



BOARD OF STUDIES – BBA

JUNE 2024

Department of Management Studies/
Business Administration



[Government Degree College (Autonomous)
Baramulla]

NEW EDUCATION POLICY (NEP – 2020)

**Curriculum for BBA
(Semester 5th to 6th)**

Learning Outcomes / Objectives of the course:

- i) To provide adequate basic understanding about management education to the students and to develop language abilities of students to improve their written, oral and verbal communication skills.
- ii) To facilitate the B.B.A. students to go for post-graduation in business studies or other professional courses and to develop ethical reasoning and professional behaviour.
- iii) To educate and prepare the students to get entry level positions in manufacturing/services organizations.
- iv) To prepare students to start and run their own business ventures using skills and business knowledge gained during the course.
- v) To prepare post graduate students to take up higher education to become business scientists, researchers, consultants and teachers, with core competencies.
- vi) To develop the students for competitive examinations of UPSC, JKPSC, Staff Selection Commission, etc.
- vii) To facilitate the development of students to take up growing challenges, find and implement solutions those are environmentally viable, ethically correct, socially relevant and acceptable.
- viii) To develop the Entrepreneurship mind-set and abilities of the students in order to promote entrepreneurship and hence help in job creation.

Industrial Visits / Subject Tours:

For students of B.B.A.:

Industrial tour / subject tour is an integral part of course curriculum and hence the students of BBA will be made to visit different industrial units, service units, tourism related areas / establishments within and/or outside the valley. The visits enable the students to learn about the operations/processes/ day to day workings of business in general and organization in particular, and understand its operational issues. Through these visits the students will develop and broaden their insight and business understanding by acquiring practical knowledge and theoretical applications.

FOUR YEAR (3+1) UNDER-GRADUATE (HONOURS) CURRICULUM FRAMEWORK & CREDIT DISTRIBUTION UNDER NEP-2020

SEMESTER		SEM-1	SEM-2	SEM-3	SEM-4	SEM-5	SEM-6	SEM-7	SEM-8	Total
COURSE TYPE		CREDIT WEIGHTAGE								
MAJOR	M3	Not Applicable			4+2= 6	Not Applicable		4+2= 6	4+2= 6	18
	M2	Not Applicable			4+2= 6	4*	4+2= 6	4+2= 6	4+2= 6	28
	M1	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	48
MINOR	M	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	4+2= 6	Not Applicable		36
Internship		Not Applicable				2*	Not Applicable			02
Multidisciplinary Course (MD)		2+1= 3	2+1= 3	2+1= 3	Not Applicable					09
Ability Enhancement Course (AEC)		3	3	3						09
Value Added Course (VAC)		2	2	2						06
Skill Enhancement Course (SEC)		2+2= 4	2+2= 4	2+2= 4						12
TOTAL CREDITS		24	24	24	24	18	18	18	18	168

Semester	Major	Minor	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)
1	Principles of Management	Financial Accounting	Managerial Skills	Business Communication
2	Business Economics	Business Statistics		Personality Development & Communication Skills
3	Organizational Behavior	Management Accounting		IT Tools for Business
4	Financial Management	Human Resource Management	Not Applicable	
	Production and Operations Management			
	Marketing Management			
5	Business Research	Financial Institutions & Markets	Not Applicable	
	Marketing of Services			
6	Strategic Management	Legal Aspects of Business		
	Operations Research for Management			
CREDIT WEIGHTAGE SYSTEM	4+2	4+2	2 + 1	2+ 2

Internship / Project Work: 2 Credits

The students are required to undergo an internship/ project work in a firm, industry, or organization etc. (as per the statutes/circulars/norms), in any area of Management under the guidance and supervision of internal Faculty Member assigned to the student. The project work usually consist of selecting a topic / problem / theme in any area of Management, gather relevant data, analyse and interpret the same in a systematic and scientific manner under the supervision of Internal Faculty member assigned by the Department. The internship program shall be evaluated by the department on the basis of detailed report submitted by the student followed by a seminar presentation. The student will submit a project report certified by the Supervisor and the concerned organization / business unit wherever the student has undergone internship.

**BBA 5th
Semester**

Business Research

**Major
(4+2)
credits**

Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Learning Course Outcomes • Become knowledgeable of the research process and its different approaches. • To apply quantitative and / or qualitative research techniques to business problems. • To understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making • Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.

Unit I: Nature and Scope of Research, Role of Research in decision making. Applications of Research, Understanding the language of research: Concept, Construct, Variable, dimension, Modal, theory. Research process, Research proposal, and Research ethics.

Unit II: Research Design and methods: Features of a good research design, Exploratory Research Design: concept types and uses, Descriptive Research Design: concept, types and uses. Experimental Design, Causal Research: concept of Independent & Dependent variables, Qualitative and Quantitative Research.

Unit III: Data Collection: Primary Data Collection, Measurement & Scaling: Primary scales of Measurement- Nominal, Ordinal, and Interval & Ratio. Scaling techniques paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Schedule and Questionnaire-form & design; Concept of reliability & validity.

Unit IV: Sampling: Concept, Techniques (Probability & Non Probability), advantages and disadvantages. Normal distribution. Data Analysis: Standard error and sample size, Hypotheses testing: Concept, steps and language. Empirical Rule, Z-test and Students' t-test (mean difference and proportion). Chi-Square test, Concept of reliability and validity.

Tutorials

Internship.

SUGGESTED READINGS:

1. Green E. Paul, Tull S. Donald & Albaum, Gerald: "Research for Marketing Decisions" PHI.
2. Tull and Hawckins, "Marketing Research", Tata McGraw Hill.
3. Luck and Rubbin, "Marketing Research", PHI.
4. Zikmund, "Essentials of Marketing Research", CENGAGE Publishers.
5. Martin Callingham, "Market intelligence", Kogan Page Publishers.
6. G.C. Beri, "Marketing Research", Tata McGraw Hill.
7. Malhotra, K. Naresh, "Marketing Research- And applied orientation".
8. Richard Levin & David Rubin : Statistics for management, Prentice Hall.

Objective: To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

Learning Course Outcomes: • To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non-commercial environments • To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; • Recognise the challenges faced in services delivery as outlined in the services gap model.

Unit I:

Introduction to Service Marketing, Objectives and scope of service Marketing, The emergence of service economy: contributory factors, economic transformation; unique aspects and characteristics of services, role of service firms, and management challenges in service marketing

Unit II:

Marketing mix: concept of value and value drivers, extended framework of Service marketing system: production, marketing, human resources, Service Delivery Process

Unit III:

Service design process, Service blueprinting; Service buying behaviour, difference in perspective, risk analysis, decision process; Service marketing strategy: segmentation, targeting and positioning; market innovation and Competitive differentiation, value chain analysis

Unit IV:

Service quality; concept, technical and functional quality, Service quality models, Demand and supply imbalances management; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value, Service industries: insurance, banking, air transportation, courier, education etc.

Tutorials

Analysis of case studies based on syllabi of Unit I to Unit IV / Assignments based on field Survey / subject tours wherever feasible / Quiz Programs / moot courts wherever feasible / class Presentations / classroom seminars / Group discussions.

SUGGESTED READINGS:

1. Fisk, R. P., Grove, S. J., & John, J.: Interactive services marketing. New York. Houghton Mifflin.
2. Glynn, W. J., & Barnes, J. G.: Understanding services management – Integrating marketing,
3. Valarie A Zeithmal, Mary Jo Bitner : Services Marketing Hall, McGraw Hill.
4. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.
5. Hoffman, K. D., & John, E. G. B.: Marketing of services: Concepts strategies and cases, Thomson-South Western.
6. Shanker, R.. Services Marketing: The Indian perspective, Excel Books.

BBA 5th Semester	Financial Institutions & Markets	Minor (4+2) credits
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Objectives: This course aims at providing the students the intricacies of Indian financial system for better financial decision making.

Learning Course Outcomes: • To describe the role of financial system. • To summarize the reasons to study about financial institutions. • To identify roles of financial intermediaries within existing financial markets. • To understand the Structure of Indian Banking System.

Unit 1

Introduction: Financial system - meaning and significance financial system; an overview of the components/structure of formal financial system; Functions of a financial system; financial system and economic development; major financial institutions in India; financial sector reforms in India.

Unit 2

Money market: Meaning and functions of money market; money market instruments - treasury bills, commercial papers, certificates of deposit, call money market, commercial bills, inter-corporate deposits, interbank participation certificate ; Role of RBI & Commercial banks in the money market; money market and monetary policy in India.

Unit 3

Capital market: Introduction and functions; capital market instruments; primary and secondary capital markets; IPO; new issue - public issue, rights issue, private placement, and preferential issue, FPO ; book building - overview; development of stock market in India; major stock market indices - India and abroad; methodologies for calculating stock indices; SEBI: its role, structure, functions & powers.

Unit 4

Financial services: Investment banking - meaning and functions of investment banks; credit rating - significance of credit rating, major credit rating agencies, credit rating methodology and symbols; factoring - meaning and types of factoring & forfaiting; concept of lease finance

Tutorials

Analysis of case studies based on syllabi of Unit I to Unit IV / Assignments based on field Survey / subject tours wherever feasible / Quiz Programs / moot courts wherever feasible / class Presentations / classroom seminars / Group discussions

SUGGESTED READINGS:

1. Pathak, B. V. The Indian Financial System: Markets, Institutions and Services. Pearson.
2. Khan, M.Y. Indian Financial System. McGraw Hill Education (India) Private limited.
3. Kohn, M. Financial Institutions & Markets, Tata McGraw Hill, New Delhi.