

UNIVERSITY OF JAMMU, JAMMU
(NAAC ACCREDITED 'A+' GRADE UNIVERSITY)

NOTIFICATION
(18/July/Cont./15)

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 Continuation of the existing Syllabi and Courses of Study in the subject of **BBA, Business Management and Marketing Management** for I and II Semesters under the **Choice Based Credit System** at the Undergraduate level for the examinations to be held in the years as per the details given below:-

Subject	Semester	For the examinations to be held in the year
BBA	Semester-I Semester-II	December 2018, 2019 and 2020 May 2019, 2020 and 2021
Business Management	Semester-I Semester-II	December 2018, 2019 and 2020 May 2019, 2020 and 2021
Marketing Management	Semester-I Semester-II	December 2018, 2019 and 2020 May 2019, 2020 and 2021

Note: Paper setting shall be as per the re-amended Scheme governing Choice Based Credit System at undergraduate level notified vide no. F.Acd/II/17/1512-1642 dated 04.05.2017.

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/18/6386-6425

Dated: 6-7-18

Copy for information and necessary action to:

1. Special Secretary to the Vice Chancellor, University of Jammu for the kind information of the Worthy Vice-Chancellor please
2. Sr. P.A. to the Dean Academic Affairs/ Dean Research Studies
3. Sr. P.A. to the Registrar/Controller of Examinations
4. Dean, Faculty of Business Studies
5. HOD/Convener. Board of Studies in Business Management
6. All members of the Board of Studies
7. C.A to the Controller of Examinations
8. I/c Director, Computer Centre, University of Jammu
9. Asst. Registrar (Conf. /Exams. UG / Inf./Pub.)
10. Incharge, University Website for necessary action please.


Assistant Registrar (Academic)

377, 37/18, 37/18

B.A. Management / Business Management

Course Title: MANAGEMENT PRINCIPLES AND PRACTICES

Course Code: UBATC101
Credits – 6
Examination – Hours

Total Marks - 100
Internal Marks – 20
External Marks - 80

The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018

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 full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

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).

Course Title: ORGANISATIONAL BEHAVIOUR

Course Code: UBATC201
Credits – 6
Examination – Hours

Total Marks – 100
Internal Marks – 20
External Marks - 80

The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019

Objective - The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.

Unit I

Organisational Behaviour - Concept, Meaning, Nature and Scope of Organisational Behaviour, interdisciplinary nature of Organisational Behaviour, Factors Influencing Organisational Behaviour, Challenges and Opportunities in Organisational Behaviour.

Unit II

Individual Behaviour - Basic Psychological Determinants-Personality, Personality Traits and Theories, Perception, Perceptual Process and Factors Affecting Perception, Learning - Types, Elements, Theories of Learning, Social Learning. Motivation - Concept and Theories of Motivation, Attitude - Concept, Nature and Factors Affecting Attitude.

Unit III

Group Behaviour- Concept of Group Dynamics- Features of Group, Types of Group Behaviour, Formal and Informal Group Behaviour, Stages of Group Development, Group Moral, Group Norms, and Group Cohesiveness.

Unit IV

Organisation in relation to its Environment: Organisational Power and Politics, Management of Conflict, Organisational Change and Organisational Development- Meaning, Significance and Process, Stress Management, Leadership-Types, Approaches, Styles and Effectiveness.

Note for Paper Setter:

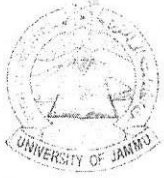
Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

Readings:

1. Stephen P. Robbins , Organisational Behaviour, Prentice Hall international Inc, 9th Eds
2. Aswathappa(2010), Organisational Behaviour, Himalaya Publishers
3. L.M.Prasad, Organisational Behaviour, S Chand Publishers, 8th
4. Robbins, Judge and Vohra(2011), Organisational Behaviour, Pearson Publishing

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UNIVERSITY OF JAMMU

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

NOTIFICATION

(20/Oct./Cont./12)

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 Continuation of the existing Syllabi and Courses of Study in the subject of **BBA, Business Management and Marketing Management** for semester III, IV, V and VI under the **Choice Based Credit System** at undergraduate level for the examinations to be held in the years indicated against each semester as per the details given below:-

Subject	Semester	For the examinations to be held in the year
BBA	Semester-III	December 2020
	Semester-IV	May 2021
	Semester-V	December 2021
	Semester-VI	May 2022
Business Management / <i>Management</i>	Semester-III	December 2020
	Semester-IV	May 2021
	Semester-V	December 2021
	Semester-VI	May 2022
Marketing Management	Semester-III	December 2020
	Semester-IV	May 2021
	Semester-V	December 2021
	Semester-VI	May 2022

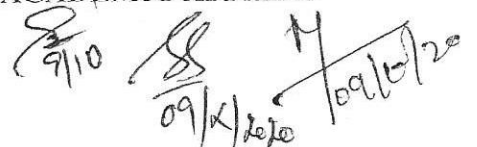

DEAN ACADEMIC AFFAIRS

No. F.Acd/II/20/3000-3047

Dated: 19-10-2020

Copy to:

- 1) Dean, Faculty of Business Studies
- 2) HOD/Convener, Board of Studies in Business Management
- 3) All members of the Board of Studies
- 4) C.A. to the Controller of Examinations
- 5) Director, Computer Centre, University of Jammu
- 6) Asst. Registrar (Conf. /Exams. UG)
- 7) Incharge University Website for necessary action please


9/10 09/11/20 10/10/20