

School of Management Studies

DR SHYAMA PRASAD MUKHERJEE

UNIVERSITY, Ranchi

About the Course –

Business management is an ideal choice for any one wanting to fast-track their career or learn more about the realities of initiating or managing a business. The programme fulfils a specified hierarchical need of corporate administration or business. The Comprehensive Programme will provide a professional qualification and an insight in managerial function for those graduation who wish to take up, business management as a career. It will also be of immediate benefit to those currently engaged in Corporate world.

Objective of the course

1. To train individuals and provide them theoretical and practical base of management.
2. To provide knowledge about planning and organising disciplines such as accounting, finance, economics, human resource, marketing, information systems leadership and entrepreneurship.
3. To bring ability to communicate ideas clearly & concisely in Oral & written structures, and in formal & formal settings.
4. To bring critical and logical thinking in students through which they integrate concept across disciplines with creativity & integrity.

Vision -

School of Management Studies is a reputed and reliable institute for all sorts of management courses. Our vision is to train & nurture young professionals coming from diverse background by making them competent to stand on some platform to better their career prospect

- We are for Enhancing the overall Knowledge and skill, invoking the thought process to instill new thoughts, new vision, new ambitions that can equip youth for an analytical outlook. To make sound decisions in ever progressive public and corporate organisations
- We help our students to discover their true hidden potential, to reveal your dormant qualities and unused strengths to meet their objectives
- We are here for creating a pool of trained manpower that will enable the state and country to meet the challenges of providing quality human resource.

GUIDELINES FOR 3 YEARS REGULAR BBAHons. COURSE (2018-2021)

- The Minimum Eligibility Criteria for Admission in BBA Hons. Programme is Intermediate/10+2 in any Discipline with 45% marks.
- Students must produce all the required Original Documents at the Time of Admission.
- Candidates will be short-listed on the basis of Written Test and Academic Qualifications.
- The Reservation Policy of the Government of Jharkhand shall apply in Admission and the Benefits of the same shall be given to the Candidates belonging to the State of Jharkhand only. The Candidates of Other States in the Reserved Category shall be treated as General Category Candidates.
- In all matters relating to Admission to the Programme, the Decision of the DR.SPM University, shall be Final.
- Only the Computer Generated Caste, Income and Residential Certificate shall be accepted and the same may be verified online at the Jharkhand E-District /CSC/JharSewa portal of the Govt. of Jharkhand. Income Certificate should not be of more than SIX Months Duration.

FEE STRUCTURE

Business Administration (Honours)	General/ OBC	SC/ST
(Yearly)	12400/-	11400/-

STRUCTURE OF THE COURSE:

The Course will have Six Semesters. The outline of the Course is given below:

SEMESTER -I

S.NO	Paper Name	Paper No.	Subject Code	Total Lecture	Marks			Pass Marks	Page No.
					MSE	ESE	Total		
1.	Management Concepts and Organization Behaviour	H 01	BBA-101	50	20	80	100	45	01
2.	Introduction to Business Accountancy	H 02	BBA-102	50	20	80	100	45	02
3.	Business Organization and Business Mgt.	01	--	40	--	100	100	33	03
4.	Principles of Economics	02	--	40	--	100	100	33	04
5.	MIL Hindi			50	--	100	100		05
	MIL -Non Hindi (50 Marks)			50		50	100		06
	Alternative English (50 Marks)			20	--	50			07

SEMESTER -II

S.NO	Paper Name	Paper No.	Subject Code	Total Lecture	Marks			Pass Marks	
					MSE	ESE	Total		
1.	HONOURS	Business Economics	H 03	BBA-201	50	20	80	100	45
2.		Business Communication	H 04	BBA-202	50	20	80	100	45
3.	SUBSI.	Business Organization and Business Management	03	--	40	--	100	100	33
4.		Principles of Economics	04	--	40	--	100	100	33
5.	LANG.	MIL Hindi					100	100	
		MIL -Non Hindi (50 Marks)					50	50	
		Alternative English (50 Marks)					50	50	

SEMESTER -III

S.NO	Paper Name	Paper No.	Subject Code	Total Lecture	Marks			Pass Marks	
					MSE	ESE	Total		
1.	HONOURS	Business Statistics for Management	H 05	BBA-301	50	20	80	100	45
2.		Introduction to Marketing Management	H 06	BBA-302	50	20	80	100	45
3.	SUBSI.	Monetary Economics and Indian Banking	05	--	40	--	100	100	33
4.		Legal Aspect of Business	06	--	40	--	100	100	33
5.	LANG.	MIL Hindi					100	100	
		MIL -Non Hindi (50 Marks)					50	50	
		Alternative English (50 Marks)					50	50	

SEMESTER -IV

S.NO	Paper Name	Paper No.	Subject Code	Total Lecture	Marks			Pass Marks	
					MSE	ESE	Total		
1.	HONOURS	Introduction to Financial Management	H 07	BBA-401	50	20	80	100	45
2.		Management Information System	H 08	BBA-402	50	20	80	100	45
3.	SUBSI.	Monetary Economics and Indian Banking	07	--	40	--	100	100	33
4.		Economic Planning and Development of India	08	--	40	--	100	100	33
5.	LANG.	MIL Hindi					100	100	
		MIL -Non Hindi (50 Marks)					50	50	
		Alternative English (50 Marks)					50	50	

SEMESTER –V

S.NO	Paper Name	Paper No.	Subject Code	Total Lecture	Marks			Pass Marks	
					MSE	ESE	FM		
1.	-	Entrepreneurship and Small Business	09	BBA-501	50	20	80	100	45
2.		Research Methodology	10	BBA-502	50	20	80	100	45

SPECIALIZATION PAPER

3.	MARKETING	Retail Marketing and Service Marketing	11	BBA-503	50	20	80	100	45
4.		Sales and Advertising Management	12	BBA-504	50	20	80	100	45
3.	FINANCE	Banking Concepts and Practices	11	BBA F-503	50	20	80	100	45
4.		Securities and Portfolio Management	12	BBA F-504	50	20	80	100	45
3.	HR	Manpower Planning and Resourcing	11	BBA HR-503	50	20	80	100	45
4.		Labor Legislation	12	BBA HR-504	50	20	80	100	45

SEMESTER –VI

S.NO	Paper Name	Paper No	Subject Code	Total Lecture	Marks			Pass Marks	
					MSE	ESE	FM		
1.	Business Ethics	13	BBA-601	50	20	80	100	45	
SPECIALIZATION PAPER									
1.	MARKETING	International Marketing	14	BBA M-602	50	20	80	100	45
2.		Consumer Behaviour	15	BBA M-603	50	20	80	100	45
3.	FINANCE	Project Management	14	BBA F-602	50	20	80	100	45
4.		International Finance	15	BBA F-603	50	20	80	100	45
5.	HR	Industrial Relations	14	BBA HR-602	50	20	80	100	45
		Compensation and Reward	15	BBA HR-603	50	20	80	100	45
		Project Work in Specialization Paper					100		

All the Best

