

# DEPARTMENT OF MANAGEMENT STUDIES

## BACHELORS IN BUSINESS ADMINISTRATION (BBA)

### INTRODUCTION:

The Department of *MANAGEMENT STUDIES* was established in 1997 to offer a three year graduation course in management i.e. BBA. The department is committed to produce competent professional who are dynamic and responsible enough to assume higher responsibilities in business organizations or initiate their start-ups.

The study of business administration involves organising people and resources in an efficient manner so as to achieve common goals and objectives of a business.

The scope of jobs in business administration has increased manifold with the opening of the economy in past years. Job opportunities exist in domains like education, business management, retail, banking, consultancy finance, consumer durables, advertising, media, etc.

### Eligibility criteria

Admission to semester 1 of the Three year BBA course under CBCS is open to a person having passed the higher secondary part II (10+2 pattern) examination of the Jammu & Kashmir state board of school education or an examination recognized as equivalent there to and has obtained at least 50% of the aggregate marks in the qualifying examination in case of General Category candidates and 45% marks in case of SC/ST candidates.

### Sanctioned Strength

The course was started with intake capacity of 30 students which was increased from time to time. The intake for the session 2020-21 was 80 students. The sanction was given by Department of Higher Education to increase the intake capacity to 160 seats. The course also has the provision of 30% self-financing seats.

## 2. LEARNING OUTCOME BASED CURRICULUM FRAMEWORK OF COURSE:

### I. Academic Competence:

- i. Disciplinary knowledge including understanding of management and activities involved in business administration.
- ii. Able to explain various mechanisms involved in process and control of Business operations
- iii. Able to explain relationship between learning and management of business activities.
- iv. Demonstrate experiential learning and critical thinking on various aspects of Business Administration

- v. Understanding of principles and have practical experience of wide range of Business Activities by way of Project works/ field visits.

## **II. Personal Behavioural Competence:**

- i. Basic professional skills about managing of Business Organisation.
- ii. Ability to use skills in Managing human resources, interaction with customers and other stake holders.
- iii. Curiosity and ability to formulate management related problems and using appropriate methods and concepts to solve them.
- iv. Ability to use various e-resources to solve challenges in managing business organisation like complex nature of markets, changes in consumer profile, diversity in human resources.
- v. Articulation of ideas, effective writing, proper reporting and communication skills including conversational competence (listening, speaking and observational skills)

## **III. Entrepreneurial Competence**

- i. Collaboration, cooperation and realizing the power of groups and community, ability to work in a group, social skills to build great teams
- ii. the ability to plan and manage projects in order to achieve objectives
- iii. ability to grasp ideas and to turn ideas into action related to start-ups and processes related to industries and business organisations.
- iv. creativity, innovation and risk-taking ability

## **IV. Social Competence:**

- i. Ability to work in in a community and conceptualise projects which beneficial for community
- ii. multilevel commitments to health and well being
- iii. Commitment to environmental protection.

## **Course Level Learning Outcomes**

- Course-level learning outcomes are specific to a course of study within a given programme of study or interdisciplinary/multidisciplinary/ allied subject areas.
- According to the preferences of individual students (like Marketing, Human Resource Management, finance and production) the elective courses offered by one student may be very different from the elective courses offered by another student of the same programme.
- Course-level learning outcomes have to be aligned to programme learning outcomes.
- The achievement by students of course-level learning outcomes leads to the attainment of the programme learning outcomes.
- At the course level, each course may well have links to some but not all graduate attributes as these are developed through the totality of student learning experiences across the years of their study.

### 3. AIMS & OBJECTIVES

- To inculcate confidence in taking initiative, decision making and cultivating the sense of responsibility.
- To develop managers of high caliber and ethics.

### 4. STRUCTURE AND SYLLABUS:

<b>B.B.A Semester I (CBCS) (22 Credits)</b>	<b>B.B.A Semester II (CBCS) (22 Credits)</b>	<b>B.B.A Semester III (CBCS) (28 Credits)</b>	<b>B.B.A Semester IV (CBCS) (28 Credits)</b>	<b>B.B.A Semester V (CBCS) (24 Credits)</b>	<b>B.B.A Semester VI (CBCS) (24 Credits)</b>
<b>Core Course</b> Fundamentals of Management & OB	<b>Core Course</b> Managerial Economics	<b>Core Course</b> Human Resource Management	<b>Core Course</b> Financial Management	<b>Core Course</b> Quantitative Techniques for Management	<b>Core Course</b> Business Policy and Strategy
<b>Core Course</b> Statistics for Business Decisions	<b>Core Course</b> Business Accounting	<b>Core Course</b> Principles of Marketing	<b>Core Course</b> Macro-Economics	<b>Core Course</b> Legal Aspects of Business	<b>Core Course</b> Financial Institutions and Markets.
<b>Generic Elective:</b> Entrepreneurship	<b>Generic Elective:</b> Direct Tax	<b>Core Course</b> Management Accounting	<b>Core Course</b> Business Research	<b>Elective I</b> Project Work	<b>Elective I:</b> a. Training & Development b. Talent & Knowledge Management
<b>AECC:</b> EVS	<b>AECC:</b> Communication English	<b>Skill Enhancement Course:</b> a. Personality development and communication skills (SEC) b. IT skills for Managers (SEC)	<b>Skill Enhancement Course:</b> Soft Skills for Managers	<b>Elective II</b> a) Indian Banking System b) Cross Cultural Management c) Product & Operations Management	<b>Elective II</b> a. Consumer Behaviour b. Personal Selling & Sales force Management
		<b>Generic Elective:</b> Advertising	<b>Generic Elective:</b> Income Tax		