



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (22/Sept./Adp/52)

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 **Business Management/Management** of Semesters **Ist** and **IInd** 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
Business Management/Management	Semester-I	December 2022, 2023 and 2024
	Semester-II	May 2023, 2024 and 2025

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

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/22/6935-6954
Dated: 28-9-2022

Copy for information and necessary action to:

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

Sumita Sharma
27/9
Deputy Registrar (Academic)

27/9/22

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	Assessment	Exam	
1ST 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 Th/1 T	15	60	10	15	100
4.	Skill	USEBAT104	Soft Skills	2	10	40			50
2ND 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 Th/1 T	15	60	10	15	100
8.	Skill	USEBAT204	Goods and Service Tax	2	10	40			50

1st Semester

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

**Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Major Course**

Course Code: UMJBAT 101

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Course Title: Fundamentals of Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

Unit I:

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

Unit II

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

Unit III

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

Unit IV

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

Note for Paper Setter :

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



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

Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Major Course

Course Code: UMJBAT 101

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial – 25

Scheme for examination

Course Title: Fundamentals of Management

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

Suggested Readings

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

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

**Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Minor Course**

Course Code: UMIBAT102

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Managerial Economics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

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

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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

Note for Paper Setter :

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



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

**Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Minor Course**

Course Code: UMIBAT102

Credits – 4

Maximum Marks – 100

Theory– 75

Tutorial - 25

Duration of Examination: 3 hours

Course Title: Managerial Economics

Total No. of Lecture: Theory: 45 hours

Tutorial: 30 hours

Scheme for examination

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

Suggested Readings

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



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

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

Course Code: UMDBAT 103

Credits – 3

Maximum Marks – 75

Duration of Examination: 3 hours

Course Title: E-Commerce

Total No. of Lecture: Theory: 45 hours

Objectives:

The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e- business.

UNIT I

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

UNIT II

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

UNIT III


Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

UNIT IV

e-Business Applications & Strategies, Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models

Note for Paper Setter :

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



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

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

Course Code: UMDBAT 103
Credits – 3
Maximum Marks – 75
Duration of Examination: 3 hours

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

Scheme for examination

	Time Allotted	Total Marks 75
Mid-term assessment Test	1 ½ hours	15
External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 3 marks (All Compulsory) <i>Section B:</i> Eight (8) long answer questions (four to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 12 marks.	3 hours	60

Suggested Readings:

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2. Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (Ist Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Treese G. Winfield & Stewart C. Lawrance (Ist, Edition 1999). Designing Systems for Internet Commerce. Addison Wesley.
5. Trepper Charles (Ist Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
6. Rehman S.M. & Raisinghania (Ist Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
7. Knapp C. Michel (Ist Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.



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

**Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Skill Course**

Course Code: USE BAT 104
Credits – 2
Maximum Marks – 50
Duration of Examination: 2 ½ hours

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

Objective:

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

UNIT-I

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

UNIT-II

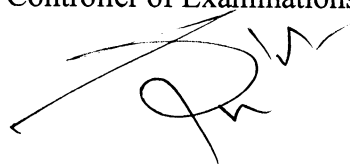
Public Speaking: Skills, Methods, Strategies and Essential tips for effective public speaking. Group Discussion: Importance, Planning, Elements, Skills assessed; Effectively disagreeing, Initiating, Summarizing and Attaining the Objective. Non-Verbal Communication: Importance and Elements; Body Language. Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

UNIT-III

Interview Skills: Interviewer and Interviewee – in-depth perspectives. Before, During and After the Interview. Tips for Success. Presentation Skills: Types, Content, Audience Analysis, Essential Tips – Before, During and After, Overcoming Nervousness. Etiquette and Manners – Social and Business. Time Management – Concept, Essentials, Tips. Personality Development – Meaning, Nature, Features, Stages, Models; Learning Skills; Adaptability Skills.

Note for Paper Setter :

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



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

**Semester-I
(Examinations to be held in December 2022, 2023 and 2024)
Skill Course**

Course Code: USEBAT 104
Credits – 3
Maximum Marks – 50
Duration of Examination: 2 ½ hours

Course Title: Soft Skill
Total No. of Lecture: Theory: 30 hours

Scheme for examination

	Time Allotted	Total Marks
		75
Mid-term assessment Test	1 ½ hours	10
External End semester examination shall consist of: <i>Section A:</i> Four (4) short answer questions representing all units/ syllabi i.e. one question from each unit. Each question shall be 2 ½ marks (All Compulsory) <i>Section B:</i> Six (6) long answer questions (three to be attempted) representing whole of the syllabi i.e. two questions from each unit. Each question shall be of 10 marks.	2 ½ hours	40

Suggested Readings:

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



2nd Semester