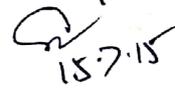
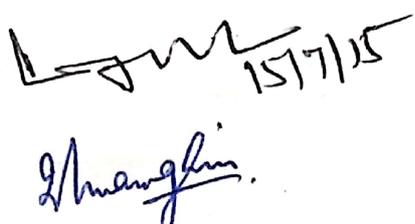


Department of Business Management  
H.N.B. Garhwal University (A Central University)  
Srinagar, Garhwal, Uttarakhand

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

- ✓
1. Mohit Jamwal
  2. Vishal Soodan

**Proceedings.**

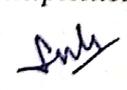
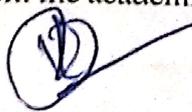
The committee assesses the progress reports of the above two research scholars of the Department and found them satisfactory.

**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](http://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.

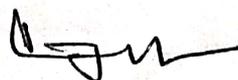
### Credits

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 Core Course

Theory + Tutorials(5+1)

14x5=70

14 Papers

14X1=14

II Elective Course

(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)

2 x2=4

Env. Science/English/MIL Communication

B. Skill Enhancement Courses (SEC)

2 x 2=4

(2 Papers of 2 credits each)

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/S EC- 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
<b>Total Credits in this semester</b>			<b>26</b>	<b>28</b>	
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/S EC- 405	Summer Internship & Viva-Voce	2	4	Skill Enhancement Course
<b>Total Credits in this semester</b>			<b>26</b>	<b>20</b>	

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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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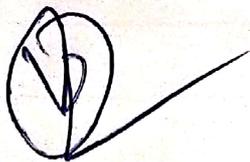
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SEM	COURSE OFFERED	COURSE NAME	CREDIT	HOURS PER WEEK	COURSE TYPE
VI	SOM/BBA/DSC-601	Business Policy and strategy	6	6	Discipline specific Core Course
	SOM/BBA/DSC-602	Financial Institutions and Markets	6	6	Discipline specific Core Course
	SOM/BBA/D SE-I-F-603-A1/A2/A3	Project Appraisal <b>(Or)</b> Business Analysis and Valuation <b>(Or)</b> 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 <b>(Or)</b> Advertising and Brand Management <b>(Or)</b> Distribution and Supply Chain Management			
	SOM/BBA/D SE-III-HRM-603-A1/A2/A3	HRD; System and Strategies <b>(Or)</b> Counseling and Negotiating Skills for Manager <b>(Or)</b> Cross Cultural HRM			
	SOM/BBA/D SE-IV-GB-603-A1/A2/A3	International Distribution and Supply Chain Management <b>(Or)</b> International Accounting and Reporting System <b>(Or)</b> 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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*J. Singh*

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*Atm*  
15/2/13