

FACULTY OF COMMERCE

SYLLABUS FOR THE BATCH FROM THE YEAR 2022 TO YEAR 2025

Programme Code: BBA

Programme Name: BACHLORS OF BUSINESS ADMINISTRATION

(Semester I- VI)

Examinations: 2022-2025



P.G. Department of Commerce and Business Administration

Khalsa College, Amritsar

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(b) Subject to change in the syllabi at any time.
(c) Please visit the College website time to time.

S.No.	PROGRAMME OBJECTIVES
1.	The overall objectives of this academic Bachelor's program is to develop the students' intellectual capacity, executive personality, and managerial skills
2.	The course also enables them to assume entry-level managerial positions in business and industry, public sector organizations, consultancy companies and other organizations.
3.	Graduates of the program may also choose to start their own entrepreneurial business ventures.
4.	The program also prepares students for Master's degree studies in management.
5.	The course also enhances ability to demonstrate technical competence in specifically domestic and global arena of business through the study of major disciplines within the fields of business.

S.No.	PROGRAMME SPECIFIC OUTCOMES (PSOS)
PSO-1	Ability to define, analyse the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
PSO-2	Provides communication skill to solve specific business problems and decision making.
PSO-3	Apply ethical principles and commitment towards professional ethics and responsibility.
PSO-4	Function effectively as a member, leader, individual or group in diverse environment.
PSO-5	Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.

PSO-6	Providing an opportunity for the students to gain practical exposure towards the workplace and various kind of business organisation.
PSO-7	Promotes entrepreneurship skills by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities

COURSE SCHEME							
SEMESTER - I							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-1105	English (Compulsory)	4	37		13	50	1-2
BPBI-1101/ BPBI-1102/BPHC-1104	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	3-6
BBA -103	Basic Accounting	4	37		13	50	7-8
BBA -104	Business Organization and Systems	4	37		13	50	9-10
BBA -105	Managerial Economics - I	4	37		13	50	11-12
CS-BBA -106	Computer Applications For Business -I	4	27	10	13	50	13-14
BBA -107	Business Communication	4	37		13	50	15-16
ZDA 111	Drug Abuse: Problem, Management & Prevention	1.5				50	17-19

SEMESTER - II							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-1205	English (Compulsory)	4	37		13	50	20-21
BPBI-1201/BPBI-1202/BPHC-1204	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	22-25
BBA -203	Business Laws	4	37		13	50	26-27
BBA -204	Principles of Management	4	37		13	50	28-29
BBA -205	Managerial Economics - II	4	37		13	50	30-31
BBA -206	Computer Based Accounting Systems	4	27	10	13	50	32-33
BBA -207	Fundamentals of Banking	4	37		13	50	34-35
ZDA 121	Drug Abuse: Problem, Management & Prevention	1.5				50	36-37

SEMESTER - III							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-2305	English (Compulsory)	4	37		13	50	38-39
BPBI-2301/BPBI-2302/BPHC-2304	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	40-43
BBA -303	Statistics For Business	4	37		13	50	44-46
BBA -304	Fundamentals of Human Resource Management	4	37		13	50	47-49
BBA -305	Fundamentals of Marketing	4	37		13	50	50-51

	Management						
BBA -306	Indian Financial System	4	37		13	50	52-53
BBA -307	Management Accounting	4	37		13	50	54-55
ESL - 221	Environmental Studies – I	2				50 (Qualifying)	56-59

SEMESTER - IV							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-2405	English (Compulsory)	4	37		13	50	60-61
BPBI-2401/BPBI-2402/BPHC-2404	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	62-65
BBA -403	Financial Management	4	37		13	50	66-67
BBA -404	Production and Operations Management	4	37		13	50	68-69
BBA -405	Business Environment	4	37		13	50	70-71
BBA -406	Operations Research	4	37		13	50	72-73
BBA -407	Fundamentals of Insurance	4	37		13	50	74-75
BBA -408	Seminar	2	37		13	50	76
ESL – 222	Environmental Studies – II	2				50 (Qualifying)	77-80

SEMESTER - V							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-3505	English (Compulsory)	4	37		13	50	81-82
BPBI-3501/BPBI-3502/BPHC-3504	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	83-86

BBA -503	Company Law	4	37		13	50	87-88
BBA -504	Entrepreneurship and Small Business	4	37		13	50	89-90
BBA -505	Cost Accounting	4	37		13	50	91-92
Any ONE of the following Groups each having two papers-							
	GROUP A:						
BBA -511	Consumer Behaviour	4	37		13	50	93-94
BBA -512	Advertising and Sales Management	4	37		13	50	95-96
	GROUP B:						
BBA -521	Industrial Relations & Labour Legislations	4	37		13	50	97-98
BBA -522	Organisation Change & Development	4	37		13	50	99-100
	GROUP C:						
BBA -531	Management Of Banking Operations	4	37		13	50	101-102
BBA -532	Insurance & Risk Management	4	37		13	50	103-104
	GROUP D:						
BBA -541	International Business Environment	4	37		13	50	105-106
BBA -542	Management Of International Business Organisation	4	37		13	50	107-108

SEMESTER - VI							
Course Code	Course Name	Hours/Week	Max. Marks				Page No.
			Th	Pr	IA	Total	
BENC-3605	English (Compulsory)	4	37		13	50	109-110
BPBI-3601/BPBI-3602/BPHC-3604	Punjabi Compulsory/Basic Punjabi/PHC	4	37		13	50	111-114
BBA -603	Income Tax	4	37		13	50	115-116

BBA -604	Fundamentals of Capital Market	4	37		13	50	117-118
BBA -605	Viva – Voce		-		-	50	119
Any ONE of the following Groups each having two papers							
	GROUP A:						
BBA -611	Services Marketing	4	37		13	50	120-121
BBA -612	E-Marketing	4	37		13	50	122-123
	GROUP B:						
BBA -621	Training & Development	4	37		13	50	124-125
BBA -622	Contemporary Issues in Human Resource Management	4	37		13	50	126-127
	GROUP C:						
BBA -631	Security Analysis and Portfolio Management	4	37		13	50	128-129
BBA -632	Contemporary Issues in Accounting	4	37		13	50	130-131
	GROUP D:						
BBA -641	Export-Import Management and Documentation	4	37		13	50	132-133
BBA -642	Global Strategic Management	4	37		13	50	134-135

ENGLISH (COMPULSORY)**B. A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA (Social Science) B.Com (Hons.)****Code: BENC-1105****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Time Allowed: 3 hours****Internal Assessment:13****Instructions for the Paper Setter and Distribution of Marks:**

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 10 Marks**Section B: 17 Marks****Section C: 10 Marks****Section–A**

- Twelve (12)** Questions on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Ten (10)** (1X10= 10 Marks)

Section–B

- EIGHT (8)** questions (four from each literary text) on theme, characterization, tone and style etc. will be set. The students will be required to attempt **any Four (4)** questions, choosing at least **TWO** from each prescribed text. The answer to each question should not exceed 15-20 sentences. (4X3=12 Marks)
- The students will be required to write an **APPLICATION** to the Head of an educational institution on any **ONE** out of the **TWO** Topics (1X5=5 Marks)

Section–C

- TWO** questions, one from each literary text, will be set for the students to answer any **ONE.** (1X5 = 5 Marks)
- A question requiring the students to write a **Paragraph** on **ONE** of the **TWO** given topics. (1X5 = 5 marks)

marks)

Course Objectives:

- To read, interpret and write about diverse range of texts in English
- To understand the prescribed texts analytically and critically
- To familiarise the students with social, political, moral and cultural background of the prescribed texts.
- To participate in the critical and cultural discourses of English

5. To teach language and literature effectively with the support of ICT tools
6. To become competent, committed, conscious, creative, and compassionate human beings

Course Contents:

- 1) Stories at Sr. No. 1,2,3,5,6 from *Tales of Life*.
- 2) Essays at Sr. No. 1,2,3,5,6 from *Prose for Young Learners*.
- 3) Unit 1-18 from *Murphy's English Grammar*.

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *Murphy's English Grammar 4th Edition* (by Raymond Murphy) CUP

Sr. No.	On completion of this course, the students will be able to:
CO1	Appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu
CO2	Comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them
CO3	Understand fundamental grammatical rules governing tenses and make correct usage in their language
CO4	Independently write paragraphs on any given topic

BPBI-1101
lwzml pMjwbl

smW : 3 GMty

kRYift pRqI hPqw : 04
ku`l GMty : 60
ku`l AMk : 50
iQaUrl AMk : 37
ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRliKak lel hdwieqW

- islybs dI cwr Bwg hn pr pRSn-p`qr dI pMj Bwg hoxgy[pihly cwr BwgW ivc 02-02 pRSn pu`Cy jwxgy[hryk Bwg ivc 01-01 pSn krnw lwzml hovigw[hryk pRSn dI brwbr (08) Ak hoxgy[pRSn p`qr dI pMjwbl Bwg ivc swry islybs ivc 01-01 Ak dI Cj pRSn pu`Cy jwxgy, ijnHW ivc 05 pRSnW dI au-qr dyxw lwzml hvygw[pypr sY-t krn vwlw jykr cwhj qW pRSnW dI vMf Aqon v`D qon v`D cwr aup-pRSnW ivc kr skdw hY[
not : ieMtrnl AsY-smYnt 13 AkW dI hY, jo kwlj v`loN inrDwirq idSw inrdySW Anuswr iQaUrl AkW qon v`Krl hovygl[ies pypr dI ku`l Ak 37+13 = 50 hn[

pwT-kRm nqljy Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwRQI dI swihqk soc-smJ ivksq hvygl[
CO2	ividAwRQI ivc swihq ruclAW ivksq hoxglAW[
CO3	ividAwRQI nM swihq isrjxi dI sPBwnw vDygl[
CO4	ividAwRQI ikSY vl ivSy dw gihn AiDAYn krn dy kwbl hovygw[
CO5	ividAwRQI mwq BwSw dI ivkws ivc ivSys Xogdwn pwauxgy[

pwT-kRm

Bwg-pihlw

swihq dy rMg, fw. mihl isMG (sMpw.), rvl swihq pRkwSn, AMimRqsr[

Bwg pihlw - kivqw Aqy khwxl, fw. mihl isMG Aqy fw. Awqm rMDwvw (sih sMpw.)

(kivqw Bwg ivcoN pRSMg sihq ivAwikAw/kivqw dw ivSw-vsQU[khwxl Bwg ivc swr/ivSw-vsQU)

Bwg-dUjw

sMswr dIAW pRis`D hsqIAW

ipRM. qyJw isMG Aqy hrnwm isMG SwN (sMpw.), pMjwbl swihq pRkwSn, AMimRqsr[

(jlvnl 01 qon 09 q`k, ivSw-vsQU/swr/nwiek ibMb)

Bwg-qljw

(a) pYrHw rcn

(A) pYrHw pVH kI pRSnW dI aqr[

Bwg-cOQw

(a) pMjwbl BwSw : inkws qy ivkws

(A) BwSw vMngIAW : BwSw dw tkswll rUp, BwSw Aqy aup-BwSw dw AMqr, pMjwbl aup-BwSwW dy pCwx-icMn

BPBI-1102 : mifll pMjwbl

(In Lieu of Compulsory Punjabi)

smW : 3 GMty

kRYift pRql hPqw : 04

ku`l GMty : 60

ku`l AMk : 50

iQaUrl AMk : 37

ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRliKak lel hdwieqW

- pihly Bwg ivc d cwr vrxnwqmk pRSn pu`Cy jwxgy ijn il ivc d iqMn pRSnW dw au-qr dyxw lwj.ml hY[hr pRSn d cwr-cwr AMk hn[Bwg dlsrw ivc d d-d AMk d pMj pRSn pu`Cy jwxgy[swry pRSn lwj.ml hn[Bwg qlsr ivc d iqMn pRSn pu`Cy jwxgy ijn il ivc d pRSn h`l krn lwzml hn ijn d pMj-pMj AMk hn[Bwg cOQw ivc pj ASu`D SbdW nUM Su`D krk ilKxw hvygw[

not: ieMtrnl AsY-smYnt 13 AMk d hY, jo kwlj v`loN inrdwirq idSw inrdySW Anuswr iQaUrl AMk qoN v`Krl hovygl[ies pypr d kl Ak 37+13 = 50 hn[

pwT-kRm nqlyj Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwRQl pMjwbl BwSw Aqy gurmuKl ilpl dl isKlweI ivc muhwrq hwisI krngy[
CO2	pMjwbl BwSw ivc muhwrnl, lgW-mwqrW, svr Aqy ivAMjn dl pCwx Aq vrqoN dAwrw aunHW dl smJ nUM ivkisq hvygl[
CO3	pMjwbl Sbd-joVW dl jwxkrl hwisI krk auh Su`D pijwbl ilKx-pVHn d smr`Q hoxgy[
CO4	auh pMjwbl BwSw d ivAwkrn pRbMD dl jwxkwrl hwisI krngy[

pwT-kRm**Bwg-pihlw**

- (a) pMjwbl BwSw qy gurmuKl ilpl :
nwmkrx qy sMKyp jwx-pCwx: gurmuKl vrxmwllw, A`Kr kRm, svr vwhk (a, A, e), lg-mwqrW, pYr ivc ibMdl vwlj vrn, pYr ivc pYx vwlj vrn, ibMdl, it`pl, A`Dk
- (A) isKlweI qy AiBAws

Bwg-dUjw

gurmuKl AwrQogrwPl Aqy aucwrn :

svr, ivAMjn : muFll jwx-pCwx Aqy aucwrn, muhwrnl, lg-mwqrW dl pCwx

Bwg-qlj

pMjwbl Sbd-joV : mukqw (d A`KrW vwlj Sbd, iqMn A`KrW vwlj Sbd), ishwrl vwlj Sbd, ibhwrl vwlj Sbd, AONkV vwlj Sbd, dulYNkV vwlj Sbd, lW vwlj Sbd, dulwvW vwlj Sbd, hoVy vwlj Sbd, knOVy vwlj Sbd, lgwKr (ibMdl, it`pl, A`Dk) vwlj Sbd

Bwg-cOQw

Su`D-ASu`D Sbd

BPHC-1104
PUNJAB HISTORY & CULTURE (From Earliest Times to C 320)

(Special Paper in lieu of Punjabi compulsory)(For those students who are not domicile of Punjab)

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1 mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives: The main objective of this course is to educate the history and culture of the Ancient Punjab to the students who are not domicile of the Punjab. It aims to familiarize these students with the physical features of ancient Punjab and its impact on its history and culture. It also provides them information about the different sources to construct the history and culture of the ancient Punjab. The course intends to provide knowledge of social, economic, religious life of the Harappan civilization, Indo-Aryans, teachings and impact of Jainism and Buddhism in the Punjab

Course Content

Unit-I

1. Physical features of the Punjab and impact on history.
2. Sources of the ancient history of Punjab.

Unit-II

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlement in Punjab.

Unit-III

5. Social, Religious and Economic life during Rig Vedic Age.
6. Social, Religious and Economic life during later Vedic Age.

Unit-IV

7. Teachings and impact of Buddhism.
8. Jainism in the Punjab.

Suggested Readings:-1. L. Joshi (ed), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition) 2. L.M. Joshi and Fauja Singh (ed), *History of Punjab*, Vol.I, Patiala 1977.3.

BudhaParkash, *Glimpses of Ancient Punjab*, Patiala, 1983.4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.

Course Outcome)

Sr. No.	On the completion of the course Students will be able to:
CO1	The history and culture of the Ancient Punjab.
CO2	Physical features of ancient Punjab.
CO3	The sources of the history of the Punjab
CO4	Social, economic, religious life of the Harrapan civilization and Vedic-Aryans.
CO5	Teachings and impact of Jainism and Buddhism in the Punjab

BBA-103
BASIC ACCOUNTING

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific] calculator.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

This course will help the students to develop cognizance of the importance of accounting in organization financial statements. It will help students to describe how people analyze the corporate financial under different conditions and understand why people describe the financial statements in different manner.

Course Content:

Part-I

Introduction: Financial Accounting- Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, Users of Accounting Information and limitations of Financial Accounting.

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards- Concept, Objectives, Benefits, Brief Review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, Introduction to GST: An overview.

Recording of Transactions: Voucher System:- Accounting Process, Journal, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance.

Part-II

Depreciation: Meaning, Need & Importance of Depreciation, Methods of Charging Depreciation (WDV & SLM).

Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole Proprietary Business

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of Final Accounts of a Company, Understanding Annual Report of a Company.

Computerized Accounting: Computers and its Application in Accounting. Accounting Software Package (Tally)

Suggested Readings:

1. Gupta, Ambrish, —Financial Accounting for Management: An Analytical Perspective, Pearson Education, New Delhi.
2. Khatri, Dhanesh, —Financial Accounting, Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, G. I., Elliot, John A. Philbrick, Donna R. , —Introduction to Financial Accounting, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, —Financial Accounting for Management, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., —Advance Accounts, Sultan Chand & Sons, New Delhi.
6. Juneja, CM, Arora J.S, Navdeep Kaur; —Basic Accounting, Kalyani Publishers, Ludhiana.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Give an insight to various basic aspects of Accounting.
CO2	Understand accounting concepts, tools and techniques influencing business organizations.
CO3	Understand accounting procedure maintenance of subsidiary books and final accounts.

BBA-104**BUSINESS ORGANISATION & SYSTEMS****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13**

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives

To Understand the basic concepts in commerce, trade and industry and have an exposure to modern business world. To know modern business practices, forms, procedures and functioning of various business organizations.

Course Content:**Part-I**

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system, Trade and aids to trade, Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business

Part-II

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal.

Domestic & Foreign Trade: Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Import export trade procedure & their organization.

Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. Kaul, Vijay Kumar —Business Organisation and Management: Text and Cases, Pearson Education, New Delhi.
2. Singla, R.K., —Business Organisation and Management, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, —Organisation Theory and Design, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., —Business Environment, Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, —Business & Society: Ethics, Sustainability and Stakeholder Management, Cengage Learning, New Delhi.
6. Tulsian P.C., Pandey V, —Business Organisation & Management, 2007, Pearson Education.
7. Bhusan Y.K., —Fundamentals of Business Organisation & Management, Pearson Education, New Delhi, 2009.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Remember and understand the basics of Business and Business Organization. Understand and analyse the components and objectives of Business, Role of business in the present-day Society, Trade, Industry and Commerce. Remember and understand the concepts of Co-operative Societies and sole proprietorship
CO2	Analyse and apply requisites of an Ideal Form of Business Organization.
CO3	Remember and understand the Forms of business organizations. Understand and evaluate Partnership Firm. Remember and understand the concept of Company.
CO4	Understand the importance and role of Stock Exchanges and commodity exchange

BBA-105**MANAGERIAL ECONOMICS-I****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13****Note:1. The question paper covering the entire course shall be divided into three sections.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To develop an advanced theoretical understanding of consumer behaviour and decision-making. To develop a theoretical understanding of strategic behaviour of economic agents. It will also help student to understand the links between household behavior and the economic models of demand. It will also help in understanding the efficiency and equity implications of market interference, including government policy.

Course Content:**Part – I**

Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

Consumer’s Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply. Bachelor in Business Administration (Semester – I)

Part – II

Theory of Production: Law of variable proportion: total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost; Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Price elasticity of demand.

Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

Suggested Readings:

1. Koutosoyiannis, A., —Modern Micro Economics, Palgrave Macmillan.
2. Dwivedi, D.N.,—Microeconomics: Theory and Applications, Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., —Microeconomics, Pearson Education, New Delhi.
4. Ahuja, H.L., —Advanced Economic theory; Microeconomic Analysis,
- S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., —Managerial Economics, Himalaya Publishing House, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand the economic problems and correlate scarcity with the requirements.
CO2	Evaluate demand and can analyse cost in order to optimise cost production combinations.
CO3	Recognize the existing market and can take appropriate decisions.

CS-BBA -106
COMPUTER APPLICATIONS FOR BUSINESS- I

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note: 1. Medium of Examination is English Language.
2. The question paper covering the entire course shall be divided into three sections.

Instructions for Paper Setters:

Section–A: It will have question No.1 consisting of 7 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 7 questions. Each question will carry one mark; the total weightage being 7 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Unit-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of this section shall be 10 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Unit-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of the section shall be 10 marks.

Course Objectives:

Enable the student to

1. To be proficient in office automation applications.
2. Handle the word processing software.
3. Understand that in today's commercial world, automation helps the users with a sophisticated set of commands to format, edit, and print text documents.
4. Use it as valuable and important tools in the creation of applications such as newsletters, brochures, charts, presentation, documents, drawings and graphic images.

UNIT – I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief History or evolution of computers, Generation of computers.

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/Output/Memory storage devices. Difference between Hardware & Software, Types of software, System software, Application software and Utility Software, Translator (Compiler, Interpreter and Assembler).

Operating System: Basic Functions and Types of Operating System. Basics of Window (Desktop, Taskbar, Start Menu, Folder and Sub-Folder (Creation, rename and delete), Shortcut, Recycle bin, Control Panel, Window Explorer, To add and delete Applications and Printer, Accessories. Basics of Window 10.

UNIT – II

MS-Word -2010: Overview, Creating, Saving, Opening, Importing, Exporting& Inserting files. Formatting pages, paragraphs and sections. Indents and outdants. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables, Header and Footer, Printings.

MS-Excel -2010: Worksheet overview. Entering information. Worksheet creating. Opening and saving workbook. Formatting number and texts. Protecting cells. Creating and Printing Chart and Graphs.

MS-Power Point -2010: Presentation Basics, Menus and Toolbars. Creating, Opening, Saving, Printing and existing presentation, Creating and Saving a presentation using sample templates. Design Templates. Different Views of Presentation, Insert slides from another presentation. Inserting pictures and graphics. Slide show.

References:

1. Peter Norton (2010), —Introduction to Computers, 7th Edition, McGraw-Hill, New Delhi.
2. Sanjay Sexana, (2003) —A First Course in Computers, Vikas Publishing House, New Delhi.
3. Rajaraman, V. (2006), —Fundamental of Computers, 4th Edition, Prentice Hall India, New Delhi.
4. Srivastava, S.S. (2008), —MS-Office, Firewall Media, New Delhi.
5. Alexis Loeon and Matheus Leon (2001), —Introduction to Computers with MS-Office 2000, 1st Edition, Tata McGraw-Hill, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Use word processors, spreadsheets, presentation software.
CO2	Understand and create a database using MS Access.
CO3	Describe the features and functions of the categories of application software.
CO4	Understand the dynamics of an office environment
CO5	Demonstrate the ability to apply application software in an office environment

BBA-107**BUSINESS COMMUNICATION****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13****Note:1. The question paper covering the entire course shall be divided into three sections.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To provide an overview of Prerequisites to Business Communication. To put in use the basic mechanics of Grammar. To provide an outline to effective Organizational Communication. To underline the nuances of Business communication. To impart the correct practices of the strategies of Effective Business writing.

Course Content:**Part-I**

Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication.

Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations.

Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.

Part-II

Internal Correspondence: -Memos, Circulars, Notices, Office orders

Correspondence with banks- Regarding overdrafts, cash credits, loans; Drafting of sales letters, circulars, preparation of sales reports,

Customers' correspondence: - Complaints, Regarding dues, follow up letters

Secretarial Correspondence: -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI. Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

Suggested Readings:

1. Taylor, S. and Chandra, V., —Communication for Business: A Practical Approach, Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., —Business Communication Today, 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. —Business Communication, 2009, McGraw Hill Education. Education.
4. Kaul, A., —Business Communication, 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., —Principles of Business Communication, 1990, Macmillan Publishing Co., New York.
6. Rodriques M.V., (2003), —Effective Business Communication, 13th Edition.
7. Doshi S.R., (2008), —Business Communication & Management-Methods & Techniquel.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, —Effective Business Communication, Tata McGraw Hill Publishing Co. Ltd.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand the communication process and important 7C's of communication along with the models of communication.
CO2	Understand the organisational communication with respect to formal and informal communication, internal and external communication.
CO3	Learn the concept of internal correspondence, customer correspondence, bank correspondence and secretarial correspondence.

ZDA 111
Drug Abuse: Problem, Management and Prevention
PROBLEM OF DRUG ABUSE
(Compulsory for all Under Graduate Classes)

Credit Hours (per week): 1.5 hrs.

Total Hours: 22.5 hrs.

Max. Marks: 50

Instructions for the Paper Setters:

Section–A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying 05 marks. Answer to any of the questions should not exceed two pages.

Section–B: (20 Marks) It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying 10 marks. Answer to any of the questions should not exceed four pages.

Section–C: (15 Marks) It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

Course Objectives

The course aims to:

CO-1.	Generate the awareness against drug abuse.
CO-2.	Describe a variety of models and theories of addiction and other problems related to substance abuse.
CO-3.	Describe the behavioral, psychological, physical health and social impact of psychoactive substances.
CO-4.	Provide culturally relevant formal and informal education programs that raise awareness and support for substance abuse prevention and the recovery process.
CO-5.	Describe factors that increase likelihood for an individual, community or group to be at risk of substance use disorders.

UNIT-I

- **Meaning of Drug Abuse**

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

UNIT-II

- **Consequences of Drug Abuse for:**

Individual : Education, Employment and Income.

Family : Violence.

Society : Crime.

Nation : Law and Order problem.

UNIT-III

- **Management of Drug Abuse**

Medical Management: Medication for treatment and to reduce withdrawal effects.

UNIT-IV

- Psychiatric Management: Counseling, Behavioral and Cognitive therapy.
- Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications. 23
4. Jasjit Kaur Randhawa & Samreet Randhawa, —Drug Abuse-Problem, Management & Preventionll, KLS, ISBN No. 978-81-936570-6-5, (2018).
5. Jasjit Kaur Randhawa & Samreet Randhawa, —Drug Abuse Problem, Management & Preventionll, KLS, ISBN No. 978-81-936570-8-9, (2019).
6. Jasjit Kaur Randhawa & Samreet Randhawa, —voZrI d[otos'A^(BPky'oh) ;wZf;nk, gqpzXB ns/ o'eEkwl, KLS, ISBN No. 978-81-936570-7-1, (2018).
7. Jasjit Kaur Randhawa, —Drug Abuse -Management & Preventionll, KLS, ISBN No. 978-93-81278-80-2, (2018).
8. Kapoor. T. (1985) Drug epidemic among Indian Youth, New Delhi: Mittal Pub.
9. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.
10. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
11. Rama Gandotra & Jasjit Kaur Randhawa, —voZrI d[otos'A^(BPky'oh) gqpzXB ns/ o'eEkwl, KLS, ISBN No. 978-93-81278-87-1, (2018).
12. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
13. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar: Guru Nanak Dev University.
14. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra.
15. Sussman, S and Ames, S.L. (2008). Drug Abuse: Concepts, Prevention and Cessation, Cambridge University Press.
16. World Drug Report 2010, United Nations office of Drug and Crime.

17. World Drug Report 2011, United Nations office of Drug and Crime.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	To describe issues of cultural identity, ethnic background, age and gender in prevention, treatment and recovery.
CO2	To describe warning sign, symptoms, and the course of substance use disorders
CO3	To describe principles and philosophy of prevention, treatment and recovery.
CO4	To describe current and evidenced-based approaches practiced in the field of addictions.

BENC-1205
ENGLISH (COMPULSORY)
B.A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA(Social Science) B.Com(Hons.)

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 10 Marks

Section B: 17 Marks

Section C: 10 Marks

Section–A

- 1. Twelve (12) Questions** on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Ten (10)** (1X10= 10 Marks)

Section–B

- 1. EIGHT (8) questions** (four from each literary text) on theme, characterization, tone and style etc. will be set. The students will be required to attempt **any Four** questions, choosing at least **TWO** from each prescribed text. The answer to each question should not exceed 15-20 sentences. (4X3=12 Marks)
- The students will be required to write a **Personal Letter** on any ONE of the TWO given topics. (1X5= 5 Marks)

Section–C

- 1. Two** questions, one from the each literary text, will be set. The students will be required to answer any one. (1X5=5 Marks)
- The students will be required to answer **Five** questions from the **Comprehension Passage** set from the book *Prose for Young Learners*. (5X1=5 Marks)

Course Objectives:

- To read, interpret and write about diverse range of texts in English
- To understand the prescribed texts analytically and critically
- To familiarise the students with social, political, moral and cultural background of the prescribed texts.
- To participate in the critical and cultural discourses of English
- To teach language and literature effectively with the support of ICT tools
- To become competent, committed, conscious, creative, and compassionate human beings.

Course Contents

- 1) Stories at Sr.No.7, 9,10,11,12 from *Tales of Life*.
- 2) Essays at Sr.No.7, 8, 9, 10, 11 from *Prose for Young Learners*.
- 3) Unit 19-25, 72-81 from *Murphy's English Grammar*.

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *Murphy's English Grammar 4th Edition* (by Raymond Murphy) CUP

Course outcomes

Sr. No.	On completion of this course, the students will be able to:
CO1	Appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu
CO2	Comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them
CO3	Make correct usage of tenses, articles and nouns
CO4	Enrich their vocabulary and use new words in their spoken and written language
CO4	Independently write personal letters to their family and friends on various issues

BPBI-1201: ■wzml pMjwbl

smW : 3 GMty

kRYift pRqI hPqw : 04

ku`l GMty : 60

ku`l AMk : 50

iQaUrl AMk : 37

ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRliKAK lel hdwieqW

- islybs dY cwr Bwg hn pr pRSn-p`qr dY pMj Bwg hoxgy[pihly cwr BwgW ivc 02-02 pRSn pu`Cy jwxgy[hryk Bwg ivc 01-01 pSn krnw lwzml hovgw[hryk pRSn dY brwbr (08) Ak hoxgy[pRSn p`qr dY pMjv Bwg ivc swry islybs ivc 01-01 Ak dY Cy pRSn pu`Cy jwxgy, i jnHW ivc 05 pRSnW dY au-qr dyxw lwzml hovgw[pypr sY-t krn vwlw jykr cwhY qW pRSnW dl v f A goN v`D qoN v`D cwr aup-pRSnW ivc kr skd hY[
not : ieMtrnl AsY-smYnt 13 AkW dl hY, jo kwlj v`loN inrDwirq idSw inrdySW Anuswr iQaUrl AkW qoN v`Krl hovygl[ies pypr dY ku`l Ak 37+13 = 50 hn[
 pwT-kRm nqlyj

Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwrQI dl soc-smJ ivksq hovygl[
CO2	ividAwrQI ivc swihq ruclAW pRPil-q hoxglAW[
CO3	ividAwrQI ivc swihq isrjxw dl sµBvnx vDygl[
CO4	ividAwrQI subµiDq ivSy dw gihn AiDAYn krn dy suXog hovygw[
CO5	ividAwrQI BwSwel bxqr qoN jwxU hovygw[

pwT-kRm**Bwg-pihlw**

swihq dy rMg, fw. mihl isMG (sMpw.), rvl swihq pRkwSn, AMimRqsr[

Bwg dUjw - vwrqk Aqy rKw-ic`qr, fw. primMdr isMG, fw. BuipMdr isMG Aqy fw. kuldlp isMG iF`loN (sih sMpw.)

(vwrqk Bwg ivcoN swr/ivSw-vsqu[ryKw-ic`qr Bwg ivc swr/nwiek ibMb)

Bwg-dUjw

sMswr dIAW pRis`D hsqIAW

ipRM. qywj isMG Aqy hrnw isMG Swn (sMpw.), pMjwbl swihq pRkwSn, AMimRqsr[

(jlvnl 10 qoN 18 q`k, jlvnl dw ivSw-vsqu/swr/nwiek ibMb)

Bwg-ql j

(a) d&qrl ic`TI p`qr

(A) AKwx Aqy muhwvry

Bwg-cOQw

(a) Sbd-bxqr Aqy Sbd-rcn : pirBwSw Aqy m-uFly sMklp

(A) Sbd-SRyIAW

BPBI-1202: m`FI l pMjwbl
(In Lieu of Compulsory Punjabi)

smW : 3 GMty

kRYift pRql hPqw : 04
ku`l GMty : 60
ku`l AMk : 50
iQaUrl AMk : 37
ieMtrnl AsY~smYnt : 13

AMk-vMf Aqy pRliKAK lel hdwieqW

- Bwg pihlw ivc d cwr pRSn p-uCy jwxgy ijn^{HW} ivc d iqMn pSnW dw au-qr dyxw lwj.ml hY[hr pRSn d_j cwr-cwr Ak hn[Bwg dUswr ivc d d- d_i AMk d_j pMj pRSn pu`Cy jwxgy[swry pRSn lwj.ml hn[Bwg qlsrw ivc d cwr pRSn pu`Cy jwxgy ijn^{HW} ivc d d_i pRSn h l krn lwzml hn[Bwg c_iQw ivc d d_i pRSn pu`Cy jwxgy ijn^{HW} ivc d iek pRSn h`l krnw hovygw[
not: ieMtrnl AsY-smYnt 13 AMk^W dl hY, jo kwlj v-loN inrDwirq idSw inrdySW Anuswr iQaUrl AMk^W qoN v`Krl hovygl[ies pypr d_j kL Ak 37+13 = 50 hn[

pwT-kRm nqljy Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwrQIA ^W dl in`q vrqoN dl pMjwbl Sbdwvll bwry smJ hor ivkisq hvygl[
CO2	auh pMjwbl Sbd-bxqr dl jwxkwrl hwisl krk BwSwel igAwn nUM ivkisq krngy[
CO3	pMjwbl Sbd-rcnw sMbMDI jwxkwrl aunHW dy igAwn ivc vwDw krygl[

pwT-kRm
Bwg-pihlw

pMjwbl Sbd-bxqr :

DwqU, vDyqr (Agyqr, mDqr, ipCyqr), pMjwbl koSgq Sbd Aqy ivAwkrnk Sbd

Bwg-dUjw

pMjwbl Sbd-pRkwr :

(a) sMXukq Sbd, smwsl Sbd, dojwql Sbd, dohry/duhrukql Sbd Aqy imSrq Sbd

(A) isKlweI qy AiBAws

Bwg-ql j^W

pMjwbl Sbd-rcn^W :iek-vcn/bhu-vcn, iLMg-puilMg, bhArQk Sbd, smwnArQk Sbd, bhuyq SbdW lel iek Sbd, Sbd j^ut, ivroDArQk Sbd, smnwml Sbd

Bwg-cOQw

in`q vrqoN dl pMjwbl Sbdwvll

Kwx-plx, swkdwrl, ru`qW, mhlinAW, igxql, mOsm, bwjwr, vpwr, DMidAW nwl sMbMiDq

BPHC-1204
PUNJAB HISTORY & CULTURE (C 321 TO 1000 A.D.)
(Special Paper in lieu of Punjabi compulsory)

(For those students who are not domicile of Punjab)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1 mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives:The main objective of this course is to educate the students who are not domicile of the Punjab about the history and culture of the Ancient Punjab. It is to provide them knowledge about the social, economic, religious, cultural and political life of the people of the Punjab during the rule of various dynasties such as The Mauryans, The Khushans, The Guptas, The Vardhanas and other ancient ruling dynasties of the period under study.

Course Content:

Unit-I

1. Punjab under Chandragupta Maurya and Ashoka.
2. The Kushans and their Contribution to the Punjab.

Unit-II

3. The Punjab under the Gupta Emperors.
4. The Punjab under the Vardhana Emperors

Unit-III

5. Political Developments 7th Century to 1000 A.D.
6. Socio-cultural History of Punjab from 7th Century to 1000 A.D.

Unit-IV

7. Development of languages and Literature.
8. Development of art & Architecture.

Suggested Readings:-1. L. Joshi (ed), *History and Culture of the Punjab*, Part-I, Patiala, 1989 (3rd edition) 2.L.M. Joshi and Fauja Singh (ed),*History of Punjab*, Vol.I, Patiala 1977. 3. BudhaParkash,*Glimpses of Ancient Punjab*, Patiala, 1983. 4. B

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	The history and culture of the Punjab in Ancient Period.
CO2	Social, economic, religious, cultural and political life of Ancient Indian dynasties.
CO3	Political developments from 7th century to1000AD.
CO4	Socio-cultural history of the Punjab from 7th century to1000AD.
CO5	Language, literature, art and architecture of Ancient Punjab

BBA-203
BUSINESS LAWS

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

This course will impart basic and broad knowledge in business laws in management. It will also enhance ability to apply concepts, principles and theories to understand simple business laws. It will also give awareness of the different business laws, awareness of the global business laws and its impacts on businesses.

Course Content:

Part-I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract.

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement

Part-II

The Consumer Protection Act (1986): Definition of consumer, Features, Grievance redressed machinery.

Law of Agency: Meaning, Features of the Contract of Agency, Types of Agency, Creation of Agency, Rights and Duties of Principal and Agent, Personal Liabilities of an Agent, Termination of Agency, Irrevocable Agency.

Indemnity and Guarantee: Meaning of the Contract of Indemnity and Guarantee. Rights of Indemnity Holder and Indemnifier, Essentials and Types of contract of Guarantee, Nature and Extent of Surety's Liability, Rights and Discharge of Surety.

Suggested Readings:

1. Singh, Avtar, —The Principles of Mercantile Law, Eastern Book Company, Lucknow.
2. Kapoor, N.D., —Business Law, Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., —Business Law, Tata McGraw Hill, New Delhi.
4. Usa, —Indian Business Law, International Business Publications, USA.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Provides basic knowledge regarding creation of contract.
CO2	Provides a brief idea about the frame work of Indian business law.
CO3	Familiarizes the students with case law studies related to business law.
CO4	Acquaints students with laws related to Indian Contract Act ,1872, Sale of goods Act,1930, and Consumer Protection Act.

BBA-204**PRINCIPLES OF MANAGEMENT****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13****Note:1. The question paper covering the entire course shall be divided into three sections.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To enable the students to study the evolution of Management. To study the functions and principles of management. To learn the application of the principles in an organization. To enable the effective and barriers communication in the organization. To study the system and process of effective controlling in the organization.

Course Content:**Part-I**

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, Weaknesses.

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

Part-II

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., —Management, Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, —Principles of Management, PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., —Essentials of Management, Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. —Essential of Business Administration, Himalaya Publishing House, Mumbai.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Prepares the students with better managerial abilities and development of managerial skills.
CO2	Provides detail knowledge about the Management process and various functions of management.
CO3	Recognise the theory of management and manager's role in organisation

BBA-205

MANAGERIAL ECONOMICS-II

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To provide a basis of understanding of macro economics concepts. To understand the functioning of economy at the macro level. To Understand how the economy is regulated through monetary and fiscal policies. To study the important indicators of the economy and their significance.

Course Content:

Part – I

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Consumption: Meaning, determinants (subjective and objective) and importance. Keynes psychological law of consumption.

Part – II

Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Multiplier: Static and Dynamic Analysis. Accelerator and super multiplier.

Inflation: Meaning, types and theories.

Suggested Readings:

1. Ackley, G., —Macroeconomics: Theory and Policy, Macmillan, New York.
2. Shapiro, E., —Macroeconomic Analysis, Galgotia Publication, New Delhi.
3. Gppdwin Neva, J. A. Nelson & J. Harris, —Macroeconomics in Context, PHI Learning Pvt. Ltd, New Delhi.
4. Dornbusch R., S. Ficher & R. Startz, —Macro Economics, Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Agarwal, Vanita, —Macroeconomics: Theory and Policy, Pearson Education, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Enhance their way of thinking about problems, issues and decisions related to economy as whole.
CO2	Be more efficient in dealing with the problems and opportunities related to developing as well as developed economies.
CO3	Understand the meaning and nature of managerial economics and also theories of consumer choice
CO4	Understand meaning and nature of macroeconomics and the concept of inflation
CO5	Understand the various macro-economic indicators.

BBA-206
COMPUTER BASED ACCOUNTING SYSTEM

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To Attain a comprehensive skill set with Accounting Software. To Attain sufficient mastery of data base management systems to be able to effectively handle any computerized accounting system. To Improve file management skills.

Course Content:

Part – I

Computerized Accounting: Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting. Accounting package - Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.

Database Design for Accounting: Financial Accounting, Manual Accounting (basic rules and types of accounts), Difference between computerized and Manual accounting, Financial Accounting Packages:Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Brief Introduction. **SQL:** Introduction, Commands, Data manipulating commands using SQL to retrieve data and generate accounting information.

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

Part – II

Tally - ERP 9.0: Tally - ERP 9.0; Introduction of Tally - ERP 9.0, Features and Steps to install Tally ERP 9.0, Phases of Implementation, Aides for implementation.

Financial Accounting Packages: Preparation and online finalization of accounts on AccountsManagement (Using Tally - ERP 9.0 Software Package); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industry/Organization/ Firm.

Inventory Management: Inventory Management- creation of inventory, using Tally ERP 9.0

GST : Introduction to GSTusing Tally ERP 9.0.

Practical : Based on above Syllabus

Suggested Readings:

1. Hall, J.A, —Accounting Information System, South Western College Publishing.
2. Gelinas, Ultric, J. and Steve, G. Suffon, —Accounting Information System, South Western Thomson Learning.
2. —**Tally - ERP 9.0**, Simple Steps of Learning, Kogent Learning.
3. Arora J.S. (2014), —Tally – ERP- 9, Financial Accounting, Kalyani Publishers, New Delhi.
- 4.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Demonstrate basic skills in entering accounting information into a computerized accounting system
CO2	Demonstrate an understanding of accounting theory, reports and records.
CO3	Utilize an application software to perform accounting tasks; maintain records and prepare and analyze reports for a business entity.
CO4	Work with well-known accounting software i.e. Tally Prime

BBA 207
FUNDAMENTALS OF BANKING

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

The main objectives of this course is to introduce the students to the basic concept of banking as a financial intermediation service and bank as a financial institution and to examine the banking scenario in India.

Course Content:

Part I

Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks. Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks. Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation.

Part II

Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange. Customer's Pass Book- Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System. Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varshney, —Banking Theory, Law & Practicell, Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, —Banking Theory and Practicell, Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, —Elements of Banking and Insurancell, PHI Learning Private Limited, New Delhi
4. www.rbi.org

Note:-Latest editions of suggested books may be followed

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand fundamental knowledge of banking as service and bank as an institution.
CO2	Understand the practical aspects of banking such as functioning of negotiable instruments, their endorsement, clearing house and entries in pass book.
CO3	Learn the role of RBI in Indian economy along with the structure of banking system with respect to unit banking, chain banking, mixed banking, group banking and investment banking.

ZDA121

Course Title-DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION
DRUG ABUSE: MANAGEMENT AND PREVENTION
(Compulsory for all Under Graduate Classes)

Credit Hours (per week): 1.5 hrs.

Total Hours: 22.5 hrs.

Max. Marks: 50

Instructions for the Paper Setters:

Section–A: (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying 05 marks. Answer to any of the questions should not exceed two pages.

Section–B: (20 Marks) It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying 10 marks. Answer to any of the questions should not exceed four pages.

Section–C: (15 Marks) It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

Course Objectives:

The course aim is to

CO-1.	Describe the role of family in the prevention of drug abuse.
CO-2.	Describe the role of school and teachers in the prevention of drug abuse.
CO-3.	Emphasize the role of media and educational and awareness program.
CO-4.	Provide knowhow about various legislation and Acts against drug abuse.

UNIT-I

- **Prevention of Drug abuse**

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active scrutiny.

UNIT-II

- **School:** Counseling, Teacher as role-model, Parent-Teacher-Health Professional Coordination, Random testing on students.

UNIT-III

- **Controlling Drug Abuse**

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and Awareness Program

UNIT-IV

- **Legislation:** NDPS Act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
2. Gandotra, R. and Randhawa, J.K. 2018. *Drug Abuse Management and Prevention*. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
5. Randhawa, J.K. and Randhawa, Samreet 2018. *Drug Abuse-Management and Prevention*. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
6. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
7. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
8. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
9. World Drug Report 2011, United Nations office of Drug and Crime.
10. World Drug Report 2010, United Nations office of Drug and Crime

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand the importance of family and its role in drug abuse prevention
CO2	Understand the role of support system especially in schools and inter-relationships between students, parents and teachers.
CO3	Understand impact of media on substance abuse prevention
CO4	Understand the role of awareness drives, campaigns etc. in drug abuse management
CO5	Learn about the Legislations and Acts governing drug trafficking and Abuse in India

BENC-2305
ENGLISH (COMPULSORY)
B.A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA(Social Science) B.Com(Hons.)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

1. **Twelve (12)** Questions on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Eight(8)**
 (1 X 8= 8Marks)

Section–B

1. **TWO** questions (with sub parts) based on strategies and skill development exercises in Unit-I and Unit-II of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice.
 (7X2= 14 Marks)
2. **THREE** questions on central idea, theme, tone and style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students are required to attempt any TWO of these questions. (3X2= 6Marks)

Section–C

1. **One** question (with internal choice) requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus.
 (1X4= 4Marks)
2. The students are required to write a **report** in about 200-250 words on a topic related to college activities. (1X5= 5 Marks)

Course Objectives:

1. To read, interpret and write about diverse range of texts in English
2. To understand the prescribed texts analytically and critically
3. To participate in the critical and cultural discourses of English
4. To teach language and literature effectively with the support of ICT tools
5. To become competent, committed, conscious, creative, and compassionate human beings.

6. To Train students to discern ethical principles and personal values in light of academic experience

Course Contents:

- I. *Making Connections*: Unit -I & Unit- II
- II. *Moments in Time*: Poems at serial No.1-6
- III. Unit 121-136 from *Murphy's English Grammar*

Text books Prescribed:

1. *Making Connections* by Kenneth J. Pakenham 3rdEdn. CUP
2. *Moments in Time: An Anthology of Poems*, G.N.D.U. Amritsar
- 3 *Murphy's English Grammar 4th Edition* (by Raymond Murphy) CUP

Sr. No.	On completion of this course, the students will be able to:
CO1	Develop an understanding of the poems taught, relate to the socio-cultural background of the prescribed texts and be able to answer questions regarding tone, style and central idea
CO2	Comprehend the basics of grammatical rules governing prepositions in detail
CO3	Enhance their reading and analysing power of texts through guided reading
CO4	Enrich their vocabulary and use new words in their spoken and written language
CO4	Develop skills to write a report on a given topic

BPBI-2301: ■izml pMjwbl

smW : 3 GMty

kRYift pRqI hPqw : 04

ku`l GMty : 60

ku`l AMk : 50

iQaUrl AMk : 37

ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRIiKAK lel hdwieqW

- islybs dI cwr Bwg hn pr pRSn-p`qr dI pMj Bwg hoxgy[pihly cwr BwgW ivc 02-02 pRSn pu`Cy jwxgy[hryk Bwg ivc 01-01 pSn krnw lwzml hovigw[hryk pRSn dI brwbr (08) Ak hoxgy[pRSn p`qr dI pMjv Bwg ivc swry islybs ivc 01-01 Ak dI Cj pRSn pu`Cy jwxgy, ijnHW ivc 05 pRSnW dI au-qr dyxw lwzml hvygw[pypr sY-t krn vwlw jykr cwhj qW pRSnW dI vMf Aqon v`D qon v`D cwr aup-pRSnW ivc kr skdw hY[
not : ieMtrnl AsY-smYnt 13 Ak dI hY, jo kwlj v`loN inrDwirq idSw inrdySW Anuswr iQaUrl Ak qon v`Krl hovygI[ies pypr dI k`l Ak 37+13 = 50 hn[

Sr. No.	On completion of this course, the students will be able to:
CO-1.	ividAwrQI dI swihqk soc-smJ hor pkyrl hovgI[
CO-2.	ividAwrQI Aµdr swihq ruclAW v`DxglAW[
CO-3.	ividAwrQI AMdr swihq inrmwx dIA µBwvwnvW v`DxglAW[
CO-4.	ividAwrQI AMdr µbµiDq ivSy dw gihn AiDAYn dI kwblIAq inKrygl[
CO-5	ividAwrQI AMdr BwSwel şurcnw bwry smJ vDygl[

pwT-kRm

Bwg-pihlw

AwDuink pMjwbl vwrqk

fw. gurbcn isMG qwilb (sMpw.), pMjwbl swihq pRkwSn, AMimRqsr[(lyK 1 qon 7 lyK dw ivSw-vsqu/swr/klw p`K)

Bwg-dUjw

coxvN pMjwbl iekWgl

fw. rimMdr kOr (sMpw.), ksqUrl lwl AYnf sMnz, AMimRqsr[

(iekWglAW 'suhwg', 'nvW cwnx', 'AMn inSwncI', 'Armwn', 'cwblAW', 'im`tl dw bwvw' Aqy 's`DrW')

(iekWgl dw swr/ivSw-vsqu/pwqr icqrn)

Bwg-qljw

(a) sMKyp rcnw (pRYsl)

(A) id`qy pYrj ivc ASu`D Sbd joVW nµ Su`D krnw

Bwg-cOQw

mUl ivAwkrnk iekwelAW : pirBwSw Aqy vMnglAW (BwvMS, Sbd, vwkMS, aupvkw Aqy vwk)

BPBI-2302: muFII pMjwbl
(In Lieu of Compulsory Punjabi)

smW : 3 GMty

kRYift pRql hPqw : 04
ku`l GMty : 60
ku`l AMk : 50
iQaUrl AMk : 37
ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRIiKAK lel hdwieqW

- pihly Bwg ivc d Sbd-SRyxlAW dl pCwx Aqy vrqoN nwl sMbMiDq cwr pRSn pu`Cy jwxgy ijnHW ivc d cr-cwr AKW d iqmN vrXnwqmk pRSn h`l krn lwj.ml hn[pjwbl vwk bxqr vwly Bwg ivc d pMj pRSn di-d: AKW d p`Cj jwxgy[swrj pRSn h`l krn lwj.ml hn[ividAwrQIA nUM iek pYrHw id`qw jwvgw Aqy aus au-pr AwDwirq iek-iek AMk d pMj pRSn id`qy jwxgy[au-qr 50 SbdW q`k slimq hovygw[ividAwrQIA nUM A`T AKwx Aqy muhwvry id`qy jwxgy ijnHW ivc d pMj nUM vwkW ivc vrq k ArQ sp`St krn hoxgy[hr AKwx Aqy muhwvry dw iek-iek AMk hovygw[ividAwrQIA nUM iek vwrqwlwp jW vwrqk dw totw id`qw jwvgw ijs nUM aus ny vwrqk jW vwrqwlwp ivc qbdll krk ilKxw hovygw[

not: ieMtrnl AsY-smYnt 13 AMkW dl hY, jo kwlj v-loN inrDwirq idSw inrdySW Anuswr iQaUrl AMkW qoN v`Krl hovygl[ies pypr d kL Ak 37+13 = 50 hn[

Sr. No.	On completion of this course, the students will be able to:
CO-1.	ividAwrQIA Adr pMjwbl BwSw dl smJ hor ivkisq hovygl[
CO-2.	aunHW dl BwSwel bwrIkIA nUM smJx dl kwblIAq ivc vWDw hovygw[
CO-3.	aunHW ividAwrQI dl ilKq ivc inKwr Awvygw[
CO-4.	AKwx-muhwvirAW dl vrqoN rwhIN auh pMjwbl BwSw dy nwl-nwl pMjwbl siBAwcwr nwl vl juVngy[

Bwg-pihlw

pMjwbl Sbd-SRyxlAW dl pCwx Aqy vrqoN :

nWv, pVnWv, ivSySx, iKirAw, iKirAw-ivSySx, sMbMDk,Xojk, ivsimk

Bwg-dUjw

pMjwbl vwk-bxqr : krqw, krm, iKirAw, pMjwbl vwkW ivc q`qW dl qrqlb, swDwrn vwk, ibAwnlAW vwk, pRSnvwck vwk, hukml vwk, sMXukq Aqy imSrq vwk

Bwg-qljw

pRkwrjl pMjwbl-I : pYrHw AwDwirq pRSn

Bwg-cOQw

pRkwrjl pMjwbl-II :

(a) AKwx qy muhwvry

(A) pRqlkofn (Transcoding)

BPHC-2304
PUNJAB HISTORY & CULTURE(AD.1000-1606)
(Special Paper in lieu of Punjabi compulsory)(For those students who are not domicile of Punjab)

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1 mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives:

The main objective of this course is to introduce the students who are not domicile of the Punjab about the history and culture of the Punjab during Turko-Afghan and the Mughal rule in Punjab during 1000- 1606 A.D. The curriculum is to acquaint pupils with philosophy and teachings of the Bhakti saints, Sufis and the Sikh Gurus. It also aims to provide information regarding the foundation and consolidation of the Sikhism under the first five Sikh Gurus.

Course Content

Unit-I

1. Society and culture of the Punjab during Turko-Afghan rule.
2. The Punjab under the Mughals.

Unit-II

3. Bhakti Movement and its impact on Society of the Punjab.
4. Sufism in the Punjab with special reference to Baba Farid.

Unit-III

5. Guru Nanak Dev – Life and Travels.
6. Teachings of Guru Nanak, Concept of Sangat, Pangat, and Dharmsal.

Unit-IV

7. Contribution of Guru Angad Dev, Guru Amardas and Guru Ramdas.
8. Compilation of Adi Granth and martyrdom of Guru Arjun Dev.

Suggested Readings:-

1. P.N.Chopra, B.N.Puri, &M.NDas, *A Social, Cultural & Economic History of India*, Vol. II., Macmillan India,New Delhi, 1974.
2. J.SGrewal,*The Sikhs of the Punjab*, Cambridge University Press, New Delhi,1994.
3. FaujaSingh,*A History of the Sikhs*-Vol. I & II, Punjabi University,Patiala,1972.
- 4.KhushwantSingh,*A History of the Sikhs*-Vol. I (1469-1839),OxfordUniversity Press,New Delhi, 2011.
5. KirpalSingh, *History and Culture of the Punjab*-Part II (Medieval Period),Publication Bureau, Punjabi University,Patiala,1990.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	New changes brought by the Turks and the Mughals in the Punjabi society and culture.
CO2	Rise and impact of the Bhaki Movement and the Sufism in the Punjab.
CO3	Foundation of the Sikhism and its philosophy.
CO4	Expansion and consolidation of the Sikhism under first five Gurus.
CO5	Compilation of the AdiGranth and circumstances leading to the martyrdom of Guru Arjan Dev.

BBA-303**STATISTICS FOR BUSINESS****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13**

**Note:1. The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective

Learn how to apply a particular statistical tool on the data and variables under consideration and apply various data types using various statistical techniques. To develop the students ability to deal with numerical and quantitative issues in business. To enable the use of statistical, graphical and algebraic techniques wherever relevant. To have a proper understanding of Statistical applications in Economics and Management.

Course Content:**Part-I**

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer’s rule and matrix inversion, method, application of matrices. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency:- Mean, Median, Mode, Measure of dispersion. Range quartile deviation, Average deviation and Standard deviation.

Part-II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearman's rank correlation method; least squares technique; properties of correlations and regression coefficients .

Time Series Analysis: Trend analysis using moving average and regression analysis, easonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.

Elementary Probability Theory: Deterministic and non-deterministic experiments; ifferent types of events; a priori and empirical definition of probability. Conditional probability, laws of addition and multiplication of probability. Properties of binomial, Poisson and normal distributions.

Suggested Readings:

1. Chiang A.C., —Fundamental Methods of Mathematical Economics, McGraw Hill, Kogakusha.
2. Hopfe, M.M., Mathematics – —Foundations for Business Science, Research Association.
3. Mizrahi, A. and Sullivan M., —Mathematics for Business and Social Sciences, John Wiley and Sons.
4. Raghawachari, M., —Mathematics for Management – An Introduction, Tata McGraw Hill, New Delhi.
5. Webber, J.E., —Mathematical Analysis: Business and Economic Applications, Harper & Row,
6. Yamuna, T., —Mathematics for Economics – An Elements Survey, Prentice Hall of India Pvt.Ltd., New Delhi.
7. Chou, Y. —Statistical Analysis, Holt, Rinehart and Winston, New York.
8. Croxton, F.E., Cowden, D.J. and Klien, S., —Applied General Statistics, Prentice Hall of India Pvt. Ltd.
9. Karmel, P.H. and Polar, K.M., —Applied Statistics for Economists, Pitman London.
10. Wetherill, G.B., —Elementary Statistical Methods, Chapman and Hall, London.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
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CO1	Be familiarize with the various statistical and mathematical tools and techniques
CO2	Understand better application of statistical techniques in the business world for increasing the work efficiency in corporate world.
CO3	Understand the Correlation and Regression Analysis, Probability Distribution: Binomial, Poisson and Normal Distribution.

BBA-304
FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective

To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources. To develop relevant skills necessary for application in HR related issues. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

Course content:

Part-I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.

Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies

Part-II

HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentive plans, fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation

Suggested Readings:

1. Dessler, Gary, —Human Resource Management, New Delhi, Pearson Education Asia.
2. Durai, Pravin, —Human Resource Management, New Delhi, Pearson
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., —Human Resource Management: Gaining a Competitive Advantage, New Delhi, McGraw-Hill. McGraw-Hill.
4. Mathis, Robert L. and Jackson, John H, —Human Resource Management, New Delhi, Thomson Publishing.
5. Gomez, Mejia, Balkin, Cardy, —Managing Human Resources, New Delhi Pearson Education.
6. Aswathappa, K., —Human Resource Management, Text and Cases, New Delhi, Tata McGraw Hill.
7. Snell, Scott, and Bohlander, George, —Human Resource Management, New Delhi, Cengage Learning.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand the various aspects of the management of human resources, their interaction in the execution of managerial functions.
CO2	Improve concepts and skills required for utilization and development of these resources for efficient execution of organizational functions.
CO3	Develop understanding about human resource policies
CO4	Gain insights on recruitment methods
CO5	Compare and contrast various types of training methods

BBA-305**FUNDAMENTALS OF MARKETING MANAGEMENT****Time Allowed: 3 hours**

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective

To understand the concepts of marketing management. To learn about marketing process for different types of products and services. To understand the tools used by marketing managers in decision situations. To understand the marketing environment.

Course Content:**Part-I**

Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.

Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment. The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets..

Part-II

Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage. Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

Marketing Communications:-Advertising: - Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing and Channels of distribution

Suggested Readings:

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, —Marketing Management: South Asian Perspective, Pearson Education, New Delhi.
2. Ramaswamy, V.S. and Namakumari, S., —Marketing Management: Global Perspective, Indian Context, MacMillan.
3. Kurtz, David L. and Boone, Louis E., —Principles of Marketing, Thomson South-Western.
4. Enis, B. M., —Marketing Classics: A Selection of Influential Articles, New York, McGraw-Hill.
5. Saxena, Rajan, —Marketing Management, Tata McGraw Hill, New Delhi.

Note:-Latest editions of suggested books may be followed

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand the relevant functional areas of marketing management and its applications.
CO2	Become aware with the fundamentals of marketing to enable them to take better marketing decisions.
CO3	Understand about competitive strategies for market leader and various aspects of market.

BBA-306

INDIAN FINANCIAL SYSTEM

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Note:1. The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective

This course aims at providing the students the intricacies of Indian financial system for better financial decision making.

Part-I

Financial System: - Functions, organisation/structure and an overview of Indian Financial System.

Financial Markets: - Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India). An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions).

Part-II

Financial Intermediaries:-Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies. An Introduction to FII's and FDI's and its importance.

Financial Assets/Instruments: - An Overview of Capital Market instruments

Suggested Readings:-

1. Khan, M.Y, —Indian Financial System fifth edition by Tata McGraw Hill Publishing Co.Ltd.
2. Vasant Desai, —The Indian Financial System &Development, Himalaya Publishing House.
3. Dr.K.Ravichandran, —Merchant Banking & Financial Services, Hiamalaya Publishing House.
4. Bhole, L.M , —Indian Financial Institutions and Market, Tata McGraw Hill Publishing Co. Ltd.
5. Avadhani V.A., —Capital Market Management, Himalaya Publishing House.
6. SEBI Guidelines, Nabhi Publication.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Learn the structure and functions of the Indian financial system.
CO2	Understand the functioning of financial markets and government security market in the development of Indian financial system.
CO3	Evaluate the functioning of different financial institutions and financial instruments.

BBA 307**MANAGEMENT ACCOUNTING****Time Allowed: 3 hours****Credit hours per week: 4****Total Teaching Hours: 60****Max. Marks:50****Theory:37****Internal Assessment:13****Note:1. The question paper covering the entire course shall be divided into three sections.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective

To enhance the abilities of learners to develop the concept of management accounting and its significance in the business. To enhance the abilities of learners to analyze the financial statements. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.

Course Content:**Part-I**

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting. Sources of Finance

Financial statement Analysis: - meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and cash flow analysis

Part-II

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft,

Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing Working Capital by banks.

Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method.

Suggested Readings:

1. Jain, P.K and Khan M.Y —Management Accounting, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
2. Horngren Charles, Gary, Sundem, Stratton William, —Introduction to Management Accounting, Pearson Education Publishers.
3. Jawaharlal, —Accounting for Management, Himalaya Publishing House, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Understand application of Management Accounting and its various tools.
CO2	Make inter-firm and inter-period comparison of financial statements.
CO3	Gain better financial understanding using Ratio Analysis.
CO4	Compute Working Capital Requirements.

ESL-221**ENVIRONMENTAL STUDIES-I (COMPULSORY)****Credit Hours (Per Week): 2****Total Hours: 30****Maximum Marks: 50 Marks**

Instructions for Paper Setters: The question paper will consist of three sections. Candidate will be required to attempt all the sections. Each unit of the syllabus should be given equal weightage of marks. Paper to be set in English, Punjabi and Hindi.

Section–A: (16 Marks): It will consist of five short answer type questions. Candidates will be required to attempt four questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section–B: (24 Marks): It will consist of five questions. Candidates will be required to attempt four questions, each question carrying six marks. Answer to any of the questions should not exceed four pages.

Section–C: (10 Marks): It will consist of two questions. Candidate will be required to attempt one question (carrying ten marks) only. Answer to the question should not exceed 5 pages.

Course Objectives

CO-1	The main goal of Environmental studies is to create the environmental awareness to create a safe, green and sustainable environment.
CO-2	To make students aware about the importance of ecosystem, types of ecosystem, energy flow in an ecosystem, ecological succession, food chain and food web.
CO-3	To make students aware of water conservation, global warming, consumerism and waste products. and, also about the environmental protection acts.
CO-4	Role of National Service Scheme (NSS). Health and hygiene.

COURSE CONTENT:**Unit-I****The Multidisciplinary Nature of Environmental Studies:**

- Definition, scope & its importance.
- Need for public awareness.

Natural Resources:

- Natural resources and associated problems:
- a) **Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
- e) **Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
- 1. f) **Land Resources:** Land as a resource, land degradation, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit-II

Ecosystem:

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-III

Social Issues and Environment:

From unsustainable to sustainable development.

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions.

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.
Case studies.

Wasteland reclamation.

Consumerism and waste products.

Environmental Protection Act:

- Air (prevention and Control of Pollution) Act.
- Water (prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.

Issues involved in enforcement of environmental legislation.

Public awareness.

Unit-IV

National Service Scheme

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	The main goal of Environmental studies is to create the environmental awareness to create a safe, green and sustainable environment.
CO2	To make students aware about the importance of ecosystem, types of ecosystem, energy flow in an ecosystem, ecological succession, food chain and food web.
CO3	To make students aware of water conservation, global warming, consumerism and waste products. and, also about the environmental protection acts.
CO4	Role of National Service Scheme (NSS). Health and hygiene.

BENC-2405
ENGLISH (COMPULSORY)
B.A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA (Social Science) B.Com(Hons.)

Time Allowed: 3 hours

Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37

Internal Assessment:13

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

1. **Twelve (12)** Questions on usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Eight(8)**
(1X8= 8 Marks)

Section–B

1. **TWO** questions (with sub parts) based on strategies & skill development exercises in Unit-III and Unit-IV of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice.
(7X2=14 Marks)
2. **THREE** questions on central idea, theme, tone and style, etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students are required to attempt any TWO of these questions. (3X2 = 6 Marks)

Section–C

1. **One question (with internal choice)** requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus. (1X4 =4 Marks)
2. **ONE** question based on ‘Beyond the Reading’ section at the end of each chapter of the prescribed textbook, *Making Connections* will be set. (1X5 = 5 Marks)

Course Objectives:

1. To read, interpret and write about a diverse range of texts in English
2. To understand the prescribed texts analytically and critically
3. To understand those texts on the basis of careful reading
4. To participate in the critical and cultural discourses of English
5. To teach language and literature effectively with the support of ICT tools
6. To become competent, committed, conscious, creative, and compassionate human beings

Course Contents:

- I. *Making Connections*: Unit –III & Unit- IV
- II. *Moments in Time*: poems at serial No.7-12
- III. Unit 98-112 from *Murphy's English Grammar*.

Text books Prescribed

1. *Making Connections* by Kenneth J. Pakenham 3rdEdn. CUP
2. *Moments in Time: An Anthology of Poems*, G.N.D.U. Amritsar
- 3 *Murphy's English Grammar 4th Edition* (by Raymond Murphy) CUP

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Develop an understanding of the poems taught and be able to answer questions regarding situations, themes and characters depicted in them
CO2	Comprehend the basics of grammatical rules governing adjectives, adverbs, conjunctions and prepositions
CO3	Enhance their reading and analysing power of texts through guided reading
CO4	Enrich their vocabulary and use newly learnt words in both spoken and written language
CO4	Develop skills to write an essay on a given topic

BPBI-2401: ■izml pMjwbl

smW : 3 GMty

kRYift pRqI hPqw : 04

ku`l GMty : 60

ku`l AMk : 50

iQaUrl AMk : 37

ieMtrnl AsY-smYnt : 13

AMk-vMf AqI pRIiKAK lel hdwieqW

- islybs dI cwr Bwg hn pr pRSn-p`qr dI pMj Bwg hoxgy[pihly cwr BwgW ivc 02-02 pRSn pu`Cy jwxgy[hryk Bwg ivc 01-01 pS n krnw lwzml hovigw[hryk pRSn dI brwbr (08) Ak hoxgy[pRSn p`qr dI pMjv Bwg ivc swry islybs ivc 01-01 Ak dI Cj pRSn pu`Cy jwxgy, ijnHW ivc 05 pRSnW dI au-qr dyxw lwzml hvygw[pypr sY-t krn vwlv jykr cwhj qW pRSnW dI vMf Aqon v`D qon v`D cwr aup-pRSnW ivc kr skdw hY[
not : ieMtrnl AsY-smYnt 13 AkW dI hY, jo kwlj v`loN inrDwirq idSw inrdySW Anuswr iQaUrl AkW qon v`Krl hovygI[ies pypr dI ku`l Ak 37+13 = 50 hn[

pwT-kRm nqljy Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwrQI dI vwrqk ivc idlcspl vDygl[
CO2	ividAwrQI dI vwrqk ivDw sµbµDI smJ ivksq hovgI[
CO3	ividAwrQI Aµdr Su-D pµjwbl ilKx dI kU ivksq hovgI[
CO4	ividAwrQI Aµdr lyK rcnw qy ieSiqhwr ilKx dI klv inKrygl[
CO5	ividAwrQI gurmukI ilpl dIAW ivSysqwvW qon jwx` hoxgy[

pwT-kRm**Bwg-pihlw****AwDuink pMjwbl vwrqk**

fw. gurbcn isMG qwilb (smpw.), pMjwbl swihq pRkwSn, AMimRqsr[(lyK 8 qon 14 lyK ivc 01 ivSw-vsQU/swr/klw p`K)

Bwg-dUjw**&wsly**

jiqMdr brwV, nwnk isMG pusqkmwlv, AMimRqsr[(ivSw vsqU/swr/nwtk klv)

Bwg-qljw

- (a) lyK rcnw (smwjK, siBAwCwrk, ieiqhWisk Aqy ividAk srokwrW sMbMDI)
(A) A^bwr ivc ieSiqhwr

Bwg-cOQw

ivAwkrn :

- (a) Sbd-joVW dI inXm
(A) gurmukI ilpl dIAW ivSySqwwW

BPBI-2402: muFII pMjwbl

(In Lieu of Compulsory Punjabi)

smW : 3 GMty

kRYift pRqI hPqw : 04

ku`l GMty : 60

ku`l AMk : 50

iQaUrl AMk : 37

ieMtrnl AsY-smYnt : 13

AMk-vMf Aqy pRliKAK lel hdwieqW

- Bwg-pihlw ivc d cwr vrxnwqmk pRSn pu`Cy jwxgy ijnHW ivc d cwr-cwr Aik d i qMn vrxnwqmk pRSn h`l krn lwj.ml hn[Bwg-dUjw ivc d iviBMn smwjk/siBAwcrk pRsiQqIA d AMqrgq pMj vwk bxwauX lel ikhw jwvgy[hryk vwk d d AMk hoxgy[ividAwrQIA nUM i qMn ivSy id`qy jwxgy, ijnHW ivc d ikxy iek ivSy nwl sMbMiDq pYrHw rcnw krnl hovygl[in`jl, d&qrl Aqy vpwrc ic`TI : ividAwrQIA nUM d ivc d ikxy iek ivSy `q icTI ilKx lel ikhw jwvgy[ividAwrQIA nUM iek pYrHw id`qw jwvgy, ijs dl aus ny iek iqhwel ih`sy ivc sMyp rcnw krnl hovygl Aqy Fu`kv isrlYK dyxw hovygw[
not: ieMtrnl AsY-smYnt 13 AMk dl hY, jo kwlj v`loN inrDwirq idSw inrdySW Anuswr iQaUrl AMk qoN v`Krl hovygl[ies pypr d kL Aik 37+13 = 50 hn[

pwT-kRm nqlyj Course Outcomes (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ividAwrQIA Adr ivAwrkrk iekwelAW dl pCwx qy vrqoN rwhIN BwSwel igAwn ivkisd hovygw[
CO2	aunHW AMdr pYrHw rcnw Aqy sMKyp rcnw dIA birIkIA qoN jwxU hovygw[
CO3	aunHW AMdr ic`TI p`qr dl kL dw ivkws hovygw[
CO4	aunHW AMdr pMjwbl BwSw dw igAwn qy hnr hor pirpk hovygw[

pwT-kRm**Bwg-pihlw**

pMjwbl ivAwrkrk iekwelAW dl pCwx Aqy vrqoN :

muFII jwxkwrl (BwvMS, Sbd, vwkMS, aupvwk, vwk)

Bwg-dUjw

pMjwbl vwkW dl vrqoN :

iviBMn smwjk/siBAwcrk pRsiQqIA d AMqrgq - Gr, bwzwr, myly, isnmy, ivAwh, Dwrimk sQwnW ivc Aqy dosqW Awid nwl[

Bwg-qlji

pRkwrjl pMjwbl-I : pYrHw rcni

Bwg-cOQw

pRkwrjl pMjwbl-II :

(a) ic`TI p`qr

(A) sMKyp rcni

BPHC-2404

**PUNJAB HISTORY & CULTURE (C 321 TO 1000 A.D.)
(Special Paper in lieu of Punjabi compulsory)**

(For those students who are not domicile of Punjab)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1 mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives: The main objective of this course is to introduce the students who are not domicile of the Punjab with the history and culture of the Punjab during 1606-1849 A.D. It aims to provide information regarding the transformation of Sikhism under Guru Hargobind Sahib, martyrdom of Guru Tegh Bahadur, circumstances leading to the creation of KhalsaPanth, Rise of Banda Bahadur and the Punjab under the Sikh Misl. It also intends to provide information regarding the establishment of the Sikh rule by Ranjit Singh and his administrative system in the Punjab.

Course Content

Unit-I

1. Transformation of Sikhism under Guru Hargobind.
2. Martyrdom of Guru TegBahadur.

Unit-II

3. Creation of the Khalsa .
4. The Khalsa and its impact on the Punjab.

Unit-III

5. Rise of Banda Bahadur and his achievements.
6. Rise of Misls.

Unit-IV

7. Ranjit Singh's rise to power; Civil, Military and Land Revenue Administration.
8. Art, Architecture, Folk Music, Fair and Festivals in the Punjab during the medieval period.

Suggested Readings:-

1. P.N. Chopra, B.N. Puri, & M.N Das, A Social, Cultural & Economic History of India-Vol. II., Macmillan India, New Delhi, 1974.
2. J.S Grewal, The Sikhs of the Punjab, Cambridge University Press, New Delhi, 1994.
3. Fauja Singh, A History of the Sikhs-Vol. I & II, Punjabi University, Patiala, 1972.
4. Kushwant Singh, A History of the Sikhs-Vol. I (1469-1839), Oxford University Press, New Delhi, 2011.
5. Kirpal Singh, History and Culture of the Punjab-Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala, 1990.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	Major changes brought in the Sikhism after adoption of the New Policy by Guru Hargobind Sahib.
CO2	Martyrdom of Guru Tegh Bahadur and its impact.
CO3	Changes in the Sikhism after creation of the Khalsa Panth.
CO4	The legacy and impact of Banda Bahadur and Maharaja Ranjit Singh's rule in the Punjab.
CO5	Cultural growth in the Punjab during the period under study.

BBA-403
FINANCIAL MANAGEMENT

Time: 3 Hours

Credit Hours per week:4
Total Teaching Hours :60
Max.Marks: 50
Theory :37
Internal Assessment : 13

Instructions for the paper setter/examiners:

1. The question paper covering the entire course shall be divided into three sections.
2. The Candidates are allowed to use [Non –Scientific] calculators

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To make the students aware about the conceptual framework of Financial Management and also enable them to understand criteria of investment and risk management of firm along with improving students' ability to understand the market trends.

Course Content:

Part I

Finance & Financial Management: Meaning and Nature; Financial Goal-Profit Vs. Wealth Maximization; Finance Functions-Investment, Financing, Liquidity and Dividend Decisions. Theories of Capitalization.

Capital Structure: Concept and Determinants.

Cost of Capital: Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital.

Sources of finance: Long term and Short term.

Part II

Capital Budgeting: Nature of Investment Decisions; Investment Evaluation Criteria on-Discounted Cash Flow Criteria, Discounted Cash Flow Criteria.

Dividend Policies: Issues in Dividend Decisions, Forms of Dividends.

Operating and Financial Leverage: Measurement of leverages; Financial and Operating Leverage, combined leverage.

Management of Working Capital: Meaning, Significance and Types of Working Capital; Approaches of Working Capital

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter, —Financial Management, Pearson Education Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlkas, —Working Capital Management: Strategies and Techniques, Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, —Corporate Finance, McGraw Hill Int. Ed, New York.
4. Chandra, Prasanna, —Financial Management, Tata McGraw Hill, New Delhi.
5. Hampton, John, —Financial Decision Making, Tata McGraw Hill, New Delhi.
6. Pandey, I, M: —Financial Management, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M.WachowiczJr, —Fundamentals of Financial Management, Prentice-Hall, Delhi.
8. Van Horne, James G, —Financial Management and Policy, Prentice-Hall, Delhi.
9. Khan MY, Jain PK, —Financial Management, Tata McGraw Hill, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1.	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
CO2.	Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate
CO3.	Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to business
CO4	Analyse the complexities associated with management of cost of funds in the capital Structure

BBA-404
PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Credit Hours per week:4
Total Teaching Hours:60
Max. Marks: 50
Theory :37
Internal Assessment : 13

Instructions for the paper setters/ examiners :

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non- Scientific]calculators.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks

Course Objectives:

This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity. It also enables the students to learn various methods of inventory control and quality control.

Course Content:

Part I

Introduction: - Concept of Production & Operations management, Market Analysis, Competitive Priorities and capabilities. New Product Design and development. Plant location and Plant layout.Scheduling for Manufacturing Systems: Production Scheduling Techniques Economic Batch Quantity with Joint Production Runs, Gantt. Charts.Network Analysis.

Productivity: Concept and Importance, Factors Affecting Productivity, Methods to Improve productivity. Value Analysis.

Work study: Methods Analysis Measurement.

Part II

Quality Issues: Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.

Inventory Management: Concept and Classification of Inventory, Relevant Costs for Inventory Decisions Inventory Control Models, Reorder level, Lead Time and Safety Stock.

Supply Chain Management : Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.

Suggested Readings:

1. B. Mahadevan —Operations Management Theory & Practicell, Pearson Education.
2. KanishkaBedi , —Production & Operations Managementll, Oxford Higher Educayion.
3. L.J. Krajewski& L.P.Ritzman —Operations Management Processes & Value Chainsll, Pearson Education.
4. B.S. Goel —Production Operation Mangementll.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal, —Operations Management- For Competitive Advantagell, Tata McGraw Hill Companies.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Appreciate the strategic role of operations management in creating and enhancing a firm's competitive advantage.
CO2	Apply analytical skills and problem-solving tools to resolve the operational issues.
CO3	Analyze business processes for improvement.

BBA-405
BUSINESS ENVIRONMENT

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours:60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

This course will enable the students to evaluate business and its environment. Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis. It also enablethe students to have an in-depth view of swot analysis, Foreign exchange rules, Disinvestment ,Fiscal and Monetary policies of india.

Course Content:

Part I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business.The need for environmental analysis and diagnosis.Description of environmental analysis. Techniques for environmental analysis,the role of business manager in analysis and diagnosis of environment. The process of environmental scanning and its importance.Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries.Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India

Part II

Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of Current Annual Budget.The Social responsibility of business, social audit, business ethics & corporate governance Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications. Fiscal and Monetary Policy Changes in India, Salient Features of FEMA

Suggested Readings:

1. Francis Cherunilam, —Business Environment, Himalaya Publishing House, New Delhi.
2. K Aswathappa, —Legal Environment of Business, Himalaya Publishing House New Delhi.
3. M. Adhikary, —Economic Environment for Business, Sultan Chand & Sons, New Delhi.
4. RaddarDutt and KPM Sundharam, Indian Economy, S.Chand and Company Ltd., New Delhi,
5. P.K. Ghosh and G.K. Kapoor, —Business Policy and Environment, Sultan Cahnd and Sons, Delhi.
6. Paul Justin, —Business Environment-Text and Cses, Tata McGraw Hills Pvt. Ltd., New Delhi
7. Govt. of India, Five Years Plan Documents.
8. Govt. of India, Various Issues of Annual Economic Survey of India.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand the concept, significance, changing dimensions of Business Environment and tools for scanning the Environment
CO2	Gain insights on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business.
CO3	Analyses the importance, impact of changing laws and regulations on a business firm, impact of socio-cultural environment and its relevance for a business Firm
CO4	Learn about various economic polices like fiscal policy, monetary policy and FEMA.

BBA-406
OPERATIONS RESEARCH

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours:60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To make the students aware about different concepts and tools of Operations Research so that they can understand mathematical models used in Operations Research and can apply these models and techniques constructively to make effective business decisions.

Course Content :

Part I

Operations Research: Meaning, significance and scope.

Linear Programming - Introduction, Application, Formulation of Linear Programming Problem, General Linear Programming Problem, Graphical Method of Solution. Theory of Simplex method, Big-M Method

Transportation Problem,
Assignment Problem.

Part II

Sequencing Problems- Basic Assumptions, Processing n Jobs through One Machine, Processing n Jobs through Two Machines, Processing n Jobs through Three Machines, Processing n Jobs through m Machines.

CPM/PERT- Basic Concepts of Network Models, Preparation of the Network diagram, Project Duration and Critical Path, Probability of Project completion.

Games Theory: Two persons zero sum games, Pure strategies, Mixed strategies (2×2 Games, $2 \times n$ Games or $m \times 2$ Games), Dominance.

Suggested Readings:

1. V.K. Kapoor, —Operation Researchll.
2. N.D. Vohra, —Quantitative Techniques in Managementll.
3. Narinder K. Sethi, —Operation Managementll
4. Gordon/Pressman, —Quantitative Decisions Making for Businessll.
5. C.R. Kothari, —Quantitative Methodsll
6. Barry Shore, —Quantitative Method for Researchll.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand all concept and scope of operation research.
CO2	Understand the dynamics associated with linear programming like its formulation, graphic method and simplex method.
CO3	Solve assignment problems, transportation programs, sequencing problems and at the same time will learn the concept of game theory and PERT/CPM models.

BBA- 407
FUNDAMENTALS OF INSURANCE

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours:60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

This subject aims to provide students with the knowledge of general principles and practices of insurance. It is designed to help students understand the theories, regulatory framework of insurance, types of insurance, and the major types of insurance products, role of Underwriter ,Surveyors etc. in insurance

Course Content:

Part -A

Insurance- Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution.

Reforms In Indian Insurance Sector-meaning, need and its Implications Legal Framework- Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999 An overview of Insurance Industry- Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, liability Insurance

Part- B

Underwriting-Meaning, Purpose and Process of Underwriting Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.

Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers Insurance Specialists- Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrator

Suggested Readings:

1. Sethi, Jyotsana and Bhatia, Nishwan, —Elements of Banking and Insurance.
2. Emmett J. Vaughan and Therese Vaughan —Fundamentals of Risk and Insurance.
3. Agarwal, O.P —Banking and Insurance.
4. Periasamy, P; Veeraselvam, M., —Risk and Insurance Management, Tata McGraw Hill
5. www.irda.org

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Gain knowledge about various risks and techniques of identifying, measuring and managing the risk of life and health.
CO2	Familiarize with different types of insurance and its modalities, overview about insurance industry.
CO3	Understand various principles, governance mechanism of IRDA and provisions that govern the insurance sector.

**BBA-408
SEMINAR**

**Max. Marks:50
Credits Hours per week: 2**

ESL-222**Course Title: ENVIRONMENTAL STUDIES-II (COMPULSORY)****Credit Hours (Per Week): 2****Total Hours: 30****Maximum Marks: 50**

Instructions for Paper Setters: The question paper will consist of three sections. Candidate will be required to attempt all the sections. Each unit of the syllabus should be given equal weightage of marks. Paper to be set in English, Punjabi and Hindi.

Section-A: (16 Marks): It will consist of five short answer type questions. Candidates will be required to attempt four questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section-B: (24 Marks): It will consist of five questions. Candidates will be required to attempt four questions, each question carrying six marks. Answer to any of the questions should not exceed four pages.

Section-C: (10 Marks): It will consist of two questions. Candidate will be required to attempt one question (carrying ten marks) only. Answer to the question should not exceed 5 pages.

Course Objectives

CO-1	To study the concept of Biodiversity – role, importance, values and its conservation. Hot spots and threats to biodiversity.
CO-2	To create awareness regarding environmental pollution, its causes and effects and preventive measure to control the different types of pollution.
CO-3	To make students aware of growing human population – causes and concern. Family welfare programs. Road safety (Traffic) rules.
CO-4	To know about entrepreneurship development and civil/self defense.

Course Contents

Unit-I

Biodiversity and its Conservation:

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

Unit-II

Environmental Pollution:

- Definition, causes, effects and control measures of:
 - a) Air Pollution
 - b) Water Pollution
 - c) Soil Pollution
 - d) Marine Pollution
 - e) Noise Pollution
 - f) Thermal Pollution
 - g) Nuclear Hazards
 - h) Electronic Waste
- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

Unit-III

Human Population and the Environment

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.
- Value education.
- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- Case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

Unit-IV

National Service Scheme:

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self-defense training.

Field Visits:

- Visit to a local area to document environmental assets–river/forest/grassland/hill/ mountain.
- Visit to a local polluted site–Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems–pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.
- Visit to Museum/Science City

Note: In this section the students will be required to visit and write on the environment of an area/ ecosystem/village industry/disaster/mine/dam/agriculture field/waste management/hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.

5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	To study the concept of Biodiversity – role, importance, values and its conservation. Hot spots and threats to biodiversity
CO2	To create awareness regarding environmental pollution, its causes and effects and preventive measure to control the different types of pollution.
CO3	To make students aware of growing human population – causes and concern. Family welfare programs. Road safety (Traffic) rules.
CO4	To know about entrepreneurship development and civil/self defense.

BENC-3505 ENGLISH COMPULSORY
B.A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA(Social Science) B.Com(Hons.)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and the distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

1. **Twelve (12)** Questions on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt any **Eight (8)** (1X8= 8 Marks)

Section–B

- I. **THREE** questions requiring brief descriptive answers based on character, tone, plot and theme in the play *All My Sons* will be set and students will be expected to attempt **any TWO** (2X5= 10 Marks)
- II. **THREE** questions on central idea, theme, tone or style etc. of the prescribed poems from the textbook, *Poems of Nature and Culture* will be set for the students to attempt **any TWO** questions. (2X5 = 10 Marks)

Section–C

- III. **TWO** Questions, one each from *All My Sons* and *Poems of Nature and Culture (250-300 words)* will be set for the students to answer **ANY ONE**. (1X5 = 5 Marks)
- IV. Guided Composition (with given hints) in about 150-200 words. (1X4=4 Marks)

Course Objectives:

1. To read, interpret and write about a diverse range of texts in English
2. To understand the prescribed texts analytically and critically
3. To participate in the critical and cultural discourses of English
4. To teach language and literature effectively with the support of ICT tools
5. To become competent, committed, conscious, creative, and compassionate human beings

Course Contents:

1. The study of the text, *All My Sons*
2. The study of the following poems from the prescribed book *Poems of Nature and Culture*
 - William Wordsworth: The World Is Too Much With Us
: The Solitary Reaper
 - Gordon Lord Byron : She Walks in Beauty
 - P.B. Shelley : Ozymandias
 - Alfred Lord Tennyson :In Memoriam
 - Mathew Arnold:Dover Beach
 - W. B. Yeats :Words

- Walter De La Mare: The Listeners
- W.H. Auden : The Unknown Citizen
- Dylan Thomas : Do not Go Gentle into That Good Night
- Rabindranath Tagore : False Religion
- Nissim Ezekiel: Night Of Scorpion

3. Unit No. 47-48, 113-120 from *Murphy's English Grammar*

Text Books Prescribed

1. *All My Sons* by Arthur Miller.
2. *Poems of Nature and Culture*, Guru Nanak Dev University Amritsar
3. *Murphy's English grammar* 4th Edition (by Raymond Murphy) CUP

Sr. No.	On completion of this course, the students will be able to:
CO1	Widen their knowledge about various literary devices used in poetry such as tone, style, imagery, figures of speech, symbolism, etc.
CO2	Develop power of imagination and appreciate the beauty, rhyme, and style of a poem
CO3	Analyze and appreciate the dramatic technique, plot development and art of characterisation in the prescribed play
CO4	Develop an understanding of the insights, genres, conventions and experimentations associated with English Drama
CO4	Develop the knowledge, skills and capabilities for effective business writing

B.Com (Pass) Semester System(2022-25)

BPBI-3501: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਸਮਾਂ : 3 ਘੰਟੇ

ਕ੍ਰੈਡਿਟ ਪ੍ਰਤੀ ਹਫ਼ਤਾ : 04
ਕੁੱਲ ਘੰਟੇ : 60
ਕੁੱਲ ਅੰਕ : 50
ਬਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13

ਅੰਕ-ਵੰਡ ਅਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

ਸਿਲੇਬਸ ਦੇ ਚਾਰ ਭਾਗ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਪਹਿਲੇ ਚਾਰ ਭਾਗਾਂ ਵਿਚ 02-02 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਭਾਗ ਵਿਚੋਂ 01-01 ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ (08) ਅੰਕ ਹੋਣਗੇ। ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜਵੇਂ ਭਾਗ ਵਿਚ ਸਾਰੇ ਸਿਲੇਬਸ ਵਿਚੋਂ 01-01 ਅੰਕ ਦੇ ਛੇ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ 05 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਨੋਟ : ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਬਿਊਰੀ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁੱਲ ਅੰਕ 37+13 = 50 ਹਨ।

ਪਾਠ-ਕ੍ਰਮ ਨਤੀਜੇ COURSE OUTCOMES MAPPING WITH PSOs (Programme Specific Outcomes)
(Attainment of Course Outcomes) (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ਵਿਦਿਆਰਥੀ ਦੀ ਸਾਹਿਤਕ ਸਮਝ ਪਕੇਰੀ ਹੋਵੇਗੀ।
CO2	ਵਿਦਿਆਰਥੀ ਆਧੁਨਿਕ ਕਹਾਣੀ ਦੇ ਵਿਸ਼ੇਸ਼ਤਾ ਸਰੋਕਾਰਾਂ ਤੋਂ ਜਾਣੂ ਹੋਵੇਗਾ।
CO3	ਵਿਦਿਆਰਥੀ ਨੂੰ ਸਵੈਜੀਵਨੀ ਦੇ ਵਿਧਾਗਤ ਸਰੂਪ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਹੋਵੇਗਾ।
CO4	ਵਿਦਿਆਰਥੀ ਵਿਚ ਅਨੁਵਾਦ ਕਲਾ ਦਾ ਵਿਕਾਸ ਹੋਵੇਗਾ।
CO5	ਵਿਦਿਆਰਥੀ ਭਾਸ਼ਾਈ ਗਿਆਨ ਹੋਰ ਵਿਕਸਿਤ ਹੋਵੇਗਾ।

**ਪਾਠ-ਕ੍ਰਮ
ਭਾਗ-ਪਹਿਲਾ**

ਨਵੀਂ ਪੰਜਾਬੀ ਕਹਾਣੀ

ਡਾ. ਮਹਿਲ ਸਿੰਘ ਅਤੇ ਡਾ. ਆਤਮ ਸਿੰਘ ਰੰਧਾਵਾ (ਸੰਪਾ.), ਸਿੰਘ ਬੁਦਰਜ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪਹਿਲੀਆਂ ਪੰਜ ਕਹਾਣੀਆਂ ਵਿਚੋਂ ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ)

ਭਾਗ-ਦੂਜਾ

ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ

ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।
(ਨਾਵਲ ਦਾ ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ)

ਭਾਗ-ਤੀਜਾ

(ੳ) ਲਗਪਗ 200 ਸ਼ਬਦਾਂ ਵਿਚ ਪੈਰੂਾ ਰਚਨਾ
(ਅ) ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੂੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

ਭਾਗ-ਚੌਥਾ

ਵਿਆਕਰਨ :

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ
(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ

BPBI-3502: ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In Lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕ੍ਰੈਡਿਟ ਪ੍ਰਤੀ ਹਫ਼ਤਾ : 04

ਕੁੱਲ ਘੰਟੇ : 60

ਕੁੱਲ ਅੰਕ : 50

ਥਿਊਰੀ ਅੰਕ : 37

ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13

ਅੰਕ-ਵੰਡ ਅਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

ਪਹਿਲੇ ਭਾਗ ਵਿਚੋਂ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਪੰਜ-ਪੰਜ ਅੰਕ ਹਨ। ਭਾਗ ਦੂਜਾ ਵਿਚੋਂ ਦੋ ਹਿੱਸਿਆਂ ਵਿਚ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਪਹਿਲੇ ਹਿੱਸੇ ਵਿਚ ਦੋ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਸ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਇਸ ਦੇ ਚਾਰ ਅੰਕ ਹਨ। ਦੂਜੇ ਹਿੱਸੇ ਵਿਚ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਪੁੱਛੇ ਜਾਣਗੇ। ਭਾਗ ਤੀਜਾ ਵਿਚੋਂ ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਤਿੰਨ ਕਹਾਣੀਆਂ ਵਿੱਤੀਆਂ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇਕ ਕਹਾਣੀ ਕਰਨੀ ਜ਼ਰੂਰੀ ਹੈ। ਇਸ ਦੇ ਅੱਠ ਅੰਕ ਹਨ। ਭਾਗ ਚੌਥਾ ਵਿਚੋਂ ਸਰਲ ਪੰਜਾਬੀ ਦਾ ਇਕ ਪੈਰਾ ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਦਿੱਤਾ ਜਾਵੇ ਜਿਸ ਦੇ ਚਾਰ ਅੰਕ ਹੋਣਗੇ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਥਿਊਰੀ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 37+13 = 50 ਹਨ।

ਪਾਠ-ਕ੍ਰਮ ਨਤੀਜੇ COURSE OUTCOMES MAPPING WITH PSOs (Programme Specific Outcomes)

(Attainment of Course Outcomes) (COs)

Sr. No.	On completion of this course, the students will be able to:
CO1	ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ, ਉਪਭਾਸ਼ਾ ਤੇ ਟਕਸਾਲੀ ਭਾਸ਼ਾ ਪ੍ਰਤੀ ਸਮਝ ਵਿਕਸਿਤ ਹੋਵੇਗੀ।
CO2	ਉਹ ਸਿੱਖ ਧਰਮ ਦੇ ਸਿਧਾਂਤਾਂ ਤੋਂ ਪ੍ਰੇਰਿਤ ਹੋਕੇ ਆਪਣੀ ਸ਼ਖਸੀਅਤ ਦੀ ਉਸਾਰੀ ਕਰੇਗਾ।
CO3	ਨੈਤਿਕ ਸਾਹਿਤ ਵਿਦਿਆਰਥੀ ਦੀ ਸ਼ਖਸੀਅਤ ਨੂੰ ਹੋਰ ਨਿਖਾਰੇਗਾ।
CO4	ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਨਾਲ-ਨਾਲ ਉਸ ਦੀ ਅੰਗਰੇਜ਼ੀ ਭਾਸ਼ਾ ਉੱਤੇ ਵੀ ਪਕੜ ਵਧੇਗੀ।

ਪਾਠ-ਕ੍ਰਮ

ਭਾਗ-ਪਹਿਲਾ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ :

- (ੳ) ਪੰਜਾਬੀ ਦੀਆਂ ਉਪ-ਭਾਸ਼ਾਵਾਂ : ਮਾਝੀ, ਮਲਵਈ, ਦੁਆਬੀ
- (ਅ) ਪੰਜਾਬੀ ਦੀ ਟਕਸਾਲੀ ਭਾਸ਼ਾ

ਭਾਗ-ਦੂਜਾ

ਸਿੱਖ ਧਰਮ ਬਾਰੇ ਮੁਢਲੀ ਜਾਣਕਾਰੀ :

- (ੳ) ਦਸ ਗੁਰੂ ਸਾਹਿਬਾਨ (ਜੀਵਨ ਤੇ ਸਿੱਖਿਆ)
- (ਅ) ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ

ਭਾਗ-ਤੀਜਾ

ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਕਹਾਣੀਆਂ : 'ਏਕਤਾ ਵਿਚ ਬਲ', 'ਅੰਗੂਰ ਖੱਟੇ ਹਨ', 'ਜਿੱਥੇ ਚਾਹ ਉੱਥੇ ਰਾਹ', 'ਲਾਲਚ ਖੁਰੀ ਬਲਾ ਹੈ' ਅਤੇ 'ਅੰਤ ਭਲੇ ਦਾ ਭਲਾ'

ਭਾਗ-ਚੌਥਾ

ਪੰਜਾਬੀ ਤੋਂ ਅੰਗਰੇਜ਼ੀ ਅਨੁਵਾਦ

Semester V

BPHC-3504

PUNJAB HISTORY & CULTURE (AD.1849-1947)
(Special Paper in lieu of Punjabi compulsory) (For those students who are not domicile of Punjab)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1 mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives: The main objective of this course is to provide knowledge of history and culture of the Punjab to the students who are not domicile of the Punjab. It intends to provide the information regarding the annexation of the Punjab by the British, their administrative, economic and social policies and their impact on the history and culture of the Punjab. It also aims to highlight the role of the Punjabis in the national movement.

Course Content

Unit-I

1. Annexation of Punjab by the British.
2. British Administration (1849-58).

Unit-II

3. British Policy towards agriculture, industry, trade and commerce.
4. Spread of Modern Education.

Unit-III

5. Socio-Religious Reform Movements: Namdhari, Singh Sabha and Arya Samaj.
6. Ghadar Movement and Jallianwala Bagh tragedy.

Unit-IV

7. Gurdwara Reform Movement.

8. Contribution to freedom struggle: Non-cooperation; HSRA and Quit India Movement.

Suggested Readings:-

1. Fauja Singh, *History and Culture of the Punjab*, Part II, Publication Bureau, Punjabi University, Patiala, 1987.
2. _____, *Freedom Struggle in the Punjab*, Publication Bureau, Punjabi University, Patiala, 1974.
3. J.S. Grewal, *The Sikhs of the Punjab*, New Cambridge House, New Delhi, 2005.
4. Kushwant Singh, *A History of the Sikhs*, Vol.II (1839-1998), Oxford University Press, Delhi, 1991.
5. Satya M.Rai, *Heroic Tradition in the Punjab (1900-1947)*, Punjabi University, Patiala, 1978.
6. P.N. Chopra, & M.N. Das, *A Social, Cultural & Economic History of India*, Vol.III, Macmillan India, 1974.
7. K.C. Yadav, *Haryana Aitihāsik Simhavalokan*, Haryana Sahitya Akademy, Chandigarh, 1991.
8. B. S. Saini, *The Social & Economic History of the Punjab 1901-1939*, EssEss Publications, Delhi, 1975.
9. S.C. Mittal, *Freedom Movement in the Punjab (1905-29)*, Concept Publishing Company, Delhi, 1977.

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	History and culture of the Punjab under the British rule.
CO2	British administrative structure in the Punjab.
CO3	British economic policies in the Punjab.
CO4	Spread of education and socio-religious consciousness in the Punjab
CO5	Role of the Punjab in the national movement

BBA Semester System (2022-25)
Semester V
BBA- 503
COMPANY LAW

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours:60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To enable the students to learn the basics of Laws governing a Company, concepts and features of companies, Roles, Duties & Liabilities of Promoters, Pre& Post-incorporation stages, Lifting of Corporate Veil, Memorandum of Association & Articles of Association, Common procedure for Incorporation and Registration of Company so that they can apply diligently to resolve legal matters

Course Content:

Part I

Company – Meanings, Features, Types, Promotion and Registration, Preliminary contracts, Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra-Vires.

Article of Association: Meaning, Contents, Alteration, Memorandum of Association and Article of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.

Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridge Prospectus, Red herring Prospectus, Statement in lieu of Prospectus and Liability for Misstatement in prospectus. Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares

Semester V

Part II

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Raising Public deposits and debenture Company Meetings:- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, dividend and bonus shares, Notes on winding up. Procedure for Conducting Meetings (including Board meetings).

Suggested Readings:

1. Avtar Singh, -Company Law.
2. N. D. Kapoor, -Company Law & Secretarial Practicell.

Note I: The latest editions of the books should be followed.

Note II: The teacher will use simulation method and will hold at least one statutory meeting, one Annual General Meeting, one Extraordinary Meeting and one Board Meeting.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Learn the basic concepts of companies act, 2013, the procedure and formation of the company along with the information about various documents required to form a company such as memorandum of association, article of association, prospectus etc
CO2	Understand the provisions associated with appointment, removal, disqualifications of directors. They will also be able to understand essential elements and provisions of company meetings and modes of winding up of company
CO3	This course will provide better understanding of the different laws and clauses relating to company law in which business manager can take better decisions.
CO4	Handle legal matters of business.

Semester V
BBA-504
ENTERPRENEURSHIP AND SMALL BUSINESS

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours:60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The main objective of the course is to help students to be able to think like natural born entrepreneurs and equip themselves with the basic skills and know ledge that will enable them to establish and manage their own business.

Course Content:

Part I

Concept of Entrepreneurship :TheEntrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stoke company, public company, private company, government company, partnership company, Hindu undivided family.

Characteristics of Entrepreneur: Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurialbehaviur and motivation.

Entrepreneurial Development Programmes-Their relevance and achievements, Role of government in organising such programmes.Critical Evaluation.

Semester V**Part II**

Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations.

Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital.

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, –Small Business Management
2. Kenneth R., Van Voorthis, —Entrepreneurship and Small Business Management
3. Hans Schollhammer and Arthur H. Kuriloff, Entrepreneurship and Small Business Management
4. Joseph R. Mancuso, How to Start, Finance and Manage Your Own Small Business

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Acquire the basic understanding of Entrepreneurship and Small Businesses and appreciate their role in an economy and describe the opportunities and challenges offered by this sector.
CO2	Develop an understanding of entrepreneurship and small business management by studying entrepreneurial strategies, the identification and pursuit of new venture opportunities, and the development of business plans.
CO3	Explain factors related to readiness for entrepreneurship and getting started in entrepreneurship career.
CO4	Demonstrate knowledge of Identifying key legal issues for small business.

Semester V

BBA-505 COST ACCOUNTING

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The aim of this course is to provide the students with an introductory knowledge of cost accounting so that they can understand the manner in which the cost of a product or service is determined. The course also enables them to analyse cost data and use the information derived for pricing and other management decisions.

Course Content:

Part I

Introduction:- Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference Between Financial and Cost Accounting , Cost Unit & Cost Centre, Elements of Cost, Material, Labour and Other Expenses Classification of Cost, Types of Costs and Preparation of Cost Sheet

Methods of Costing: - Contract Costing Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains

Part II

Marginal Costing- Contribution, P/V Ratio, Break Event Point, Margin of Safety.

Standard Costing- Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing, Variance Analysis.

Budget And Budgetary Control - Definition, Meaning and Objectives of Budgetary Control Advantages and Disadvantages of Budgetary Control , Types of Budget

Semester V**Suggested Readings:**

1. Vasistha and Saxena, –Advanced Cost Accounting
2. Jain. S.P. and Narang, –Advanced Cost Accounting
3. Maheshwari, S.N. –Cost Accounting
4. Arora, M.N –Cost Accounting Principles & Practices, Viaks Publishing House New Delhi
5. Dev, Prabhu –Cost Accounting, Hiamalaya Publishing, New Delhi.
6. Horngreen, Charles, T., Datar and Rajan, Madav. V, –Cost Accounting, Kindersley (India) Pvt. Ltd, Pearson Publishers Ltd.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO-1	Understand the various costs on the basis of elements, behaviour and functions. It helps in ascertaining the cost of material, labour and overhead and to understand the basic concepts and processes used to determine product costs, interpret cost accounting statements, evaluation of information for cost ascertainment, planning, control and decision making.
CO-2	Understand the various techniques of costing like Contract, Process, Standard and Marginal and Analyses the cost of both person and operation and helps in preparation of budget and implementation of budgetary actions.
CO-3	Analyze the requisite data and fix the price of products manufactured and services rendered
CO-4	Act as Cost accountant, Administrators, Appraisers, Secretarial Consultants, Tax Consultants, Advisors in company matters etc. and they will be able to find opportunities in Management of public & private sector enterprises, Financial institutions, All India Cost Accounts Service (ICAS), Teaching, Consultancy and Independent practice.

Semester V

BBA-511

GROUP A- CONSUMER BEHAVIOUR

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

The purpose of this course is to introduce students to consumers, consumer behaviour in the market place and their impact on marketingstrategy, It also aims at discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.

Course Content:

Part I

Introduction to Consumer Behavior (CB) - Importance, Scope, Need for studying CB, Consumer Research Consumer Motivation: Needs & Goals, Positive & Negative motivation, Types & Systems of Needs Hierarchy & Trio of Needs.

Personality: Nature, Theories; Freudian, Neo Freudian & Trait, Self-Concept.

Perception: Sensation, Absolute Threshold and Differential Threshold. Perception Process & elements.

Learning: Classical learning, Instrumental learning and Cognitive learning theories Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement.

Part- II

Reference Groups: Concepts and Appeals. Social Class & its measurement Culture & Sub Culture: Definition & Influence Introduction to Opinion leadership & Consumer Innovation ConsumerDecision Making

Semester V**Suggested Readings:**

1. Schiffman, I. G. and Kanuk, L. L. -Consumer Behaviour, Pearson Education, New Delhi.
2. Blackwell, Roger D., Miniard, Paul W., and Engel James F. -Consumer Behaviour, Cengage Publishing.
3. Solomon, Michael R. -Consumer Behaviour, Pearson Education, New Delhi.
4. Assael, Henry, -Consumer Behaviour and Marketing Action, Cengage Publishing.
5. Loudon, David L. and Della Bitta, Albert J., -Consumer Behaviour, Tata McGraw- Hill.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Identify the major influences in consumer behaviour
CO2	Distinguish between different consumer behaviour influences and their relationships
CO3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions
CO4	Implement appropriate combinations of theories and concepts
CO5	Identify the major influences in consumer behaviour

GROUP A- ADVERTISING & SALES MANAGEMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

1. The question paper covering the entire course shall be divided into three sections.

2. The candidates are allowed to use [Non-Scientific] calculator

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

The main aim of the course is to familiarize the students regarding various dimensions of advertisement and salesmanship and career opportunities available in these fields. It also focuses on developing practical understanding among the students associated with salesmanship through classroom discussion/ participation and projects.

Course Content:

Part I

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising, Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process

Advertising Budget: Objectives, Preparation and Methods of Advertising Budget
Advertising Agency: Function, Selection and Compensation.

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles.

Copy Writing: Different Elements of a Copy and Layout

Part II

Introduction to Sales Management, Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.

Planning and recruitment of sales force - Job analysis specification, Job description,

Sources of Recruitment, Selection of Sales Person.

Semester V

Sales Training- Objective, Designing Training Programme.

Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types of Compensations Plan.

Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget,.

Suggested Readings:

1. Belch, George E. and Belch, Michael A. -Advertising and Promotion, Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. -Advertising & Integrated Brand Promotion, Thomson-South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. -Advertising Management, Pearson Education, New Delhi.
4. Spiro, Stanton and Rich -Management of a Salesforce, Tata McGraw Hill. 5. Richard R Still, Cundiff W Edward Govoni A P Norman, -Sales Management Decision Strategy and Cases, Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, -Marketing Management, South Asian Perspective, Pearson Education, New Delhi. 7. Aaker, David A and Myera John G., -Advertising Management, Prectice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Describe different types of advertisement and identify key players in advertising industry.
CO2	Discuss the ethics in advertisement. Identify and make decisions regarding the most feasible advertising appeal and media mix.
CO3	Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
CO4	Describe different types of sales persons and explain the steps involved in sales force management
CO5	Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques.

Semester V

BBA-521

GROUP B- INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) inlength. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

This course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.

Course Content:

Part – I

Concept of Industrial Relations : Factors affecting industrial relations. Importance of Industrial Relations, Collective Bargaining and Labour Management Co-Operation in India includingWorks Committee.

Discipline and Grievance Management; Negotiation and Collective Settlements; Workers Participation in Industry, Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change

Semester V**Part – II**

Emergence and Objectives of Labour Laws and their Socio-economic Environment; Industrial Relations Laws-Laws Relating to Industrial Disputes, Trade Unions, and Standing Order; Social Security.

Workmen's Compensation Act., Employees' State Insurance Act. Wages and Bonus Laws-The Law of Minimum Wages, Payment of Wages, Payment of Bonus; Laws relating to working conditions: The Law Relating to Factories.

Suggested Readings:

1. Sinha, P.R.N, Sinha, InduBala and Shekhar, SeemaPriyadarshani , -Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi.
2. Sarma, A.M, -Industrial Relations and Labour Laws, Himalaya Publishing House, Mumbai.

Note:-Latest editions of suggested books may be followed.Course Outcome

Sr. No.	On completion of the course, the students shall be able to:
CO1	Describe fundamental concepts and nature of Industrial Relations.
CO2	Understand the nature and role of trade unions for workers and industries
CO3	Study the relevance of collective bargaining and its impact on employee-management relations
CO4	Understand industrial disputes and ways to resolve them.

GROUP B -ORGANISATION CHANGE AND DEVELOPMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) inlength. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives :

The main thrust of this course is to enable the students to understand the nature of the developmental process in organizations, to comprehend the main derives and approaches of the change, to realize and apply the stages of the organizational development process.

Course Content:

Part – A

Organisation Change: - Introduction, importance, forces of change and types of change. Models of change: - systems model of change, Lewin’s Force Field Analysis Model, the Continuous change Process Model, Change and Transition Management.

Change & its impact: - effects of change on people, operational effects, psychological effects, social effects, people’s reaction to change:- Acceptance of change, indifference, organized resistance, frustration & aggression, Reasons for resistance and Methods of minimizing resistance.

Part – B

Organisation Development: - Meaning, features, objectives, History of OD in India and abroad, organizational problems and process of organizational development.

OD interventions: - concept, characteristics, classification of intervention, OD interventions as tool to improve effectiveness of organization. Process of OD interventions, Team building.

Semester V**Suggested Readings:**

1. Bhatia, S.K, -Management of Change & Organisation Development- Innovative Approaches|,
2. Deep & Deep Publications, New Delhi.
3. Bhattacharya, Dipak Kumar, -Organization Change & Development||, Oxford University Press.
4. Singh, Kavita, -Organisation Change & Development, Excel Books.

Note:-Latest editions of suggested books may be followed.**Course Outcome**

Sr. No.	On completion of this course, the students will be able to:
CO1	Gain knowledge about organizational development process
CO2	Understand the process of change in any organizations.
CO3	Have better understanding of the changed management model.
CO4	Develop skills needed to advance an action plan for the development process.
CO5	Have better understanding of change resistance and learn methods to handle it

Semester V

BBA-531

GROUP C - MANAGEMENT OF BANKING OPERATIONS

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) inlength. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

This course aims at enabling the students to understand the regulatory framework of bank , to learn borrowing and lending policies of bank , to study prudential and KYC norms adopted by banks in competitive environment.

Course Content:

Part – A

Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implicationsLaws in banking-RBI Act 1934, Negotiable Act 1881, The Banking Regulation Act 1949.

Types of Bank Accounts- Fixed or time deposit account, Savings bank deposit account, Current deposit account, Recurring deposit account.

Lending- Featuresof bank credit, types of lending, terms and conditions of lending, different types of loans and their features

Part – B

Risk management in banks- types of risks, Capital Adequacy- the Basel Accord implications for bank, CRAR and Prudential Norms for asset classification, income recognition and provisioning, Anti- money laundering and KYC norms.Introduction to Asset Liability Management, Customer Relationship Management, Corporate Governance in Commercial Banks Innovations in Banking with special reference to Fee Based Services

Semester V**Suggested Readings:**

1. Padmalatha, Suresh and Justin Paul, —Management of Banking and Financial Services, Pearson Education, New Delhi.
2. Sharma, R.K., Gupta, Shashi K, Jagwant Singh, -Banking and Insurance
3. Agarwal O.P, -Banking and Insurance
4. Sethi, Jyotsana and Bhatia, Nishwan, -Elements of Banking and Insurance

Note:-Latest editions of suggested books may be

followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand the Origin and the growth of the Indian Banking System
CO2	Remember broad functions of RBI.
CO3	Analyze the functions of e-service in Modern Banking.
CO4	Classify the different types of Bank Accounts
CO5	Understand the concept of endorsement and its Kinds

Semester V

BBA-532

GROUP C -INSURANCE & RISK MANAGEMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) inlength. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management. It will also help the students to prepares themselves for career opportunities in the growing risk and insurance industry.

Course Content:

Part – A

Definition, nature, Role and Importance of Insurance, Salient Feature of IRDA Act 1999, Rationale for opening up of the Insurance Sector to the private sector. Nature of Life Insurance Contract.

Annuities, Surrender Value, Calculation of Premium and measurement of risk. Progress of Life Insurance Business in India, Fire Insurance – Nature and Use, Policy Condition, Rate Fixation, Payment of Claims, Reinsurance, Marine Insurance: Nature. Premium Calculation, Payment ofClaims

Motor Insurance Policy and Covers, Comprehensive Policy, Third Party Act Policies, Extra Benefits cover Motor Insurance Claims.

Semester V**Part – B**

Concept of Risk, Corporate and Personal Risk Management. Identification of Risk: Tools/Techniques for perception of risk; Methods for determining the operative causes of peril; Safety audit.

Evaluation of Risk: Risk Avoidance & Reduction of Risk: methods of loss prevention and risk reduction; Role of surveyors in loss prevention/ risk reduction. Techniques of Risk Financing: Retention of risk; Captive insurance companies, Transfer of Risk: Types of risk transfer; Benefits and limitation of Insurance:- Partial insurance arrangements.

Suggested Readings:

1. Insurance Regulation and Development Act.
2. GopalKrishan, G, -Insurance Principles and Practicell, Sterling Publishers, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Prepare themselves for a successful career in the risk management and insurance industry.
CO2	Gain insights about the role of insurance intermediaries and functions of insurers in emerging markets.
CO3	Learn the concepts of fire, marine, property and liability insurance etc.
CO4	Develop understanding about pricing of insurance products, private and foreign insurance players in India.

Semester V

BBA- 541

Group D- INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) inlength. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

The course aims to enlighten the students regarding overall business environment and toevaluate itsvarious components in business decision making. It will alsohelps the students to analyse and examine significant contemporary ethical issues and challenges existing throughout the professional business arena..

Course Content:

Part – A

Introduction to International Business: Importance nature and scope of International business;modes of entry into International Business.

Environmental Context of International Business: Framework for analyzing International business environment – Domestic, foreign and global environments and their impact on international business decisions.

International Financial Environment: Foreign investments -Pattern, Structure and effects;Movements in foreign exchange and interest rates and then impact on Trade and investment flows.

Semester V
Part – B

International Economic Institutions and Agreements: WTO, IMF, World Bank, UNCTAD, and Other International agreements; International commodity trading and agreements.

Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

Globalisation & Society:- Emerging Developments and Other Issues: Growing concern for ecology; IT and international business.

Suggested Readings:

1. Bennet, Roger, –International Business, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., –Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Griffin, Ricky W. and Pustay, Michael W, –International Business: A Managerial Perspective, Addison Wesley Readings.

Note:-Latest editions of suggested books may be followed.
Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1.	Explain the concepts in international business with respect to foreign trade/international business
CO2.	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO3.	Analyse the principle of international business and strategies adopted by firms to expand
CO4.	Integrate concept in international business concepts with functioning of global trade

BBA- 542

GROUP D– MANAGEMENT OF INTERNATIONAL BUSINESS ORGANISATIONS

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objectives:

To make students aware about the impact of globalization on countries, businesses and their citizens and also to explain the role of international organizations/agreements that affect business organizations including regional agreements, the World Bank, the World Trade Organization, the International Monetary

Course Content:

Part – A

Globalization and International Business: - Meaning, Forces Driving Globalization, Reasons for Globalization of Business, Modes of Operation of International Business, International Business vs. Domestic Business. Dealing of international Business with Cultural Differences.

Globalisation and Society: - Impact of FDI, Economic Impact of MNE, Foundations of Ethical Behaviour, Ethics & Corporate Bribery, Ethicals Dilemmas and Business Practices. Multinational Corporations and their Involvement in International Business, Issues in Foreign Investments, Technology Transfer, Pricing and Regulations.

Semester V**Part – B**

Export Import Strategies: - Introduction, Export Strategy, Import Strategy, Export Import Process and Documentation. Direct Investment and Collaborative Strategies: - Types of Collaborative Arrangements, Problems with Collaborative Arrangements, Managing Foreign Arrangements.

Organization of International Business: - Introduction, Organization Structure, Coordination and Control System, Organization Culture. Managing International Operations, Global Manufacturing and Supply Chain Management, International Accounting Issues.

Suggested Readings:

1. Daniels, John D and Radebaugh, Lee.H, -International Business –Environments and Operations, Pearson Publishing House Ltd, New Delhi.
2. Bennet, Roger, -International Business, Financial Times, Pitman Publishing, London.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Discuss the impact of globalization on countries, business and their citizens.
CO2	Analyse the political, legal, socio/cultural environment of multinational organisations in order to develop competitive strategies
CO3	Evaluate the impact of internationalisation on company strategies and on the mode of entry chosen by multinational organisation
CO4	Understand and analysing International Accounting issues.

Semester VI

BENC-3605

ENGLISH COMPULSORY

B.A./B.Com/B.Sc (Med/N. Med/C. Sc./Eco)/ BBA/BA(Social Science) B.Com(Hons.)

Time Allowed: 3 hours

Credit hours per week: 4

Total Teaching Hours: 60

Max. Marks:50

Theory:37

Internal Assessment:13

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and the distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

1. **Twelve (12)** Questions on usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Eight(8)** (1X8= 8 Marks)

Section–B

- I. **THREE** questions requiring brief descriptive answers based on character, tone, plot and theme in *The Guide* will be set and students will be expected to attempt **any TWO** (2X5= 10 Marks)

- II. **THREE** questions on central idea, theme, tone or style etc. of the prescribed one-act plays from the textbook, *Glimpses of Theatre*, will be set for the students to attempt **any TWO** of these questions.

(2X5 = 10 Marks)

Section–C

- III. **TWO** Questions, one from each literary text (*The Guide* and *Glimpses of Theatre*) will be set for the students to answer **ANY ONE**. (1X5 = 5 Marks)

- IV. The student will be asked to write a Resume (1X4 = 4 Marks)

Course Objectives:

1. To read, interpret and write about a diverse range of texts in English
2. To understand the prescribed texts analytically and critically
4. To participate in the critical and cultural discourses of English
5. To teach language and literature effectively with the support of ICT tools
6. To become competent, committed, conscious, creative, and compassionate human beings.

Course Contents:

1. The study of the text, *The Guide*
2. The study of the following one-act plays from the prescribed book, *Glimpses of Theatre*
 - i) *The Will*
 - ii) *Progress*

iii) *The Monkey's Paw*

3. Unit 38-41, 92-97 from *Murphy's English Grammar*

Texts Prescribed:

1. *The Guide* By R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.
3. *Murphy's English grammar* 4th Edition (by Raymond Murphy)

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Analyze and appreciate the dramatic technique, plot development and art of characterisation in the prescribed plays
CO2	Comprehend, appreciate and critically analyse the novel <i>The Guide</i>
CO3	Enhance their reading and analysing power of texts through guided reading
CO4	Develop skills for resume writing

BPBI-3601: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਸਮਾਂ : 3 ਘੰਟੇ

ਕ੍ਰੈਡਿਟ ਪ੍ਰਤੀ ਹਫਤਾ : 04
ਕੁੱਲ ਘੰਟੇ : 60
ਕੁੱਲ ਅੰਕ : 50
ਬਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13

ਅੰਕ-ਵੰਡ ਅਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

ਸਿਲੇਬਸ ਦੇ ਚਾਰ ਭਾਗ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਪਹਿਲੇ ਚਾਰ ਭਾਗਾਂ ਵਿਚ 02-02 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਭਾਗ ਵਿਚੋਂ 01-01 ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ (08) ਅੰਕ ਹੋਣਗੇ। ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜਵੇਂ ਭਾਗ ਵਿਚ ਸਾਰੇ ਸਿਲੇਬਸ ਵਿਚੋਂ 01-01 ਅੰਕ ਦੇ ਛੇ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ 05 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਨੋਟ : ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਬਿਊਰੀ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁੱਲ ਅੰਕ 37+13 = 50 ਹਨ।

ਪਾਠ-ਕ੍ਰਮ ਨਤੀਜੇ COURSE OUTCOMES MAPPING WITH PSOs (Programme Specific Outcomes)
(Attainment of Course Outcomes) (COs)

Sr. No.	Upon the completion of the course Students will be able to:
CO1	ਵਿਦਿਆਰਥੀ ਦੀ ਸਾਹਿਤਕ ਸਮਝ ਹੋਰ ਪਕੇਰੀ ਹੋਵੇਗੀ।
CO2	ਵਿਦਿਆਰਥੀ ਸਫ਼ਰਨਾਮਾ ਦੇ ਵਿਧਾਗਤ ਸਰੂਪ ਤੋਂ ਜਾਣੂ ਹੋਵੇਗਾ।
CO3	ਵਿਦਿਆਰਥੀ ਵਿਚ ਸਾਹਿਤ ਦੇ ਨਵੀਨ ਰੂਪਾਂ ਦੀ ਸਮਝ ਵਿਕਸਤ ਹੋਵੇਗੀ।
CO4	ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਵਧੇਗੀ।
CO5	ਵਿਦਿਆਰਥੀ ਵਿਚ ਲੇਖ-ਰਚਨਾ ਦੀ ਸਮਝ ਵਿਕਸਤ ਹੋਵੇਗੀ।

**ਪਾਠ-ਕ੍ਰਮ
ਭਾਗ-ਪਹਿਲਾ**

ਨਵੀਂ ਪੰਜਾਬੀ ਕਹਾਣੀ

ਡਾ. ਮਹਿਲ ਸਿੰਘ ਅਤੇ ਡਾ. ਆਤਮ ਸਿੰਘ ਰੰਧਾਵਾ (ਸੰਪਾ.), ਸਿੰਘ ਬ੍ਰਦਰਜ਼, ਅੰਮ੍ਰਿਤਸਰ।
(ਪਿਛਲੀਆਂ ਪੰਜ ਕਹਾਣੀਆਂ ਵਿਚੋਂ ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ)

ਭਾਗ-ਦੂਜਾ

ਧਰਤੀਆਂ ਦੇ ਗੀਤ

ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ, ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ।
(ਸਮਾਜ-ਸਭਿਆਚਾਰਕ ਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ 'ਤੇ ਪਰਖ)

ਭਾਗ-ਤੀਜਾ

(ੳ) ਲੇਖ ਰਚਨਾ (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀ ਅਤੇ ਚਲੰਤ ਮਸਲਿਆਂ ਸੰਬੰਧੀ)
(ਅ) ਆਧੁਨਿਕ ਸਾਹਿਤ ਰੂਪ: ਕਹਾਣੀ, ਨਾਵਲ, ਸਫ਼ਰਨਾਮਾ ਤੇ ਸਵੈ-ਜੀਵਨੀ

ਭਾਗ-ਚੌਥਾ

ਵਿਆਕਰਨ :

(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ ਅਤੇ ਕਾਰਕ
(ਅ) ਕਿਰਿਆ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਅਤੇ ਪ੍ਰਕਾਰ

**B. A., B. A. Social Science, B. Sc. Medical, B. Sc. Non-Medical,
B. Com. (Hons.), B. Com. (R), BBA, B. Sc. Economics, B. Sc. Computer Science
SEMESTER-VI**

BPBI-3602
ਮੁਢਲੀ ਪੰਜਾਬੀ
(In Lieu of Compulsory Punjabi)

Course Title & Code	Teaching Hours	Theory	Internal Assessment	Total Marks	Time Allowed in Exam
ਮੁਢਲੀ ਪੰਜਾਬੀ BPBI-3602	60	37	13	50	3 Hours

ਕੋਰਸ ਦਾ ਉਦੇਸ਼ Course Objective	ਪਾਠ-ਕ੍ਰਮ ਨਤੀਜੇ Course Outcomes (COs)
<ul style="list-style-type: none"> ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸਾਹਿਤ ਨਾਲ ਜੋੜਨਾ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਾਹਿਤ ਸਿਰਜਣਾ ਵੱਲ ਪ੍ਰੇਰਿਤ ਕਰਨਾ। ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਅਧਿਐਨ ਦੀ ਸਮਝ ਪੈਦਾ ਕਰਨਾ। 	<ul style="list-style-type: none"> ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਵੱਧ ਤੋਂ ਵੱਧ ਅਧਿਐਨ ਕਰਨ ਦਾ ਮੌਕਾ ਮਿਲੇਗਾ। ਵਿਦਿਆਰਥੀ ਕਾਵਿ ਅਧਿਐਨ ਵਿਚ ਮੁਹਾਰਤ ਹਾਸਲ ਕਰਨਗੇ। ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਦੀ ਸਮਾਜਕ ਭੂਮਿਕਾ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ। ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਲੇਖਣ ਕਲਾ ਦਾ ਵਿਕਾਸ ਹੋਵੇਗਾ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

ਭਾਗ ਪਹਿਲਾ ਵਿਚੋਂ ਕਵੀ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾਵਾਂ ਬਾਰੇ ਅੱਠ-ਅੱਠ ਅੰਕਾਂ ਦੇ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। ਭਾਗ ਦੂਜਾ ਵਿਚੋਂ ਕਵਿਤਾ ਦੀ ਪ੍ਰਸੰਗ ਸਾਹਿਤ ਵਿਆਖਿਆ ਦੇ ਅੱਠ-ਅੱਠ ਅੰਕਾਂ ਦੇ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇਕ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। ਭਾਗ ਤੀਜਾ ਵਿਚੋਂ ਕਹਾਣੀਆਂ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ ਬਾਰੇ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਦੇ ਨੌਂ-ਨੌਂ ਅੰਕ ਹੋਣਗੇ। ਜਿਸ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੋਵੇਗਾ। ਇਤਿਹਾਸਿਕ, ਸਭਿਆਚਾਰਕ, ਰਾਜਨੀਤਿਕ, ਸਮਾਜਕ, ਤੱਤਕਾਲੀਨ ਵਿਸ਼ਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਤਿੰਨ ਸਿਰਲੇਖ ਦਿੱਤੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇਕ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਲੇਖ ਲਿਖਣਾ ਹੋਵੇਗਾ ਜਿਸਦੇ ਬਾਰਾਂ ਅੰਕ ਹੋਣਗੇ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਬਿਊਰੀ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 37+13 = 50 ਹਨ।

ਪਾਠ-ਕ੍ਰਮ

ਭਾਗ-ਪਹਿਲਾ

ਕਵੀ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾਵਾਂ:

(ੳ) ਭਾਈ ਵੀਰ ਸਿੰਘ, (ਅ) ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, (ੲ) ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, (ਸ) ਸੁਰਜੀਤ ਪਾਤਰ

ਭਾਗ-ਦੂਜਾ

ਕਵਿਤਾ ਦੀ ਪ੍ਰਸੰਗ ਸਾਹਿਤ ਵਿਆਖਿਆ:

ਭਾਈ ਵੀਰ ਸਿੰਘ : 'ਗੁਲਾਬ ਦਾ ਫੁੱਲ ਤੋੜਨ ਵਾਲੇ ਨੂੰ' ਅਤੇ 'ਸਮਾਂ'

ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ : 'ਕੋਈ ਆਇਆ ਸਾਡੇ ਵਿਹੜੇ' ਅਤੇ 'ਮਾਂ'

ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ : 'ਆਖਾਂ ਵਾਰਸ ਸਾਹ ਨੂੰ'

ਸੁਰਜੀਤ ਪਾਤਰ : 'ਦਿਲ ਹੀ ਉਦਾਸ ਹੈ'

ਭਾਗ-ਤੀਜਾ

ਹੇਠ ਲਿਖੀਆਂ ਕਹਾਣੀਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਜਾਂ ਸਾਰ:

ਨਾਨਕ ਸਿੰਘ : 'ਭੂਆ'

ਕਰਤਾਰ ਸਿੰਘ ਦੁੱਗਲ : 'ਕਰਾਮਾਤ'

ਅਜੀਤ ਕੌਰ : 'ਇੰਤਜ਼ਾਰ'

ਭਾਗ-ਚੌਥਾ

ਇਤਿਹਾਸਿਕ/ ਸਭਿਆਚਾਰਕ/ ਰਾਜਨੀਤਿਕ/ ਸਮਾਜਕ/ ਤਤਕਾਲੀਨ ਵਿਸ਼ਿਆਂ ਸੰਬੰਧੀ ਲੇਖ ਰਚਨਾ

Semester VI

BPHC-3604

PUNJAB HISTORY & CULTURE (AD. 1947-2000)

(Special Paper in lieu of Punjabi

**compulsory) (For those students who are not
domicile of Punjab)**

Time Allowed: 3 hours

**Credit hours per week: 4
Total Teaching Hours: 60
Max. Marks:50
Theory:37**

Internal Assessment:13

Instructions for the Paper Setter:

The question paper consists of five units: I, II, III, IV and V. Units I, II, III and IV will have two questions each. Each question carries 8 marks. The students are to attempt one question from each unit approximately in 800 words. Unit-V consists of 7 short answer type questions to be set from the entire syllabus. Students are to attempt any 5 questions in about 20 words each. Each question carries 1mark.

Note: The examiner is to set the question paper in two languages: English & Hindi.

Course Objectives:

The main objective of this course is to educate the students who are not domicile of the Punjab about the history and culture of Punjab. It intends to teach them the main happenings in the Punjab such as partition of the Punjab and rehabilitation of the refugees after independence, creation of the Punjabi Suba and Green revolution and its impact. It is also to educate them about the contemporary issues of the Punjab such as drug addiction, female foeticide and Punjabi Diaspora.

Course Content:

Unit-I

1. Partition and its Impact on Punjab.
2. Rehabilitation.

Unit-II

3. Punjabi Suba Movement and Reorganization Act of 1966.
4. Green Revolution.

Unit-III

5. Punjabi Diaspora.
6. Development of education in Punjab after Independence

Unit-IV

7. Development of Punjabi Literature and Drama.
8. Emerging Concerns: Drug Addiction and Female Foeticide.

Suggested Readings:-

1. P.N. Chopra, & M.N. Das, *A Social, Cultural & Economic History of India*, Vol.III, Macmillan India, New Delhi, 1974.
2. J.S. Grewal, *Social and Cultural History of Punjab: Prehistoric, Ancient and Early Medieval*, Foundation Books Pvt Ltd Cambridge House, New Delhi, 2004.
3. *The Sikhs of Punjab*, New Cambridge House, New Delhi, 2005.
4. Satya M. Rai, *Heroic Tradition in Punjab (1900-1947)*, Publication Bureau, Punjabi University, Patiala, 1978.
5. Fauja Singh, *Freedom Struggle in Punjab*, Publication Bureau, Punjabi University, Patiala, 1974.
6. _____, *History and Culture of the Punjab*, Part II, Publication Bureau, Punjabi University, Patiala, 1987.
7. Kushwant Singh, *A History of the Sikhs*, Vol. II (1839-1998), Oxford University Press, Delhi, 1991.
8. K.C. Yadav, *Haryana Aitihāsik Simhavalokan*, Haryana Sahitya Akademy, Chandigarh, 1991

Course Outcome

Sr. No.	On the completion of the course Students will be able to:
CO1	History and culture of the Punjab in the period under study.
CO2	The process of partition of the Punjab and problem of rehabilitation of therefugees after independence.
CO3	The creation of the Punjabi Suba and reorganization of its territory.
CO4	Green revolution and its impact on the Punjab.
CO5	Contemporary issues of the Punjab such as drug addiction, female foeticide and Punjabi Diaspora.

Semester VI

**BBA-603
INCOME TAX**

Time: 3 Hours

**Credits Hours per week: 4
Total Teaching Hours :60
Max. Marks: 50
Theory: 37
Internal Assessment: 13**

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To make students aware about the conceptual framework of Income Tax and inculcates the techniques, methods and practice of computing the total income of the assessee from five heads of income. To enable the students to compute the net total taxable income of an individual.

Course Content:

Part – A

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, PreviousYear, Gross Total Income, Total Income. Residential Status Tax Incidence and ResidentialStatus Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A),10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34),10(35), 10(36), 10(37), 10(38).

Computation of income under different heads Salaries, Income from house property Profits andgains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37,40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

Semester VI**Part II**

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains (Depreciable and Non-Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares.

Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H. Computation of tax liability under section 111A and 112. Capital gain provisions related to Individual and Firm need to be covered. Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual. Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))

Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.

Computation of total income and tax liability of individuals and firms.

Suggested Readings:

1. Ahuja, Girish and Ravi Gupta, -Systematic Approach to Income Tax, Bharat Law House, Delhi.
2. Singhania, Vinod K., and Kapil Singhania, -TDS Computation and E-filing of TDS Returns, Taxmann Publications Pvt. Ltd., New Delhi.
3. Singhania, Vinod K., -Tax Computation and E-filing of Income Tax Returns, Taxmann Publications Pvt. Ltd., New Delhi

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Provide an overview about the fundamental concepts of Income Tax Law
CO2	Compute the total income of the assessee from five heads of income.
CO3	Understand the provisions and procedure involved in computing total income and liability of individual and firm assessee.
CO4	Enhance knowledge about various deductions and eligibility to avail it.

Semester VI

BBA- 604

FUNDAMENTALS OF CAPITAL MARKET

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours:60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The course aims to equip the incumbents with the necessary theoretical knowledge and practical application on stock markets so that students can apply the same in researching equity markets for wealth creation.

Course Content:

Part-I

Introduction:-evolution, structure, functions, objectives and importance of capital market in India.

Components of capital market- introduction to New issue market, stock market, financial institutions

Instruments in capital market:-Shares (Equity and Preference), Warrants, Bonds and its types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (forwards, futures and options).

Participants in Capital Market Difference between Capital Market and Money Market.

Part-II

Stock Exchanges-Stock Exchanges in India, Organization, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India Listing of securities-requirement for listing, objectives of listing, advantages of listing, Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices

Semester VI

Suggested Readings:

1. V.A Avadhani, –Security Analysis and Portfolio Management, Himalaya Publishers, New Delhi.
2. Singh, Preeti, –Investment Management, Himalaya Publishers, New Delhi.
3. Brown, Reilly, –Investment Analysis and Portfolio Management, Thomson Publishers.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand the functions and working of the components and intermediaries of the financial system and how they are linked to each other.
CO2	Gain familiarity of the Indian Capital Markets and the various Market Instruments introduced by the system for investment and tax savings.
CO3	Understand the various derivative instruments and enhance the theoretical and practical knowledge on role of depositories in Indian financial system.

Semester VI

BBA-605

VIVA-VOCE

Max. Marks: 50

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructions for the paper setters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To make students aware about the conceptual framework of Service Marketing and the emerging **service** environment in India and the world. It emphasises the distinctive aspects of **Services Marketing**.

Course Content:

Part – I

Evolution and Understanding of Services Marketing: Conceptual Framework, Service Defined, Nature of services; Characteristics of services- Intangibility, Inconsistency, Inseparability and inventory. Classification of Services; Consumer versus Industrial Services, Importance of Services Marketing in Indian Economy & Global Scenario Service Marketing Mix: Introduction to the 7Ps (4 Ps + Extended 3 Ps) of Services Marketing Mix.

Services Marketing Mix (4Ps):-Product Service Mix:- introduction, Transition from Product Marketing from Service Marketing, Differentiating goods from service, categories of service mix. Goods- Services marketing continuum.

Price: Factors involved in pricing a service product, capacity planning, measures to respond to change in demand, Reshaping demand using effective pricing.

Place: Distribution Strategies, Challenges in distribution of services, Role of internet indistribution.

Promotion: Objectives, Personal Selling, Advertising & Sales Promotion.

Semester VI

Part – II

Extended 3 Ps of Service Marketing Mix
People: Role of service employees in service business, training & development of employees, Motivation and Empowerment.
Process: Services as process or system- different process aspects and managerial challenges, strategies for managing inconsistency, customer service in service marketing.
Physical Evidence: nature, importance, service scapes.

Services Marketing Implementation: Services Marketing Triangle, Servqual Model Rater, PZB Gap Model.

Suggested Readings:

1. Zeithaml, V.A., Bitner, Mary Jo, Pandit, –Services Marketing, Tata McGraw Hill, New Delhi.
2. Lovelock, Christopher, Wirtz Jochen, Chatterjee, –Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi.
3. Payne, Adrian, –The Essence of Services Marketing, Prentice Hall of India, New Delhi.
4. Nargundhar, Rajendra, –Services Marketing, Tata McGraw Hill, New Delhi.
5. Goncalves, Karen P., –Services Marketing-A Strategic Approach, Prentice Hall International, New Jersey.
6. Jauhari, Vinnie, Dutta, –Services- Marketing, Operations Management, Oxford University Press, New Delhi.
7. Srinivasan, R., –Services Marketing- The Indian Context, Prentice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Acquire the basic understanding of service marketing and its process and describe the opportunities and challenges offered by this sector.
CO2	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
CO3	Understand and identify Concept of Services and intangible products
CO4	Demonstrate a knowledge of the extended marketing mix for services

Semester VI

BBA -612

Group A - E-MARKETING

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours: 60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The purpose of this course is to cover all major digital platforms such as e-commerce, mobile, social media, and online search (both organic search and paid search). It also aims to introduce basic principles of Internet marketing, data on internet usage, online advertising, mobile marketing, email marketing, social network marketing, search engine marketing, user testing and other methods, web traffic analysis.

Course Content:

Part – I

Introduction: Concept, nature and importance of e-marketing; E-marketing versus traditionalmarketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing–advantages and disadvantages; e-marketingsituations. E-Marketing Management: Segmentation, targeting and positioning; E-marketingmix; E-marketing and customer relationship management – concept and scope; E-customers andtheir buying process; E-marketing and customer loyalty and satisfaction; Communities and socialnetworks.

Part-II

Internet Marketing: Concept and role of internet marketing; Search engine optimization – functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and Reputation Management; Direct marketing – scope and growth; E-mail marketing; Social Media Marketing: Concept and tools; Blogging – benefits, types; Video-marketing for business purpose – tools and techniques; Pay per click marketing; Issues and challenges. E-payment systems: Payment gateways; use of Debit and credit cards; Mobile Marketing Trends and terminologies; Benefits and applications of mobile and smart phone applications; M-commerce.

Suggested Readings:

1. Joseph, P.T. -E-Commerce – An Indian Perspective, Prentice Hall of India
2. Schneider, Gary P. -E-Commerce: Strategy, Technology and Implementations, Cengage Learning India Private Limited.
3. Murthy, C.S.V. -E-Commerce; Concepts, Models, Strategies, Himalaya Publishing House.
4. BrahmCanzer, —E-Business and Commerce: Strategic Thinking & Practice, Biztantra Publishers.
5. Kotler, Philip. —Marketing Management.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Enhance knowledge and skills to understand the techniques of E-Marketing in the emerging competitive markets.
CO2	Learn the necessary skills and knowledge to develop E-Marketing Strategies.
CO3	Get conceptual knowledge of E-Marketing and will be able to differentiate between Traditional and E-Marketing.

Semester VI

BBA -621

Group B - TRAINING & DEVELOPMENT

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours: 60
Max. Marks: 50
Theory: 37
Internal Assessment: 13

Instructions for the paper setters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The main objective of this course is to make students aware about the concept of training and development. The course enhances the understanding of the various aspects of the training and development of human resources, their interaction in the execution of managerial functions.

Course Content:

Part – I

Training:- Conceptual aspects, Training and Learning, Training objectives, Identification of training needs, Training Process, Policies, Plans designing training programmes, Methods of Training, Evaluation of Training Effectiveness and Significance of Training. Wages and Salary Administration.

Part – II

Development:- Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, Preparing development plans, Designing development programmes. Development Methods, Case studies, Role play and Sensitivity Training.

Business Games, Transaction Analysis, Behavior Modelling and Evaluation of Development Effectiveness.

Suggested Readings:

1. Armstrong M.A. -Handbook of Human Resource Management Practicell, Cogan Page,

London

2. Dayal ,I -Manpower Training in organizations| Prentice Hall of India, New Delhi.

3. Craig ,Robert -Training and Development Handbook| McGraw Hill, New York

4. BrahmCanzer, -E-Business and Commerce: Strategic Thinking & Practicell,Biztantra Publishers.

5. Kotler, Philip. —Marketing Management|. Prentice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Gain insights on Training and Development methods
CO2	Compare and contrast various types of training methods
CO3	Improve concepts and skills required for utilization and development of these resources for efficient execution of organizational functions

GROUP B- CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructions for the paper setters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations. To enable the students to integrate the understanding of various contemporary HR concepts along with the domain concept in order to take correct business decisions

Course Content:

Part – I

Human Resources and the Competitive advantage, ethical issues and challenges in HRM Job stress and work family conflict, Gender issues in workplace, Performance Management and Organizational Reward System:-,definition, purpose, principles, concerns Ethical considerations, scope and background, Performance Management as a Business strategy, Theoretical framework; Goal setting theory, Expectancy theory; Designing of Performance management systems; setting goals, measuring performance, Rewarding performance; Concept and significance, Foundation of the reward system, Economic Theories relating to pay, Psychological and Motivational theories affecting reward.

Semester VI
Part – II

Managing Diversity: Meaning, Challenges in managing diversity, Diversity in organizations, improving the management of Diversity.

The nature of work: Meaning of work; Theories about work; Organizational factors affecting work; Changing patterns of work; Unemployment; Attitudes to work; HRM in Electronic Era, Human Resource Accounting & Auditing, The role of HRM in 21st Century and future directions of HRM.

Suggested Readings:

1. Michael Armstrong, 'A Handbook of Human Resource Management Practices', Kogan Page London.
2. Luis R. Gomez –Mejia, David B Balkin and Robert L Cardy, 'Managing Human Resources', PHI, New Delhi.
3. Tanuja Agarwal, 'Strategic Human Resource Management', Oxford University Press, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand various aspects of the management of human resources, their interaction in the execution of managerial functions.
CO2	Improve concepts and skills required for utilization and development of these resources for efficient execution of organizational functions.
CO3	Understanding about contemporary human resource policies
CO4	Gain insights on contemporary recruitment methods

Semester VI

BBA-631

GROUP C- SECURITY ANALYSIS AND PORTFOLIOMANAGEMENT

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To introduce students to common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios. Particular emphasis is given to three competing approaches to stock investment: Fundamental analysis, technical analysis and efficient market analysis.

Course Content:

Part-I

Security Analysis- Concept of Risk and Return and their types, Risk Return Trade Off, Valuation of Equity Shares, Preference Shares, Debentures, Factors affecting Share Prices, Classification of security buyers, methods of marketing of securities

Regulation of securities- Securities Contracts (Regulation) Amendment Rules, 1996 Investment Analysis- concept of Fundamental Analysis, Technical Analysis, Efficient Market Hypothesis, Capital Asset Pricing Model, Arbitrage Pricing Theory.

Part-II

Portfolio Management- Definition Of Investment, Defining Investment Objectives, The Investment Process, Investment Categories, difference between Portfolio management and mutual funds

Portfolio Selection: - Risk and Investor Preferences - Investment Constraints.

Brief Introduction to Portfolio Management Schemes-features of PMSSEBI Guidelines on Portfolio Management

Semester VI

Suggested Readings:

1. Chandra, Prasanna, -Investment Analysis and Portfolio Management, Tata McGraw Hill
2. Chandra, Prasanna, -Financial Management, Tata McGraw Hill
3. Avadhani, V.A, -Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi
4. Bodie, Zvi; Kane, Alex; J Marcus, Alan; Mohanty, Pitabas, -Investments, Tata McGraw Hill.
5. Brown, Reilly, -Investment Analysis and Portfolio Management, Thomson Publication.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Provide a theoretical and practical background in the field of investments
CO2	Be Equipped with the knowledge of security analysis and measuring the portfolio performances.
CO3	Design and manage the various sources of finances by valuing all financial instruments
CO4	Learn about investment avenues in less risk and more return securities.

Semester VI

BBA- 632

GROUP C -CONTEMPORARY ISSUES IN ACCOUNTING

Time: 3 Hours

Credits Hours per week: 4

Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

This course engages students in critical analysis of the major approaches to the formulation of an accounting theory. The features, similarities, differences and merits, or otherwise, of alternative theoretical approaches to analysing and dealing with contemporary problems facing accounting and accountants are examined.

Course Content:

Part-I

Emergence of Contemporary Issues in Accounting – Influence of other disciplines onAccounting and Changing Environment.

Human Resource Accounting: Meaning , Objectives and Scope, Methods of HumanResource Accounting- Human Resource Cost Accounting (Historical cost Approach,Replacement Cost approach and Opportunity Cost approach), Human Resource ValueAccounting (Lev & Schwartz Model, Flamholtz Model and Hermanson’s Model),Objections against Human resource accounting, Use of Human resource Accounting inManagerial Decisions. Human Resource Accounting in India. Price Level Accounting – introduction, Methods (Current Purchasing Power, CurrentCost Accounting, Current Value Accounting Technique, and Replacement CostAccounting Techniques), Utility and Corporate PracticesCorporate Social Reporting: Areas of Corporate Social Performance,

Semester VI

Part-II

Corporate Reporting: Concept of Disclosure in relation to Published Accounts, Issues in Corporate Disclosure, Corporate Disclosure Environment, Conceptual framework of corporate reporting. Recent Trends in the Presentation of Published Accounts. Economic Value Added, EVA Disclosure in India. Corporate Reporting through Web. Accounting Standards in India: - Significance and formulation of Accounting Standards

Suggested Readings:

1. Lal, Jawahar and Lele, R.K., -Contemporary Accounting Issues, Himalaya Publishers, New Delhi.
2. Porwal, L.S., -Accounting Theory, Tata McGraw Hill.
3. Lal, Jawahar, -Corporate Financial Reporting, Taxman Arora, J.S., -Price Level Accounting, Deep and Deep Publishers, New Delhi.
4. Chander, Subhash, -Corporate Reporting Practices, Deep and Deep Publishers

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Understand the Criticism of Historical Cost accounting and alternatives of Historical Cost accounting.
CO2	Identify Current cost accounting features, advantages and disadvantages.
CO3	Understand the need and Concept of Human Resources Accounting
CO4	Identify the Corporate Social Responsibility, Social Accounting and inflation accounting

Semester VI

BBA- 641

GROUP D -EXPORT IMPORT MANAGEMENT & DOCUMENTATION

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructionsforthepapersetters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

The main objective of the course is to acquaint the student with the Export and Import policies and procedures and to make students aware about the document requirement in export import business

Course Content:

Part – I

International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF. Documentsfor starting up a new export venture; aligned documentation system: meaning, Rationale, variousdocuments, EDI initiative; methods of payment: advance payment, open Account, consignmentsales, and documents against acceptance (D/A), documents against payment (D/P), letter ofcredit; pre shipment credit: meaning, procedure, rates, documents needed; post shipment credit:meaning, procedure, types and documents needed.

Part – II

Export Credit and Guarantee Corporation (ECGC): Export Credit Insurance, Insurance Policies,Bank Guarantees and Special Schemes, Role of ECGC; Theories and Practice of ForeignExchange Rate Determination, Floating and Fixed Exchange Rates; Exchange ControlRegulations and Procedures in India, FEMA.

Marine Insurance: Types of Marine Insurance, Marine Losses, Procedure and Documents Needed for Claim.

Semester VI
Suggested Readings:

1. Current Foreign Trade Policy
2. Handbook of procedures Volume I & II.
3. Jain, S.C., Export Procedures and Documents
4. Kumar, A., -Export and Import Management, Excel Books.
5. Lall, G. S., -Finance of Foreign Trade and Foreign Exchange
6. Manual on Export Documentation, Nabhi publication.
7. Ram, P., -Export, What, Where and How, Anupam Publishers.
8. Varshney, R.L.and Bhattacharya, B., -International Marketing Management, S. Chand Publishers Pvt. Ltd, New Delhi.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Explain the concepts in trade documentation in international business with respect to foreign trade
CO2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO3	Analyse the principle of international business and strategies adopted by firms to expand globally.
CO4	Integrate concept in international business concepts with functioning of global trade

Semester VI

BBA- 642

GROUP D - GLOBAL STRATEGIC MANAGEMENT

Time: 3 Hours

Credits Hours per week: 4
Total Teaching Hours: 60

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Instructions for the paper setters/examiners:

- 1. The question paper covering the entire course shall be divided into three sections.**
- 2. The candidates are allowed to use [Non-Scientific] calculator.**

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Course Objective:

To provide students with the skills, knowledge, and sensitivity required to create, maintain, and renew sustainable competitive advantage within a global environment. Global Strategy will explore international business issues from an integrated firm-level perspective.

Course Content:

Part – I

Concept of strategy including global strategy, An overview of formulation and implementation of global strategy, analysing the external environment especially the tools of analysis, culture and global strategy, analysing company resources and capabilities, personal goals of top management, corporate level strategy including vertical integration, diversification, strategic alliance and acquisition.

Part – II

Entering foreign markets, business level strategies, functional level strategies, strategy and Technology, evaluation of strategy, implementation of strategy, organization structure and Strategy, management of political risk and negotiation, governing the corporation around the World.

Semester VI**Suggested Readings:**

1. Deresky, H., -International Management: Managing Across Borders and Cultures, Pearson Education.
2. Hill, C. W. L. and Jones, G. R., -Strategic Management, An Integrated Approach, Biztantra.
3. Hill, C. W. L. and Jain, A. K. , - International Business Competing in the Global MarketPlace, McGraw Hill Co., New Delhi.
4. Hitt, M. A., Duance, R. and Hoskisson, R. E., -Strategic Management: Competitiveness and Globalization, Thomson, South Western.
5. Peng, M. W., -Global Strategy, Thomson Publishers.
6. Rugman, A. M., Richard, M. H., -International Business: A Strategic Management Approach, Pearson Education, New Delhi.
7. Taggar, J. H. and Mc Dermot, M. C., -The Essence of International Business, Prentice Hall.
8. Thakur, M., Burton, G. E. and Srivastava, B.N., -International Management: Concept and Cases, Tata McGraw Hill Company.

Note:-Latest editions of suggested books may be followed.

Course Outcome

Sr. No.	On completion of this course, the students will be able to:
CO1	Introduce the concepts of global strategic management and understand its nature in competitive and institutional landscape
CO2	Describe major theories, background work, concepts and research output in the field of global strategic management.
CO3	Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems

