

Bachelor of Business Management

(Semester Scheme, 3 years Degree Course)

1. **Eligibility for Admission:**
A candidate passing Senior Secondary Examination (10+2) from Board of Secondary Education Rajasthan or equivalent, securing at least 48 per cent marks in aggregate shall be eligible for admission to the BBM Programme through Entrance Test.

2. **Course of study:**
Structure of course of study covered shall be as follows:

Semester-I	Paper No.	Title
	101	Principles of Management
	102	Business Communication and Soft Skills
	103	Financial Accounting
	104	Business Mathematics
	105	Economic Environment of Business

Semester-II	Paper No.	Title
	201	Business Regulatory Frame Work
	202	Business Statistics
	203	Managerial Economics
	204	Office Management & Automation
	205	Cost Accounting
	206	General Hindi

Semester-III	Paper No.	Title
	301	Corporate Accounting
	302	Entrepreneurship Development
	303	Indian Financial System
	304	International Trade and Finance
	305	Income Tax

Semester-IV	Paper No.	Title
	401	Organisational Behaviour
	402	Research Methodology
	403	E-Commerce
	404	Financial Management
	405	General English
	406	Comprehensive Viva

Semester-V	Paper No.	Title
	501	Production Management
	502	Auditing
	503	Human Resource Management
	504	Project Management
	505	Accounting for Managers

Semester-VI	Paper No.	Title
	601	Banking Law and Practices in India
	602	Company Law & Secretarial Practice
	603	Marketing Management
	604	Operation Research
	605	Project and Viva-Voce
	606	Environmental Studies

3. **Attendance**

A candidate shall be required to attend a minimum 75% of the classes held in each paper including the tutorials and practicals, if any. A candidate failing to satisfy the above mentioned requirement of attendance in one or more papers shall be detained from appearing at the examination.

4. **Medium**

Medium of instruction and examination shall be English.

5. **Scheme of Examination**

Each paper shall have maximum marks as 100, to be evaluated both internally and externally. Distribution of marks paper-wise shall be as follows:

- | | |
|------------------------|---|
| * For paper No. 605 | 100 marks External Examination |
| * For remaining papers | 25 marks Internal Assessment
75 marks External Examination |

External examinations shall be held at the end of each semester preferably during December and May. The pattern of question paper in external examination shall be as follows:

Q. No. 1	Containing 10 questions	max. 20 words for each answer
Q. No. 2 to Q. No. 6	Two questions from each unit, any one to be attempted from each unit	max. 250 words for each answer
Q. No. 7 to Q. No. 10	One question each from any four units, any two questions to be attempted	max 500 words for each answer

Minimum pass percentage in individual papers shall be 40, and in aggregate 50 in each Semester.

6. **Use of Calculators.**

Candidates shall be permitted to use simple battery operated 12 digit 2 memory 6 functions noiseless and cordless calculators during examination.

7. **Project Report and Viva Voce:**

Paper No. 605 (Project Report and Viva Voce) shall be examined by a Board appointed by the University at its own level centrally on the basis of Summer Training. Students will complete their summer training programme in the IV and V Semesters as per his convenient during vacations and will submit certificate provided by institutions or companies where they have performed the summer training.

DETAILED COURSE CONTENTS

101 : Principles of Management

1. Nature of Management-Nature, Importance, Functions of management roles of manager, Development of Management Thoughts.
2. Planning: Nature, importance, type, steps, limitations. Decision Making, strategy & strategic formulation, Components & process types of start. Management by objectives and overview.
3. Organizing: Concept, Nature, Process, Purpose and Significance Authority and Responsibility. Delegation of Authority, Centralization and Decentralization, Departmentalisation, bases of Departmentalisation.
4. Staffing & Directing: Meaning and importance of recruitment and selection, training and development. Motivation-meaning & nature. Leadership-meaning and styles communication-nature, process and barriers.
5. Control: Concept and process. Effective control system, Techniques-traditional and modern.

Suggested Readings:

1. Ansoff H. I: Corporate Strategy: McGraw Hill, New York..
2. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Hampton, David R: Modern management; McGraw Hill, New York.
5. Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour - Utilizing the Human Resources: Prentice Hall of India, New Delhi.
6. Ibancevish J. M. and Matleson M.T: Organizational Behaviour & Management; Irwin Homewood, Illionis.
7. Louis A. Allen: Management and Organisation; McGraw Hill, New York.
8. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
9. Stoner and Freeman: Management: Prentice-Hall, New Delhi.
10. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.