UTTARAKHAND TECHNICAL UNIVERSITY
DEHRADUN

SYLLABUS AND ORDINANCES
Wef-2010-11
SYLLABUS

BBA
Degree Course
1. **Three Year Full Time BBA Degree Course:** - There will be one full-time Bachelor’s Degree Program in Business Administration (BBA). The duration of the course shall be three years (i.e. three academic sessions). Each year will be divided into two semesters (July-December, January-June). There will be about 90 teaching days in a semester, the examinations will be held in around December and May for the first/third/fifth and second/fourth/sixth semesters respectively or as convenient to the University.

2. **Eligibility For Admission:** - The candidates seeking admission to the BBA Degree course must have passed 10+2 of equivalent examination from a recognized Board/University. The procedure for selection of the candidates for admission in the course shall be as such as prescribed by the University from time to time.

3. **Total Number of Seats:** - There will be a maximum of 60 (sixty) seats for each year of the program in the Department of which 30 will be reserved for general category and 30 (thirty) for self financed category including NRI/NRI sponsored/Industry sponsored. Foreign nationals seeking admissions to the course shall have to produce a Department of Education and shall have to comply Rules and Regulations in the matter. Where seats reserved for NRIs/Industry sponsored are vacant until the last date for application/depositing fees, the same shall be filled by candidates in the other self financed category. But in no case shall seats reserved for self-finance category is filled by general category students. No reservation in self financed category seats.

4. Reservations in the general category seats will be as per the policy of the Uttarakhand Government.

5. **Course Structure:** - The structure of the course shall consist of 5 (five) papers in each of the Semesters inclusive of Seminar and Viva-voce. There shall be specialization subjects namely-Marketing Management, Human Resource Management, Financial Management, Insurance Business Management, Retail marketing in the fifth and the sixth semesters respectively. A student shall have to exercise his option of opting for any one of the group as specialization at the end of the fourth semester in such a way that he/she shall have to opt 4 (four) papers in one specialization group-2 (two) each in fifth and sixth semester (respectively).
## First Semester (All Papers are Compulsory)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course Name</th>
<th>External Exam.</th>
<th>Internal Exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Principles and Practice of Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>102</td>
<td>Computer Applications in Business</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>103</td>
<td>Business Communication</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>104</td>
<td>Financial Accounting</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>105</td>
<td>Business Economics</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
</tbody>
</table>

## Second Semester (All Papers are Compulsory)

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course Name</th>
<th>External Exam.</th>
<th>Internal Exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>201</td>
<td>Marketing Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>202</td>
<td>Human Resource Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>203</td>
<td>Business Environment</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>204</td>
<td>Production Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>205</td>
<td>Business Finance</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>206</td>
<td>Basic of Environment Science- As per University common syllabus for all degree level courses.</td>
<td></td>
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</tr>
</tbody>
</table>
**Third Semester (All Papers are Compulsory)**

<table>
<thead>
<tr>
<th>Course code; Course Name</th>
<th>External Exam.</th>
<th>Internal Exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>301 International Business</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>302 Organizational Behaviour</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>303 Business Laws</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>304 Accounting For Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>305 Quantitative Analysis</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
</tbody>
</table>

**Fourth Semester (All Papers are Compulsory)**

<table>
<thead>
<tr>
<th>Course code; Course Name</th>
<th>External Exam.</th>
<th>Internal Exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>401 Company Law</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>402 Research Methodology</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>403 Logistics Management</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>404 Marketing of Services</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>405 Consumer Behaviour</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
</tbody>
</table>

**Fifth Semester (Three Papers are Compulsory and Two Electives)**

<table>
<thead>
<tr>
<th>Course code; Course Name</th>
<th>External Exam.</th>
<th>Internal Exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>501 Business Policy and Strategy</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>502 Entrepreneurship and Small Business</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>503 Project and Project Presentation/Seminar</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>504 Elective I</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>505 Elective II</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>506 Elective II</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
<tr>
<td>507 Elective II</td>
<td>70 marks</td>
<td>30Marks</td>
</tr>
</tbody>
</table>
Electives (Opt any Two Papers as I and II from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

**A - Marketing Management Group**

M-1- Customers Relations Management
M-2- Marketing Communication and Advertising
M-03- Sales and Distribution management

**B - Human Resource Management Group**

H-1- Industrial Relations
H-2- Training and Development
H-3- Wage & Salary Administration

**C - Financial Management Group**

F-1- Banking and Insurance
F-2- Working Capital Management
F-3- Financial Institutions and Markets

**D - Insurance Management Group**

IN-1- Principles & Practice of Life Insurance
IN-2- Principles and Practice of General Insurance
IN-3- Insurance Fund Management

**E - Retail Marketing Group**

RM-1- Fundamentals of Retailing
RM-2- Retail Environment
RM-3- Retail Technology and CRM
Sixth Semester (Three Papers are Compulsory and Two Electives)

601 Management Information System 100 marks
602 Project Management 100 marks
603 Viva-voce 100 marks
604 Elective III 100 marks
605 Elective IV 100 marks
606

Elective (Opt any two Papers as III and IV from any one of the following Specialization Groups namely either from Marketing, HRM, Finance or Insurance Business Management, Retail Marketing)

A - Marketing Management Group

M-1- International Marketing
M-2- Industrial Marketing
M-3- Rural Marketing

B- Human Resource Management Group

H-1- Human Resource Planning and Development
H-2- Business Ethics
H-3- Social Security and Labour Welfare

C- Financial Management Group

F-1- International Financial Management
F-2- Management of Financial Services
F-3- Corporate Tax Planning and Management

D- Insurance Management Group

IN-1- Economic Environment of Insurance Business
6. Pattern of Examination: - The maximum marks for each paper, except in case of Project (Paper No. 503) and Viva Voce (Paper No. 603), shall be 100 (one hundred) marks of which 70 (seventy) marks shall be awarded on the basis of External Semester Examination and 30 (Thirty) marks shall be awarded on the basis of Internal Examination. The Project Report (Paper No. 503) and its presentation shall be evaluated by the Internal Expert appointed by the Head of the Department/Director of the Affiliated Institution for their respective students and Viva-Voce shall be conducted jointly by an Internal Expert from the Department/Affiliated Institution and by an External Expert appointed by the University.

Marks for Internal Examination shall be awarded on the basis of the Internal Tests and student’s general performance-class participation in various curricular and extra curricular activities and attendance. For that purpose 3 (Three) Internal Tests of 10 (Ten) marks each in each paper, except in Seminar, Viva-voce, Project Report, shall be conducted by the Department/Affiliated Institution, out of which the performance in best 2 (Two) shall be counted for the purpose of the Internal Examination. Accordingly there shall be a maximum of 20 marks for Internal Tests and 10 marks for general performance and behavior of the student in the campus as mentioned above shall be awarded by the Teacher concerned on the basis of class participation and attendance of a student.

In so far as the External Semester Examination is concerned each examination question paper ad mentioned above, shall be of three hours duration with the maximum marks being 70. The pattern of paper setting for Semester Examination is indicated at Annexure- I. The duration of the Internal Tests and the modalities of the Tests shall be decided by the Teacher concerned in the respective subject in consultation with the Head of the Department/Director of the Affiliated Institution as the case may be. The maximum marks for Internal Examination shall be 30 as indicated above.

The Department/Affiliated Institute shall forward the Internal Examination marks awarded by the Teacher/Internal Expert concerned in the respective Paper to the Registrar before start of the External Semester Examination for being incorporated with the result of the Semester Examination.

In the Fifth Semester each student shall undertake a Project based on Research Methodology on the topic assigned to him/her by the Teacher concerned on the issues related to Trade, Commerce,
Industry, Corporate Affairs and Corporate World. The topic shall be assigned at the beginning of the Fourth Semester so that the students could utilize time and make proper scheduling of time for the Project. This will also enable students to submit the Project Report during the period of Fifth Semester. The Project Report and its presentation shall be evaluated by the Internal Expert appointed by the Department/Affiliated Institute as the case may be. The presentation shall be in the form of class room seminar and the criteria for evaluation may be decided by the Teacher In charge with the approval of the Head of the Department/Director of the Affiliated Institution as the case may be.

7. Eligibility for Passing the Examination: The minimum marks for passing the examination in each of the semester shall be 50% in aggregate subject to a minimum of 40% in each paper. Theory 30%, theory + sessional = 40%, i.e; 21+19 =40. Further a student who has secured minimum marks to pass in each paper as mentioned above but has not secured the minimum marks to pass in aggregate for the Semester concerned shall be eligible to reappear in two papers in which he/she secured minimum marks in that semester so as to improve the aggregate marks in the concerned semester. A maximum of 5 marks can be awarded as grace marks in case if a student fails in only one paper subject to the condition that such student must have secured 55% or more marks in aggregate in the respective semester Examination in case of grace, position in merit list shall not be included.

8. Provision regarding Back Paper: No student shall be admitted to second year/Third year of the course respectively unless he/she has passed in at least 6/16 papers out of total papers of 10/20 offered by him/her during the First Year/Second Year respectively. In that way a student can be allowed to reappear in 4 examination papers of External Semester Examination in which he/she failed in respective Semester during second and Third Year of the course as back paper/ further, a student will be allowed to reappear in any paper in the respective External Examination subject to the condition that the total number of papers shall be within the total limit of 4 back papers in a year as mentioned in this Para and further that total number of attempts for appear shall not exceed the total span period of programme of six years or as decided by the University for Degree level courses. Further all the students shall have to pass the Degree programme within the span period of the programme which is Six year or the span period as decided by the University for Degree level courses from the date of admission in the programme. In case of those students whose back papers are more than 4 in a year as mentioned above, they shall not be allowed to proceed to Second Year (Third Semester) unless they pass the First year course (First Semester and Second Semester). Same shall be in the case of promotion from Second year to Third year. The students who have thus failed shall be Ex-students and shall repeat the respective Semester. The back paper examinations shall be held with the respective regular External Semester Examination. If a student fails to clear the degree programme during the span period mentioned above from the date of admission then he or she shall not be eligible to be readmitted in the BBA degree programme. The Ex-students shall be exempted from paying Fees and shall be exempted from attending the classes. Back paper facilities shall not be available for internal examination.
It is hereby clarified that promotion from First Semester to Second Semester shall be further subject to the condition that at the end of the First Semester, a Student would be promoted provisionally to the Second Semester provided he/she has appeared in the First Semester examination and his/her continuation to the Second Semester shall be subject to the condition that on declaration of the result of the First Semester examination he/she should not have failed in more than four examination papers. In case the students fail in more than four examination papers, his/her admission to the Second semester shall stand cancelled.

Similarly, promotion from Second Semester to the Third Semester shall be subject to the condition that at the end of the Second Semester, a Student would be promoted provisionally to the Third semester provided he/she has appeared in Second Semester examination and his/her continuation to the Third semester shall be subject to the condition that on declaration of the result of the second semester examination he/she should not have failed in a total of more than four examination papers in first and second semester examination taken together. In case the student fails in a total of more than four examination papers in the first and second semester taken together, his/her admission to the third semester shall stand cancelled.

The promotion to the subsequent semester shall also be subject to the condition that at the end of the previous semester a student would be promoted provisionally to the subsequent semester provided that he/she has appeared in the previous semester examination and his/her continuation in the concerned subsequent semester shall be subject to the condition that on declaration of the result of the previous semester examination and any back papers that the student may have appeared in, he/she should not have a cumulative of more than four back papers.

9. **Provision for Attendance:** - To constitute a regular course of study a student must attend at least 75% of the lectures in each paper. If the attendance is short than 75% then he or she shall not be eligible to sit in the respective semester examination.

10. **Award of Division:** - A student who obtains 60% or more marks in aggregate in all the semester taken together shall be awarded First Division, those with 50% or more marks but less than 60% shall be awarded Second Division. In case of those students whose aggregate marks are 75% or more shall be declared passed with distinction and this fact shall be indicated in the mark sheet of Final Semester.

11. **Medium of Instruction:** - The medium of instruction of study and the examinations shall be English.

12. **Admission Fees and other charges:** - Admission fee and other charges to be levied from the students shall be as such decided by the University from time to Time.
13. **Omnibus Clause:** This Ordinance and the syllabus shall come in to effect from the academic session 2007-2008 with effect from July, 2007. In case of any clarification on any points mentioned in the Ordinances and the syllabus or for any dispute on any points the decision of the University with the approval of the Vice-chancellor would be final and binding on all concerned.
Each paper in the semester examination except Project, Seminar & Viva Voce will carry a maximum of 70 marks normally divided equally among the questions and will be for duration of three hours. The question paper will be divided into 2 sections. There will be a compulsory question on some problem seeking solution under section A. In section B, there will be 4 questions all of which have to be attempted. First question in section B will ask for short notes (to answer any 4 out of 8). Each of the other three questions will include an alternate choice. A model of the paper is presented below.

**Note: All questions have to be attempted**

**Section A**

1. Short practical problem relating to the application of the concept of the subject taught - problem given should not be of more than five hundred words to enable the student to express the knowledge he acquires.

   16 marks

**Section B**

2. Write short notes (up to fifty words) on any four of the following

   3 marks each

   a)  
   b)  
   c)  
   d)  
   e)  
   f)  

3. Describe XYZ?  

   14 marks

   or

   Describe ABC

4. (Pattern as same in 3)  

   14 marks
What is a.b.c?

or

What is I.J.K.?

5. (Pattern as same in 3) 14 marks

Discuss U.V.W.

or

Discuss M.N.O.

As indicated above there must be eight (8) questions in the question paper. Further the question must be within the syllabus- copy of which enclosed for reference.
Objective

The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to Organizational objectives.

Course Contents

2. Evolution of Management Theory Approaches of Management, Early Evolution of Management, Different Schools of Management Thought.

Suggested Readings:-

2. Koontz 'O' Donnel Weihrich -Elements of Management
4. Drucker, F. Peter - The Practice of Management
5. Terry and Franklin -Principles of Management
6. Stoner -Principles of Management
Computers Applications in Business Code – 102

Objectives

The objective to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Also to provide them an orientation about the increasing role of computers in corporate, business world.

Course Contents

4. Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internet, Browsers, Applications and scope.

Suggested Readings:

1. P.K. Sinha - Computer Fundamentals
2. Rajaraman, V - Introduction to Computer Science
4. Scot, George M - Principles of MIS
5. Kanter - Management Information and Control System
6. Grey Perry - Teach Yourself Office 97
**Business Communication Code- 103**

**Objective**

The objective of the Course is to acquaint the students with the knowledge of the Communication written as well as oral required in the Corporate World in its day to day functioning.

**Course Contents**

3. Business Correspondence: Essentials of effective correspondence, Different types of letters, sale letters, goodwill letters, greetings, notices, circulars and orders, Applications for employment, Modern Office techniques Used in Business Communication.
5. Report Writing: Writing Skills, Planning, Drafting, Writing, Re-Writing, Editing, Different Types of Business reports, Structure, Steps toward writing of Different Types of Business reports, Style of report Writings.
6. Fundamentals of computers-Basic knowledge of computers and its operation, application of MS-work, MS-excel MS-PowerPoint, Internet and its uses, Advantages of e-commerce.

**Suggested Readings**

1. Sharma - Business correspondence and report Writing
2. Monipally - The Craft of Business Letter Writing
3. Lesikan V Raymond - Basic Business Communications and Pettel E
4. Herta and Murthy - Effective Business Communications
5. Sinha K.K. - Business Communication
Financial Accounting Code – 104

Objectives

To make the students understand the concepts of Financial Accounting, To familiarize students with the mechanics of preparation and Interpretation of financial Statements.

3. Accounting for Depreciation- Significance and Methods Inventory Valuation Methods and Choice of Methods. Different Types of Reserves.
4. Accounting for Partnership Firm-Introduction, Admission of a New Partner, Death and retirement of Partners, Dissolution of Partnership Firm.

Suggested Readings

2. Bhattacharya and Dearden -Accounting For Management
3. Shukla S M -Advanced Accounting
4. Pandey I M -Essentials of Management Accounting
5. Shukla M C and Grewal TS -Advanced Accounting
Objectives

The Objective is to provide the knowledge of Economic Theories and their application for managerial Decisions.

Course Contents

2. Demand Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Exceptions to the Law of Demand, Reasons For Change in Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.

Suggested Readings

1. Varshney, R L and Maheshwary -Managerial Economics
2. Joel Dean -Managerial Economics
3. Alwxander, K J W and Kemp, A J -The Economist in Business
4. Norman, N Parish -Economic Analysis
5. Mankar and Dinkar -Business Economics
BBA 2nd Semester

Marketing Management Code – 201

Objective

The objective of the course is to provide basic knowledge of the concept of Marketing and their application in the field of business.

Course Contents


Suggested Readings

1. Kotler, Philip -Marketing Management: Analysis Planning and Control
2. Stanton W J -Fundamentals of Marketing
3. Cunduff Still and Goiani Cundiff -Fundamentals of Marketing
4. Rusenberg, L J -Marketing
5. Ramaswami and Nama Kumari -Marketing Management
Human Resource Management Code – 202

Objectives

The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

Course Contents

4. Industrial relations: Concept and Significance of Industrial Relations, Trade Unions, Concept, Objectives and functions of Trade Unions.

Suggested Readings

1. Flippo, E B - Principles of Personnel Management
2. Yoder Dale - Personnel Management and Industrial Relations
4. Singh, Chhabra and Taneja - Personnel Management and Industrial Relations
5. Aswathappa, A - Human Resources and Personnel Management
**Business Environment Code – 203**

**Objective**

The object is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India.

**Course Contents**


**Suggested Readings**

1. Cherunilam Francis - Business Environment
2. Ghose A N - Indian Economy-Its nature and Problems
3. Agarwal A N - Emerging Dimensions of Indian Management
4. Datta R and Sundharan K P M - Indian Economy
5. Adhikari M - Economic Environment of Business
Objective

The objective of the course is to give first hand information and knowledge to the students to understand the basics of the production Areas and its management.

Course Contents

1. Nature and Scope of Production Management, Production Analysis and Planning, Production Functions, Responsibilities of the Production Manager, Plant Location and layout, Factors To Be Taken care for Plant Location.
2. Production Planning and Control, Procedure, Objectives and Importance of Production Planning And Production Control, Manufacturing Systems, Materials Management-Its Scope and Importance, Purchasing Function and Procedures, Store Keeping.
3. Inventory Control, Relevant Costs, Economic Lot Size, Inventory Analysis, Sales Forecasting Techniques.

Suggested Readings

1. Myers - Production Management
2. Bufa - Modern Production Management
3. Goel and Gupta - Production Management
4. Hegde - Production Management
5. Starr - Operations Management
**Objective**

The objective is to provide conceptual knowledge of the tools of financial and analysis and management and various long term and short term sources of finance, it also aims at helping them to develop skills for making financial decisions in practical business situations.

**Course Contents**


**Suggested Readings**

1. Khan, M Y - Financial Management
2. Prasana Chandra - Financial Management
3. Pandey, I M - Financial Management
4. Kuchal, S C - Financial Management and Corporate Finance
5. Van Horne - Financial Management
206 Basic of Environment Science – As decided by the University- This is compulsory course for all Degree level courses and syllabus and pattern of the examination shall be as decided by the University and applicable to all such courses. For Syllabus and course curriculum- Please consult University Guidelines Booklet available from the University Office.