



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 5<sup>th</sup> to 6<sup>th</sup>)**

### *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.

<b>BBA 6<sup>th</sup> Semester</b>	<b>Strategic Management</b> <b>BBAC1622M</b>	<b>Major (4+2) credits</b>
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**Objective:** To equip students with the necessary insight into designing strategies for an organisation and linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

**Learning Course Outcomes:** • To understand growing importance of strategies in uncertain business environment. • Gain an in-depth understanding of business environment. • Appreciate the unique challenges faced by firms in competitive environment. • Develop skills to deal with ever changing business situations.

**Unit I: Nature & importance of business policy & strategy:** Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.

**Unit II: Environmental Analysis & Diagnosis:** Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organisation's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis; SWOT Analysis.

**Unit III: Formulation of competitive strategies:** Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

**Unit IV: Strategic Framework:** Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic Leadership: Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance

#### **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. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH
3. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
4. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
5. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).
6. Azhar Kazmi: Strategic Management , Mc Graw Hill India.

<b>BBA 6<sup>th</sup> Semester</b>	<b>Operations Research for Management</b> <b>BBAC1622N</b>	<b>Major (4+2) credits</b>
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**Objective:** To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation, and interpretation.

**Learning Course Outcomes:** • Solve linear programming problems using appropriate techniques and optimization • Determine optimal strategy for Minimization of Cost of shipping of products • Finding initial basic feasible and optimal solution of the Transportation problems • Optimize the allocation of resources to Demand points in the best possible way • Apply operations research techniques and algorithms to solve these Network problems

#### **Unit I: Introduction and Games theory**

- a. Operations research – meaning – scope – uses – operations research in India – models in Operations, research – limitations of model – general methods for solving operations research models.
- b. Introduction to Game Theory: Payoff Matrix- Two-person Zero-Sum game, pure strategy, Saddle point; Dominance Rule, Mixed strategy.

#### **Unit II: Linear Programming**

Formulation of L.P. Problems, Graphical Solutions, two and n variable situation, Special cases: Multiple optimal solutions, infeasibility, unbounded solution, Simplex Methods, Special cases: Multiple optimal solutions, Duality and Sensitivity (emphasis on formulation & economic interpretation).

#### **Unit III: Transportation Problems:**

- a) Elementary Transportation - Formulation of Transport Problem, Initial Basic Feasible Solution: N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Testing Optimality: Stepping stone and Modified Distribution Method. Special cases: Maximization case, unbalanced case.
- b) Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, unbalanced case, Restrictions on assignment.)

#### **Unit IV: Network Analysis**

- a. Construction of the Network diagram, terminology, and rules. Time estimation and longest path, Critical Path- float and slack analysis: Total float, free float, independent float. PERT, Project Time Crashing.
- b. Decision Theory, decision under certainty and decision under uncertainty, Payoff Table, Opportunity Loss Table, Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information and Sample Information.

#### **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. N. D. Vohra: Quantitative Management, Tata McGraw Hill.
2. P. K. Gupta, Man Mohan, Kanti Swarup: Operations Research, Sultan Chand.
3. V. K. Kapoor: Operations Research, Sultan Chand & Sons.
4. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.

<b>BBA 6<sup>th</sup> Semester</b>	<b>Legal Aspects Of Business</b> <b>BBAC2622M</b>	<b>Minor (4+2) credits</b>
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**Objective:** To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

**Learning Course Outcomes:** • To understand the legal system prevailing into practice. • To develop an understanding of the basic law related to business. • To know the legal aspects for creating an agency • To enhance the fundamentals of act of sale of goods • To understand the basic provisions of Company's Act.

**Unit I:**

**The Indian Contract Act 1872:** Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract.

**Unit II:**

**Special contracts:**

**Indemnity and Guarantee:** Meaning, definition, rights and duties of Indemnifier and indemnified. Meaning and definitions of Guarantee, parties to the right of guarantee, parties to the contract of Guarantee, their rights and duties. Surety-Rights and duties, discharge of surety. Distinction between contract of indemnity and guarantee.

**Bailment and Pledge:** Bailment meaning, essentials, Rights and duties of bailer and bailee. Pledge, meaning, essentials, rights and duties of Pawner and Pawnee.

**Contract of Agency:** Meaning, essentials, Methods of creation of Agency, Rights and duties of principal and agent, termination of agency.

**Unit III:**

**Sale of Goods Act 1930:** Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

**Unit IV:**

**Companies Act-2013;** Features, Formation, Types and Incorporation of Companies; Important Documents, MOA, AOA, Prospectus, Resolutions and Winding-up of Companies.

The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

**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. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing.House (P) Ltd.
2. Akhileshwar Pathak: Legal Aspects of Business, McGraw Hill.
3. Ravinder Kumar: Legal Aspects of Business, Cengage.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company
5. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.
6. Maheshwari & Maheshwari: Principle of Mercantile Law, National Publishing Trust

