBA faculty of the Concerned College and awards to be submitted to the University. The students are to be given feedback on their project.

Remuneration
The remuneration to the evaluators to be given according to University Rules
SYLLABUS
FOR
BACHELORS DEGREE PROGRAMME
IN
BUSINESS ADMINISTRATION
THIRD YEAR
FOR THE SESSION
2012-2013 & ONWARDS

The following courses of Study are prescribed for the Third year of Bachelors Degree Programme in BUSINESS ADMINISTRATION

<table>
<thead>
<tr>
<th>COURSE NO.</th>
<th>TITLE</th>
<th>MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA- 301</td>
<td>Cost and Management Accounting</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 302</td>
<td>Business Legislation</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 303</td>
<td>Entrepreneurship</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 304</td>
<td>Consumer Behaviour and Market Research</td>
<td>100</td>
</tr>
<tr>
<td>BBA- 305</td>
<td>Marketing of Services</td>
<td>100</td>
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<tr>
<td>BBA- 306</td>
<td>Summer Project Report</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>a) Seminar Presentation</td>
<td>50</td>
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<tr>
<td></td>
<td>b) Report Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>BBA- 307</td>
<td>A) Seminar Presentation (Indian Ethos and Culture)</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>B) Report on Industrial Visit</td>
<td>20</td>
</tr>
</tbody>
</table>

Note: All the courses are to taught by Lecturer BBA or Lecturer with M.B.A. background
INTERNAL ASSESSMENT

20% of marks in each written paper i.e., Course no. 101 to 107 are reserved for internal assessment with the distribution as under:

First Internal Assessment Test  7.5 marks
Second Internal Test/ Case Study/ Project Work 7.5 marks
Attendance maximum (as per University Rules) 5.0 marks

[Signatures]

Bhumi Shah (H.O.D- B.B.A)
BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 301  Duration of Examination: 3 hrs.

Title: COST AND MANAGEMENT ACCOUNTING

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To acquaint the students with the basic concepts and methods used in cost accounting and management and their accounting treatment.

SYLLABUS

Unit-I: Theory: Cost and Cost Accounting:
Meaning, Scope and Importance; Analysis of Elements of Cost; Difference between Financial and Cost Accounting; Steps to Install a good Costing System; Limitations of Cost Accounting; Methods of Cost Accounting; Costing as an aid to Management; Difference between Cost Account and Cost Sheet.

Numerical: Preparation of Cost sheet; tender (Quotation)

Unit-II: Theory: Accounting for Materials:
Meaning and Classifications of Materials; Importance of Purchasing; Planning and Objectives of Store Keeping; Methods of Pricing Materials; Issues and Control of Materials

Numerical: Accounting for Pricing Materials issues; First-in-First out Method; Last-in-First out Method; Base Stock Methods; Average Cost Basic (Simple and Weighted Average Price) Standard Price Method.

Unit-III: Theory: Accounting and Labour Cost:
Idle Time-Meaning and Causes; Over Time—Meaning, Causes and Control of over time work; Methods of Wage Payment; Meaning and Features of Over Heads; Difference between Cost allocation and Cost apportionment; Causes for under and over Factory Over Head; Merits and Demerits of Machine Hour Rate.

Numerical: Direct Labour Hour Rate Method; Machine Hour Rate Method
Unit-IV: Concept of Management Accounting; Nature and Scope of Management Accounting; Distinction between Financial Accounting and Management Accounting. Various Tools and Techniques of Management Accounting. Solvency Ratios- Short term solvency Ratio, Long term Solvency Ratio, Efficiency Ratios; Stock Turnover Ratio; Debtors and Creditors Turnover Ratios

Unit-V: Concept of Marginal Costing; Merits and Demerits of Marginal Costing; Managerial Application of Marginal Costing; Concept of Break Even Analysis; Utility and Assumption of Break Even Analysis; Calculation of Break Even Point (Algebraic formula method); Effects of Changes in Sales Price, Make or buy Decision

NOTE FOR PAPER SETTING:

The question paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Books Recommended:
1) R.K. Sharma & Shashi K. Gupta : Management Accounting
2) S. N. Maheshwari : Management Accounting
3) J.C. Katyal and S.K. Dhiman : Management Accounting
4) J. Made Gowda : Management Accounting
5) J.S. Pasriche and Dr. A.K. Vashisht : Management Accounting
6) P.N. Reddy & H.R. Appannaiah : Management Accounting
BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 302  
Duration of Examination: 3 hrs.

Title: BUSINESS LEGISLATION

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To acquaint the students with the basic concepts Law of Contract, Sales of Goods Act, The Indian Partnership Act and Company and its formation.

SYLLABUS


Unit-III: The Indian Partnership Act, 1932: Definitions, Characteristics and Types of Partnership, Rights and Duties of Partners, Registration of firms, Effect of non-registration, Dissolution of Partnership, Cyber Laws and Consumer Protection Act.

Unit-IV: Company—Meaning, Characteristics, Types, Special Privileges’ of Private Company, Conversion of Private Company into a Public Company—Lifting the Corporate veil.

NOTE FOR PAPER SETTING:
The question paper will contain two questions from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

BOOKS RECOMMENDED:
1. Business Law for Management
   K.R. Buldhandani
2. Commercial Law
   Garg and Chawla
3. Principles of Mercantile Law
   R.P. and S.N. Maheshwari
4. Elements of mercantile Law
   N.D. Kapoor
5. Company Law
   N.D. Kapoor
6. Company Law
   Garg, Chawla and Gupta
BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 303 Duration of Examination: 3 hrs.

Title: ENTREPRENEURSHIP

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objective: To provide exposure to the students to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

SYLLABUS

Unit-I: Introduction:
The Entrepreneur—Definition, Characteristics, Types and Functions; Concept of Entrepreneurship; Emergence of Entrepreneurial Class; Relevance of Entrepreneurship in career growth; Theories of Entrepreneurship (Hawley, Knight and Schumpeter); Problems in the Growth of Entrepreneurship.

Unit-II: Promotion of a Venture:
Opportunities analysis—Project Identification and Selection; Preparation of Project Report; Methods of Project Appraisal; External Environment Analysis; Legal requirements for the establishment of a new unit; Venture Capital—Concept and Sources; Sources of long and short term funds

Unit-III: Entrepreneurial Behaviour and Motivation:
Factors governing Entrepreneurial behaviour (Factors motivating the Entrepreneurs); Entrepreneurial competencies; Development of Entrepreneurial competencies; Psycho-theories (Maslow and McClland—Achievement Motivation); Women Entrepreneurs—Problems; Suggestions and Recent Trends

Unit-IV: Entrepreneurial Development Programme (EDPs)
EDPs—Objectives, Features of Sound EDP and Problems of EDPs; Relevance and Achievements of EDPs; Role of the State in fostering Entrepreneurship; Institutional support to Entrepreneur development (Brief Introduction of Prominent Central Institutions); EDPs in J&K – J&K Industrial and Technical Consultancy Organisation (ITCO) and District Industries Centres; Critical Evaluation of EDPs in J&K; Potential Areas for Entrepreneurs in J&K.
Unit-V: Entrepreneurship and Small Scale Industries:
Meaning and Scope of SSIs; Present Policy for the Growth of SSIs; Growth of SSIs in the Post Reforms Era; Challenges before small Scale Industries; Export Potential of Small Units; Benefits of E-Commerce to Small Scale Units; Tax benefits to SSIs; Total Quality Management in SSIs—Concept and Process; Role of an Entrepreneur/ SSIs in Economic Growth as an Innovator;

NOTE FOR PAPER SETTING
The question paper will contain two questions form each unit (total ten questions) and the candidate will be required to attempt one question from each unit (Total five questions). There will be internal choice within each unit.

Note:- At least one internal examination must be based on presentation /case study.

Books Recommended:
1) Tandon B.C. Environment and Entrepreneur; Chugh Publications, Allahbad.
5) Pandey I.M: Venture Capital—The Indian Experience; Prentice hall of India.
6) Holt: Entrepreneurship—New Venture Creation; Prentice Hall of India.
8) Business Environment by Parag Diwan, Excel.
13) Khanka S.S: Entrepreneurial Development: S. Chand and Company Ltd.

(Sweth Sadotra)

(H.D. - B.B)

45
Course No: BBA- 304

Title: CONSUMER BEHAVIOUR AND MARKET RESEARCH

Objective: To provide exposure to the students to the Consumer Buying Behaviour and better understanding of the Consumer

SYLLABUS


Unit-IV: Industrial Markets, Major Types of Industrial Buying Decision, Major factors influencing Industrial Buyers behaviour- Environmental, Organisational and Interpersonal. Industrial Buying Decision process

Unit-V: Meaning and Scope of Marketing Research, Marketing Research Process, Method of Data Collection, Sample Design and Sampling, Characteristics of Good Marketing Research, Precautions in Marketing Research, Marketing Information System.

NOTE FOR PAPER SETTING:

The questions paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

[Signatures]
NOTE- At least one internal examination must be based on presentation/case study.

**Books Recommended:**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1)</td>
<td>Consumer Behaviour Concepts and Applications</td>
<td>Louden and Dolia</td>
</tr>
<tr>
<td>2)</td>
<td>Consumer Behaviour</td>
<td>Schiffman and Kanak</td>
</tr>
<tr>
<td>3)</td>
<td>Consumer Behaviour</td>
<td>Bennett,</td>
</tr>
<tr>
<td>4)</td>
<td>Consumer Behaviour Theory and Action</td>
<td>S. H. Britt</td>
</tr>
<tr>
<td>5)</td>
<td>Marketing Research</td>
<td>A. Parasuraman</td>
</tr>
<tr>
<td>6)</td>
<td>Marketing Management</td>
<td>Philip Kotler</td>
</tr>
<tr>
<td>7)</td>
<td>Marketing Mgt.</td>
<td>C.N. Santokhi</td>
</tr>
<tr>
<td>8)</td>
<td>Basic Marketing</td>
<td>Cundiff and Still</td>
</tr>
<tr>
<td>9)</td>
<td>Consumer Behaviour</td>
<td>Schiffman R.G.</td>
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<td>12)</td>
<td>Marketing Research</td>
<td>Boyd,</td>
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<td>13)</td>
<td>Marketing Research</td>
<td>D.D. Sharma</td>
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<td>14)</td>
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BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 305

Duration of Examination: 3 hrs.

Title: MARKETING OF SERVICES

Maximum Marks 100
a) University Exam: 80
b) Internal Assess: 20

Objectives: To expose the students to the basics of Marketing of Services

SYLLABUS

UNIT – I
Importance of Services Sector; Nature and Characteristics of Services; Classification of Services; Goods versus Services Marketing. The Services Marketing Triangle, Environment for Services Marketing- Micro and Macro Environments

UNIT – II
Understanding Service Customers- Models of Service Consumer Behaviour; Service Quality and GAP model, Service Market Segmenting, Targeting and Positioning.

UNIT – III
Services Marketing Mix; Services offer; Pricing; Promotion and Distribution of Services; Management of People, Process and Physical Evidence; Matching of Demand for and Supply of Services. Marketing of Bank, Tourism and Educational Services

UNIT – IV
Relationship Marketing- Scope and Type of Relationship Marketing; Need for Relationship Marketing- Firm and Customer Perspectives. Developing and Managing Relationships; Relationship Strategies; Implementing CRM; Role of Information Technology in Relationship Building (E-CRM)

UNIT-V:
International Marketing of Services: Transnational Strategy meaning , the reasons for service firms to operate internationally, elements of Global Transnational Strategy, international branding and advertising, industry globalization drivers, modes of internationalization, transnational strategy for supplementary services, problems connected with marketing services internationally, the 10 P model of Global Strategic management.

NOTE FOR PAPER SETTING:

The questions paper will contain two question from each unit (total ten questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five) i.e. there will be internal choice within each unit.

R. Mandal
(suresh sadothra)

Bhuri Silathia
(2006-6.6.A)

Amit Chawla
Note: At least one internal examination must be based on presentation/case study.

Books Recommended:

BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 306
Title: PROJECT REPORT

<table>
<thead>
<tr>
<th>Maximum Marks</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Project Evaluation:</td>
<td>50</td>
</tr>
<tr>
<td>b) Seminar Presentation:</td>
<td>50</td>
</tr>
</tbody>
</table>

Objective:
To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course

Guidelines for Project Report:
Student should decide the topic for the project under the guidance of a teacher within 10 days after the end of examination of BBA-II. The student will have to go for field work or Work in an organization for at least four weeks after the end BBA-II examination and before the start of BBA-III year classes. The student should take regular guidance from the teacher while carrying out project work. The project report is to be submitted by 31st December.

The guidelines for the project report are as follows:
- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
- Header and Footer on project report pages shall consist of University name and Institute/College name, respectively. No other information should be included in the Header and Footer.
- Page numbers are compulsory.

Project Guide:
Only Lecturers with M.B.A background can act as project guide and a guide will take care of a maximum of 15 students. In case of more than 15 students and up to 30 it is to be divided among two faculty members and so on. A faculty member acting as project guide will take one period less.

Assessment of Project Report:
Project Report will be assessed by the External Evaluator (from BBA faculty) out of 50 marks and there will be a Seminar Presentation of the project report carrying 50 marks. The Principal of the Concerned College will appoint a committee, consisting of 3 members, 2 members being external (one from Business School and one BBA faculty from other Govt. college having BBA course) and 1 member being internal (only from BBA faculty who has guided the project work). The seminar will be conducted before the
annual examination. The marks are to be submitted to the University immediately after the seminar.

**Remuneration:**
The payment for External evaluation and to the committee for seminar shall be made according to university rules.

(Handwritten signature)

(Marked: S.B.)
BBA THIRD YEAR
Detailed Syllabus

Course No: BBA- 307A
Title: SEMINAR PRESENTATION ON INDIAN ETHOS AND CULTURE

No. of Hours: 40
Maximum Marks: 30

OBJECTIVES:
The objective behind the seminar to make the students understand the values and culture of our country and to make them better human being.

SYLLABUS:
Work ethos, Indian insight in TQM, Problem relating to stress in corporate management- Indian Perspective, Teaching ethics, Trans-cultural values in management education, Relevance of values in management, Need for values in Global change- Indian perspective, Values for managers, Holistic approach for Managers in decision making, Secular versus spiritual values in management.

Evaluation
To be evaluated by internal and external evaluator jointly (internal evaluator must be BBA faculty)

Remuneration
The remuneration to the evaluators to be given according to University Rules

Books Recommended:
2. Basham, A.L., India the wonder that was, Oxford Press, New Delhi.
BBA THIRD YEAR
Detailed Syllabus

Course No: BBA-307B

Title: REPORT ON INDUSTRIAL VISIT (LOCAL AND OUTSIDE J&K)

No. of Contact Hours: 30
(Maximum Marks: 20)
(Excluding visit)

OBJECTIVES:
The objective behind the industrial visit is to give practical knowledge to theoretical concepts learned in class rooms.

Syllabus:
Different topics are to be discussed and allotted to students to prepare the report in a group of 5-8 students. The topics to be allotted can be from HRM or Marketing area e.g. Training, Performance Appraisal, Personnel Policies, Customer Profile, Marketing Strategy, and Advertising Strategy. The student immediately after the industrial visit in Local Industry and Industry located outside the J&K state have to submit report in writing.

Evaluation
The report of the Industrial visit is to be evaluated internally by BBA faculty of the Concerned College and awards accordingly to be submitted to the University. The students are to be given feedback on their project.

Remuneration
The remuneration to the evaluators to be given according to University Rules

R. Maqbool
(Signature)

Ishab Shiekh
(M.O.D. B.B.A.)

A. Asif