



UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION (25/June/Cont./03)

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 Studies of the following subjects for semester **I, II, III, IV, V and VI at Undergraduate Level under the Non-CBCS Scheme for the Regular and Re-appear Candidates** of the CD&OE for the examinations to be held in the Academic Session 2025-2026, 2026-2027 and 2027-2028:-

S.No.	Subject	Semester
1.	English	Semester I to VI
2.	English Literature	Semester I to VI
3.	Hindi	Semester I to VI
4.	Urdu	Semester I to VI
5.	Punjabi	Semester I to VI
6.	Political Science	Semester I to VI
7.	Sociology	Semester I to VI
8.	History	Semester I to VI
9.	Business Management	Semester I to VI
10.	Marketing Management	Semester I to VI
11.	Economics	Semester I to VI
12.	Education	Semester I to VI
13.	Dogri	Semester I to VI
14.	Environment Science	Semester III and IV

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

No. F. Acd/II/25/2854-70

Dated: 09/06/2025

Copy for information and necessary action to:

1. Dean, Faculty of Arts and Social Science
2. Director, CD & OE, University of Jammu.
3. Convener, Board of Studies in English, English Literature, Hindi, Urdu, Punjabi, Political Science, Sociology, History, Business Management, Marketing Management, Economics, Education, Dogri and Environmental Science
4. Course Coordinators of Concerned Subjects of CD&OE (Urdu)
5. Sr. P.A. to the Controller of Examinations
6. Director, Centre for IT Enabled services and Management, University of Jammu for information and for uploading on University Website.
7. Confidential Assistant to the Controller of Examinations
8. I/C Director, Computer Centre, University of Jammu
9. Deputy Registrar/Asst. Registrar (Conf. /Exams. UG/Exam. Non.Prof.)

Angu Bhasin
DEAN ACADEMIC AFFAIRS

Sumit 06/06/25
Jem 06/06/25

UNIVERSITY OF JAMMU

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

Academic Section

Email: academicsectionju14@gmail.com

NOTIFICATION

(23/ ~~Sept~~ /Cont./59)

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 Studies of the following Subjects of semesters Ist, IInd, IIIrd, IVth, Vth and VIth at the Undergraduate level under the Non-CBCS Scheme for the candidates of DD&OE for Regular, Failure and Re-appear Candidates for the examinations to be held in the Academic Session 2023-2024, 2024-2025 and 2025-2026:-

S. No.	Subject	Semester
1.	Persian	Semester- I to VI
2.	Arabic	Semester- I to VI
3.	Economics	Semester-I to VI
4.	Hindi	Semester-I to VI
5.	Home science	Semester-I to VI
6.	Music	Semester-I to VI
7.	Philosophy	Semester-I to VI
8.	Statistics	Semester-I to VI
9.	Business Management	Semester- I to VI
✓ 10.	Marketing Management	Semester-I to VI

No. F.Acd/II/23/10088-10107
Dated: 18-9-2023

Anju Bhatia 18/9/2023
DEAN ACADEMIC AFFAIRS
Sumit 18/9/23
K.S. 18/9/23
Tanya

Copy to:

- 1) Director, Directorate of Distance and Online Education, University of Jammu
- 2) HOD/Convener, Board of Studies in Persian and Arabic, Economics, Hindi, Home Science, Music, Philosophy, Statistics, Business Management and Marketing Management.
- 3) All members of the Board of Studies
- 4) C.A. to the Controller of Examinations
- 5) I/C Director, Computer Centre, University of Jammu
- 6) Deputy Registrar /Asst. Registrar (Conf. /Exams. UG/ Exam Non. Prof.)
- 7) Incharge University Website for necessary action please

Semester - II

Title - Consumer Behaviour & Marketing Research

Course Code - MK 101

Paper : 1

Contact Hours - 45

Examination- 3hrs

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

The syllabus is for examinations of BA Marketing Semester I to be held in December 2018, December 2019, December 2020

Objective:

The objective of the course is to help the students to understand and apply the concepts of consumer behaviour in the business organizations

UNIT-I

Consumer Behaviour : Introduction and Overview of Consumer Behaviour, Consumer behavior and marketing management, Trends in Consumer Behaviour. Consumer Behaviour models- Howard Sheth Model, Engel-Kollat- Blackwell Model and Nikosia Model.

UNIT-II

Individual Determinants of Consumer Behaviour : Consumer Perception, Consumer Learning, Personality and Life Style, Attitude and Behaviour and Motivation.

UNIT-III

External Influences on Consumer Behavior : Family Influences, Social Class, Cultural Influences, Reference Group, Group Influences .

UNIT-IV

Consumer Decision Making : Concept, Process, Application, Consumer Decision Making Models, Opinion Leadership, Communication Flow, Adoption and Diffusion of Innovation

UNIT-V

Marketing Research : Concept, Difference between MR and MIS, Evolution and Growth of MR, Types and Role of MR, Components of MR, Marketing Research Process, Ethics in Marketing Research. Emerging trends in Marketing Research.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

RM
[Signature]
[Signature]
[Signature]

Suggested Readings :

1. Suja R. Nair Consumer Behaviour and Marketing Research , Himalaya Publishing.
2. Suja R. Nair, Marketing Research, Himalaya Publishing.
3. Leon G. Schiffman and Leslie Lazar Kannuk, Consumer Behaviour, Pearson Prantice Hall.
4. S. Sumathi, P Saravanavel, Marketing Research & Consumer Behaviour, Vikas Publishing

House

RM 



Alu Shamp

Semester - II

Title BRAND MANGEMENT

Code Courn - MK - 201

Paper : 2

Contact Hours - 45

Examination- 3hrs

Total Marks-100

Internal Marks- 20

External Marks-80

The syllabus is for examinations of BA Marketing Semester II to be held in May 2019, May 2020, May 2021

Objectives: To increase the understanding of students about the important issues in planning and evaluating brands and branding strategies with the help of provided theories, models, and other tools to make better branding decisions.

Unit- I

Introduction, Concept, Nature and Importance of Brand; Historical origin of Branding; Scope of branding; Introductory Concepts - Brand Personality, Brand Image, Brand Identity, Brand Loyalty; Types of Brands. Brand Challenges and Opportunities.

Unit -II

Brand Management: What is a Brand – Brand Development- Extension, Rejuvenation, Relaunch; Product Vs Brands, Goods and Services; Brands and Added Values; Factors shaping a Brand over its Life Cycle; Strategic Brand Management process.

Unit-III

Brand Equity; Customer-Based Brand Equity; Concept of Brand Equity, Sources of Brand Equity, Benefits of Brand Equity; Brand Knowledge Structures, Choosing Brand elements to build Equity.

Unit -IV

Brand Valuation: Measuring Sources of Brand Equity; Qualitative Research Techniques, Quantitative Research Techniques, Measuring Outcomes of Brand Equity; Comparative Methods, Holistic Methods, Brand Equity Measurement System.

Unit -V

Branding Strategies, Brand-Product Matrix, Brand Hierarchy, Designing Brand Strategies, Naming New Brands and Extensions; New Products and Brand Extensions, Advantages of Extensions. Brand Positioning, Brand Mantras Internal Branding and Brand Audits.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

RM
RM
RM
RM
RM

Readings

1. Keller, Kevin Lane: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Upper Saddle River, NJ: Prentice Hall.
2. Joel Kapfferrer; Strategic Brand Management, Kogan Page.
3. Merle C. Crawford: New Product Management, Richard D. Irwin, Homewood, Illinois.
4. Aaker, David A: Building Strong Brands, New York: Free Press.
5. Kotler, P & Keller, K: Marketing Management. Prentice Hall.

RM 



Alie Shams

Semester - III

Title - RETAIL MANAGEMENT

Code Course - 301

Paper : 3

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Marketing Semester III to be held in December 2019, December 2020, December 2021

UNIT I

An Introduction to Retail System, Retailing, Definition, Nature, Importance, The Retailing Environment, The Development of Retail Institution, Dynamics of Institutional Change, Retail as a career

UNIT II

The Retail Consumer Purchase Behaviour, Buying Process, Factors Affecting Consumer Behaviour and Decision, Consumer- An Individual Approach and Sociological Approach, Reference - Group Influence.

UNIT III



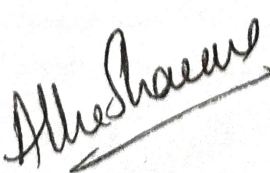
Merchandise Planning Warehousing & Supply Chain Management- Role of IT in Supply Chain Management, Merchandise Flow, Online Logistics Management, Retail Pricing, Credit Management, Retail Promotion, Training to Staff, Employee Motivation, Organization Culture.

UNIT IV

Emergence of Organized Retailing, Traditional and Modern retail Formats in India, Retail Formats: Store Based Formats: Non Store Formats, Generalist and Specialist Retailers, Services Retailing, E-Retailing, Retailing in rural India, Environment and Legislation for Retailing, FDI in Retailing.

UNIT-V

Retail Store Location, Types of Location Site, Factors determining the location decision, Retail Location Strategies, Retail Store Layout- Exteriors and Interiors, Visual Merchandising, Role of Atmospherics; Customer Service and Relationship Management in Retail.

R.M.   

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Suggested Readings

1. Mustafa, A., Retail Management, Himalayan Publishing House, Edition 2013.
2. Nair Suja R., Retail Management, Himalayan Publishing House, Edition 2013.
3. Michael Levy & Barton A. Weitz , Retail Management, McGraw Hill, 4TH Edition-2013
4. Kumar, N., Retail Management
5. Berman, Berry & Others, Retail Management, Pearson Education New Delhi
6. Santoki, C.N., Sales and Retail Management, Kalayani Publisher, New Delhi

RM  

Alie Shams

Semester IV

Title DISTRIBUTION MANAGEMENT

Code Course - 401

Paper:4

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Marketing Semester IV to be held in May 2020, May 2021, May 2022

OBJECTIVE:

The course acquaints the student to the concept and importance of Channel Management and material logistics and distribution task like transportation and warehousing.

Unit-1


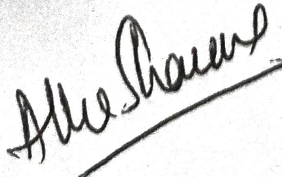
Introduction to Channel Management , The Concept of Channel Management , Channel Management Activities, Current Challenges in Channel Management , Objectives in Channel Management , Competition in Marketing Channels , Typical Channel Management Decision

Unit-2

Managing Single Channels , A Typology of Marketing Channels , In-House vs. Outsourced distribution, Management of Intermediaries , Multi Channel Management , Designing the Channel Mix , Implementation of New Channels and Touchpoints , Managing Channel Conflict , Customer Channel Preferences and Right-Channeling , Channel Performance Measurement

Unit- 3

Material Logistics: Concept and Importance of Material Logistics. Inventory Control. Logistic Planning: Major Aspects and Factors. E-Logistics Structure and Operation, Logistic Resource Management (LRM), Transportation: A Brief Study of different modes of transport used for movement of materials, their relative advantages, disadvantages and suitability. Road Transport: Road System, Role of Road Transport in Movement of Materials, Role of National Highway Authority of India, Limitations of Road Transport System, Consignment Note. Rail transport: India Railway Network and Role in Transportation of Materials and Cargo, Consignment Note.

RM /  G. 

Unit-4

Air transport: Role of Air Transport in Domestic and International Transportation of Goods. Role of Ministry of Civil Aviation, Airport Authority of India and Directorate General of Civil Aviation, Air Waybill, Contract of Affreightment. Water transport: Inland Water Transport: Role of Inland Water Transport Inland Waterways: Inland Waterways Authority of India. Ocean transport: Role of Ocean Transport in International Trade, Structure of Shipping Services – Liner Shipping and Tramp/Charter Shipping, Conference System and Determination of Rates, Bill of Lading and Charter Party.

Unit-5

Multi-Model Transport System: Concept and advantages of Multi-Model Transport System. Containerization: Need and Advantages of Containerization, Inland Container Depots (ICDs) and Container Freight Stations (CFSs). Warehousing: Concept of Warehousing (Warehouse, Depositor and Warehouseman), Elements and Functions of Warehousing. Role of Warehousing in Economic Development, Types of Warehousing, Advantages of a Public Warehouse, Costs Associated with Warehousing, Warehousing Corporations in India, Objectives and Functions of Warehousing Corporations.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Suggested Reading:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson
3. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
6. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.

RM *SK* *U* *Althe Shams*

Semester-V

Title INDUSTRIAL & RURAL MARKETING

Paper:5 Code Course - MK 501

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Marketing Semester V to be held in December 2020, December 2021, December 2022.

Objective:

To acquaint the students with importance of industrial and rural markets in overall business strategy and how industrial and rural marketing is unique.

UNIT- I

Concept, definitions, nature, significance and scope of industrial marketing; Difference between industrial and consumer marketing; Industrial marketing environment.

Types of industrial customers; Industrial buying process; Industrial market segmentation

UNIT -II

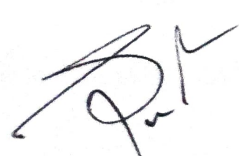
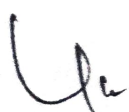
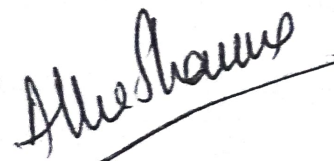
Meaning and classification of industrial products; Industrial product mix; Product life cycle; Strategy for new product development; Marketing of industrial services; Pricing industrial products: Methods and factors influencing pricing,

Distinctive nature of industrial distribution channels, factors affecting distribution channels; Industrial marketing communication mix: Advertising, sales promotion, publicity and direct marketing

Unit-III

Concept, definitions, nature, significance and scope of rural marketing; Opportunities and Challenges in Rural Marketing, Rural versus Urban Marketing, The Rural Marketing Environment.

Selection of Markets-Product Strategy, Product Mix Decisions, Competitive Product Strategies for Rural Markets.

RM   

Unit-IV

Rural Consumer Behavior, The Consumer Buying Behavior Model, The Buying Decision Process, Bases and Approaches of Rural Segmentation, Product Strategy in Context of Rural Markets, Pricing Strategy, Pricing Policies, Pricing in Rural India

Unit-V

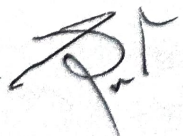
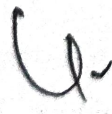
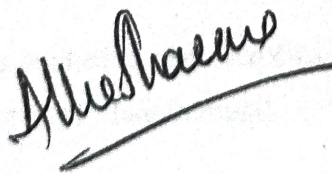
Rural Distribution Channels: Distribution Challenges in Rural Context, Rural Logistics Management and Rural Coverage Decisions, Rural Retailing, Types of Rural Retail Outlets, Rural Communication Challenges in Rural Communication. Electronic Choupal Applications.

Marketing of Services to Rural Consumers, Marketing of Social Campaigns to Rural Consumers, Agricultural Marketing, Future of Rural Marketing

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Suggested Readings

1. Rural Marketing: Text And Cases, 2/E By Krishnamacharyulu C. S. G. and Lalitha Ramakrishnana, Pearson
2. Rural Marketing: Targeting the Non-urban Consumer By Sanal Kumar Velayudhan, Response Books (Sage)
3. H. Robert Dodge Industrial marketing
4. Francis Cherunilam (4011) Industrial Marketing, Third Revised Ed
5. Krishna K Havaladar (4006) Industrial Marketing, Tata McGraw Hill, Third Reprint, New Delhi

Rm   

Semester - VI

Title INTERNATIONAL MARKETING
Code COUN - MK601

Paper: 6

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Marketing Semester VI to be held in May 2021, May 2022, May 2023

Objective: To introduce the concepts, principles and techniques of International Marketing

UNIT I

Introduction to International Marketing: Introduction, Scope, International Marketing versus Domestic Marketing; Principles of Customer value and the Value Equation; Competitive or Differential Advantage; MNCs and TNCs; Benefits of International Marketing.

UNIT II

International Marketing Environment: Introduction, Political Environment; Political Systems; Legal and Regulatory Environment; Socio-cultural Environment; Economic Environment; Technological Environment.

UNIT III

International Market Entry Strategies: Introduction; Different Entry Modes and Market Entry Strategies; Joint Ventures; Strategic Alliances; Direct Investment; Manufacturing and Franchising.

UNIT IV

International Product Policy and Planning: Introduction, Products: National and International, the new Product Development, International Product Planning, Product Adoption and Standardization.

RM   Alleshams

UNIT V

International Marketing: International Product Marketing, Marketing of Services, International Market Segmentation, Influences on Marketing Plan and Budget, Challenges in Global Marketing.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Recommended Books:

1. International Business, Justin Paul, Tata McGraw-Hill Publishing Company Limited, New Delhi
2. International Marketing, Francis Cherunilam, Himalaya Publishing House, Mumbai
3. International Marketing Management – An Indian Perspective, Varshney RI, Bhattacharya B. Sultan Chand & sons. New Delhi
4. International Marketing, P.K. Vasudeva, Excel Books, New Delhi
5. International Marketing (SIE), Cateora and Philip, Tata McGraw-Hill
6. Globalization of Business, Abbas J. Ali, Jaico Publishing House, Mumbai, 3rd Edn., 2009

RM  

Alie Shauko

Semester-I

Title- Principles of Management

Course Code - BM-101

Paper : 1

Contact Hours - 45

Examination- 3hrs

Total Marks-100

Internal Marks- 20

External Marks-80

The syllabus is for examinations of BA Management Semester I to be held in December 2018, December 2019, December 2020

Objective: The objective of this course is to develop a basic understanding about the management concepts and managerial processes in organisation.

UNIT-I

Basis of Management: Management Concept, Nature, Process, Evolution of Management Thoughts, Managerial functions, Systems approach Approaches to Management; Managers Complex Environment.

UNIT-II

Planning and Decision making - Concept, Purpose and Nature; MBO, Strategies and Policies, Types of Planning, Planning Premises, Decision Making: Process, Types, Models and Significance.

UNIT-III

Organising and Staffing- Nature and Elements, Organising as Process, Organisation Structure, Line/Staff Authority, and Decentralization: Meaning, Nature and Importance, Span of Management.

UNIT-IV

Directing as Management Process- Its significance and main elements; Coordination- concept, Process and Techniques; Controlling: Concept, process, Requirement for Adequate control and Effective Control Techniques.

UNIT-V

Leadership - Concept, Traits, Styles; Motivation- concept and Theories; Communication- Meaning, Nature, Types and Importance; Management Information System; Business Process Re-engineering.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Handwritten signature

Handwritten signature

Handwritten signature

Suggested Readings:

1. Stoner, Freeman , Gilbert Jr. : Management (Pearson education).
2. Kootz, O'Donnell , Weighrich : Essentials of Management
3. Michael , J. Stahl : Management -Total Quality in a global environment (Blackwell Business).
4. Newman , Warren and Summer : The Process of Management , Concept, Behaviour & Practice .
5. Brech , E.F.L. : Principles and Practice of Management.

LM

LM

LM

LM

Alh Shams

Semester-II

Title- Organisational Behaviour

Code Course - BM-201

Paper: II

Contact Hours - 45

Examination- 3hrs

Total Marks-100

Internal Marks- 20

External Marks-80

The Syllabus is for the examinations of BA Management Semester II to be held in May 2019, May 2020 and MAY 2021

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, Factor 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, 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

Work Teams: Meaning, Nature, Types of Teams, Team Building, Team Effectiveness Model, Turning Individuals into Team Players. Organisational Culture: Nature, Creating and maintaining a Culture. Organisational Change: Meaning, Significance, Models and Process.

Unit V


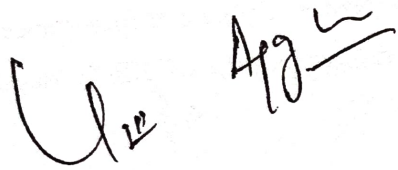
Organisation in Relation to its Environment: Organisational Power and Politics, Management of Conflict, Stress Management, Leadership – Types, Approaches, Styles and Effectiveness, Motivation: Concept and Theories.

RM

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Readings:

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

kg.  Ure Agg  Alu Sharma

Semester - III

Title - Human Resource Management

Code Column - BM-301

Paper : III

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Management Semester III to be held in December 2019, December 2020, December 2021

Objective

The objective of this course is to sensitize the students with the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management.

Unit-I

Human Resource Management (HRM): Concept, Nature, Scope and Importance; Personnel Management vs. HRM, Functions of the HRM, Role and responsibilities of HR managers, HRM in a dynamic environment.

Unit-II

Manpower Planning: Job design and Job analysis, Recruitment and Selection Processes, Induction and Placement, Promotions and Transfers, Coaching and Mentoring, Work stress and Counselling.

Unit-III

Training and Development: Training need analysis, methods of training, Career Development; Performance appraisal: process and techniques, performance appraisal vs. Potential Appraisal.

Unit-IV

Worker's participation and empowerment, Work life balance and Quality of Work Life, Human Resource Information System (HRIS), Talent Management.

Unit-V

Compensation Management: rewards, incentives and other benefits, Human Resource Development framework, Executive Development Programme, Knowledge Management.

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Rm

25

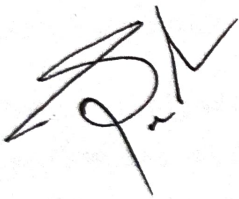
Ch

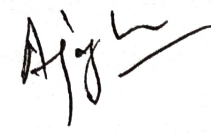
Ag

Alu Shams

Suggested Readings

1. A framework for Human Resource Management: Dessler. Gary, Published by Pearson education (2010), 7th Edition.
2. Human Resource management Text and cases: Rao. VSP, Excel books (2010), 3rd edition.
3. Training for Development: Lynton R.P., Pareek Udai. Sage publication India Pvt. Ltd (2011) 3rd edition
4. Managing Human Resources: Cascio W.F., Nambudiri Ranjeet, Tata McGraw- hill (2010) 8th edition.
5. Managing Human Resources: Mejjia L.R.G, Balkin D.B, Cardy R.L., PHI learning private limited (2012), 7th edition.
6. Human Resource management: Halder Uday, Sarkar Juthika, Oxford University Press (2012) 1st edition.

RM 

Ur Ajit 

Ashwani

Semester - IV

Paper: 4

Contact Hours - 45

Examination- 3hrs

Title- Marketing Management
Code Course - BM401

Total Marks-100

Internal Marks- 20

External Marks-80

The syllabus is for examinations of BA Management Semester IV to be held in May 2020, May 2021, May 2022

Objective: To introduce the concepts, principles and techniques of Marketing Management

UNIT I

Meaning of market and marketing; The marketing Mix and the role of marketing in a developing economy like India; Social marketing; Difference between marketing of product and services; Marketing function and approaches; Marketing versus Selling; The modern concept of marketing.

UNIT II

Concept of product; Product decision and strategies; Classification of products; Product life cycle; New product development process; Why products fail? Concept of price; Pricing policies and strategies; Factors determining pricing decisions; Role of cost in pricing; Pricing methods and objectives.

UNIT III

Branding and packaging decisions; Marketing segmentation and its bases; Considerations involved and methods of designing a marketing organisation; Meaning of marketing research-its applications; Procedure and the marketing research scenario in India.

UNIT IV

Meaning of sales forecast; Approaches to and methods of forecasting; Importance and objectives of channels of distribution; Major channels of distribution; Functions and services of wholesalers and retailers; Selection of a channel of distribution; Physical distribution tasks and decisions on channels of distribution.

UNIT V

Concept and importance of consumer behaviour; Types of consumers; Models of consumer behaviour; Factors influencing consumer behaviour; Consumer decision making process and stages; Indian consumer environment; Consumerism.

RM

[Signature]

[Signature]

498

[Signature]

(2)

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

Suggested Readings:

1. Marketing Management: Philip Kotler
2. Basic Marketing: Cundiff, Still and Govani
3. Modern Marketing Management: R. S. Davar
4. Fundamentals of Marketing: William J. Stanton
5. Marketing Principles and Methods: Philips and Duncon
6. Marketing Management in Indian Perspective: Jha and Singh
7. Marketing Management: Ramaswami and Namakumari

Am 





Alu Sharma

Semester- V

Title - Financial Management

Code Course- 501

Paper :5

Contact Hours - 45

Examination- 3hrs

Total Marks-100

Internal Marks- 20

External Marks-80

The syllabus is for examinations of BA Management Semester V to be held in December 2020, December 2021 December 2022

Objective:

The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance.

UNIT I: INTRODUCTION

Financial management- meaning and concept. Finance function and firm's objective. Emerging role of finance manager. Financial decision: an overview.

UNIT II: FINANCIAL PLANNING

Concepts and steps in financial planning. Features of an appropriate financial plan. Determinants of capital structure. Overcapitalization and undercapitalization.

UNIT III: SOURCES OF FINANCE


Bank finance and non banking finance companies. Equity shares and preference shares, debentures and other debt instruments.


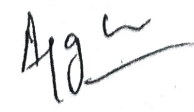
UNIT IV: WORKING CAPITAL

Working capital- meaning and types. Factors influencing working capital. Approaches to financing working capital.

UNIT V: DIVIDEND DECISIONS

Dividends: meaning and concept, types of dividends, stable dividend policy, factors influencing dividend decisions, stock split vs. reverse split.

R.M. 




(10)

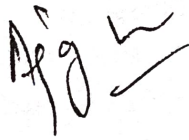
Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

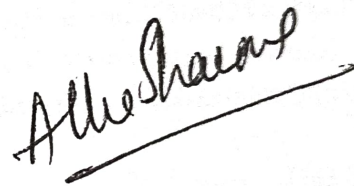
Suggested Readings:

1. Chandra Prsanna (2010), Financial Management, Tata Mc Graw Hill, Delhi.
2. Hampton John (2010), Financial Decision Making, Pretice Hall, Delhi.
3. Pandey I.M. (2010), Vikas Publishing House, Delhi.
4. Van Horne James C (2001), Financial Management Policy, Pretince Hall, Delhi.
5. Van horne, J.C. and J.M. Wacowicz Jr. (2011), Fundamentals of Financial Management, Pretince Hall, Delhi.

Rm 







Semester - VI

Title - E-COMMERCE & IT APPLICATIONS

Paper: 6

Code Course - 601

Total Marks-100

Contact Hours - 45

Internal Marks- 20

Examination- 3hrs

External Marks-80

The syllabus is for examinations of BA Management Semester VI to be held in May 2021, May 2022, May 2023

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.

UNIT II

Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process. Security Overview, Electronic Commerce Threats, Encryption, Cryptography Public Key and Private Key Cryptography.

UNIT III

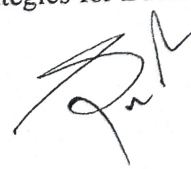

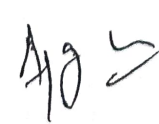
Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications, Regulatory framework and Ethical Issues

UNIT IV

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 V

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



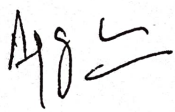
Rm   

Allo Shau

Note for Paper Setter: The paper setter is requested to set 10 questions in all with at least 2 questions from each unit. All the questions shall carry equal marks. The students are required to attempt 5 questions selecting one from each unit necessarily i.e internal choice is available.

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 (1st Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Treese G. Winfield & Stewart C. Lawrance (1st, Edition 1999). Designing Systems for Internet Commerce. Addison Wesley.
5. Trepper Charles (1st Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
6. Rehman S.M. & Raisinghania (1st Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
7. Knapp C. Michel (1st Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.

Rm   Ag  AluShams