

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS FOR THE BATCH FROM YEAR 2021 TO YEAR 2024

BACHELOR OF BUSINESS ADMINISTRATION (BBA) (Semester I - VI)



GURU NANAK DEV UNIVERSITY AMRITSAR

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BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER SYSTEM)
Syllabus for the Batch From Year 2021 To Year 2024

SCHEME OF COURSES

SEMESTER-I:

| Course Code | Course Title | Theory | Prac-tical | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------|-------------|------------------------|------------------------|
| ENC 101: | English (Compulsory) | - | - | 50 | 6 | -- |
| BBA-102 | ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ (In lieu of Compulsory Punjabi) Punjab History & Culture (From Earliest Times to C 320) (Special Paper dfin lieu of Punbabi Compulsory) | - | - | 50 | 6 | -- |
| BBA-103 | Basic Accounting | - | - | 50 | 6 | 2 |
| BBA-104 | Business Organization and Systems | - | - | 50 | 6 | -- |
| BBA-105 | Managerial Economics- I | - | - | 50 | 6 | -- |
| BBA-106 | Computer Applications for Business-I | 35 | 15 | 50 | 4 | 2 |
| BBA-107 | Business Communication | - | - | 50 | -- | -- |
| | | | | | | |

SEMESTER-II:

| Course Code | Course Title | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------------|------------------------|
| ENC- 151 | English (Compulsory) | 50 | 6 | -- |
| BBA-202 | ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ (In lieu of Compulsory Punjabi) Punjab History & Culture (C 320 to 1000 A.D.) (Special Paper dfin lieu of Punbabi Compulsory) | 50 | 6 | -- |
| BBA-203 | Business Laws | 50 | 6 | -- |
| BBA-204 | Principles of Management | 50 | 6 | -- |
| BBA-205 | Managerial Economics- II | 50 | 6 | -- |
| BBA-206 | Computer Based Accounting System | 50 | 4 | 2 |
| BBA-207 | Fundamentals of Banking | 50 | 6 | -- |
| | *Drug Abuse: Problem, Management and Prevention (Compulsory) | | | |

*** Note: The marks of Paper will not be added in the Grand Total.**

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER SYSTEM)

Syllabus for the Batch From Year 2021 To Year 2024

SEMESTER – III:

| Course Code | Course Title | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|-------------|------------------------------------------------------------------------------------------------------------------------|-------------|------------------------|------------------------|
| ENC-201 | English (Compulsory) | 50 | 6 | -- |
| BBA-302 | ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ (In lieu of Compulsory Punjabi) Punjab History & Culture (From 1000 to 1605 A.D) | 50 | 6 | -- |
| BBA-303 | Statistics for Business | 50 | 6 | - |
| BBA-304 | Fundamentals of Human Resource Management | 50 | 6 | -- |
| BBA-305 | Fundamentals of Marketing Management | 50 | 6 | -- |
| BBA-306 | Indian Financial System | 50 | 6 | -- |
| BBA-307 | Management Accounting | 50 | 6 | 2 |

SEMESTER – IV:

| Course Code | Course Title | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------|------------------------|
| ENC-251 | English (Compulsory) | 50 | 6 | -- |
| BBA-402 | ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ /Punjab History & Culture (From 1605 to 1849 A. D.) (Special Paper in lieu of Punjabi Compulsory) | 50 | 6 | -- |
| BBA-403 | Financial Management | 50 | 6 | -- |
| BBA-404 | Production and Operations Management | 50 | 6 | -- |
| BBA-405 | Business Environment | 50 | 6 | -- |
| BBA-406 | Operations Research | 50 | 6 | 2 |
| BBA-407 | Fundamentals of Insurance | 50 | 6 | |
| BBA-408 | Seminar | 50 | | |
| ESL-222 | *Environment Studies–II | 100 (Qualifying) | 3 | - |

* Note: The marks of ESL-222 (Environmental Studies) will not be added in the Total Marks.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER SYSTEM)
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SEMESTER – V:

| Course Code | Course Title | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|--------------------|-------------------------------------------------------------------------------------|--------------------|-------------------------------|-------------------------------|
| ENC-301 | English (Compulsory) | 50 | 6 | -- |
| BBA-502 | Punjabi Compulsory / ਮੁੱਢਲੀ ਪੰਜਾਬੀ / Punjab History & Culture (From 1849-1947 A.D.) | 50 | 6 | -- |
| BBA-503 | Company Law | 50 | 6 | -- |
| BBA-504 | Entrepreneurship & Small Business | 50 | 6 | -- |
| BBA-505 | Cost Accounting | 50 | 6 | 2 |
| | Any one Group from the following: | 50 | 6 | -- |
| BBA- 511 | Group A Consumer Behaviour | 50 | 6 | -- |
| BBA- 512 | Advertising & Sales Management | 50 | 6 | -- |
| BBA-521 | Group B Industrial relations & Labour Legislations | 50 | 6 | -- |
| BBA-522 | Organisation Change & Development | 50 | 6 | -- |
| BBA-531 | Group C Management of Banking Operations | 50 | 6 | -- |
| BBA-532 | Insurance & Risk Management | 50 | 6 | -- |
| BBA-541 | Group D International Business Environment | 50 | 6 | -- |
| BBA-542 | Management of International Business Organization | 50 | 6 | -- |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER SYSTEM)

Syllabus for the Batch From Year 2021 To Year 2024

SEMESTER – VI:

| Course Code | Course Title | Total Marks | Number of Lectures (L) | Tutorials (T) per week |
|--------------------|--------------------------------------------------------------------------------|--------------------|-------------------------------|-------------------------------|
| ENC-351 | English (Compulsory) | 50 | 6 | -- |
| BBA-602 | Punjabi Compulsory / ਮੁੱਢਲੀ ਪੰਜਾਬੀ / Punjab History & Culture (1947 2000 A.D.) | 50 | 6 | -- |
| BBA-603 | Income Tax | 50 | 6 | -- |
| BBA-604 | Fundamentals of Capital Markets | 50 | 6 | -- |
| BBA-605 | Viva-Voce | 50 | | |
| | Any one Group from the following: | | | |
| | Group A | | | |
| BBA-611 | Services Marketing | 50 | 6 | -- |
| BBA-612 | E-Marketing | 50 | 6 | -- |
| | Group B | | | |
| BBA-621 | Training and Development | 50 | 6 | -- |
| BBA-622 | Contemporary Issues in Human Resource Management | 50 | 6 | -- |
| | Group C | | | |
| BBA-631 | Security Analysis and Portfolio Management | 50 | 6 | |
| BBA-632 | Contemporary Issues in Accounting | 50 | 6 | |
| | Group D | | | |
| BBA-641 | Export- Import Management and Documentation | 50 | 6 | -- |
| BBA-642 | Global Strategic Management | 50 | 6 | -- |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

ENC101: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:-

- *Tales of Life* (Guru Nanak Dev University, Amritsar) Stories at Sr.No.1, 2, 3, 5 and 6
- *Prose for Young Learners* (Guru Nanak Dev University, Amritsar) Essays at Sr. No. 1, 2, 3, 5 and 6
- *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

The syllabus is divided in four sections as mentioned below.

SECTION–A

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 1-37)

SECTION–B

Paragraph Writing and *English Grammar in Use* (Units: 38-48)

SECTION–C

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 1, 2, 3, 5 and 6

SECTION–D

Prose for Young Learners: Essays at Sr. No. 1, 2, 3, 5 and 6

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-102 Punjabi (Compulsory) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ
ਸੈਕਸ਼ਨ - ਏ**

ਦੋ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਵਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ / ਪੁਸਤਕ ਸਾਹਿਤ ਵਿਆਖਿਆ/ਕਾਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ)

ਸੈਕਸ਼ਨ - ਬੀ

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 1 ਤੋਂ 9 ਤੱਕ) (ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਨ),

ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ - ਡੀ

(ੳ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਵਿਚ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

(ਅ) ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਾਵਿ : ਪ੍ਰਮੁੱਖ ਪ੍ਰਵਿਰਤੀਆਂ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਉਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਰਾਜਿੰਦਰਪਾਲ ਬਰਾੜ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
3. ਜਸਵਿੰਦਰ ਸਿੰਘ, ਨਵੀਂ ਪੰਜਾਬੀ ਕਵਿਤਾ : ਪਛਾਣ ਚਿੰਨ੍ਹ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
4. ਧਰਮਪਾਲ ਸਿੰਗਲ, ਪੰਜਾਬੀ ਜੀਵਨੀ : ਸਰੂਪ ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਜੀਤ ਸਿੰਘ ਸੀਤਲ, ਵਾਰਤਕ ਤੇ ਵਾਰਤਕ ਸ਼ੈਲੀ, ਪੰਜਾਬ ਸਟੇਟ ਯੂਨੀਵਰਸਿਟੀ ਟੈਕਸਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ।
6. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਸਰੋਤ ਤੇ ਸਰੂਪ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਉਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
7. ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਹਰਕੀਰਤ ਸਿੰਘ ਤੇ ਗਿਆਨ ਲਾਲ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ।
9. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-102 ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ
ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ
ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਮੁੱਢਲੀ ਪੰਜਾਬੀ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
3. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਅਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-102 Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

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

SECTION- B

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

SECTION- C

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

SECTION- D

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

Suggested Readings

1. L. M 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. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-103 BASIC ACCOUNTING

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| <p>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.</p> <p>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.</p> <p>Recording of Transactions: Accounting Process/Cycle, Journal.</p> |
| Section B |
| <p>Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.</p> <p>Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).</p> |
| Section C |
| <p>Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.</p> <p>Final Accounts with Adjustments : Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.</p> |
| Section D |
| <p>Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.</p> <p>Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

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, Gart 1, 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.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-104 BUSINESS ORGANISATION & SYSTEMS

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| Section A |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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</p> <p>Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.</p> |
| Section B |
| <p>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.</p> <p>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.</p> |
| Section C |
| <p>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</p> <p>Domestic & Foreign Trade: Import export trade procedure & their organization.</p> |
| Section D |
| <p>Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy.</p> <p>Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

Suggested Readings:

1. [Kaul](#), Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. [Daft, Richard L., Daft, J., Murphy, H., & Willmott](#), “Organization 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.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-105 MANAGERIAL ECONOMICS- I

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| Section A |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.</p> <p>Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility law of equi-marginal utility.</p> |
| Section B |
| <p>Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect. Revealed Preference Approach.</p> <p>Theory of Supply: Concept and law of supply, factors affecting supply.</p> |
| Section C |
| <p>Theory of Production: Law of variable proportion: total, average and marginal physical product. Law of Returns to scale, Economies and diseconomies of scale.</p> <p>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.</p> |
| Section D |
| <p>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.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

Suggested Readings:

1. Koutsoyiannis, 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-106 COMPUTER APPLICATIONS FOR BUSINES- I

Time: 3 Hours

Theory: 35
Practical: 15
Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| <p>Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.</p> <p>Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.</p> |
| Section B |
| <p>Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.</p> <p>Basic Commands of Internal & External commands in DOS.</p> |
| Section C |
| <p>MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. 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, Footer & Printings.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

Section D

MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Suggested Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hil, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hal India, New Delhi.
4. Srivastava, S.S., "MS-Office" Firewal Media, New Delhi.
5. Alexis Loeon and Matheus Leon, "Introduction to Computers with MS-Office 200", Tata McGraw-Hil, New Delhi.

Note: The latest editons of the boks should be folowed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-107 BUSINESS COMMUNICATION

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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 |
| Section B |
| 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. |
| Section C |
| 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. Customers' correspondence: - Complaints, Regarding dues, follow up letters |
| Section D |
| 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. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-I)
Syllabus for the Batch From Year 2021 To Year 2024

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.
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 & Techniques”.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, “Effective Business Communication”, Tata McGraw Hill Publishing Co. Ltd.

Note: The latest Editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

ENC 151: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar) Stories at Sr. No. 7, 9, 10, 11, 12
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar) Essays at Sr. No. 7, 8, 9, 10, 11
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP (Units: 49-97)

The syllabus is divided in four sections as mentioned below.

SECTION–A

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 49-81)

SECTION–B

Personal letter Writing and *English Grammar in Use* (Units: 82-97)

SECTION–C

Tales of Life (Guru Nanak Dev University, Amritsar) 7, 9, 10, 11, 12

SECTION–D

Prose for Young Learners: Essays at Sr. No. 7, 8, 9, 10 and 11

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-202

Punjabi (Compulsory) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ),
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ)

ਸੈਕਸ਼ਨ - ਬੀ

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 10 ਤੋਂ 18 ਤੱਕ)
(ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਨ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ-ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸ੍ਰੇਣੀਆਂ : ਨਾਂਵ, ਪੜ੍ਹਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ, ਵਿਸਮਕ

ਸੈਕਸ਼ਨ - ਡੀ

(ੳ) ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ
(ਅ) ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਕਹਾਣੀ : ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਤੇ ਪ੍ਰਵਿਰਤੀਆਂ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਉਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਬਲਦੇਵ ਸਿੰਘ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
3. ਸਵਿੰਦਰ ਸਿੰਘ ਉੱਪਲ, ਪੰਜਾਬੀ ਕਹਾਣੀਕਾਰ, ਨੈਸ਼ਨਲ ਬੁੱਕ ਸ਼ਾਪ, ਦਿੱਲੀ।
4. ਸਵਿੰਦਰ ਸਿੰਘ ਉੱਪਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ : ਸਰੂਪ ਤੇ ਸਿਧਾਂਤ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਗੁਰਬਖਸ਼ ਸਿੰਘ ਫ਼ਰੈਂਕ, ਨਿੱਕੀ ਕਹਾਣੀ ਅਤੇ ਪੰਜਾਬੀ ਨਿੱਕੀ ਕਹਾਣੀ, ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪਰੇਟਿਵ ਸੁਸਾਇਟੀ, ਲੁਧਿਆਣਾ।
6. ਧਰਮਪਾਲ ਸਿੰਗਲ, ਪੰਜਾਬੀ ਜੀਵਨੀ : ਸਰੂਪ ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ (ਜੀਵਨੀ ਨੰ: 10 ਤੋਂ 18)।
7. ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
9. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-202 ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰੂ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਮੁੱਢਲੀ ਪੰਜਾਬੀ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅਮ੍ਰਿਤਸਰ।
2. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅਮ੍ਰਿਤਸਰ।
3. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਅਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA–202 Punjab History & Culture (C. 320 to 1000 A.D.)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

1. Alexander's Invasion and its Impact
Punjab under Chandragupta Maurya and Ashoka.

SECTION- B

2. The Kushans and their Contribution to the Punjab.
3. The Panjab under the Gupta Empire.

SECTION- C

4. The Punjab under the Vardhana Emperors
5. Socio-cultural History of Punjab from 7th to 1000 A.D.

SECTION- D

6. Development of languages and Education with Special reference to Taxila
7. Development of Art & Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-203 BUSINESS LAWS

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration. |
| Section B |
| Law of Contract: 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. |
| Section C |
| Sales of Goods Act : Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement. The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery. |
| Section D |
| 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 Tbp Usa, "Indian Business Law", International Business Publications, USA.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-204 PRINCIPLES OF MANAGEMENT

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding to the students with reference to working of business organization through the process of management.

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| Section A |
| <p>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.</p> <p>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.</p> <p>Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.</p> |
| Section B |
| <p>Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.</p> <p>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.</p> |
| Section C |
| <p>Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.</p> <p>Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization</p> |
| Section D |
| <p>Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.</p> <p>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.</p> <p>Coordination: Principles and Techniques, Difference between coordination and cooperation.</p> <p>Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-205 MANAGERIAL ECONOMICS-II

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding macroeconomics concepts.

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| Section A |
| <p>Macroeconomics: Meaning, nature and scope. Basic concepts: Stock and flow variables, static, comparative static and dynamic analysis.</p> <p>National Income: Concept and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income.</p> <p>Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.</p> |
| Section B |
| <p>Consumption Function: Meaning and Nature, Determinants and Measures to raise Propensity to Consume, Keynes Psychological Law of Consumption- Meaning, Properties and Implications.</p> |
| Section C |
| <p>Investment: Classical Theory of Investment, Keynesian Theory of Investment, Accelerator Theory of Investment.</p> <p>Keynesian Economics: Theory of Money, Saving and Investment Function.</p> <p>Multiplier: Static and Dynamic Analysis; Balanced Budget Multiplier, Employment Multiplier.</p> |
| Section D |
| <p>Business Cycle: Keynes's Theory of Trade Cycle, Kaldor's Theory of Trade Cycle, Hicks' Theory of Trade Cycle, Samuelson's Theory of Trade Cycle</p> <p>Inflation: Meaning, Types, Theories, Causes, effects and Context.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-206 COMPUTER BASED ACCOUNTING SYSTEM

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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| Section A |
| <p>Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.</p> <p>Accounting package - Setting up an accounting entity, Creation of groups and accounts</p> <p>Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.</p> |
| Section B |
| <p>Database Design for Accounting</p> <p>Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.</p> |
| Section C |
| <p>Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.</p> <p>Tally</p> <p>Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for implementation. Accounts Management (Using Tally, ERP 9.0 Software Package);</p> |
| Section D |
| <p>Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms.</p> <p>(The mentioned versions of Tally must be replaced with latest available version)</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

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.
3. “Tally- ERP 9, Simple Steps of Learning”, Kogent Learning.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 207 FUNDAMENTALS OF BANKING

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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. |
| Section B |
| Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation. |
| Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange. |
| Section C |
| Customer’s Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System |
| Section D |
| Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking. |

Suggested Readings:

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

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section

Section – A

Meaning of Drug Abuse:

- 1) Meaning, Nature and Extent of Drug Abuse in India and Punjab.
- 2) Consequences of Drug Abuse for:

| | | |
|------------|---|--------------------------------|
| Individual | : | Education, Employment, Income. |
| Family | : | Violence. |
| Society | : | Crime. |
| Nation | : | Law and Order problem. |

Section – B

Management of Drug Abuse:

- (i) Medical Management: Medication for treatment and to reduce withdrawal effects.
- (ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
- (iii) Social Management: Family, Group therapy and Environmental Intervention Rehabilitation.

Section – C

Prevention of Drug abuse:

- (i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
- (ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Section – D

Controlling Drug Abuse:

- (i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
- (ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-II)
Syllabus for the Batch From Year 2021 To Year 2024

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.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism. Harmond Worth: Penguin Books*.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characterstics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

ENC 201: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Important Note: The textbook *Making Connections* (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo McEntire, Jessica Williams) is to be followed for this course.

Texts Prescribed:

1. *Making Connections* by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar.
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

Texts Suggested:

Oxford Guide to Effective Writing and Speaking by John Seely
A Course in Grammar and Composition by Geetha Nagaraj, Foundation Books, 2006

Syllabus is divided into four sections as mentioned below:

SECTION–A

English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Units 98-130

SECTION–B

Essay writing and *English Grammar in Use*: Units 131-145

SECTION–C

Moments in Time: Poems at Sr. No. 1-6

SECTION–D

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-I (Global Health) and Unit-II (Multicultural Societies)

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-302

PUNJABI (COMPULSORY) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ (ਸੰਪਾ. ਡਾ. ਗੁਰਬਚਨ ਸਿੰਘ ਤਾਲਿਬ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਮਨ ਦੀ ਮੋਜ਼, ਗੁਰੂ ਸੰਗਤ ਬਾਣੀ, ਕਾਠ ਦੀ ਰੋਟੀ, ਬੁਲ੍ਹੇ ਸ਼ਾਹ ਦੀ ਕਾਵਿ ਕਲਾ
ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਨਹੀਂ ਹਨ)
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਕਲਾ ਪੱਖ)

ਸੈਕਸ਼ਨ - ਬੀ

ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਇਕਾਂਗੀ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।
ਵਿਸ਼ਾ ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ/ਰੰਗ-ਮੰਚ ਦੇ ਪੱਖ ਤੋਂ

ਸੈਕਸ਼ਨ - ਸੀ

- (ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)
(ਅ) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦ-ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨਾ

ਸੈਕਸ਼ਨ - ਡੀ

ਮੂਲ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
(ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਜੀਤ ਸਿੰਘ ਸੀਤਲ, ਵਾਰਤਕ ਤੇ ਵਾਰਤਕ ਸ਼ੈਲੀ, ਪੰਜਾਬ ਸਟੇਟ ਯੂਨੀਵਰਸਿਟੀ ਟੈਕਸਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ।
2. ਗੋਬਿੰਦ ਸਿੰਘ ਲਾਂਬਾ, ਪੰਜਾਬੀ ਵਾਰਤਕ ਤੇ ਵਾਰਤਕਕਾਰ, ਅਮਰਜੀਤ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਪਟਿਆਲਾ।
3. ਸਤਿੰਦਰ ਸਿੰਘ ਨੂਰ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
4. ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ, ਡਾ. ਮਾਨ ਸਿੰਘ ਢੀਡਸਾ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਇਤਿਹਾਸ (ਆਧੁਨਿਕ ਕਾਲ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਸਤੀਸ਼ ਕੁਮਾਰ ਵਰਮਾ, ਪੰਜਾਬੀ ਨਾਟਕ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
6. ਗੁਰਦਿਆਲ ਸਿੰਘ ਫੁੱਲ, ਪੰਜਾਬੀ ਇਕਾਂਗੀ : ਸਰੂਪ, ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
7. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਨਾਟਕ ਤੇ ਇਕਾਂਗੀ : ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਤੇ ਪ੍ਰਵਿਰਤੀਆਂ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
8. ਖੋਜ ਪਤ੍ਰਿਕਾ (ਨਾਟ ਸ਼ੈਲੀਆਂ ਵਿਸ਼ੇਸ਼ ਅੰਕ),
9. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
10. ਹਰਕੀਰਤ ਸਿੰਘ ਤੇ ਗਿਆਨ ਲਾਲ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਨ, ਪੰਜਾਬ ਯੂਨੀਵਰਸਿਟੀ, ਚੰਡੀਗੜ੍ਹ।
11. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-302 ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ
ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ

ਸੈਕਸ਼ਨ-ਬੀ

ਕਵਿਤਾਵਾਂ

- (ੳ) ਸਮਾਂ (ਭਾਈ ਵੀਰ ਸਿੰਘ)
- (ਅ) ਖੈਰ ਪੰਜਾਬੀ ਦੀ (ਫੀਰੋਜ਼ਦੀਨ ਸ਼ਰਫ਼)
- (ੲ) ਅੰਬੀ ਦਾ ਬੂਟਾ (ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ)
- (ਸ) ਬਿਰਹੋਂ ਦੀ ਰੜਕ (ਸ਼ਿਵ ਕੁਮਾਰ) (ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ; ਸਾਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਕਹਾਣੀਆਂ

- (ੳ) ਭੂਆ (ਨਾਨਕ ਸਿੰਘ)
- (ਅ) ਦੁੱਧ ਦਾ ਛੱਪੜ (ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ)
- (ੲ) ਸਾਂਝੀ ਕੰਧ (ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ)
- (ਸ) ਉਹ ਸੋਚਦੀ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ) (ਵਿਸ਼ਾ-ਵਸਤੂ; ਸਾਰ)

ਸੈਕਸ਼ਨ-ਡੀ

ਨਿਬੰਧ

- (ੳ) ਘਰ ਦਾ ਪਿਆਰ (ਤੇਜਾ ਸਿੰਘ)
- (ਅ) ਖੁਸ਼ਮਦੀ ਨਾਲ (ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ)
- (ੲ) ਆਓ, ਗੱਲਾਂ ਕਰੀਏ (ਨਰਿੰਦਰ ਸਿੰਘ ਕਪੂਰ)
- (ਸ) ਮਨੁੱਖ ਕੁਦਰਤ ਦੀ 'ਨੋਕ ਔਲਾਦ' ਨਹੀਂ (ਸੁਰਿੰਦਰ ਮੰਡ) (ਵਿਸ਼ਾ-ਵਸਤੂ; ਸਾਰ)

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਰਾਜਿੰਦਰਪਾਲ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
2. ਬਲਦੇਵ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
3. ਜਸਵਿੰਦਰ ਸਿੰਘ ਉੱਪਲ, ਪੰਜਾਬੀ ਕਹਾਣੀਕਾਰ, ਨੈਸ਼ਨਲ ਬੁੱਕ ਸ਼ਾਪ, ਦਿੱਲੀ।
4. ਬਲਬੀਰ ਸਿੰਘ ਦਿਲ, ਪੰਜਾਬੀ ਨਿਬੰਧ ਸਰੂਪ ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਖੋਜ ਪਤ੍ਰਿਕਾ (ਨਿਬੰਧ ਵਿਸ਼ੇਸ਼ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-302 Punjab History & Culture (From 1000 to 1605 A. D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

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

SECTION- B

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

SECTION--C

5. Guru Nanak-Life and travels
6. Teachings of Guru Nanak, Concept of Sangat, Pangat and dharmsal.

SECTION--D

7. Contribution of Guru Angad Dev, Guru Amar Das and Guru Ram Das.
8. Compilation of Adi Granth and martyadom of Guru Arjun Dev

Suggested Readings

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-303 STATISTICS FOR BUSINESS

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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. |
| Section B |
| 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. |
| Section C |
| 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, seasonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index. |
| Section D |
| Elementary Probability Theory: Deterministic and non–deterministic experiments; different 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. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-304 FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| <p>Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.</p> <p>Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.</p> <p>Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.</p> |
| Section B |
| <p>Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.</p> <p>Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.</p> |
| Section C |
| <p>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.</p> <p>Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.</p> |
| Section D |
| <p>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.</p> <p>Job Evaluation: Meaning, Process and Methods of Job Evaluation.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-305 FUNDAMENTALS OF MARKETING MANAGEMENT

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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| Section A |
| <p>Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.</p> <p>Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.</p> |
| Section B |
| <p>The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.</p> <p>Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.</p> |
| Section C |
| <p>Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation.</p> <p>Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.</p> |
| Section D |
| <p>Marketing Communications:-</p> <p>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 distributions.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-306 INDIAN FINANCIAL SYSTEM

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
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| Section A |
| 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). |
| Section B |
| An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions). |
| Non Banking financial companies |
| Section C |
| Mutual Funds: - Its Introduction and guidelines, schemes and products . |
| IRDA Act of Insurance Companies |
| Section D |
| An Introduction to FII's and FDI's and its importance. |
| Financial Assets/Instruments: - An Overview of Capital Market instruments. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

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”, Himalaya 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-III)
Syllabus for the Batch From Year 2021 To Year 2024

BBA 307 MANAGEMENT ACCOUNTING

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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. |
| Section B |
| 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) |
| Section C |
| Fund flow and Cash flow analysis Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method |
| Section D |
| 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. |

Suggested Readings:

1. Jain, P.K and Khan M.Y “Management Accounting”, Tata Mc Graw 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

SEMESTER-IV

ENC 251: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Important Note: The textbook *Making Connections* (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo McEntire, Jessica Williams) is to be followed for this course.

Texts Prescribed:-

1. *Making Connections* by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar.
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP.

Syllabus is divided into four sections as mentioned below:

SECTION-A

English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Revision of Units 26-37, 42-48, 92- 97, 113-120.

SECTION-B

Moments in Time: Poems at Sr. No. 7-12

SECTION-C

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: SECTION-III (Aspects of Language) and SECTION-IV (Sustaining Planet Earth)

SECTION-D

Essay type question based on the SECTION-“Beyond the reading” from the text, *Making Connections*.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-402: (PUNJABI (COMPULSORY) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ))

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ (ਸਵੈ-ਜੀਵਨੀ) : ਡਾ. ਦੀਵਾਨ ਸਿੰਘ,
ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ
(ਨਾਇਕ ਬਿੰਬ/ਸਵੈ ਜੀਵਨੀ ਦੇ ਤੌਰ ਤੇ ਪਰਖ/ਵਾਰਤਕ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ - ਬੀ

ਫ਼ਾਸਲੇ (ਨਾਟਕ) : ਜਤਿੰਦਰ ਬਰਾੜ,
ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ
(ਵਿਸ਼ਾ ਵਸਤੂ /ਸਾਰ/ਨਾਟਕ ਕਲਾ)

ਸੈਕਸ਼ਨ - ਸੀ

- (ੳ) ਲੇਖ ਰਚਨਾ (ਸਮਾਜਕ, ਸਭਿਆਚਾਰਕ, ਇਤਿਹਾਸਕ ਅਤੇ ਵਿਦਿਅਕ ਸਰੋਕਾਰਾਂ ਸੰਬੰਧੀ)
(ਅ) ਅਖ਼ਬਾਰ ਨੂੰ ਇਸ਼ਤਿਹਾਰ (ਨਿੱਜੀ, ਦਫ਼ਤਰੀ)

ਸੈਕਸ਼ਨ - ਡੀ

ਵਿਆਕਰਨ

- (ੳ) ਸ਼ਬਦ-ਜੋੜਾਂ ਦੇ ਨਿਯਮ
(ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਰਾਜਵਿੰਦਰ ਕੌਰ, ਸਵੈ-ਜੀਵਨੀ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਗੁਰਦਿਆਲ ਸਿੰਘ ਫੁੱਲ, ਪੰਜਾਬੀ ਨਾਟਕ : ਸਰੂਪ, ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
3. ਸਤੀਸ਼ ਕੁਮਾਰ ਵਰਮਾ, ਪੰਜਾਬੀ ਨਾਟ-ਮੰਚ ਦਾ ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ, ਨੈਸ਼ਨਲ ਬੁੱਕ ਟਰੱਸਟ, ਇੰਡੀਆ।
4. ਕਮਲੇਸ਼ ਉੱਪਲ, ਨਾਟਕ ਕਲਾ ਸਰੂਪ ਤੇ ਸਿਧਾਂਤ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਗੁਰਦਿਆਲ ਸਿੰਘ ਫੁੱਲ, ਪੰਜਾਬੀ ਇਕਾਂਗੀ : ਸਰੂਪ, ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
6. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-402: ਮੁਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)
(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ

ਸੈਕਸ਼ਨ-ਬੀ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)
(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਵਿਸ਼ਾ-ਵਸਤੂ ਅਤੇ ਸਾਰ

ਸੈਕਸ਼ਨ-ਸੀ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)
(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਕਵੀਆਂ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ

ਸੈਕਸ਼ਨ-ਡੀ

ਲੇਖ ਰਚਨਾ
ਅਸ਼ੁੱਧ ਸ਼ਬਦ-ਜੋੜਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਕੇ ਲਿਖਣਾ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਡਾ. ਸੁਹਿੰਦਰਬੀਰ ਅਤੇ ਡਾ. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ (ਸੰਪਾ.), **ਆਤਮ ਅਨਾਤਮ**, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਡਾ. ਹਰਕੀਰਤ ਸਿੰਘ ਅਤੇ ਗਿਆਨੀ ਲਾਲ ਸਿੰਘ (ਸੰਪਾ.), **ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਨ**, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
3. ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, **ਮੁੱਢਲੀ ਪੰਜਾਬੀ**, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
4. ਬੁਟਾ ਸਿੰਘ ਬਰਾੜ, **ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਅਤੇ ਵਿਹਾਰ**, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-402: Punjab History & Culture (From 1605 to 1849 A.D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

1. Politicization of Sikhism under Guru Hargobind.
2. Martyrdom of Guru Teg Bahadur

SECTION--B

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

SECTION--C

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

SECTION--D

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

Suggested Readings

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-403 FINANCIAL MANAGEMENT

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| <p>Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.</p> <p>Capital Structure Theories: Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M.approach.</p> |
| Section B |
| <p>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.</p> <p>Sources of finance: Long term and short term.</p> |
| Section C |
| <p>Capital Budgeting: Nature of investment decisions; Investment evaluation criteria on-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting .</p> <p>Dividend Policies: Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.</p> |
| Section D |
| <p>Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.</p> <p>Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person 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, Delhi
5. Hampton, John, “Financial Decision Making”, Prentice Hall, Delhi
6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, “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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-404 PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| Section A |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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 – Sequencing.</p> <p>Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.</p> |
| Section B |
| <p>Productivity: Concept and Importance, Factors Affecting Productivity, Methods to improve productivity. Value Analysis.</p> <p>Work study: Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement.</p> |
| Section C |
| <p>Inventory Management: Concept and Classification of Inventory, Relevant Costs for</p> <p>Inventory Decisions:- Inventory Control Models, Reorder level, Lead Time and Safety Stock.</p> |
| Section D |
| <p>Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.</p> <p>Quality Issues: Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

Suggested Readings:

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
2. Kanishka Bedi , “Production & Operations Management”, Oxford Higher Education.
3. L.J. Krajewski & L.P. Ritzman “Operations Management Processes & Value Chains”, Pearson Education.
4. B.S. Goel “Production Operation Management”.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal , “Operations Management – For Competitive Advantage”, The McGraw Hill Companies.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-405 BUSINESS ENVIRONMENT

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| <p>Introduction: 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.</p> <p>Description of environmental analysis: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.</p> |
| Section B |
| <p>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.</p> |
| Section C |
| <p>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</p> |
| Section D |
| <p>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.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

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. Ruddar Dutt 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 Chand and Sons, Delhi.
6. Paul Justin, "Business Environment – Text and Cases", 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-406 OPERATIONS RESEARCH

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Operations Research: Meaning, significance and scope. Introduction to linear programming, formation of Linear Programming Problem, Graphical method Simplex Method, Two Phase Simplex Method. Duality in Linear Programming |
| Section B |
| Definition of Dual Problem, general rules of converting primal into its dual. Transportation Problem, Assignment Problem. |
| Section C |
| Games Theory: Two persons zero sum games, pure strategies, mixed strategies, Dominance. Inventory-Types, Nature and classification Economic lot size models, quantity discounts. |
| Section D |
| CPM/PERT- Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion |

Suggested Readings:

1. V.K. Kapoor, "Operation Research".
2. N.D. Vohra, "Quantitative Techniques in Management".
3. Narinder K. Sethi, "Operation Management".
4. Gordon/Pressman, "Quantitative Decision Making for Business".
5. C.R. Kothari, "Quantitative Methods".
6. Barry Shore, "Quantitative Method for Research".

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 407 FUNDAMENTALS OF INSURANCE

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section 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 |
| Section B |
| 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 |
| Section C |
| 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. |
| Section D |
| 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 Administrators |

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 Mc Graw Hill
5. www.irda.org

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-408

SEMINAR

Max. Marks: 50

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

ESL-221 : Environmental Studies (Compulsory Paper)

Time: 3 Hrs.

Max. Marks: 100

Teaching Methodologies

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2020.

Exam Pattern: **End Semester Examination- 75 marks**
 Project Report/Field Study- 25 marks [based on submitted report]
 Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – **25 marks**

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – **50 marks**

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – **25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

Unit-I

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

(2 lectures)

Unit-II

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.

- (a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III

Ecosystems

- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

Unit-V

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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

(8 Lectures)

Unit-VI

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)

Unit-VII

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

(6 Lectures)

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-IV)
Syllabus for the Batch From Year 2021 To Year 2024

Unit-VIII

Field Work

- 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

(Field work equal to 5 lecture hours)

ADVISORY FOR PUSHPA GUJRAL SCIENCE CITY, KAPURTHALA :

The Under Graduate students studying Environmental Studies (Compulsory Paper for All UG College Courses) may be taken to Pushpa Gujral Science City, Kapurthala in lieu of Field study report of 25 marks.

Although students will submit a hand written reports with pictures/ graphs/ tables related to biodiversity, ecology, health, biotechnology, energy, water etc. in about 10 pages to the teacher in-charge.

Above advisory is issued to promote scientific temperament in undergraduate classes and is optional. Further, the report will only be considered if there will be a minimum strength of 25 students along with deputed teacher by the college.

References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

ENC 301: ENGLISH COMPULSORY

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:

1. *All My Sons* by Arthur Miller
2. *Poems of Nature and Culture*, Guru Nanak Dev University, Amritsar

Texts Suggested (for Section D):

Oxford Guide to Effective Writing and Speaking by John Seely

A Course in Grammar and Composition by Geetha Nagaraj, Foundation Books, 2006

The syllabus is divided into four sections as mentioned below:

Section A

All My Sons by Arthur Miller: the whole text.

Section B

The following poems from *Poems of Nature and Culture*:

William Wordsworth: "The World is Too Much with Us"

Gordon Lord Byron: "She Walks in Beauty"

P.B. Shelly: "Ozymandias"

Alfred Lord Tennyson: "In Memoriam"

Robert Browning: "Meeting at Night"

Mathew Arnold: "Dover Beach"

W.B. Yeats: "Words"

Wilfred Owen: "Strange Meeting"

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

Section C

The following poems from *Poems of Nature and Culture*:

Robert Graves: "The Portrait"

W.H. Auden: "The Unknown Citizen"

Dylan Thomas: "Do not Go Gentle into That Good Night"

Ted Hughes: "The Thought-Fox"

Sylvia Plath: "Mirror"

Seamus Heaney: "Honeymoon Flight"

Rabindranath Tagore: "False Religion"

Nissim Ezekiel: "Night of Scorpion"

Section D

Formal Letter and Application Writing, Resume Writing Business Writing and Report Writing.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-502

ਸਮਾਂ : 3 ਘੰਟੇ

PUNJABI (COMPULSORY) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ

(ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2018)
(ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਕਹਾਣੀ ਕਲਾ)

ਸੈਕਸ਼ਨ - ਬੀ

ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਨਾਵਲ) : ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ-ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਪੈਰੂ ਰਚਨਾ

(ਅ) ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੂ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

ਸੈਕਸ਼ਨ - ਡੀ

ਵਿਆਕਰਨ :

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ

(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ

(ੲ) ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਬਲਦੇਵ ਸਿੰਘ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
2. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੀ ਸ਼ਾਹਰਾਹ (ਭੂਮਿਕਾ), ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
3. ਜੋਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀ, ਰਮਿੰਦਰ ਕੌਰ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਸਫ਼ਰ ਤੇ ਸ਼ਾਸਤ੍ਰ, ਸਿੰਘ ਬ੍ਰਦਰਜ਼, ਅੰਮ੍ਰਿਤਸਰ (ਭਾਗ ਦੂਜਾ)
4. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਦੀ ਗਲਪ ਚੇਤਨਾ, ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪਰੇਟਿਵ ਸੋਸਾਇਟੀ ਲਿਮਿਟਡ, ਲੁਧਿਆਣਾ।
5. ਪ੍ਰੈਮੀ ਸੋਢੀ, ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਦੇ ਨਾਵਲ : ਮਨੋਵਿਗਿਆਨਕ ਪਾਸਾਰ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ
6. ਪ੍ਰੀਤਮ ਕੌਰ, ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ ਦੀ ਨਾਵਲ ਕਲਾ, ਨੈਸ਼ਨਲ ਬੁੱਕ ਸ਼ਾਪ, ਦਿੱਲੀ।
7. ਮਿੰਨੀ ਸਲਵਾਨ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਮੁੱਢਲੇ ਸੰਕਲਪ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
8. ਜਗਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਇਕਾਈਆਂ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ, ਮਾਈ ਹੀਰਾ ਗੇਟ, ਜਲੰਧਰ।
9. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-502: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs.

Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸਾਹਿਤ ਅਤੇ ਲੋਕ ਸਾਹਿਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਕਾਵਿ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਵਾਰਤਕ ਬਿਰਤਾਂਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸੈਕਸ਼ਨ-ਬੀ

ਸੁਹਾਗ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਘੋੜੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਸਿੱਠਣੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸੈਕਸ਼ਨ-ਸੀ

ਗਿੱਧਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਭੰਗੜਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਝੂਮਰ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸੈਕਸ਼ਨ-ਡੀ

ਲੋਕ ਖੇਡਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਤਮਾਸ਼ੇ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਕਲਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਸੋਹਿੰਦਰ ਸਿੰਘ ਬੇਦੀ, ਲੋਕਧਾਰਾ ਅਤੇ ਸਾਹਿਤ, ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼, ਨਵੀਂ ਦਿੱਲੀ।
2. ਸੁਹਿੰਦਰ ਸਿੰਘ ਬੇਦੀ, ਪੰਜਾਬ ਦੀ ਲੋਕਧਾਰਾ, ਨੈਸ਼ਨਲ ਬੁੱਕ ਟਰੱਸਟ, ਦਿੱਲੀ।
3. ਕਰਨਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਲੋਕ ਜੀਵਨ, ਨਵਯੁੱਗ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ।
4. ਕਰਨੈਲ ਸਿੰਘ ਖਿੰਦ, ਲੋਕਯਾਨ ਤੇ ਮੱਧਕਾਲੀਨ ਸਾਹਿਤ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
5. ਨਵਰਤਨ ਕਪੂਰ, ਪੰਜਾਬ ਦੇ ਲੋਕ ਤਿਓਹਾਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
6. ਜੀਤ ਸਿੰਘ ਜ਼ੋਸ਼ੀ, ਲੋਕਧਾਰਾ ਤੇ ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
7. ਜੋਗਿੰਦਰ ਸਿੰਘ ਕੈਰੋਂ, ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ ਦਾ ਸੰਰਚਨਾਤਮਕ ਅਧਿਐਨ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
8. ਜਸਵਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਲੋਕ ਸਾਹਿਤ ਸ਼ਾਸਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
9. ਭੁਪਿੰਦਰ ਸਿੰਘ ਖਹਿਰਾ, ਲੋਕਯਾਨ ਭਾਸ਼ਾ ਤੇ ਸਭਿਆਚਾਰ, ਪੈਪਸੂ ਬੁੱਕ ਸ਼ਾਪ, ਪਟਿਆਲਾ।
10. ਨਾਹਰ ਸਿੰਘ, ਲੋਕ ਕਾਵਿ ਦੀ ਸਿਰਜਣ ਪ੍ਰਕ੍ਰਿਆ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।
11. ਗੁਰਮੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਦੇ ਕੁਝ ਪੱਖ, ਦੀ ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪਰੇਟਿਵ ਸੁਸਾਇਟੀ ਲਿਮਟਿਡ, ਲੁਧਿਆਣਾ।
12. ਦਰਿਆ, ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਧਿਐਨ : ਵਿਭਿੰਨ ਪਾਸਾਰ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-502: Punjab History & Culture (From 1849-1947 A.D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

1. First Anglo-Sikh War.
2. Annexation of Punjab by the British and Board of Administration

SECTION--B

3. British Policy towards agriculture, industry, trade and commerce.
4. Spread of modern education

SECTION--C

5. Social religious reform movements: Namdhari, Singh Sabha and Arya Samaj
6. Gadhar Movement and Jallianwala Bagh tragedy

SECTION--D

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

Suggested Readings

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 503 COMPANY LAW

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Company – Meaning, Latest Amendments, Features, Types , Formation: Promotion and Registration, Preliminary contracts, Limited Liability Partnership, One Person Company. Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires. |
| Section B |
| Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles 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, Abridged Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus. |
| Section C |
| Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Managerial Remuneration. Women Directors. |
| Section D |
| Company Meetings:- Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, dividend, Procedure for Conducting Meetings (including Board meetings). Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order. |

Suggested Readings:

1. Avtar Singh, “Company Law”.
2. N. D. Kapoor, “Company Law & Secretarial Practice”.

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.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-504 ENTREPRENEURSHIP AND SMALL BUSINESS

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family |
| Section B |
| Theories of entrepreneurship; Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation. Socio-economic environment and the entrepreneur. |
| Section C |
| Entrepreneurial Development Programmes- Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation 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. |
| Section D |
| 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. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

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”.
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.
6. Dhar, P.N. and Lydall H.F., “The Role of Small Enterprises in Indian Economic Development”.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 505**COST ACCOUNTING****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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, |
| Section B |
| Elements of cost, Material, Labour and other Expenses Classification of cost. Cost Sheet: Types of Costs and Preparation of Cost Sheet Methods of Costing Contract Costing , Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains |
| Section C |
| Marginal Costing – Meaning and various concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety. Standard Costing- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing |
| Section D |
| Variance Analysis – Material and Labour Variances only. Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget |

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”, Vikas Publishing House, New Delhi
5. Dev, Prabhu “Cost Accounting”, Himalaya Publication, New Delhi
6. Horngreen, Charles, T., Datar and Rajan, Madav. V, “Cost Accounting”, Dorling Kindersley (India) Pvt. Ltd, Pearson Publishers Ltd.

Note: The latest editions of the books should be followed

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-511 GROUP A- CONSUMER BEHAVIOUR

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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. |
| Section B |
| Perception: Sensation, Absolute Threshold and Differential Threshold. Learning: Classical learning, Instrumental learning and Cognitive learning theories Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement. |
| Section C |
| Reference Groups: Concepts and Appeals. Social Class & its measurement Culture & Sub Culture: Definition & Influence |
| Section D |
| Introduction to Opinion leadership & Consumer Innovation Consumer Decision Making |

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 Behavior", Tata McGraw-Hill.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 512**GROUP A- ADVERTISING & SALES MANAGEMENT****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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 |
| Section B |
| 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 |
| Section C |
| 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 |
| Section D |
| Sales Training - Objective, Designing Training Programme. Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types, Compensations Plan. Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

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”, Prentice Hall of India, New Delhi.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-521 GROUP B- INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Concept of Industrial Relations: Factors affecting industrial relations. Importance of Industrial Relations, Collective Bargaining and Labour Management Co-Operation in India including Works Committee. Discipline and Grievance Management; Negotiation and Collective Settlements. |
| Section B |
| Workers Participation in Industry, Productive Bargaining and Gain Sharing. Employee Empowerment and Quality Management; Industrial Relations and Technological Change. Emergence and Objectives of Labour Laws and their Socio-economic Environment |
| Section C |
| Industrial Relations Laws-Laws Relating to Industrial Disputes, Trade Unions, and Standing Order; Social Security. Workmen's Compensation Act, Employees' State Insurance Act. |
| Section D |
| 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 522 GROUP B -ORGANISATION CHANGE AND DEVELOPMENT

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Organization 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. |
| Section B |
| 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. |
| Section C |
| Organization Development: - Meaning, features, objectives, History of OD in India and abroad, organizational problems and process of organizational development. |
| Section D |
| OD interventions: - concept, characteristics, classification of intervention, OD interventions as tool to improve effectiveness of organization. Process of OD interventions, Team building. |

Suggested Readings:

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

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-531

GROUP C - MANAGEMENT OF BANKING OPERATIONS

Time: 3 Hours**Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implications Laws 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. |
| Section B |
| Lending- Features of bank credit, types of lending, terms and conditions of lending, different types of loans and their features Risk management in banks- types of risks, Capital Adequacy- the Basel Accord implications for bank |
| Section C |
| 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 |
| Section D |
| Corporate Governance in Commercial Banks Innovations in Banking with special reference to Fee Based Services |

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-532**GROUP C -INSURANCE & RISK MANAGEMENT****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section 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, |
| Section B |
| Fire Insurance – Nature and Use, Policy Condition, Rate Fixation, Payment of Claims, Reinsurance, Marine Insurance: Nature. Premium Calculation, Payment of Claims Motor Insurance Policy and Covers, Comprehensive Policy, Third Party Act Policies, Extra Benefits cover Motor Insurance Claims. |
| Section C |
| 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. |
| Section D |
| 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. Gopal Krishan, G, “Insurance Principles and Practice”, Sterling Publishers, New Delhi.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 541 Group D- INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section 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 environment and their impact on international business decisions. |
| Section B |
| International Financial Environment: Foreign investments –Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on Trade and investment flows. International Economic Institutions and Agreements: WTO, IMF, World Bank, UNCTAD, and other International agreements; |
| Section C |
| International commodity trading and agreements. Trading Environment: World trade in goods and services – Major trends and developments; |
| Section D |
| 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: Respon se 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-V)
Syllabus for the Batch From Year 2021 To Year 2024

**BBA- 542 GROUP D– MANAGEMENT OF INTERNATIONAL BUSINESS
ORGANISATIONS**

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section 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 Behavior, Ethics & Corporate Bribery, Ethical Dilemmas and Business Practices. |
| Section B |
| Multinational Corporations and their Involvement in International Business, Issues in Foreign Investments, Technology Transfer, Pricing and Regulations. Export Import Strategies: - Introduction, Export Strategy, Import Strategy, Export Import Process and Documentation. |
| Section C |
| Direct Investment and Collaborative Strategies: - Types of Collaborative Arrangements, Problems with Collaborative Arrangements, Managing Foreign Arrangements. Organization of International Business: Introduction, Organization Structure |
| Section D |
| 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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

ENC 351: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:

1. *The Guide* by R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.
 - i) “The Will”
 - ii) “Villa for Sale”
 - iii) “Progress”
 - iv) “The Monkey’s Paw”
 - iv) “Sorry Wrong Number”
 - v) “No eggs!No eggs!”

SECTION–A

Study of the novel, *The Guide* by R.K. Narayan.

SECTION–B

One- act plays, and “**The Will**” and “**Villa for Sale**” from *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.

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SECTION–C

One- act plays, “**Progress**” and “**The Monkey’s Paw**” from *Glimpses of Theatre*, Guru Nanak Dev University Amritsar and **Essay writing**.

SECTION–D

One-act plays, “**Sorry Wrong Number**” and “**No eggs! No eggs!**” from *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.

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BBA-602:

PUNJABI (COMPULSORY) ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਕਾਵਿ ਗੌਰਵ (ਪਹਿਲੇ ਛੇ ਕਵੀ)

(ਸੰਪਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਮਜੀਤ ਕੌਰ),

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ,

(ਸ਼ਿਖ ਫਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ,

ਵਾਰਿਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ)

(ਪ੍ਰਸ਼ਾਸਕ ਸਾਹਿਤ ਵਿਆਖਿਆ/ਵਸ਼ਾ ਵਸਤੂ/ਸਾਰ)

ਸੈਕਸ਼ਨ - ਬੀ

ਧਰਤੀਆਂ ਦੇ ਗੀਤ (ਸਫ਼ਰਨਾਮਾ), ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ,

ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ

(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ ਸਮਾਜ ਸਭਿਆਚਾਰਕ ਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ ਪਰਖ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਲੇਖ ਰਚਨਾ (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀ ਅਤੇ ਚਲੰਤ ਮਸਲਿਆਂ ਸੰਬੰਧੀ)

(ਅ) ਆਧੁਨਿਕ ਸਾਹਿਤ ਦੇ ਰੂਪ : ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ

(ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਤੱਤ)

ਸੈਕਸ਼ਨ - ਡੀ

ਵਿਆਕਰਨ :

(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ ਅਤੇ ਵਚਨ

(ਅ) ਨਾਂਵ ਵਾਕੰਸ਼ ਅਤੇ ਕਿਰਿਆ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ

ਹਦਾਇਕ ਪੁਸਤਕਾਂ

1. ਰਤਨ ਸਿੰਘ ਜੱਗੀ, ਸਾਹਿਤ ਦੇ ਰੂਪ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
2. ਜਗਬੀਰ ਸਿੰਘ, ਗੁਰਮਤਿ ਕਾਵਿ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
3. ਗੁਰਦੇਵ ਸਿੰਘ ਸਿੱਧੂ, ਸੂਫੀ ਕਾਵਿਧਾਰਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
4. ਕਰਨਜੀਤ ਸਿੰਘ, ਪੁਰਾਤਨ ਪੰਜਾਬੀ ਵਾਰਤਕ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ।
5. ਡਾ. ਰਛਪਾਲ ਕੌਰ, ਪੰਜਾਬੀ ਸਫ਼ਰਨਾਮਾ : ਸਰੂਪ ਸਿਧਾਂਤ ਤੇ ਵਿਕਾਸ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
6. ਹਰਜਿੰਦਰ ਸਿੰਘ, ਸਮਕਾਲੀ ਪੰਜਾਬੀ ਸਫ਼ਰਨਾਮਾ : ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲਾਂਕਣ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।
7. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਸਾਹਿਤ ਸੰਕਲਪ ਕੋਸ਼, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
8. ਜਗਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਇਕਾਈਆਂ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ, ਜਲੰਧਰ।
9. ਬੁਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
10. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-602: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs

Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| | |
|-----------------------------------------------------------------------------------------------|------------------|
| | ਪਾਠ-ਕ੍ਰਮ |
| | ਸੈਕਸ਼ਨ-ਏ |
| ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਪਿਛੋਕੜ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੀ ਭੂਗੋਲਿਕ ਸਥਿਤੀ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਖੜਵੇਂ ਲੱਛਣ | |
| | ਸੈਕਸ਼ਨ-ਬੀ |
| ਪੰਜਾਬ ਦੇ ਮੇਲੇ ਪੰਜਾਬ ਦੇ ਤਿਉਹਾਰ ਪੰਜਾਬ ਦੇ ਪ੍ਰਮੁੱਖ ਧਾਰਮਿਕ ਸਥਾਨ | |
| | ਸੈਕਸ਼ਨ-ਸੀ |
| ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ-ਰਸਮਾਂ ਵਿਆਹ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ ਮੌਤ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ | |
| | ਸੈਕਸ਼ਨ-ਡੀ |
| ਪੰਜਾਬ ਦਾ ਖਾਣ ਪੀਣ ਪੰਜਾਬ ਦਾ ਪਹਿਰਾਵਾ ਪੰਜਾਬ ਦੇ ਲੋਕ ਵਿਸ਼ਵਾਸ | |

ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਗੁਰਬਖਸ਼ ਸਿੰਘ ਫਰੈਂਕ, **ਸਭਿਆਚਾਰ ਤੇ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ**, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਗੁਰਬਖਸ਼ ਸਿੰਘ ਫਰੈਂਕ, **ਸਭਿਆਚਾਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ**, ਦੀ ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪਰੇਟਿਵ ਸੋਸਾਇਟੀ ਲਿਮਟਿਡ, ਲੁਧਿਆਣਾ।
3. ਭੁਪਿੰਦਰ ਸਿੰਘ ਖਹਿਰਾ, **ਲੋਕਧਾਰਾ ਭਾਸ਼ਾ ਅਤੇ ਸਭਿਆਚਾਰ**, ਪੈਪਸੂ ਬੁੱਕ ਡਿਪੂ, ਪਟਿਆਲਾ।
4. ਜਸਵਿੰਦਰ ਸਿੰਘ, **ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਪਛਾਣ ਚਿੰਨ੍ਹ**, ਪੁਨੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਪਟਿਆਲਾ।
5. ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ, **ਸਭਿਆਚਾਰ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ**, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
6. ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ, **ਲੋਕ ਕਲਾ ਅਤੇ ਸਭਿਆਚਾਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ**, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
7. ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ, **ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਬਾਰੇ**, ਦੀ ਪੰਜਾਬੀ ਰਾਈਟਰਜ਼ ਕੋਆਪਰੇਟਿਵ ਸੋਸਾਇਟੀ ਲਿਮਟਿਡ, ਲੁਧਿਆਣਾ।
8. ਜਗੀਰ ਸਿੰਘ ਨੂਰ, **ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ : ਮੂਲ ਪਛਾਣ**, ਨੈਸ਼ਨਲ ਬੁੱਕ ਟਰੱਸਟ, ਨਵੀਂ ਦਿੱਲੀ।

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-602: Punjab History & Culture (1947-2000 A.D.)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A

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

SECTION--B

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

SECTION--C

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

SECTION--D

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

Suggested Readings

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-603: INCOME TAX

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status 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). |
| Section B |
| Computation of income under different heads Salaries, Income from house property Profits and gains 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. |
| Section C |
| 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. |
| Section D |
| 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, 80DDB, 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. Singhanian, Vinod K., and Kapil Singhanian, "TDS Computation and E- filing of TDS Returns", Taxmann Publications Pvt. Ltd., New Delhi.
3. Singhanian, Vinod K., "Tax Computation and E-filing of Income Tax Returns", Taxmann Publications Pvt. Ltd., New Delhi.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 604**FUNDAMENTALS OF CAPITAL MARKET****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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 |
| Section B |
| 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. |
| Section C |
| Stock Exchanges-Stock Exchanges in India, Organisation, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India |
| Section D |
| 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. |

Suggested Readings:

1. V.A Avadhani, "Security Analysis and Portfolio Management", Himalaya Publishers, New Delhi.
2. Brown, Reilly, "Investment Analysis and Portfolio Management", Thomson Publishers.
3. Singh, Preeti, "Investment Management", Himalaya Publishers, New Delhi.
4. NCFM Modules (www.nseindia.com)
5. www.sebi.gov.in, www.nseindia.com, www.capitalmarket.com

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
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BBA-605

VIVA-VOCE

Max. Marks: 50

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA -611**Group A- SERVICES MARKETING****Max. Marks : 50****Time: 3 Hours****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| Section A |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> |
| Section B |
| <p>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.</p> |
| Section C |
| <p>Place: Distribution Strategies, Challenges in distribution of services, Role of internet in distribution. Promotion: Objectives, Personal Selling, Advertising & Sales Promotion, Extended 3 Ps of Service Marketing Mix People: Role of service employees in service business, training & development of employees, Motivation and Empowerment.</p> |
| Section D |
| <p>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.</p> |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-612**Group A - E-MARKETING****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Introduction: Concept, nature and importance of e-marketing; E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; e-marketing situations. E-Marketing Management: Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; |
| Section B |
| E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks. Internet Marketing: Concept and role of internet marketing; Search engine optimization –functions, type of traffic, keywords and steps in search engine optimization; |
| Section C |
| 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 |
| Section D |
| 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. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

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. Brahm Canzer, “E-Business and Commerce: Strategic Thinking & Practice”, Biztantra Publishers.
5. Kotler, Philip. “Marketing Management”.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 621**Group B- TRAINING & DEVELOPMENT****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
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| Section A |
| 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. |
| Section B |
| Development:- Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, Preparing development plans, Designing development programmes. |
| Section C |
| Development Methods, Case studies, Role play and Sensitivity Training. Business Games. Behavior Modeling and Evaluation of Development Effectiveness. |
| Section D |
| Transaction Analysis. Wages and Salary Administration. |

Suggested Readings:

1. Armstrong M.A. "Handbook of Human Resource Management Practice", 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 & Practice", Biztantra Publishers.
5. Kotler, Philip. "Marketing Management".

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

**BBA- 622 GROUP B- CONTEMPORARY ISSUES IN HUMAN RESOURCE
MANAGEMENT**

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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| Section A |
| 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. |
| Section B |
| 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. |
| Section C |
| 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. |
| Section D |
| Unemployment; Attitudes to work; HRM in Electronic Era, Human Resource Accounting & Auditing, The role of HRM in 21 st century and future directions of HRM. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

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", OxfordUniversity Press, New Delhi.

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

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-631 GROUP C- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| 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 |
| Section B |
| 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. |
| Section C |
| Portfolio Management- Definition Of Investment, Defining Investment Objectives, The Investment Process, Investment Categories, difference between Portfolio management and mutual funds |
| Section D |
| Portfolio Selection: - Risk and Investor Preferences - Investment Constraints. Brief Introduction to Portfolio Management Schemes-features of PMS SEBI Guidelines on Portfolio Management. |

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 632 GROUP C -CONTEMPORARY ISSUES IN ACCOUNTING

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Section A |
| Emergence of Contemporary Issues in Accounting – Influence of other disciplines on Accounting and Changing Environment. Human Resource Accounting: Meaning, Objectives and Scope, Methods of Human Resource Accounting- Human Resource Cost Accounting (Historical cost Approach, Replacement Cost approach and Opportunity Cost approach), Human Resource Value Accounting (Lev & Schwartz Model, Flamholtz Model and Hermanson’s Model) |
| Section B |
| Objections against Human resource accounting, Use of Human resource Accounting in Managerial Decisions. Human Resource Accounting in India. Price Level Accounting – introduction, Methods (Current Purchasing Power, Current Cost Accounting, Current Value Accounting Technique, and Replacement Cost Accounting Techniques), Utility and Corporate Practices |
| Section C |
| Corporate Social Reporting: Areas of Corporate Social Performance, Approaches to Corporate Social Accounting and Reporting, Corporate Social Reporting in India. Corporate Reporting: Concept of Disclosure in relation to Published Accounts, Issues in Corporate Disclosure, Corporate Disclosure Environment, Conceptual framework of corporate reporting. |
| Section D |
| 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. |

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
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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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA-641 GROUP D- EXPORT IMPORT MANAGEMENT AND DOCUMENTATION

Time: 3 Hours

Max. Marks : 50

Instructions for the Paper Setters

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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| Section A |
| International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF. Documents for starting up a new export venture Aligned documentation system: Meaning, Rationale, various documents, EDI initiative; methods of payment: advance payment, open Account, consignment sales, and documents against acceptance (D/A), documents against payment (D/P). |
| Section B |
| Letter of credit; pre shipment credit: Meaning, procedure, rates, documents needed. Post shipment credit: Meaning, procedure, types and documents needed. Export Credit and Guarantee Corporation (ECGC): Export Credit Insurance, Insurance Policies, Bank Guarantees and Special Schemes, Role of ECGC |
| Section C |
| Theories and Practice of Foreign Exchange Rate Determination, Floating and Fixed Exchange Rates; Exchange Control Regulations and Procedures in India, FEMA. |
| Section D |
| Marine Insurance: Types of Marine Insurance, Marine Losses, Procedure and Documents Needed for Claim. |

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: The latest editions of the books should be followed.

BACHELOR OF BUSINESS ADMINISTRATION (SEMESTER-VI)
Syllabus for the Batch From Year 2021 To Year 2024

BBA- 642**GROUP D- GLOBAL STRATEGIC MANAGEMENT****Time: 3 Hours****Max. Marks : 50****Instructions for the Paper Setters**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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| Section A |
| Concept of strategy including global strategy, An overview of formulation and implementation of global strategy, analyzing the external environment especially the tools of analysis, culture and global strategy. |
| Section B |
| Analysing company resources and capabilities, personal goals of top management, corporate level strategy including vertical integration, diversification, strategic alliance and acquisition. |
| Section C |
| Entering foreign markets, business level strategies, functional level strategies, strategy and Technology, evaluation of strategy, implementation of strategy |
| Section D |
| Organization structure and Strategy, management of political risk and negotiation, governing the corporation around the world. |

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 Market Place", 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 Co.

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