



BBA PROGRAMME

“Business Management”

The Bachelor of Business Administration (BBA) is more than just a degree – it’s a launch pad into the world of business, entrepreneurship, and leadership. With a perfect blend of theory and practical knowledge, BBA equips students with the foundational skills required to excel in diverse sectors such as finance, marketing, HR, operations, and international business. At Dogra Degree College, our BBA program is designed in line with NEP 2020 guidelines, integrating industry-based projects, case studies, internships, and personality development modules that make students career-ready from day one.

Objectives and Course Structure:

The National Education Policy (NEP) of India states that the Bachelor of Business Administration (BBA) programme will be four years long, divided into eight semesters, with two semesters per year. The 4-year program includes: A research project, Research methodology, and Research work. The undergraduate degree under NEP is multi-disciplinary program with multiple exit and entry options. 1 year certificate course, 2-year diploma course 3-Year vs 4-Year Bachelor's Degree.

Future Scope of BBA

- **Post-Graduation Options:** Open pathways to prestigious courses like MBA, M.Com, PGDM, or even international programs in management.
- **Competitive Exam Readiness:** Strong foundation for exams like CAT, GMAT, UPSC, and Banking services.
- **Entrepreneurship:** Ideal for launching your own venture with the support of our Skill Incubation Centre.
- **Immediate Employment:** Graduates can secure roles like Business Analyst, HR Executive, Marketing Coordinator, Operations Manager, and more.
- **Industry Integration:** Our placement cell and value-added certifications make students highly employable in sectors like Retail, Banking, IT, Consulting, FMCG, and E-commerce.

BBA @ Dogra Degree College

- Highly Qualified and Experienced Faculty
- Focus on Holistic Personality Development
- Internships and Industrial Exposure
- Add-on Certifications & Workshops
- Research and Publication Opportunities
- Safe, Inclusive & Green Campus
- Financial Assistance & Scholarships



Value-Added Programs & Certifications

- Digital Marketing
- Communication & Personality Development
- Business Analytics
- Tally with GST

Four Year Undergraduate Programmes Structure Regulations

- I. Major Course (MJ): Any subject in a discipline in which student wants to graduate for 3 years bachelor degree or 4 years bachelor degree with honours/research.
 - II. Minor Course (MI): Any subject other than major available in the college from any discipline.
 - III. Multidisciplinary Course (MD): Any subject/s of student's choice which is of interdisciplinary nature from faculties other than major with the condition that the subject opted for shall not be repeated in any semester.
 - IV. Ability Enhancement Course (AE): It may be modern Indian language (MIL), English language (general), communication skill, mathematical ability. MIL includes Hindi/Dogri/Urdu/Punjabi.
 - V. Skill Enhancement Course (SE): The courses shall be chosen from the basket of courses from NSQF as notified by the University of Jammu. The university departments/respective board of studies can propose new courses in addition to NSQF.
 - VI. Value Added Courses (VA): Four compulsory courses are:
 - a) Understanding India
 - b) Environmental Science and Education
 - c) Digital Technology
 - d) Health and Wellness
- In addition, following optional value-added courses shall be offered by the college
- A) Community engagement
 - B) National Service Scheme (NSS)
 - C) Cultural
 - D) National Cadet Crop (NCC)
 - E) Sports
 - F) Yoga Education
- VII. Summer Internship: Each Student is required to undergo 2 credits of Internship in 5th semester. It shall be a short-term internship of duration 15 days in 5th semester for job/professional



DOGRA DEGREE COLLEGE

NAAC ACCREDITED (Recognized by J&K Govt. & Affiliated to the University of Jammu)



Faculty Members

| S. No | Name of the Faculty | Designation | Profile | Contact |
|-------|--------------------------|-----------------|---------------------------------------|------------|
| 1 | Mr. Rakesh Mohan Koul | H.O. D | MBA (Marketing & HR), DIT, PGDA | 9682193631 |
| 2 | Ms. Sonia Gupta | Lecturer | MBA (Finance & HR) | 7006273828 |
| 3 | Mr. Ashish Thakur | Lecturer | M.A (International Business), | 9858389548 |
| 4 | Ms. Preeti Sharma | Assistant Prof. | MBA (Finance & Marketing), NET | 7006962630 |
| 5 | Ms. Amarpreet Kaur | Assistant Prof. | MBA (HR) | 7889656167 |
| 8 | Dr Abhimanyu Billawariya | Assistant Prof. | Ph.D. (English), MA History | 7889958993 |
| 9 | Ms. Palak Gupta | Assistant Prof. | M.Ed, M.SC, NET (EVS), NET(Education) | 7006373977 |
| 10 | Ms. Pranika Gupta | Lecturer | MA (English Literature) | 7006658124 |



BBA Department Course Structure (NEP-2020)

Semester 1

Major

Management Perspectives and Organizational Behaviour (UMJBBT-101)

Minor

Managerial Economics (UMIBBT-102)

Communication English-I (UAEENT-105) AEC

1. Understanding India (UVAUIT- 101)
2. Environmental Science & Education (UVAEVT-102) VAC

Soft Skills (USEBBT-104) SEC

IT Basics and Applications (UMDICT 103) MDC

Semester 2

Major

Ethics & Business Environment (UMJBBT-201)

Minor

Financial Accounting (UMIBBT-202)

Communication English-II (UAEENT-205) AEC

1. Digital Technology (UVADTT-201)
2. Health & Wellness (UVAHWT-202) VAC

Intellectual Property Rights (UMDSTT- 208) MDC

Goods and Services Tax (USEBBT-204) SEC

Semester 3

Business Laws (UMJBBT301) Major

Business Data Analytics (UMJBBT302) Major

Business Statistics (UMIBBT303) Minor

Entrepreneurship Development (UMDBCT301) MDC

Business research method (USEBBT305) VAC

NCC NSS



Semester 4

Major

Fundamental Human Resource Management
(UMJBBT401)

Principles of marketing (UMJBBT402)

Fundamentals of Finance (UMJBBT403)

Business operation (UMJBBT404)

Minor

Business communication (UMIBBT405)

Semester 5

Major

Working Capital Management (UMJBBT501)

Talent Management (UMJBBT502)

Product Design & Development (UMJBBT503)

Fundamentals of Sales Management
(UMJBBT504)

Minor

Life Skills and Personality Development
(UMIBBT505)

Summer Internship (USEBB1506) SEC

Semester 6

Major

Advertising & Promotion: Tools & Technique
(UMJBBT601)

Cost Accounting (UMJBBT602)

Human Resource Development (UMJBBT603)

Material Management (UMJBBT604)

Minor

Financial Services (UMIBBT605)

Semester 7

Major

Consumer Behaviour (UMJBBT701)

Research Methodology & Research Ethics
(UMJBBT702)

Management Accounting (UMJBBT 703)

Inventory Management (UMJBBT 704)

Cost Accounting (UMJBBT602)

Human Resource Development (UMJBBT603)



Major Material Management (UMJBBT604)

Minor

Mental Health, Happiness and well Being
(UMIBBT705)

Semester 8 (UG Honours)

Major

Introduction to Project Management
(UMJBBT801)

On the Job Training (UMJBBT802)

Minor

Industrial Relations (UMIBBT803)

Semester 8 (UG Honours with Research)

Major

Introduction to Project Management
(UMJBBT804)

Research Project/ Dissertation (USEBBP806)

Minor

Industrial Relations (UMIBBT805)