



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./19)

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 **BBA** 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
BBA	Semester-III Semester-IV	December 2023, 2024 and 2025 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/ 2150-2161

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,
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.

Sumitasharma
Deputy Registrar (Academic)
10/5/23

KS
10/5/23
7
10/5/23

**Proposed
Course Structure
of**

**BACHELOR OF BUSINESS
ADMINISTRATION
(BBA)**

Including Syllabi of

Semester- III

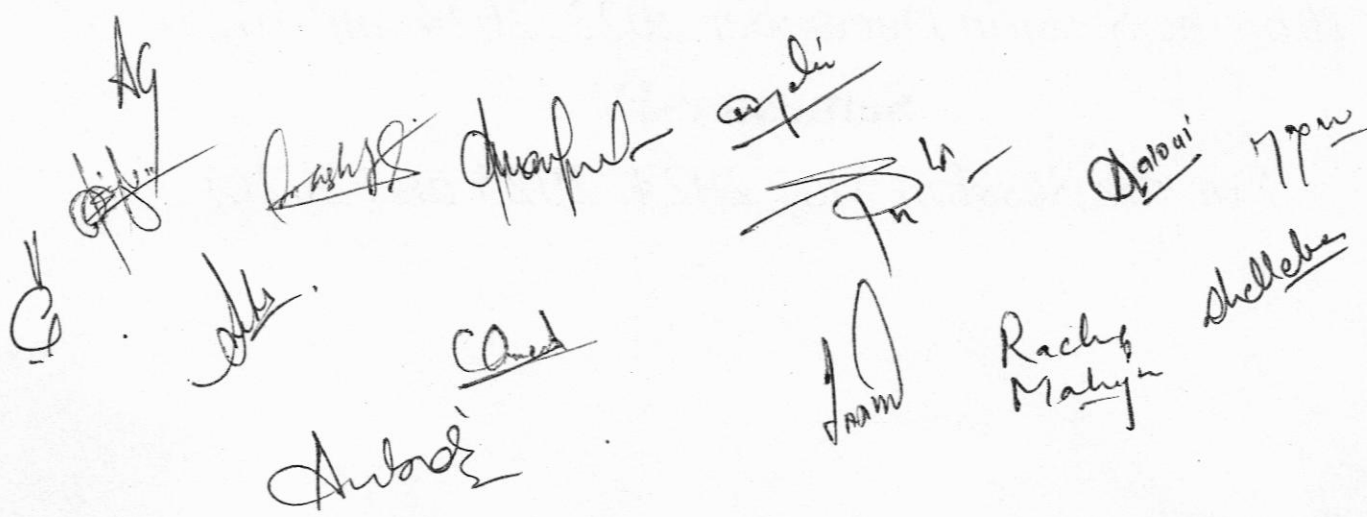
(For the Session December 2023, 2024 and 2025)

Semester-IV

(For the Session May 2024, 2025 and 2026)

Syllabus Structure of BBA 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	
1ST SEMESTER									
1.	Major	UMJBBT101	Management & Organizational Behaviour	3 Th/1 T	15	60	10	15	100
2.	Minor	UMIBBT102	Managerial Economics	3 Th/1 T	15	60	10	15	100
3.	Multi-Disciplinary	UMDBBT103	Business Management	3	15	60	10	15	100
4.	Skill	USEBBT104	Soft Skills	2	10	40			50
2ND SEMESTER									
5.	Major	UMJBBT201	Business Ethics & Environment	3 Th/1 T	15	60	10	15	100
6.	Minor	UMIBBT202	Financial Accounting	3 Th/1 T	15	60	10	15	100
7.	Multi-Disciplinary	UMDBBT203	Entrepreneurship Development	3	15	60	10	15	100
8.	Skill	USEBBT204	Goods and Service Tax	2	10	40			50
3RD SEMESTER									
9.	Major	UMJBBT301	Business Law	3 Th/1 T	15	60	10	15	100
10.	Major	UMJBBT302	Business Data Analytics (Spreadsheet)	3 Th/1 T	15	60	10	15	100
11.	Minor	UMIBBT303	Business Statistics	3 Th/1 T	15	60	10	15	100
12.	Multi-Disciplinary	UMDBBT304	E-Commerce	3	15	60	10	15	100
13.	Skill	USEBBT305	Business Research Methods	2	10	40			50
4TH SEMESTER									
14.	Major	UMJBBT401	Fundamentals of Human Resource Management	3 Th/1 T	15	60	10	15	100
15.	Major	UMJBBT402	Principles of Marketing	3 Th/1 T	15	60	10	15	100
16.	Major	UMJBBT403	Fundamentals of Finance	3 Th/1 T	15	60	10	15	100
17.	Major	UMJBBT404	Business Operations	3 Th/1 T	15	60	10	15	100
18.	Minor	UMIBBT405	Business Communication	3 Th/1 T	15	60	10	15	100


 A collection of handwritten signatures and initials in black ink, including 'AG', 'Rashid', 'Anwarul', 'Syed', 'Jalil', 'Daboi', '7pm', 'Rachy Mathy', 'Shelleba', 'Anwar', 'Amam', and 'S'.

3rd Semester