


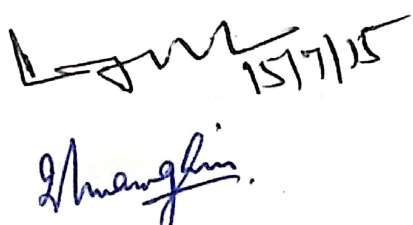


Department of Business Management
H.N.B. Garhwal University (A Central University)
Srinagar, Garhwal, Uttarakhand

Minutes of Board of Studies Meeting Convened on July 15, 2015

A meeting of Board of Studies of Department of Management was held on 15/07/2015. Following members were present in the meeting:

- | | |
|--|---|
| 1. Prof. S. K. Gupta Convener, BOS | Chairperson  |
| 2. Prof. Sadhna Mahajan (Retired) H.P. University, Shimla | External Member NOT PRESENT. |
| 3. Dr. D.D. Bedia Vikram University, Ujjain | External Member  15/7/15 |
| 4. Prof. S.K. Srivastava Dept. of Commerce, HNBGU | External Member  15.7.15 |
| 5. Prof. R.C. Dangwal Dept. of Commerce, HNBGU | External Member |
| 6. Dr. Pradeep Mangain Assit. Professor, Dept. of Business Management | Member  15/7/15 |

Agenda

Item 1. To evaluate the Progress Reports of the following Ph.D. Scholars of the Department for the necessary onward action.

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1. Mohit Jamwal
 2. Vishal Soodan

Proceedings.

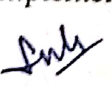
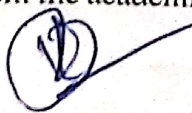
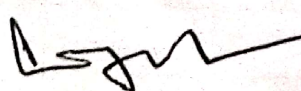
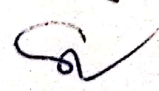
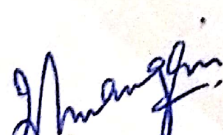
The committee assesses the progress reports of the above two research scholars of the Department and found them satisfactory.

Agenda

Item 2. Framing of syllabus for three year full time Bachelor of Business Administration (BBA) programme according to the model curriculum of UGC under Choice Based Credit System (CBCS) to be implemented from the academic session 2015-2016.

Proceeding,

The Committee thoroughly reviewed the model curriculum framed by UGC and recommends the following course structure of three year BBA programme as per CBCS system to be implemented from the academic session 2015-2016.

Ordinance and Syllabus for BBA under CBCS Pattern (2015-16 onwards)

Bachelor of Business Administration (B.B.A.) Three-Year (Six-semester) Full-Time Programme

The examination for the Degree of Bachelor of Business Administration (BBA) shall consist of six semesters.

An academic year shall consist of two semesters:

Odd Semester (I, III & V Semesters): July to December

Even Semester (II, IV and VI Semesters): January to June

The academic calendar for each semester shall be notified by the University well before the commencement of the semester.

Eligibility:

Any candidate having passed the Intermediate (10+2) Examination in any discipline, from a recognized Examination Board, shall be eligible to apply for the course. The other terms and conditions shall be applicable as per University norms.

Students are requested to go through the ordinances of the University relating to the Choice Based Credit System in detail. These ordinances are available on the official website of HNB Garhwal University Srinagar Garhwal. (www.hnbgau.ac.in)

Semester Pattern:

A semester shall normally extend over a period of 15 weeks. Each week shall have 30 hours of instruction including lab/field/project work as applicable.

There shall be two sessional tests and one End-semester examination. The sessional test shall carry 30 % of the total marks of the course. The marks of sessional tests shall be taken into account for computation of Grades. Evaluation shall be done on a continuous basis during each semester.

Sessional tests may employ one or more assessment tools such as objective tests, assignments, paper presentation, laboratory work, etc suitable to the course. This requires an element of openness. Students shall compulsorily attend two sessional tests. The sessional test as a part of the continuous internal assessment shall be conducted and evaluated by the teacher offering the course. There shall be written End-semester examination which shall carry 70% of total marks assigned for the course.

Credits

The entire course of BBA shall be of 140 credit, which includes 2 Ability- Enhancement Compulsory Courses (AECC), with total 4 credit points (2 credits per each course), 2 Skill- Enhancement Courses (SEC), for 4 credit points (two credit per each course), 4 Discipline Specific Elective courses (DSE) for 24 credit points (6 credits per each course), 4 Generic Elective/Inter-disciplinary courses for 24 credit points (6 credits per each course) and 14 Discipline Specific Core Courses (DSC) for 84 credit points (6 credits per each course).

Credit defines the quantum of contents/syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus, normally in each of the courses, credits shall be assigned on the basis of the number of lectures / tutorials / laboratory work/ project work and other forms of learning required to complete the course contents in a 15 week schedule:
1 Credit = 1 hour of lecture/instruction per week (1 Credit course = 15 hours of lectures per semester). Instruction can be in the form of lectures / tutorials / laboratory work / fieldwork or other forms. In determining the number of hours of instruction required for a course involving laboratory/field-work, 3 hours of laboratory /field work shall be considered equivalent to 1 hour of lecture.

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Department of Business Management

Details of Course for Three Year Bachelor of Business Administration (BBA) Course

| Course: | Credits |
|--|------------------------------------|
| I <u>Core Course</u> | Theory + Tutorials(5+1) 14x5=70 |
| 14 Papers | 14X1=14 |
| II <u>Elective Course</u> | |
| (A) General Elective/Interdisciplinary Courses(GEC)- 4 | 4x5=20 4X1=4 |
| (B) Discipline Specific Elective Courses(DSE)- 4 | 4X5=20 4X1=4 |
| III Ability Enhancement Courses (AECC) | |
| A. Ability Enhancement compulsory Courses (2Papers of 2 credits each) Env. Science/English/MIL Communication | 2 x2=4 |
| B. Skill Enhancement Courses (SEC) (2 Papers of 2 credits each) | 2 x 2=4 |
| <hr/> | |
| Total credit= 140 | |

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Course Structure for Choice Based Credit System in BBA Programme 2015-16

| BBA Semester | Core Course s(14) | General Elective/ Interdisciplinary Courses(GEC) (4) | Ability enhancement compulsory courses (AECC) (2) | Skill Enhancement Courses (SEC) (2) | Discipline Specific Elective Courses DSE (4) |
|--------------|-------------------|--|---|--|---|
| I | SOM/BBA/DSC-101 | SOM/BBA/GEC-103 | SOM/BBA/AECC-104 | ----- | ----- |
| | SOM/BBA/DSC-102 | | | | |
| II | SOM/BBA/DSC-201 | SOM/BBA/GEC-203 | SOM/BBA/AECC-204 | ----- | ----- |
| | SOM/BBA/DSC-202 | | | | |
| III | SOM/BBA/DSC- 301 | SOM/BBA/GEC-304 A1 (OR) SOM/BBA/GEC-304 A2 | ----- | SOM/BBA/SEC-305-A1 (OR) SOM/BBA/SEC-305-A2 (OR) SOM/BBA/SEC-305-A3 (OR) SOM/BBA/SEC-305-A4 | ----- |
| | SOM/BBA/DSC- 302 | | | | |
| | SOM/BBA/DSC- 303 | | | | |
| IV | SOM/BBA/DSC- 401 | SOM/BBA/GEC-404 A1 (OR) SOM/BBA/GEC-404 A2 | ----- | SOM/BBA/SEC- 405 | ----- |
| | SOM/BBA/DSC- 402 | | | | |
| | SOM/BBA/DSC- 403 | | | | |
| V | SOM/BBA/DSC- 501 | ----- | ----- | ----- | Choose any one SOM/BBA/DSE-F/M/HR/GB-503A1 (OR) SOM/BBA/DSE-F/M/HR/GB-503A2 |
| | SOM/BBA/DSC-502 | ----- | | | Choose any one SOM/BBA/DSE-F/M/HR/GB-504A1 (OR) SOM/BBA/DSE-F/M/HR/GB-504A2 |
| | | ----- | | | |
| VI | SOM/BBA/DSC-601 | ----- | ----- | ----- | Choose any one SOM/BBA/DSE-F/M/HR/GB-603A1 (OR) SOM/BBA/DSE-F/M/HR/GB-603A2 (OR) SOM/BBA/DSE-F/M/HR/GB-603A3 |
| | SOM/BBA/DSC-602 | | | | |
| | ----- | ----- | ----- | ----- | SOM/BBA/DSE-604 |

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Department of Business Management

Bachelor of Business Administration(BBA) - Three Years

Under Choice Based Credit System (CBCS)

Discipline Specific Core Course (Six Credit Each)

| | |
|------------------|--|
| SOM/BBA/DSC-101: | Management & Organization Behavior |
| SOM/BBA/DSC-102: | Business Statistics |
| SOM/BBA/DSC-201: | Human Resource Management |
| SOM/BBA/DSC-202: | Business Accounting |
| SOM/BBA/DSC-301: | Managerial Economics |
| SOM/BBA/DSC-302: | Principles of Marketing |
| SOM/BBA/DSC-303: | Management Accounting |
| SOM/BBA/DSC-401: | Business & Marketing Research |
| SOM/BBA/DSC-402: | Macroeconomics |
| SOM/BBA/DSC-403: | Financial Management |
| SOM/BBA/DSC-501: | Quantitative Techniques for Management |
| SOM/BBA/DSC-502: | Legal Aspects of Business |
| SOM/BBA/DSC-601: | Business Policy and strategy |
| SOM/BBA/DSC-602: | Financial Institutions and Markets |

Generic Elective/ Interdisciplinary Courses (GEC) (Six Credit Each)

| | |
|---------------------|--|
| SOM/BBA/GEC-103: | Entrepreneurship Development |
| SOM/BBA/GEC-203: | Production and Operations Management |
| SOM/BBA/GEC-304 A1: | Econometrics |
| SOM/BBA/GEC-304 A2: | India's Diversity and Business |
| SOM/BBA/GEC-404 A1: | Ethics and Corporate Social Responsibility |
| SOM/BBA/GEC-404 A2: | Tax Planning |

Discipline Specific Elective (Six Credit Each)

Finance Group

| | |
|-------------------------|--|
| SOM/BBA/DSE-I-F-503 A1: | International Finance |
| SOM/BBA/DSE-I-F-503 A2: | Finance Modeling and Derivatives |
| SOM/BBA/DSE-I-F-504 A1: | Investment Banking and Financial Services |
| SOM/BBA/DSE-I-F-504 A2: | Investment Analysis and Portfolio Management |
| SOM/BBA/DSE-I-F-603 A1: | Project Appraisal |
| SOM/BBA/DSE-I-F-603 A2: | Business Analysis and Valuation |
| SOM/BBA/DSE-I-F-603 A3: | Strategic Corporate Finance |
| SOM/BBA/DSE-604 : | Research Project & Viva-Voce |

Marketing Group

| | |
|---------------------------|---|
| SOM/BBA/DSE-II-M-503 A1: | Consumer Behavior |
| SOM/BBA/DSE-II-M-503 A2: | Retail Management |
| SOM/BBA/DSE-II-M-504 A1: | Marketing of Services |
| SOM/BBA/DSE-II-M-504 A2: | International Marketing |
| SOM/BBA/DSE-II-M-603 A1: | Personal selling and Sales Force Management |
| SOM/BBA/DSE-II-M-603 A2: | Advertising and Brand Management |
| SOM/BBA/DSE-II-M -603 A3: | Distribution and Supply Chain Management |
| SOM/BBA/DSE-604 : | Research Project & Viva-Voce |

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Human Resource Group

| | |
|-----------------------------|---|
| SOM/BBA/DSE-III-HR-503 A1: | Training and Development |
| SOM/BBA/DSE-III-HR-503 A2: | Performance and Compensation Management |
| SOM/BBA/DSE-III-HR-504 A1: | Management of Industrial Relations |
| SOM/BBA/DSE-III-HR-504 A2: | Talent and Knowledge Management |
| SOM/BBA/DSE-III-HR-603 A1: | HRD: System and Strategies |
| SOM/BBA/DSE-III-HR-603 A2: | Counseling and Negotiating Skills for Manager |
| SOM/BBA/DSE-III-HR -603 A3: | Cross Cultural HRM |
| SOM/BBA/DSE-604 : | Research Project & Viva-Voce |

Global Business Group

| | |
|----------------------------|--|
| SOM/BBA/DSE-IV-GB-503 A1: | Global Business Environment |
| SOM/BBA/DSE-IV-GB-503 A2: | Multinational Business Finance |
| SOM/BBA/DSE-IV-GB-504 A1: | International Trade Policy and Strategy |
| SOM/BBA/DSE-IV-GB-504 A2: | Transactional and Cross Cultural Marketing |
| SOM/BBA/DSE-IV-GB-603 A1: | International Distribution and Supply Chain Management |
| SOM/BBA/DSE-IV-GB-603 A2: | International Accounting and Reporting System |
| SOM/BBA/DSE-IV-GB -603 A3: | International Joint Ventures, Mergers and Acquisitions |
| SOM/BBA/DSE-604: | Research Project & Viva-Voce |

In semester V&VI candidate may choose any one from the above list. Group size for DSE Options may be about 15-20 Students per group

Ability Enhancement Compulsory Courses (Two Credits each)

| | |
|----------------------|--------------------------------------|
| SOM/BBA/AECC - 104 : | Environmental Sciences |
| SOM/BBA/AECC - 204 : | English/Modern Indian Language (MIL) |

Skill Enhancement Elective Courses (Two Credits each)

| | |
|----------------------|--|
| SOM/BBA/SEC- 305 A1: | IT Tools for Business |
| SOM/BBA/SEC- 305 A2: | Personality development and Communication Skills |
| SOM/BBA/SEC- 305 A3: | E- Commerce |
| SOM/BBA/SEC- 305 A4: | Statistical Software Package(s) |
| SOM/BBA/SEC- 405 : | Summer Internship & Viva-Voce * |

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Bachelor of Business Administration (BBA) Year-I

| SEM | COURSE OFFERED | COURSE NAME | CREDIT | HOURS PER WEEK | COURSE TYPE |
|--------------------------------|-------------------|---------------------------------------|--------|----------------|--|
| I | SOM/BBA/DS C-101 | Management & Organization Behavior | 6 | 6 | Discipline Specific Core - |
| | SOM/BBA/DS C-102 | Business Statistics | 6 | 6 | Discipline Specific Core - |
| | SOM/BBA/GEC -103 | Entrepreneurship Development | 6 | 6 | Generic Elective/Inter - |
| | SOM/BBA/AEC C-104 | Environmental Sciences | 2 | 4 | Ability Enhancement Compulsory Course |
| Total Credits in this semester | | | 20 | 22 | |
| II | SOM/BBA/DS C-201 | Human Resource Management | 6 | 6 | Discipline Specific Core - |
| | SOM/BBA/DS C-202 | Business Accounting | 6 | 6 | Discipline Specific Core - |
| | SOM/BBA/GE C-203 | Production and Operations Management | 6 | 6 | Generic Elective/Inter - disciplinary Course |
| | SOM/BBA/AEC C-204 | English/ Modern Indian Language (MIL) | 2 | 4 | Ability Enhancement - Compulsory Course |
| Total Credits in this semester | | | 20 | 22 | |

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Bachelor of Business Administration (BBA) Year-II

| SEM | COURSE OFFERED | COURSE NAME | CREDIT | HOURS PER WEEK | COURSE TYPE |
|---------------------------------------|---------------------------------|--|-----------|----------------|-------------------------------------|
| III | SOM/BBA/DSC-301 | Managerial Economics | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/DSC-302 | Principles of Marketing | 6 | 6 | Discipline Specific Core |
| | SOM/BBA/DSC-303 | Management Accounting | 6 | 6 | Discipline Specific Core |
| | SOM/BBA/GEC-304-A1/ A2 | Econometrics/ India's Diversity and Business | 6 | 6 | Generic Elective/Inter disciplinary |
| | SOM/BBA/SEC- 305-A1/ A2/ A3/ A4 | IT Tools for Business/ Personality Development and Communication Skills/E- Commerce/ Statistical Software Package(s) | 2 | 4 | Skill Enhancement Course |
| Total Credits in this semester | | | 26 | 28 | |
| IV | SOM/BBA/DS C-401 | Business & Marketing Research | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/DS C-402 | Macroeconomics | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/DSC-403 | Financial Management | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/GEC-404-A1/A2 | Ethics and Corporate Social Responsibility/Tax Planning | 6 | 6 | Generic-Elective/Inter disciplinary |
| | SOM/BBA/SEC- 405 | Summer Internship & Viva-Voce | 2 | 4 | Skill Enhancement Course |
| Total Credits in this semester | | | 26 | 20 | |

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Bachelor of Business Administration (BBA) Year- III

| SEM | COURSE OFFERED | COURSE NAME | CREDIT | HOURS PER | COURSE TYPE |
|----------|---|---|--------|-----------|-------------------------------------|
| V | SOM/BBA/DSC-501 | Quantitative Techniques for Management | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/DSC-502 | Legal Aspects of Business | 6 | 6 | Discipline specific Core Course |
| | Students are required to choose one group and select two papers from this group as specified here under Discipline Specific Elective (DSE). The groups comprise of Finance(F), Marketing(M), Human Resource(HR), Global Business Management(GB) | | | | |
| | SOM/BBA/DSE-I-F-503A1/A2 | International Finance (Or) Finance Modeling and Derivatives | 6 | 6 | Discipline Specific Elective Course |
| | SOM/BBA/DSE-II-M-503 A1/A2 | Consumer Behavior (Or) Retail Management | | | |
| | SOM/BBA/DSE-III-HR-503 A1/A2 | Training and Development (Or) Performance and Compensation Management | | | |
| | SOM/BBA/DSE-IV-GB-503 A1/A2 | Global Business Environment (Or) Multinational Business Finance | | | |
| | SOM/BBA/DSE-I-F-504A1/A2 | Investment Banking and Financial Services (Or) Investment Analysis and Portfolio Management | 6 | 6 | Discipline Specific Elective Course |
| | SOM/BBA/DSE-II-M-504-A1/A2 | Marketing of Services (Or) International Marketing | | | |
| | SOM/BBA/DSE-III-HR-504 - A1/A2 | Management of Industrial Relations (Or) Talent and Knowledge Management | | | |
| | SOM/BBA/DSE-IV-GB-504- A1/A2 | International Trade Policy and Strategy (Or) Transactional and Cross Cultural Marketing | | | |
| semester | Total Credits in this | | 24 | 24 | |

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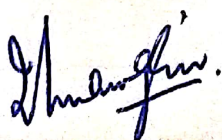
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| SEM | COURSE OFFERED | COURSE NAME | CREDIT | HOURS PER WEEK | COURSE TYPE |
|--------------------------------|-----------------------------------|--|--------|----------------|-------------------------------------|
| VI | SOM/BBA/DSC-601 | Business Policy and strategy | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/DSC-602 | Financial Institutions and Markets | 6 | 6 | Discipline specific Core Course |
| | SOM/BBA/D SE-I-F-603-A1/A2/A3 | Project Appraisal (Or) Business Analysis and Valuation (Or) Strategic Corporate Finance. | 6 | 6 | Discipline specific Elective Course |
| | SOM/BBA/D SE-II-M-603-A1/A2/A3 | Personal selling and Sales Force Management (Or) Advertising and Brand Management (Or) Distribution and Supply Chain Management | | | |
| | SOM/BBA/D SE-III-HRM-603-A1/A2/A3 | HRD; System and Strategies (Or) Counseling and Negotiating Skills for Manager (Or) Cross Cultural HRM | | | |
| | SOM/BBA/D SE-IV-GB-603-A1/A2/A3 | International Distribution and Supply Chain Management (Or) International Accounting and Reporting System (Or) International Joint Ventures, Mergers and Acquisitions. | | | |
| | SOM/BBA/DSE-604 | Research Project & Viva Voce | 6 | 6 | Discipline specific Elective Course |
| Total Credits in this semester | | 24 | 24 | 24 | |

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