

# **FACULTY OF ECONOMICS & BUSINESS**

## **SYLLABUS FOR THE PROGRAMME**

### **BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)**

#### **CREDIT BASED GRADING SYSTEM**

#### **SEMESTER: I–VIII**

**BATCH 2026–2030**

**PROGRAMME CODE : 1217**



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## **GURU NANAK DEV UNIVERSITY AMRITSAR**

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

**SCHEME OF COURSES**

**SEMESTER-I:**

| Course Code                              | Course Title                                                                                                                                                                           | L | T  | P  | Total Credits | Total Marks |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|----|---------------|-------------|
| <b>Ability Enhancement Course</b>        |                                                                                                                                                                                        |   |    |    |               |             |
| <b>ENAE-101</b>                          | English Language Skills-I                                                                                                                                                              | 4 | 0  | 0  | 4             | 100         |
| <b>Compulsory Course</b>                 |                                                                                                                                                                                        |   |    |    |               |             |
| BOA01002T<br>BOA01103T<br><b>PHC 110</b> | *Punjabi (Compulsory)/<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-I<br>*ਮੁੱਢਲੀ ਪੰਜਾਬੀ /- I<br>***Punjab History & Culture (From<br>Earliest Times to C320)<br>(Special Paper in lieu of Punjabi<br>compulsory) | 4 | 0  | 0  | 4             | 100         |
| <b>Discipline Specific Course</b>        |                                                                                                                                                                                        |   |    |    |               |             |
| BBA01005T                                | Basic Accounting                                                                                                                                                                       | 4 | -- | -- | 4             | 100         |
| BBA01006T                                | Business Organization<br>and Systems                                                                                                                                                   | 4 | -- | -- | 4             | 100         |
| BBA01007T                                | Managerial Economics                                                                                                                                                                   | 4 | -- | -- | 4             | 100         |
| <b>Skill Enhancement Course</b>          |                                                                                                                                                                                        |   |    |    |               |             |
| BBA01008T                                | Computer Applications<br>for Business (Theory)                                                                                                                                         | 2 | -- | -  | 2             | 50          |
| BBA01009L                                | Computer Applications<br>for Business (Practical)                                                                                                                                      | - | -- | 1  | 1             | 25          |
| <b>USE -0011</b>                         | <b>Entrepreneurship Mindset – I</b><br>(Mandatory Skill Enhancement Course)                                                                                                            | 0 | 0  | 2  | 2             | 50          |

**SEMESTER-II:**

| Course Code                              | Course Title                                                                                                                                                                 | L | T  | P  | Total Credits | Total Marks |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|----|---------------|-------------|
| <b>Multidisciplinary Course</b>          |                                                                                                                                                                              |   |    |    |               |             |
| <b>ENMDC- 151</b>                        | Appreciating English Literature - 1                                                                                                                                          | 4 | 0  | 0  | 4             | 100         |
| <b>Compulsory Course</b>                 |                                                                                                                                                                              |   |    |    |               |             |
| BOA02113T<br>BOA02103T<br><b>PHC 111</b> | *Punjabi (Compulsory)/<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-2<br>**ਮੁੱਢਲੀ ਪੰਜਾਬੀ / )-2<br>***Punjab History & Culture (C.<br>320 to 1000A.D.) (Special Paper in<br>lieu of Punjabi compulsory) | 4 | -- | -- | 4             | 100         |
| <b>Discipline Specific Course</b>        |                                                                                                                                                                              |   |    |    |               |             |
| BBA02005T                                | Business Laws                                                                                                                                                                | 4 | -- | -- | 4             | 100         |
| BBA02006T                                | Principles of Management                                                                                                                                                     | 4 | -- | -- | 4             | 100         |
| BBA02009T                                | Fundamentals of Banking                                                                                                                                                      | 4 | -- | -- | 4             | 100         |
| <b>Value Added Course</b>                |                                                                                                                                                                              |   |    |    |               |             |
| SOA 105                                  | Drug Abuse: Problem,<br>Management and Prevention<br>(Compulsory Paper)                                                                                                      | 2 | -- | -- | 2             | 50          |
| <b>USE -0012</b>                         | <b>Entrepreneurship Mindset – II</b><br>(Mandatory Skill Enhancement Course)                                                                                                 | 0 | 0  | 2  | 2             | 50          |

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**SEMESTER-III:**

| Course Code                       | Course Title                                                                                                               | L         | T         | P        | Total Credits | Total Marks |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----------|-----------|----------|---------------|-------------|
| <b>Ability Enhancement Course</b> |                                                                                                                            |           |           |          |               |             |
| ENAE-201                          | English Language Skills-2                                                                                                  | 4         | --        | --       | 4             | 100         |
| <b>Compulsory Course</b>          |                                                                                                                            |           |           |          |               |             |
| BOA03002T<br>BOA03103T<br>PHC112  | *Punjabi (Compulsory)<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-3/<br>**ਮੁਢਲੀ ਪੰਜਾਬੀ /<br>***Punjab History & Culture<br>(From 1000 to 1605 A.D.) | 4         | --        | --       | 4             | 100         |
| <b>Discipline Specific Course</b> |                                                                                                                            |           |           |          |               |             |
| BBA03005T                         | Statistics for Business                                                                                                    | 4         | --        | --       | 4             | 100         |
| BBA03006T                         | Fundamentals of Human Resource Management                                                                                  | 4         | --        | --       | 4             | 100         |
| BBA03009T                         | Management Accounting                                                                                                      | 4         | --        | --       | 4             | 100         |
| <b>Ability Enhancement Course</b> |                                                                                                                            |           |           |          |               |             |
|                                   | Computer Based Accounting System                                                                                           | 2         | --        | --       | 2             | 50          |
|                                   | Computer Based Accounting System                                                                                           | --        | --        | 1        | 1             | 25          |
|                                   | <b>Total Credits</b>                                                                                                       | <b>22</b> | <b>--</b> | <b>1</b> | <b>23</b>     |             |

**SEMESTER-IV:**

| Course Code                       | Course Title                                                                                                                                                                                                                                                                | L | T  | P  | Total Credits | Total Marks |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|----|---------------|-------------|
| <b>Multidisciplinary Course</b>   |                                                                                                                                                                                                                                                                             |   |    |    |               |             |
| ENMDC-251                         | Appreciating English Literature -2                                                                                                                                                                                                                                          | 4 | -- | -- | 4             | 100         |
| <b>Compulsory Course</b>          |                                                                                                                                                                                                                                                                             |   |    |    |               |             |
| BOA04002T<br>BOA04103T<br>PHC 113 | Punjabi (Compulsory)-4<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-4/<br>**ਮੁਢਲੀ ਪੰਜਾਬੀ-4/ (In lieu of<br>Compulsory Punjabi)<br>Punjab History & Culture<br>(From 1605 to 1849 A. D.)<br>(Special Paper in lieu of<br>Punjabi Compulsory) (For those<br>students who are not domicile of<br>Punjab) | 4 | -- | -- | 4             | 100         |
| <b>Discipline Specific Course</b> |                                                                                                                                                                                                                                                                             |   |    |    |               |             |
| BBA04005T                         | Financial Management                                                                                                                                                                                                                                                        | 4 | -- | -- | 4             | 100         |
| BBA04007T                         | Business Environment                                                                                                                                                                                                                                                        | 4 | -- | -- | 4             | 100         |
| DSC 3                             | Fundamentals of Marketing Management                                                                                                                                                                                                                                        | 4 | -- | -- | 4             | 100         |
| <b>Value Added Course</b>         |                                                                                                                                                                                                                                                                             |   |    |    |               |             |
| ESL 222                           | Environmental Studies (Value Added Course)                                                                                                                                                                                                                                  | 2 | -- | -- | 2             | 50          |
|                                   |                                                                                                                                                                                                                                                                             |   |    |    |               |             |

**Note:** A student will have to undergo compulsory internship during summer break for 4-6 weeks duration.

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**SEMESTER-V:**

| Course Code                       | Course Title                                                                                                                                                                                                            | L         | T         | P        | Total Credits | Total Marks |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|----------|---------------|-------------|
| <b>Ability Enhancement Course</b> |                                                                                                                                                                                                                         |           |           |          |               |             |
| ENAE-301                          | English Language Skills-3                                                                                                                                                                                               | 4         | --        | --       | 4             | 100         |
| <b>Compulsory Course</b>          |                                                                                                                                                                                                                         |           |           |          |               |             |
| BOA05002T<br>BOA05103T<br>PHC 114 | Punjabi (Compulsory)-5<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-5/<br>ਮੁੱਢਲੀ ਪੰਜਾਬੀ /- 5<br>/Punjab History & Culture (From 1849-1947 A.D.) (Special Paper in lieu of Punjabi Compulsory) (For those students who are not domicile of Punjab) | 4         | --        | --       | 4             | 100         |
| <b>Discipline Specific Course</b> |                                                                                                                                                                                                                         |           |           |          |               |             |
| BBA05005T                         | Company Law                                                                                                                                                                                                             | 4         | --        | --       | 4             | 100         |
| BBA05006T                         | Entrepreneurship & Small Business                                                                                                                                                                                       | 4         | --        | --       | 4             | 100         |
| BBA05007T                         | Cost Accounting                                                                                                                                                                                                         | 4         | --        | --       | 4             | 100         |
| <b>Skill Enhancement Course</b>   |                                                                                                                                                                                                                         |           |           |          |               |             |
| SEC 3                             | Excel for Managers                                                                                                                                                                                                      | 2         | --        | --       | 2             | 50          |
|                                   | Excel for Managers (Practical)                                                                                                                                                                                          | --        | --        | 1        | 1             | 25          |
|                                   | Internship Based Seminar                                                                                                                                                                                                | --        | --        | 2        | 2             | 50          |
|                                   | <b>Total Credits</b>                                                                                                                                                                                                    | <b>22</b> | <b>--</b> | <b>3</b> | <b>25</b>     |             |

**SEMESTER-VI:**

| Course Code                       | Course Title                                                                                                                                                                                                     | L | T  | P  | Total Credits | Total Marks |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|----|---------------|-------------|
| <b>Multidisciplinary Course</b>   |                                                                                                                                                                                                                  |   |    |    |               |             |
| ENMDC-351                         | Appreciating English Literature -3                                                                                                                                                                               | 4 | -- | -- | 4             | 100         |
| <b>Compulsory Course</b>          |                                                                                                                                                                                                                  |   |    |    |               |             |
| BOA06002T<br>BOA06103T<br>PHC:115 | Punjabi Compulsory-6<br>ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-6 /<br>ਮੁੱਢਲੀ ਪੰਜਾਬੀ /- 6<br>Punjab History & Culture (1947-2000 A.D.) (Special Paper in lieu of Punjabi Compulsory) (For those students who are not domicile of Punjab) | 4 | -- | -- | 4             | 100         |
| <b>Discipline Specific Course</b> |                                                                                                                                                                                                                  |   |    |    |               |             |
| BBA06005T                         | Income Tax                                                                                                                                                                                                       | 4 | -- | -- | 4             | 100         |
| BBA06006T                         | Fundamentals of Capital Markets                                                                                                                                                                                  | 4 | -- | -- | 4             | 100         |
| DSC 3                             | Indian Financial System                                                                                                                                                                                          | 4 | -- | -- | 4             | 100         |
| <b>Value Added Course</b>         |                                                                                                                                                                                                                  |   |    |    |               |             |
| PSL 061                           | Human Rights and Constitutional Duties                                                                                                                                                                           | 2 | -- | -- | 2             | 50          |
|                                   |                                                                                                                                                                                                                  |   |    |    |               |             |

**Note:** The students who do not exit the course after semester-VI will have to undergo compulsory internship during summer break for 4-6 weeks duration.

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**SEMESTER-VII:**

| Course Code | Course Title                                     | L         | T         | P        | Total Credits | Total Marks |
|-------------|--------------------------------------------------|-----------|-----------|----------|---------------|-------------|
|             | <b>Any one group from the following</b>          |           |           |          |               |             |
|             | <b>Group A: Marketing</b>                        |           |           |          |               |             |
| DSC 1       | Consumer Behaviour                               | 4         | --        | --       | 4             | 100         |
| DSC 2       | Advertising & Sales Management                   | 4         | --        | --       | 4             | 100         |
| DSC 3       | E-Marketing                                      | 4         | --        | --       | 4             | 100         |
| DSC 4       | Customer Relationship Management                 | 4         | --        | --       | 4             | 100         |
|             | <b>Group B: Finance</b>                          |           |           |          |               |             |
| DSC 1       | Management of Banking Operations                 | 4         | --        | --       | 4             | 100         |
| DSC 2       | Insurance & Risk Management                      | 4         | --        | --       | 4             | 100         |
| DSC 3       | Security Analysis and Portfolio Management       | 4         | --        | --       | 4             | 100         |
| DSC 4       | Contemporary Issues in Accounting                | 4         | --        | --       | 4             | 100         |
|             | <b>Group C: Human Resource</b>                   |           |           |          |               |             |
| DSC 1       | Industrial Relations & Labour Legislations       | 4         | --        | --       | 4             | 100         |
| DSC 2       | Organisation Change & Development                | 4         | --        | --       | 4             | 100         |
| DSC 3       | Training & Development                           | 4         | --        | --       | 4             | 100         |
| DSC 4       | Contemporary Issues in Human Resource Management | 4         | --        | --       | 4             | 100         |
| Minor       | Business Analytics                               | 4         | --        | --       | 4             | 100         |
|             | Internship based Seminar                         | --        | --        | 2        | 2             | 50          |
|             | <b>Total Credits</b>                             | <b>20</b> | <b>--</b> | <b>2</b> | <b>22</b>     |             |

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**SEMESTER-VIII:**

| Course Code | Course Title                                  | L         | T  | P  | Total Credits | Total Marks |
|-------------|-----------------------------------------------|-----------|----|----|---------------|-------------|
|             | <b>Any one group from the following</b>       |           |    |    |               |             |
|             | <b>Group A: Marketing</b>                     |           |    |    |               |             |
| DSC 1       | Services Marketing                            | 4         | -- | -- | 4             | 100         |
| DSC 2       | International Marketing                       | 4         | -- | -- | 4             | 100         |
| DSC 3       | Tourism and Hospitality Management            | 4         | -- | -- | 4             | 100         |
| DSC 4       | Digital and Social Media Marketing            | 4         | -- | -- | 4             | 100         |
|             | <b>Group B: Finance</b>                       |           |    |    |               |             |
| DSC 1       | Management of Insurance Services              | 4         | -- | -- | 4             | 100         |
| DSC 2       | Fundamentals of Investment Analysis           | 4         | -- | -- | 4             | 100         |
| DSC 3       | Business Analysis and Valuation               | 4         | -- | -- | 4             | 100         |
| DSC 4       | Investment Banking and Financial Services     | 4         | -- | -- | 4             | 100         |
|             | <b>Group C: Human Resource</b>                |           |    |    |               |             |
| DSC 1       | Counselling & Negotiation Skills for Managers | 4         | -- | -- | 4             | 100         |
| DSC 2       | Talent and Knowledge Management               | 4         | -- | -- | 4             | 100         |
| DSC 3       | Performance and Compensation Management       | 4         | -- | -- | 4             | 100         |
| DSC 4       | Human Resource Analytics                      | 4         | -- | -- | 4             | 100         |
| Minor       | Strategic Management                          | 4         | -- | -- | 4             | 100         |
|             | <b>Total Credits</b>                          | <b>20</b> | -- | -- | <b>20</b>     |             |

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER–I**

**AEC-I**  
**ENAE101 : ENGLISH LANGUAGE SKILLS-1**  
**(Ability Enhancement Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

**Texts Prescribed:-**

- *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
- *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP

**The syllabus is divided in four sections as mentioned below.**

**SECTION–A**

*English Grammar in Use*, 5<sup>th</sup> Edition by Raymond Murphy, CUP (Units: 1-37)

**SECTION–B**

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

**SECTION–C**

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

**SECTION–D**

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

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SEMESTER-I

BOA01002T: Punjabi (Compulsory)  
ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ) -I

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

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

ਦੋ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਵਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ),  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤ ਰਚਨਾ /ਪ੍ਰਸ਼ਗ ਸਾਹਤ ਵਿਆਖਿਆ/ਕਾਵਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ)

ਸੈਕਸ਼ਨ - ਬੀ

ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ  
(ਸੰਪਾ. ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਅੰਮ੍ਰਿਤਾ ਸ਼ੇਰਗਿਲ ਤੋਂ ਭਾਈ ਸਮੁੰਦਰ ਸਿੰਘ ਤਕ)  
(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 ਦੀਆਂ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।  
(ਅ) ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ : ਪਹਿਲੀ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ

**SEMESTER-I**

**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।
10. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ (ਸੰਪਾ.), ਵੀਹਵੀਂ ਸਦੀ ਦੀ ਪੰਜਾਬੀ ਵਾਰਤਕ, ਸਾਹਿਤ ਅਕਾਦਮੀ, ਨਵੀਂ ਦਿੱਲੀ।
11. ਮੋਹਨ ਭੰਡਾਰੀ (ਸੰਪਾ.), ਕਥਾ ਗਾਰਗੀ ਦੀ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026-2030

SEMESTER-I

**BOA01103T: ਮੁੱਢਲੀ ਪੰਜਾਬੀ-I**  
(In lieu of Compulsory Punjabi)

**Time: 03 Hours**

**ਕਰੈਡਿਟ 4-0-0**  
**Max. Marks: 100**  
**(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)**

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ 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 ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

**ਪਾਠ-ਕ੍ਰਮ**

**ਸੈਕਸ਼ਨ-ਏ**

ਪੇਂਤੀ 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, 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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–I**

**PHC110 :Punjab History & Culture (From Earliest Times to C 320)**  
**(Special Paper in lieu of Punjabi compulsory)**  
**(For those students who are not domicile of Punjab)**

**Time: 3 Hours**

**Credits : 4-0-0**  
**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**

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

**SECTION-B**

3. Harappan Civilization: Origin and extent 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 (3<sup>rd</sup> edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. BudhaParkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–I**

**BBA01005T: BASIC ACCOUNTING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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

**Conceptual Frame work:** Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.

**Recording of Transactions:** Accounting Process/Cycle, Journal.

**SECTION–B**

Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.

**Depreciation:** Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

**SECTION–C**

**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.

**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.

**SECTION–D**

**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.

**Computerised Accounting:** Computers and its application in accounting. Accounting software package (Tally)

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BATCH 2026–2030

**SEMESTER–I**

**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 I, Elliot, John A. Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

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

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER-I**  
**BBA01006T: BUSINESS ORGANISATION & SYSTEMS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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 Section (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 Business and Commerce:** Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

**SECTION-B**

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

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

**SECTION-C**

**Business and Society:** Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal  
**Domestic & Foreign Trade:** Import export trade procedure & their organization.

**SECTION-D**

**Organization of wholesale & retail trade** - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy.

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

**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 (HONOURS) (CBGS)  
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**SEMESTER-I**  
**BBA01007T: MANAGERIAL ECONOMICS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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 Section (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**

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

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

**SECTION-B**

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

**Theory of Supply:** Concept and law of supply, factors affecting supply.

**SECTION-C**

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

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

**SECTION-D**

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

**Suggested Readings:**

1. Koutsoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.
2. Dwivedi, D.N., "Microeconomics: Theory and Applications", Pearson Education, 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.*

SEMESTER–I

**BBA01008T: COMPUTER APPLICATIONS FOR BUSINESS  
(THEORY)**

**Time: 3 Hours**

**Credits: 2-0-0**

**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 Section (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**

**Computer Fundamentals:** Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers. **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.

**SECTION–B**

**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. Basic Commands of Internal & External commands in DOS.

**SECTION–C**

**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.

**SECTION–D**

**MS-Excel:** Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charts 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.

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**SEMESTER–I**

**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 books should be folowed.**

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–I**

**BBA01009L: COMPUTER APPLICATIONS FOR BUSINESS  
(PRACTICAL)**

**Credits: 0-0-1**  
**Practical Marks: 25**

**SEMESTER-I**  
**USE-0011: ENTREPRENEURSHIP MINDSET-I (CBGS)**  
**(Mandatory Skill Enhancement Course)**

**Credits: 0+0+2**  
**Total Marks: 50**

**Introduction:** This course provides students with a holistic framework to develop entrepreneurial skills across the student's journey. The curriculum covers core principles of entrepreneurship, including identifying business opportunities, setting up operations, marketing, scaling, and financial management.

The aim of this course is to ensure that, by the end, learners acquire essential entrepreneurial competencies such as **strategic thinking, practical application, founders & growth mindset, operational skills, and foundational financial literacy.**

**Learning Objectives**

**By the end of this course, students will be able to:**

- Understand and apply entrepreneurial principles to real-world business situations.
- Develop and implement business strategies across different industries.
- Use digital tools, including AI, to enhance and automate business operations.
- Build sustainable business models, manage financials, and scale operations.

**Entrepreneurial Specialization Tracks: Skill Development and Business Implementation:**

Throughout the program, students will select **one of the following five specialized tracks** using the **“Punjab Entrepreneurship Mindset Programme”** App, designed to provide a structured pathway for developing entrepreneurial skills and implementing business ventures.

1. **-commerce:** In this track, students will learn how to build, manage, and scale an online business. From setting up an e-commerce platform to managing digital marketing strategies, inventory, and customer experience, this specialization provides the tools needed to succeed in the rapidly growing digital marketplace.
2. **Content Creation:** This track focuses on empowering students to create, curate, and market digital content across various platforms. Students will learn how to build a personal or brand identity, develop engaging content, and monetize their platforms, whether through social media, video production, blogging, or influencer marketing.
3. **Professional Services:** In this track, students will learn how to capitalize on freelance and contract-based opportunities. They will explore strategies for building a sustainable service-based business, manage client relationships, and maximize the flexibility that comes with this track.
4. **Retail Business:** This track introduces students to the fundamentals of starting and managing small scale retail ventures. Learners will discover how to identify in-demand products, source suppliers, setup shop (physical or home-based), and attract local customers. Emphasis will be placed on practical steps like pricing, promotion, customer service, and building repeat sales to establish a steady income stream.

**E**

### SEMESTER-I

**Miscellaneous:** This track gives students the freedom to explore unique and diverse business ideas that don't fit into one category. Learners can identify opportunities around them, test simple solutions, and create small ventures based on local needs or personal interests. The focus is on creativity, problem-solving, and learning how to turn everyday ideas into earning opportunities.

**The focus is on practical application, with students engaging in real-world projects that culminate in the creation and scaling of a business.**

#### **Registration on the APP:**

##### **For Android Users:**

**Step1: Click the following link to download and install the App:**

**[https://drive.google.com/file/d/1zgfoFWN0Y1zWJNf\\_gMpbGvlyeQl0WPM2/view?usp=drivesdk](https://drive.google.com/file/d/1zgfoFWN0Y1zWJNf_gMpbGvlyeQl0WPM2/view?usp=drivesdk)**

**Step2: Register by providing your details and generate OTP.(If the OTP is not generated, use the last six digits of your mobile number as the OTP).**

**Step3: Open the tasks and complete it by giving your feedback and handling the AI based Quiz.**

##### **For I-Phone Users:**

**Step1: Click on this link <https://punjabstartup.com/>**

**Step2: Signup to create an account and generate OTP**

**Step3: Fill in our personal and educational details. After your account is created, open the tasks and complete it by giving your feedback and handling the AI based Quiz.**

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER-I**

| Content Creation   |                                                                         |                                                                                                                          |
|--------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Week/<br>Milestone | Milestone                                                               | Description                                                                                                              |
| 1                  | <b>Start your journey as a content creator</b>                          | Learn how to reach thousands of followers online by creating content                                                     |
| 2                  | <b>Decide your content topic</b>                                        | Explore different topics and finalize one topic on which you will create content                                         |
| 3                  | <b>Start your own content channel</b>                                   | Launch your official channel on YouTube or Instagram and start building your audience                                    |
| 4                  | <b>Plan your first week content calendar</b>                            | Learn how to create a simple weekly content calendar that would keep your audience engaged and make them follow you      |
| 5                  | <b>Plan and record your first video</b>                                 | Learn how to create a clear and catchy script for your first video and shoot it using your phone                         |
| 6                  | <b>Edit and launch your first video</b>                                 | Learn how to edit your video with trendy music And cool effects and launch your channel with first video                 |
| 7                  | <b>Reach first 100 followers</b>                                        | Use WhatsApp and personal Instagram account to tell people about your channel and reach first 100 followers/subscribers  |
| 8                  | <b>Master the skill of engaging people with your content</b>            | Learn how to connect with your audience so they stay engaged and feel involved                                           |
| 9                  | <b>Follow latest trends and famous influencers to grow your channel</b> | Learn how to use trending to pics and tag well-known channels or creators to boost your reach and attract more followers |
| 10                 | <b>Learn how you can make money from your content</b>                   | Discover how to do brand deals and promote brands or products your followers truly care about                            |
| 11                 | <b>Make your first partnership</b>                                      | Reach out to 10 brands for partnership and turn one into your first paid deal                                            |
| 12                 | <b>Plan your business growth</b>                                        | Create a 1-month plan on what to post on a weekly basis to grow your followers and earn money                            |

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**SEMESTER-I**

| <b>E-commerce</b>          |                                                             |                                                                                                                                   |
|----------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Week/<br/>Milestone</b> | <b>Milestone</b>                                            | <b>Description</b>                                                                                                                |
| <b>1</b>                   | <b>Learn how to start selling online</b>                    | Learn what an E-commerce business is and how you can start selling online in less than 30 days                                    |
| <b>2</b>                   | <b>Choose your product</b>                                  | Explore different products and finalize what you want to sell online                                                              |
| <b>3</b>                   | <b>Find a supplier who will deliver the product for you</b> | Identify suppliers who can send your product directly to the customer and help you launch your E-commerce business                |
| <b>4</b>                   | <b>Create your E-commerce store</b>                         | Make a simple online store using Instamojo and learn how to upload product images and description on the store                    |
| <b>5</b>                   | <b>Activate payments on your store</b>                      | Learn how to link your bank account to a payment gateway and integrate that with your Instamojo store to Start receiving payments |
| <b>6</b>                   | <b>Launch your online store</b>                             | Connect your domain name to your Instamojo account, create your launch poster, and officially launch your E-commerce store        |
| <b>7</b>                   | <b>Get first 100 people visit your online store</b>         | Learn how to write simple and catchy messages to promote your store and send it to 100 people                                     |
| <b>8</b>                   | <b>Make your first sale</b>                                 | Convert one paying customer and learn how to process the order from beginning to delivery                                         |
| <b>9</b>                   | <b>Create and post your first ad</b>                        | Learn how to design a simple promotional ad and post it to bring in more people and sales                                         |
| <b>10</b>                  | <b>Take feedback from customers</b>                         | Engage with your paid customers, take product feedback, and upload success stories or reviews on your website                     |
| <b>11</b>                  | <b>Get a repeat customer or referral</b>                    | Build trust with your paid customers to get either a repeat order or a referral                                                   |
| <b>12</b>                  | <b>Plan your business growth</b>                            | Make a 1-month plan to promote and grow your E-commerce store and earn more money                                                 |

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**SEMESTER-I**

| <b>Professional Service</b> |                                                          |                                                                                                                         |
|-----------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Week/<br/>Milestone</b>  | <b>Milestone</b>                                         | <b>Description</b>                                                                                                      |
| <b>1</b>                    | <b>Start your journey in professional services</b>       | Learn what is a service and how you can earn money by offering your skill as a service                                  |
| <b>2</b>                    | <b>Choose your service skill</b>                         | Choose one skill you are good at and turn it into a service that people will pay for                                    |
| <b>3</b>                    | <b>Find your ideal customer</b>                          | Talk to people directly or through social media apps, understand who is willing to pay For your service and "WHY"       |
| <b>4</b>                    | <b>Build your online profile and show what you offer</b> | Explore apps or websites such as WhatsApp Business, Upwork, or Urban Company, and learn how to create an online profile |
| <b>5</b>                    | <b>Write your service description</b>                    | Learn how to write your service in a simple and powerful way that gets people excited to try it                         |
| <b>6</b>                    | <b>Finalize your pricing and launch your service</b>     | Learn how to set the right price that your customer finds fair and launch your service                                  |
| <b>7</b>                    | <b>Get first 100 leads for your service</b>              | Learn how to write catchy messages to promote your service in the market and get first100 leads                         |
| <b>8</b>                    | <b>Offer a free service and learn from feedback</b>      | Give your service for free to real users and use their feedback to make it better                                       |
| <b>9</b>                    | <b>Make your first sale</b>                              | Get one paying customer for your service and work really hard to get a 5 star rating and a video testimonial            |
| <b>10</b>                   | <b>Build trust with customers and get repeat orders</b>  | Use your trust and good relationship with existing customers to get your first repeat customer                          |
| <b>11</b>                   | <b>Earn your first referral</b>                          | Start offering bonus or other additional services to your existing customers and get Your first referral                |
| <b>12</b>                   | <b>Plan your business growth</b>                         | Make a1month plan on how to get more customers and earn more money                                                      |

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**SEMESTER-I**

| <b>Retail Business</b>     |                                                    |                                                                                                                     |
|----------------------------|----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Week/<br/>Milestone</b> | <b>Milestone</b>                                   | <b>Description</b>                                                                                                  |
| <b>1</b>                   | <b>Learn how to start retail business</b>          | Understand how retail works, the types of business you can start, and talking to local shops                        |
| <b>2</b>                   | <b>Choose your product and ideal customer</b>      | Look at products in demand in your area and choose what you'll focus on based on Your customer needs                |
| <b>3</b>                   | <b>Find a supplier for your product</b>            | Identify suppliers or wholesalers who can give you quality products/raw materials at good prices                    |
| <b>4</b>                   | <b>Setup your business</b>                         | Arrange your shop/home or prepare your product stocked with shopkeepers                                             |
| <b>5</b>                   | <b>Decide product prices and prepare stock</b>     | Decide the right selling price, maintain a simple record of sales, and get ready to handle cash or digital payments |
| <b>6</b>                   | <b>Launch your business</b>                        | Put up posters near your shop, and share the announcement with friends, family, and local Community groups          |
| <b>7</b>                   | <b>Promote your business in your area</b>          | Learn how to use simple ways to promote your business locally                                                       |
| <b>8</b>                   | <b>Make your first sale</b>                        | Ensure the buying process is smooth and the customer is happy                                                       |
| <b>9</b>                   | <b>Take feedback from customers</b>                | Engage with your paid customers and take product feedback                                                           |
| <b>10</b>                  | <b>Discover other platforms to grow your sales</b> | Learn how to setup a free WhatsApp Business account for your shop and collect Orders there                          |
| <b>11</b>                  | <b>Get a repeat customer or referral</b>           | Build trust with your paid customers to get either a repeat order or a referral                                     |
| <b>12</b>                  | <b>Plan your business growth</b>                   | Make a 1-month plan to promote and grow your retail business and earn more money                                    |

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**SEMESTER-I**

| <b>Miscellaneous</b>       |                                                                   |                                                                                                                     |
|----------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Week/<br/>Milestone</b> | <b>Milestone</b>                                                  | <b>Description</b>                                                                                                  |
| <b>1</b>                   | <b>Start your journey as an entrepreneur</b>                      | Learn what entrepreneurship means and how you can start earning by solving problems around you                      |
| <b>2</b>                   | <b>Identify and valid a tea problem to solve</b>                  | Look around yourself, talk to people, and pick one real problem that many people face                               |
| <b>3</b>                   | <b>Define your customer and their pain points</b>                 | Find out who will buy from you, what difficulties they face, and why they need your solution                        |
| <b>4</b>                   | <b>Generate business ideas and finalize one idea</b>              | Think of different ways to solve the problem, compare options, and choose one idea to move ahead with               |
| <b>5</b>                   | <b>Define your product or service</b>                             | Decide clearly what product or service you will Provide and how it will solve the customer's problem                |
| <b>6</b>                   | <b>Finalize your pricing and launch your business</b>             | Set a fair price for your product or service and take the first step to launch your business                        |
| <b>7</b>                   | <b>Promote your business and get first 100 leads</b>              | Tell people about your business using word of mouth, posters, or social media, and collect interest from 100 people |
| <b>8</b>                   | <b>Make your first sale</b>                                       | Get your first paying customer and deliver your product or service with full effort                                 |
| <b>9</b>                   | <b>Take feedback from customers and improve</b>                   | Listen to what customers say after using your product/service and make it better step by step                       |
| <b>10</b>                  | <b>Build trust with customers and get your first repeat order</b> | Keep your promise, give good quality, and motivate your customer to buy from you again                              |
| <b>11</b>                  | <b>Earn your first referral and expand your sales</b>             | Ask happy customer store commend you to friends and family so that you can grow your sales                          |
| <b>12</b>                  | <b>Plan your business growth</b>                                  | Make a simple plan for the next month to get more customers, increase sales, and grow your business                 |

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**SEMESTER-I**

**Evaluation Criteria**

The evaluation will be conducted by a committee consisting of the class mentor, nodal officer and the principal HOD or his/her nominee.

| Evaluation Component          | Description                                                                                           | Weightage |
|-------------------------------|-------------------------------------------------------------------------------------------------------|-----------|
| <b>Weekly Task Completion</b> | Timely submission of weekly tasks, including activities, reflection prompts, graded quizzes etc       | 60%       |
| <b>Target Completion</b>      | Performance-based evaluation on hitting revenue or Profit targets (e.g., generating ₹ 10,000 revenue) | 20%       |
| <b>Final Project</b>          | A comprehensive project depending the theme of the semester                                           | 20%       |

Evaluation mechanism: The score generated by the app will be final.

**Weekly Component:**

Each week of the course follows a structured format designed to guide students from learning to doing, using simple, mobile-accessible components:

| Component          | Duration   | Description                                                                                                                                                                                                                             |
|--------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Action Lab         | ~4hrs      | <ul style="list-style-type: none"><li>- Hands-on task on the weekly concept</li><li>- Includes step-by-step guidance, templates, and worksheets</li><li>- Ends with a submission(e.g., video, reflection, or proof of action)</li></ul> |
| Learning Resources | Self-paced | -Videos, short readings, real-life stories, and tools to deepen understanding at their own pace                                                                                                                                         |
| Check-in           | Self-paced | -Quizzes & Reflection prompts                                                                                                                                                                                                           |

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**SEMESTER-I**

**Syllabus Overview for Semester 1-5**

| Semester | Learning Focus                  | Learner's demonstration           | Revenue Target |
|----------|---------------------------------|-----------------------------------|----------------|
| 1        | Setup & Launch                  | <b>Understand. Create. Start.</b> | ₹ 10,000       |
| 2        | Marketing Basics                | <b>Engage. Share. Grow.</b>       | ₹ 40,000       |
| 3        | Operations & Scale              | <b>Earn. Deliver. Expand.</b>     | ₹ 80,000       |
| 4        | Organic Growth                  | <b>Attract. Retain. Build.</b>    | ₹ 160,000      |
| 5        | AI Automation & Finance mastery | <b>Simplify. Track. Sustain</b>   | ₹ 400,000      |

**Semester 1: Setup & Launch**

In Term 1, students will explore what entrepreneurship means and how it connects to their daily lives. They will learn to identify problems, shape simple business ideas, and test the mineral settings. This semester builds the foundation—mindset, observation, value creation, and action.

**Semester 2: Marketing Basics**

In Term 2, students will learn how to attract customers and grow their visibility using digital platforms and community-based marketing strategies. Students will also begin to run paid advertising campaigns and learn how to optimize their marketing efforts.

**Semester 3: Operations & Scale**

This semester focuses on the day-to-day operations of running a business, including order fulfillment, customer service, and logistics. Students will also focus on scaling operations as demand grows, with an emphasis on managing resources effectively.

**Semester 4: Organic Growth**

Students will learn how to grow their businesses organically, using referrals, partnerships, and community engagement. This semester focuses on building a loyal customer base and using word-of-mouth marketing to increase reach and credibility.

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### **Semester 5: AI Automation & Financial Mastery**

The final semester prepares students for long-term sustainability. Students integrate AI to improve productivity, automate routine tasks, and enhance decision-making. They also dive deep into financial planning, learning to set income goals, track expenses, understand profit margins, and create simple financial forecasts. This semester helps students solidify their entrepreneurial identity design systems for financial stability and scalability.

### **Course Outcomes**

**After studying this course, students will be able to:**

- Launch and manage a business within their chosen track.
- Identify profitable opportunities and develop innovative solutions.
- Implement marketing and sales strategies using both digital and traditional methods.
- Use financial metrics to track performance and make informed business decisions.
- Scale a business using operational systems and automation tools.

### **Suggested Readings**

- Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Portfolio/Penguin
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business
- Jonah Berger, *Contagious: How to Build Word of Mouth in the Digital Age*, Simon & Schuster
- Phil Knight, *Shoe Dog: A Memoir by the Creator of Nike*, Scribner
- Jason Fried and David Heinemeier Hansson, *Rework: Change the Way You Work Forever*, Crown Business
- Héctor García and Francesc Miralles, *Ikigai: The Japanese Secret to a Long and Happy Life*, Penguin Books
- Tim Ferriss, *Tools of Titans (Selected Chapters)*, Houghton Mifflin Harcourt
- Peter Thiel and Blake Masters, *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business
- Anil Lamba, *Romancing the Balance Sheet*, Anil Lamba Publications
- The Better India/Your Story, *Young Entrepreneurs Series* (Collection of Articles) Real Indian stories Of youth starting businesses, snackable reads that show what's possible.

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**SEMESTER-II**  
**ENMDC 151: APPRECIATING ENGLISH LITERATURE-1**  
**(Multidisciplinary Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

**Texts Prescribed:**

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP (Units: 49-97)

**The syllabus is divided in four sections as mentioned below.**

**SECTION–A**

*English Grammar in Use*, 5<sup>th</sup> 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): Stories at Sr. No. 1, 2, 3, 5 and 6

**SECTION–D**

*Tales of Life* (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 7, 9, 10, 11, 12

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SEMESTER-II

BOA02113T : Punjabi (Compulsory)-2  
ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-2

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

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

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

ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ

(ਸੰਪਾ. ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਸਤੀਸ਼ ਗੁਜਰਾਲ ਤੋਂ ਸੁਰਿੰਦਰ ਕੌਰ ਤਕ)  
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)

ਸੈਕਸ਼ਨ-ਸੀ

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

ਸੈਕਸ਼ਨ-ਡੀ

- (ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ  
(ਅ) ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ-ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਮੁੱਢਲੇ ਸੰਕਲਪ

### SEMESTER-II

#### ਸਹਾਇਕ ਪੁਸਤਕਾਂ

1. ਬ੍ਰਹਮਜਗਦੀਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਕਹਾਣੀ : ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਤੇ ਪ੍ਰਵਿਰਤੀਆਂ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, 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 ਫਰੈਂਕ, 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।
10. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ (ਸੰਪਾ.), ਵੀਹਵੀਂ ਸਦੀ ਦੀ ਪੰਜਾਬੀ ਵਾਰਤਕ, ਸਾਹਿਤ ਅਕਾਦਮੀ, ਨਵੀਂ ਦਿੱਲੀ।
11. ਮੋਹਨ ਭੰਡਾਰੀ (ਸੰਪਾ.), ਕਥਾ ਗਾਰਗੀ ਦੀ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ।

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SEMESTER-II

BOA02103T : ਮੁੱਢਲੀ ਪੰਜਾਬੀ-2  
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

Time: 03 Hours

ਕਰੈਡਿਟ 4-0-0

Max. Marks : 100

(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

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

ਪੈਰ੍ਹਾ ਰਚਨਾ  
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)  
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

**SEMESTER-II**

**ਸਹਾਇਕ ਪੁਸਤਕਾਂ**

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

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**SEMESTER-II**

**PHC-111: Punjab History & Culture (C. 320 to 1000 A.D.)**  
**(Special Paper in lieu of Punjabi compulsory)**  
**(For those students who are not domicile of Punjab)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**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**

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 7<sup>th</sup> 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 (3<sup>rd</sup> 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.

**SEMESTER-II**

**SOA 105: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION  
(VALUE ADDED COURSE)**

**Credits :2-0-0**

**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**

Meaning: Drug Use, Drug Misuse, Drug Abuse and Addiction

Drug Abuse as a Social Problem: How Society is affected?

Common Terms: Dependence, Tolerance and Withdrawal

**SECTION–B**

Nature and Extent of Drug Abuse in India and Punjab

Social Patterns-Youth, Rural –Urban, Class, Gender and Peer Groups.

Reasons of Drug Abuse: Unemployment, Stress, Family Issues and Peer Pressure.

Basic Idea of Stigma and Labelling: How Society Treats Drug Abusers

**SECTION–C**

Role of De-Addiction Centers in Curbing Problem of Drug Addiction and Reducing Withdrawal

Counselling Support-Basic Counselling and Behavioral Help

Rehabilitation and Re-Integration-Bringing the person back to Normal Life, Social Work Interventions

**SECTION–D**

Role of Family: Supervision, Support, Communication and Values

Role of School and Colleges: Counselling, Teacher as Role-Model and Awareness

Community Prevention: Youth Activities, Local Awareness and De-Stigma Approach.

Basic Coordination: Family, School, Health Professional and Community.

**Suggested Readings:**

1. AM, K. & Raju, R.M. (2025). *A Comparative Analysis of Drug Use Patterns Among Youth in Slum and Affluent Communities of Chennai* Retrieved on 10.02.2026 from [A comparative analysis of drug use patterns among youth in slum and affluent communities of Chennai](#).
2. Agarwal, M.L. ( 2023). *“Stigma and Substance Use: Perspectives from India”* Anthem Press.
3. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
4. Extent, Pattern and Trend of Drug Use in India, *Ministry of Social Justice and Empowerment*, Government of India, 2004.
5. Ghuman, R.S. (2020). *Drug Abuse in Punjab: Unmasking the Crisis*” NIPCCD.
6. Hugh T. Banks (2018) *Drug Use and Abuse: A Comprehensive Introduction*

### SEMESTER-II

7. Jodhka, S. S. (2021) *Youth, Substance Abuse and Addiction in Punjab: A Sociological Study*” Sage Publication.
8. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
9. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
10. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
11. Nimesh G. Desai. (2022) *Substance Abuse in India: An Enquiry into Cultural and Systemic Aspects*”
12. Ross Coomber and at al. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
13. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
14. Reddy, K.B.N. et. al (2024). A study on Implications of Addiction on Youth of India. International Journal of Social Sciences & Management. Volume 4 and Issue 2 Retrieved on 10.02.2026 from [A Study on the Implications of Addiction on the Youth of India.pdf](#)
15. Sandhu, R. S. (2009), *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
16. Singh, C. P. (2000). *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
17. Social work.Institute on Prevention of Substance Abuse (2025). Drug Abuse in India: A look at Youth, Women and Tribal Communities Retrieved on 11.02.2026 from [Drug Abuse in India: A Look at Youth, Women, and Tribal Communities • Social Work Institute](#)
18. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
19. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characterstics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
20. World Drug Report [2016, 2017, 2025] United Nations office of Drug and Crime.

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**SEMESTER-II**

**BBA02005T: BUSINESS LAWS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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. Usha Tbp Usa, "Indian Business Law", International Business Publications, USA.

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**SEMESTER II**  
**BBA02006T: PRINCIPLES OF MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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

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

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

**SECTION–B**

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

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

**SECTION–C**

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

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

**SECTION–D**

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

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

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

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

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**SEMESTER II**

**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.***

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**SEMESTER-II**  
**BBA02009T: FUNDAMENTALS OF BANKING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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, Varshney, "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
4. Private Limited, New Delhi
5. [www.rbi.org](http://www.rbi.org)

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

**SEMESTER II****USE-0012: ENTREPRENEURSHIP MINDSET-II  
(Mandatory Skill Enhancement Course)****Credits: 0+0+2****Total Marks: 50****Semester Snapshot - Semester 2  
Entrepreneurship 102/201 (Marketing Basics)****Introduction**

This semester helps learners understand marketing as a practical life skill - not just “advertising.” It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

**Learners Objective**

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of “selling to everyone.”
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

**Outcome**

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

**Guiding Principles/Approach**

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don’t just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

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**SEMESTER II**

**Semester 2 Curriculum**

**Recap Milestone**

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

| Milestone # | Milestone Name         | Milestone Description                                                         | Task # | Task Title                               | Activity title                                              |
|-------------|------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------|-------------------------------------------------------------|
| Recap       | Recap and Introduction | Revise what you learned in Semester 1 and plan what you will do in Semester 2 | 1      | Revise first 12 milestones of Semester 1 | Watch a video on "Semester 1 summary"                       |
|             |                        |                                                                               |        |                                          | Download 12 summary cards of Semester 1 milestones          |
|             |                        |                                                                               |        |                                          | Write 3 key learnings of Semester 1                         |
|             |                        |                                                                               |        |                                          | Write 3 things you will improve in semester 2               |
|             |                        |                                                                               |        |                                          | Attempt Semester 1 Recap Quiz                               |
|             |                        |                                                                               | 2      | Set your goals for Semester 2            | Learn how to 4X your revenue in Semester 02 using Marketing |
|             |                        |                                                                               |        |                                          | Read how famous brands use marketing to increase revenue    |
|             |                        |                                                                               |        |                                          | Set your marketing goals                                    |
|             |                        |                                                                               |        |                                          | Attempt Semester 2 Readiness Quiz                           |

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**SEMESTER II**

**Milestone 13: Marketing Fundamentals**

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

| Milestone # | Milestone Name                                      | Milestone Description                                                                                 | Task # | Task Title                                 | Activity title                                                                              |
|-------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------|--------------------------------------------|---------------------------------------------------------------------------------------------|
| 13          | Learn marketing fundamentals to scale your business | <b>Learn how you can use multiple types of marketing to scale your business and grow your revenue</b> | 1      | Understand what is marketing               | <b>Watch a video on marketing fundamentals</b>                                              |
|             |                                                     |                                                                                                       |        |                                            | <b>Read examples of famous marketing campaigns in India</b>                                 |
|             |                                                     |                                                                                                       |        |                                            | <b>Explain what you learned about marketing</b>                                             |
|             |                                                     |                                                                                                       |        |                                            | <b>Attempt task 01 quiz</b>                                                                 |
|             |                                                     |                                                                                                       | 2      | Learn different types of digital marketing | <b>Watch a video on what is digital marketing</b>                                           |
|             |                                                     |                                                                                                       |        |                                            | <b>Read a document on types of digital marketing</b>                                        |
|             |                                                     |                                                                                                       |        |                                            | <b>Write what what kind of digital marketing works best for your business and why</b>       |
|             |                                                     |                                                                                                       |        |                                            | <b>Attempt task 02 quiz</b>                                                                 |
|             |                                                     |                                                                                                       | 3      | Write 3 marketing ideas for your business  | <b>Read a document on how businesses like yours are using marketing to generate revenue</b> |
|             |                                                     |                                                                                                       |        |                                            | <b>Write 3 marketing ideas to scale your business</b>                                       |
|             |                                                     |                                                                                                       |        |                                            | <b>Validate your ideas with 3-5 people</b>                                                  |
|             |                                                     |                                                                                                       |        |                                            | <b>Shortlist the best idea and explain how it will generate revenue</b>                     |
|             |                                                     |                                                                                                       |        |                                            | <b>Share your experience of doing this milestone</b>                                        |
|             |                                                     |                                                                                                       |        |                                            | <b>Attempt task 03 quiz</b>                                                                 |

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**SEMESTER II**

**Milestone 14: WhatsApp Community Marketing**

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

| Milestone # | Milestone Name                             | Milestone Description                                                                         | Task # | Task Title                                           | Activity title                                                              |
|-------------|--------------------------------------------|-----------------------------------------------------------------------------------------------|--------|------------------------------------------------------|-----------------------------------------------------------------------------|
| 14          | Build and activate your WhatsApp community | Build a WhatsApp community for your users and use it to generate trust, engagement, and sales | 1      | Create your WhatsApp community                       | <b>Watch a video on why you should build a WhatsApp Community</b>           |
|             |                                            |                                                                                               |        |                                                      | <b>Read a document on how to create a WhatsApp community</b>                |
|             |                                            |                                                                                               |        |                                                      | <b>Enter the name of your community</b>                                     |
|             |                                            |                                                                                               |        |                                                      | <b>Upload your WhatsApp community link</b>                                  |
|             |                                            |                                                                                               |        |                                                      | <b>Attempt task 01 quiz</b>                                                 |
|             |                                            |                                                                                               | 2      | Invite people to join your WhatsApp community        | <b>Read a few sample invite and welcome messages</b>                        |
|             |                                            |                                                                                               |        |                                                      | <b>Draft an invite message to invite 50 people to join your community</b>   |
|             |                                            |                                                                                               |        |                                                      | <b>Draft a welcome message for your community members</b>                   |
|             |                                            |                                                                                               |        |                                                      | <b>Upload a screenshot of your welcome message</b>                          |
|             |                                            |                                                                                               |        |                                                      | <b>Attempt task 02 quiz</b>                                                 |
|             |                                            |                                                                                               | 3      | Engage your community users and start building trust | <b>Learn 'how to engage people in your community'</b>                       |
|             |                                            |                                                                                               |        |                                                      | <b>Read top 10 community engagement ideas for your business</b>             |
|             |                                            |                                                                                               |        |                                                      | <b>Write 5 types of content to post weekly in your community</b>            |
|             |                                            |                                                                                               |        |                                                      | <b>Create and upload your weekly calendar</b>                               |
|             |                                            |                                                                                               |        |                                                      | <b>Attempt task 03 quiz</b>                                                 |
|             |                                            |                                                                                               | 4      | Get 3 sales from your WhatsApp Community             | <b>Learn how to do soft-selling on community</b>                            |
|             |                                            |                                                                                               |        |                                                      | <b>Create a community-only offer</b>                                        |
|             |                                            |                                                                                               |        |                                                      | <b>Learn how to convert interested people into paid customers</b>           |
|             |                                            |                                                                                               |        |                                                      | <b>Write a simple plan to generate 3 sales per month from the community</b> |
|             |                                            |                                                                                               |        |                                                      | <b>Share your experience of doing this milestone</b>                        |
|             |                                            |                                                                                               |        |                                                      | <b>Attempt task 04 quiz</b>                                                 |

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**SEMESTER II**

**Milestone 15: Generating Content for Marketing using AI**

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

| Milestone # | Milestone Name                           | Milestone Description                                                                                          | Task # | Task Title                                  | Activity title                                                             |
|-------------|------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------|----------------------------------------------------------------------------|
| 15          | Use AI to generate content for marketing | <b>Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs</b> | 1      | Learn what is content marketing             | <b>Watch a video on 'what is content marketing'</b>                        |
|             |                                          |                                                                                                                |        |                                             | <b>Learn which content works for brand awareness or revenue generation</b> |
|             |                                          |                                                                                                                |        |                                             | <b>Write 3 types of content you believe your customers like</b>            |
|             |                                          |                                                                                                                |        |                                             | <b>Attempt task 01 quiz</b>                                                |
|             |                                          |                                                                                                                | 2      | Generate content ideas to attract customers | Learn how to use AI to generate content marketing ideas for your business  |
|             |                                          |                                                                                                                |        |                                             | Generate 10 small content ideas to attract your customers                  |
|             |                                          |                                                                                                                |        |                                             | Discuss the ideas with your users and take feedback                        |
|             |                                          |                                                                                                                |        |                                             | Shortlist top 3 content ideas to attract customers                         |
|             |                                          |                                                                                                                |        |                                             | <b>Attempt task 02 quiz</b>                                                |
|             |                                          |                                                                                                                | 3      | Create your first brand video using AI      | Watch a video on "How to use AI tools to create simple short videos"       |
|             |                                          |                                                                                                                |        |                                             | Read this guide on how to ask AI to write a video script                   |
|             |                                          |                                                                                                                |        |                                             | Generate 5 ideas for your AI videos and write them here                    |
|             |                                          |                                                                                                                |        |                                             | Upload your AI generated video link                                        |
|             |                                          |                                                                                                                |        |                                             | <b>Attempt task 03 quiz</b>                                                |
|             |                                          |                                                                                                                | 4      | Create a brand poster using AI              | Learn how to create a poster using AI                                      |
|             |                                          |                                                                                                                |        |                                             | Write a prompt for the poster will you create using AI                     |
|             |                                          |                                                                                                                |        |                                             | Upload the AI poster you have created                                      |
|             |                                          |                                                                                                                |        |                                             | Post this poster in your WhatsApp community                                |
|             |                                          |                                                                                                                |        |                                             | <b>Attempt task 04 quiz</b>                                                |
|             |                                          |                                                                                                                | 5      | Write a blog using AI                       | Learn how to use prompt engineering to write content for your business     |
|             |                                          |                                                                                                                |        |                                             | Read list of topics on which you can write a blog                          |
|             |                                          |                                                                                                                |        |                                             | Write the topic on which you will write a short blog                       |
|             |                                          |                                                                                                                |        |                                             | Write the first version of your blog                                       |
|             |                                          |                                                                                                                |        |                                             | Share your blog with your friends and faculty                              |
|             |                                          |                                                                                                                |        |                                             | Share your experience of doing this milestone                              |
|             |                                          |                                                                                                                |        |                                             | <b>Attempt task 05 quiz</b>                                                |

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**SEMESTER II**

**Milestone 16: Social Media Marketing**

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

| Milestone # | Milestone Name                            | Milestone Description                                                                         | Task # | Task Title                           | Activity title                                                                  |
|-------------|-------------------------------------------|-----------------------------------------------------------------------------------------------|--------|--------------------------------------|---------------------------------------------------------------------------------|
| 16          | Plan your social media marketing strategy | <b>Learn what is social media marketing and how can you execute it to scale your business</b> | 1      | Learn what is social media marketing | <b>Watch a video on "Introduction to Social media marketing"</b>                |
|             |                                           |                                                                                               |        |                                      | <b>Learn different types of social media marketing</b>                          |
|             |                                           |                                                                                               |        |                                      | <b>Read a document on how to use social media marketing to generate revenue</b> |
|             |                                           |                                                                                               |        |                                      | <b>Write your understanding of social media marketing</b>                       |
|             |                                           |                                                                                               |        |                                      | <b>Write one social media marketing idea for your business</b>                  |
|             |                                           |                                                                                               |        |                                      | <b>Attempt Task 01 Quiz</b>                                                     |
|             |                                           |                                                                                               | 2      | Research your competitors            | <b>Learn how to research your competitors</b>                                   |
|             |                                           |                                                                                               |        |                                      | <b>Find your competitors</b>                                                    |
|             |                                           |                                                                                               |        |                                      | <b>Write top 3 things your competitors are posting</b>                          |
|             |                                           |                                                                                               |        |                                      | <b>Find one unique gap that you can capture</b>                                 |
|             |                                           |                                                                                               |        |                                      | <b>Attempt task 02 quiz</b>                                                     |
|             |                                           |                                                                                               | 3      | Finalize your content pillars        | <b>Watch a video on 'what are content pillars'</b>                              |
|             |                                           |                                                                                               |        |                                      | <b>Read examples of 'content pillars'</b>                                       |
|             |                                           |                                                                                               |        |                                      | <b>Write 5 content pillars for your social media strategy</b>                   |
|             |                                           |                                                                                               | 4      | Create your weekly social media plan | <b>Attempt task 03 quiz</b>                                                     |
|             |                                           |                                                                                               |        |                                      | <b>Watch a video on 'how to create a weekly social media plan'</b>              |
|             |                                           |                                                                                               |        |                                      | <b>Look at examples of 'social media calendar'</b>                              |
|             |                                           |                                                                                               |        |                                      | <b>Create and upload your weekly calendar</b>                                   |
|             |                                           |                                                                                               |        |                                      | <b>Upload the link of your Instagram Channel</b>                                |
|             |                                           |                                                                                               |        |                                      | <b>Share your experience of doing this milestone</b>                            |
|             |                                           |                                                                                               |        |                                      | <b>Attempt task 04 quiz</b>                                                     |

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**SEMESTER II**

**Milestone 17: Trust-led Marketing**

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

| Milestone # | Milestone Name                          | Milestone Description                                                                      | Task # | Task Title                                                      | Activity title                                                             |
|-------------|-----------------------------------------|--------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------|----------------------------------------------------------------------------|
| 17          | Generate leads and turn them into sales | <b>Use testimonials, conversations, and daily posts to generate leads and close sales.</b> | 1      | Use social proof to build trust                                 | <b>Identify 2 happy customers</b>                                          |
|             |                                         |                                                                                            |        |                                                                 | <b>Create a testimonial post with CTA</b>                                  |
|             |                                         |                                                                                            |        |                                                                 | <b>Post testimonial on social media</b>                                    |
|             |                                         |                                                                                            |        |                                                                 | <b>Post testimonial on the community</b>                                   |
|             |                                         |                                                                                            |        |                                                                 | <b>Attempt task 01 quiz</b>                                                |
|             |                                         |                                                                                            | 2      | Make people share their problems                                | <b>Learn how to ask open-ended questions</b>                               |
|             |                                         |                                                                                            |        |                                                                 | <b>List 5 customer problems</b>                                            |
|             |                                         |                                                                                            |        |                                                                 | <b>Post these problems in community and social media</b>                   |
|             |                                         |                                                                                            |        |                                                                 | <b>Evaluate top 2 problems customers face</b>                              |
|             |                                         |                                                                                            |        |                                                                 | <b>Encourage people to share their problems</b>                            |
|             |                                         |                                                                                            |        |                                                                 | <b>Attempt task 02 quiz</b>                                                |
|             |                                         |                                                                                            | 3      | Help your users with 3-5 days content sprint and generate leads | <b>Brainstorm or use AI to create a solution document for each problem</b> |
|             |                                         |                                                                                            |        |                                                                 | <b>Post solution to 1 problem on a daily basis</b>                         |
|             |                                         |                                                                                            |        |                                                                 | <b>DM people to check if your solution is helping them</b>                 |
|             |                                         |                                                                                            |        |                                                                 | <b>Write how many leads did you generate</b>                               |
|             |                                         |                                                                                            |        |                                                                 | <b>Attempt task 03 quiz</b>                                                |
|             |                                         |                                                                                            | 4      | Convert leads into sales                                        | <b>Learn how to convert leads into sales</b>                               |
|             |                                         |                                                                                            |        |                                                                 | <b>Soft sell your offering in community and social media</b>               |
|             |                                         |                                                                                            |        |                                                                 | <b>DM people how can your product help them better</b>                     |
|             |                                         |                                                                                            |        |                                                                 | <b>Follow up after 24 to 48 hours</b>                                      |
|             |                                         |                                                                                            |        |                                                                 | <b>Write how many leads you converted into sales</b>                       |
|             |                                         |                                                                                            |        |                                                                 | <b>Share your experience of doing this milestone</b>                       |
|             |                                         |                                                                                            |        |                                                                 | <b>Attempt task 04 quiz</b>                                                |

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**SEMESTER II**

**Milestone 18: Viral/Trend Marketing**

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

| Milestone # | Milestone Name           | Milestone Description                                                                | Task # | Task Title                                           | Activity title                                              |
|-------------|--------------------------|--------------------------------------------------------------------------------------|--------|------------------------------------------------------|-------------------------------------------------------------|
| 18          | Make your brand go viral | <b>Design viral marketing campaigns to reach 5X users without spending any money</b> | 1      | Learn viral marketing                                | <b>Understand what is virality and how it works</b>         |
|             |                          |                                                                                      |        |                                                      | <b>Read about top 10 viral marketing campaigns in India</b> |
|             |                          |                                                                                      |        |                                                      | <b>Write 3 reasons why people share content</b>             |
|             |                          |                                                                                      |        |                                                      | <b>Attempt task 01 quiz</b>                                 |
|             |                          |                                                                                      | 2      | Design 2 viral campaigns for your business           | <b>Learn 5 types of common viral marketing strategies</b>   |
|             |                          |                                                                                      |        |                                                      | <b>Read 10 viral marketing ideas for your business</b>      |
|             |                          |                                                                                      |        |                                                      | <b>Design 2 viral campaigns for your business</b>           |
|             |                          |                                                                                      |        |                                                      | <b>Take feedback from people and finalize one campaign</b>  |
|             |                          |                                                                                      |        |                                                      | <b>Set your campaign targets</b>                            |
|             |                          |                                                                                      |        |                                                      | <b>Attempt task 02 quiz</b>                                 |
|             |                          |                                                                                      | 3      | Launch one viral campaign to increase customer reach | <b>Create your campaign launch video or poster</b>          |
|             |                          |                                                                                      |        |                                                      | <b>Create your campaign launch message</b>                  |
|             |                          |                                                                                      |        |                                                      | <b>Launch your campaign on your social media platform</b>   |
|             |                          |                                                                                      |        |                                                      | <b>Launch your campaign in your WhatsApp community</b>      |
|             |                          |                                                                                      |        |                                                      | <b>Attempt task 03 quiz</b>                                 |
|             |                          |                                                                                      | 4      | Promote your campaign to make it viral               | <b>Share your campaign in other groups and forums</b>       |
|             |                          |                                                                                      |        |                                                      | <b>Measure your campaign performance</b>                    |
|             |                          |                                                                                      |        |                                                      | <b>Learn how to improve your campaign</b>                   |
|             |                          |                                                                                      |        |                                                      | <b>Analyze your campaign and record final metrics</b>       |
|             |                          |                                                                                      |        |                                                      | <b>Enter the summary of your campaign</b>                   |
|             |                          |                                                                                      |        |                                                      | <b>Share your experience of doing this milestone</b>        |
|             |                          |                                                                                      |        |                                                      | <b>Attempt task 04 quiz</b>                                 |

## Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

| Milestone #                                   | Milestone Name                              | Milestone Description                                              | Task # | Task Title                                | Activity title                                              |
|-----------------------------------------------|---------------------------------------------|--------------------------------------------------------------------|--------|-------------------------------------------|-------------------------------------------------------------|
| 19                                            | Drive revenue through offline/BTL marketing | Use offline activities to reach local customers and generate sales | 1      | Understand offline or BTL marketing       | Watch a video on what is BTL marketing                      |
|                                               |                                             |                                                                    |        |                                           | Read about famous BTL marketing campaigns                   |
|                                               |                                             |                                                                    |        |                                           | Write how you can use BTL marketing for your business       |
|                                               |                                             |                                                                    |        |                                           | Attempt task 01 quiz                                        |
|                                               |                                             |                                                                    | 2      | Pick your offline marketing idea          | Learn about common offline tactics for your business        |
|                                               |                                             |                                                                    |        |                                           | Write 1 offline marketing idea you can execute              |
|                                               |                                             |                                                                    |        |                                           | Design your brand poster for offline marketing              |
|                                               |                                             |                                                                    |        |                                           | Create your offline marketing offer or pitch                |
|                                               |                                             |                                                                    |        |                                           | Practice your pitch with friends and take feedback          |
|                                               |                                             |                                                                    |        |                                           | Attempt task 02 quiz                                        |
|                                               |                                             |                                                                    | 3      | Execute offline marketing in local market | Identify people or locations in local for offline marketing |
|                                               |                                             |                                                                    |        |                                           | Pitch to at least 10 real customers                         |
|                                               |                                             |                                                                    |        |                                           | Collect contact details for WhatsApp Community invite       |
| Close at least one sale                       |                                             |                                                                    |        |                                           |                                                             |
| Write your offline marketing metrics          |                                             |                                                                    |        |                                           |                                                             |
| Share your experience of doing this milestone |                                             |                                                                    |        |                                           |                                                             |
| Attempt task 03 quiz                          |                                             |                                                                    |        |                                           |                                                             |

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**Milestone 20: Collaboration and Affiliate Marketing**

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

| Milestone # | Milestone Name                                       | Milestone Description                                                 | Task # | Task Title                                        | Activity title                                                                         |
|-------------|------------------------------------------------------|-----------------------------------------------------------------------|--------|---------------------------------------------------|----------------------------------------------------------------------------------------|
| 20          | Grow through collaboration and affiliation marketing | Use partners and affiliates to reach new audiences and generate sales | 1      | Understand affiliate marketing and collaboration  | <b>Watch a video on what is affiliate marketing</b>                                    |
|             |                                                      |                                                                       |        |                                                   | <b>Read about top collaboration or affiliate marketing campaigns</b>                   |
|             |                                                      |                                                                       |        |                                                   | <b>Learn 10 common types of collaboration or affiliate marketing for your business</b> |
|             |                                                      |                                                                       |        |                                                   | <b>Pick 3 types that can work for your business</b>                                    |
|             |                                                      |                                                                       |        |                                                   | <b>Attempt task 01 quiz</b>                                                            |
|             |                                                      |                                                                       | 2      | Design your affiliation model                     | <b>Learn how to start an affiliation program</b>                                       |
|             |                                                      |                                                                       |        |                                                   | <b>Decide your commission structure</b>                                                |
|             |                                                      |                                                                       |        |                                                   | <b>Write a pitch for partnership</b>                                                   |
|             |                                                      |                                                                       |        |                                                   | <b>Attempt task 03 quiz</b>                                                            |
|             |                                                      |                                                                       | 3      | Finalize one person or business for collaboration | <b>Learn how to find a right partner for collaboration</b>                             |
|             |                                                      |                                                                       |        |                                                   | <b>Create a list of 5 to 10 people or businesses for collaboration</b>                 |
|             |                                                      |                                                                       |        |                                                   | <b>Send your partnership pitch to potential partners</b>                               |
|             |                                                      |                                                                       |        |                                                   | <b>Write the name of one final partner</b>                                             |
|             |                                                      |                                                                       |        |                                                   | <b>Attempt task 03 quiz</b>                                                            |
|             |                                                      |                                                                       | 4      | Execute the collaboration                         | <b>Explain how will the partner market your brand</b>                                  |
|             |                                                      |                                                                       |        |                                                   | <b>Post the link or screenshot of successful collaboration</b>                         |
|             |                                                      |                                                                       |        |                                                   | <b>Respond to new leads within 24 hours</b>                                            |
|             |                                                      |                                                                       |        |                                                   | <b>Close at least one sale</b>                                                         |
|             |                                                      |                                                                       | 5      | Measure your collaboration                        | <b>Attempt task 04 quiz</b>                                                            |
|             |                                                      |                                                                       |        |                                                   | <b>Write number of leads generated</b>                                                 |
|             |                                                      |                                                                       |        |                                                   | <b>Write number of sales closed and revenue generated</b>                              |
|             |                                                      |                                                                       |        |                                                   | <b>Write what worked and how to improve collaboration</b>                              |
|             |                                                      |                                                                       |        |                                                   | <b>Share your experience of doing this milestone</b>                                   |
|             |                                                      |                                                                       |        |                                                   | <b>Attempt task 05 quiz</b>                                                            |

## Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

| Milestone #             | Milestone Name                 | Milestone Description                                                 | Task # | Task Title                             | Activity title                                                  |
|-------------------------|--------------------------------|-----------------------------------------------------------------------|--------|----------------------------------------|-----------------------------------------------------------------|
| 21                      | Run your first ad on Instagram | Learn how to boost posts or run simple video ads to reach new viewers | 1      | Setup your Meta Business Suite         | Watch a video on why to run ads on Meta                         |
|                         |                                |                                                                       |        |                                        | Learn different types of ads                                    |
|                         |                                |                                                                       |        |                                        | Read the guide on Meta Ad account setup                         |
|                         |                                |                                                                       |        |                                        | Setup your Meta Ad account                                      |
|                         |                                |                                                                       |        |                                        | Attempt task 01 quiz                                            |
|                         |                                |                                                                       | 2      | Design your first paid ad              | Watch samples of good ad designs for your business              |
|                         |                                |                                                                       |        |                                        | Finalize your ad objective                                      |
|                         |                                |                                                                       |        |                                        | Upload the final draft of your ad with final copy and creatives |
|                         |                                |                                                                       |        |                                        | Attempt task 02 quiz                                            |
|                         |                                |                                                                       | 3      | Define your target audience and budget | Watch a video on 'how to target the right people for ad'        |
|                         |                                |                                                                       |        |                                        | Define your target audience                                     |
|                         |                                |                                                                       |        |                                        | Learn how to decide the right budget for your ad                |
|                         |                                |                                                                       |        |                                        | Decide your final budget                                        |
|                         |                                |                                                                       |        |                                        | Attempt task 03 quiz                                            |
|                         |                                |                                                                       | 4      | Launch your ad                         | Learn how to create and launch your ad                          |
|                         |                                |                                                                       |        |                                        | Create your ad and review ad preview                            |
|                         |                                |                                                                       |        |                                        | Upload the screenshot of launched ad                            |
|                         |                                |                                                                       |        |                                        | Attempt task 04 quiz                                            |
|                         |                                |                                                                       | 5      | Manage incoming leads from ad          | Draft a message for incoming leads                              |
|                         |                                |                                                                       |        |                                        | Send draft message to leads within 24 hours                     |
|                         |                                |                                                                       |        |                                        | Pitch your offer to leads and follow up                         |
| Close at least one sale |                                |                                                                       |        |                                        |                                                                 |
| Attempt task 05 quiz    |                                |                                                                       |        |                                        |                                                                 |
| 6                       | Measure your ad performance    | Learn metrics to measure ad performance                               |        |                                        |                                                                 |
|                         |                                | Write money spent and leads or impressions                            |        |                                        |                                                                 |
|                         |                                | Mention CPL or CPM                                                    |        |                                        |                                                                 |
|                         |                                | Write revenue generated and number of sales closed                    |        |                                        |                                                                 |
|                         |                                | Write what worked and how to improve ads in future                    |        |                                        |                                                                 |
|                         |                                | Share your experience of doing this milestone                         |        |                                        |                                                                 |
|                         |                                |                                                                       |        |                                        | Attempt task 06 quiz                                            |

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**Milestone 22: Psychological Marketing**

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

| Milestone # | Milestone Name                               | Milestone Description                                                                    | Task # | Task Title                                       | Activity title                                                         |
|-------------|----------------------------------------------|------------------------------------------------------------------------------------------|--------|--------------------------------------------------|------------------------------------------------------------------------|
| 22          | Use Psychological Triggers to Increase Sales | <b>Learn how to use urgency, pricing, and offers to increase conversions and revenue</b> | 1      | Understand the psychological triggers            | <b>Learn why people buy products</b>                                   |
|             |                                              |                                                                                          |        |                                                  | <b>Share a story of one product you purchased because of a trigger</b> |
|             |                                              |                                                                                          |        |                                                  | <b>Identify buying triggers for your business</b>                      |
|             |                                              |                                                                                          |        |                                                  | <b>Attempt task 01 quiz</b>                                            |
|             |                                              |                                                                                          | 2      | Execute FOMO or urgency marketing                | <b>Learn how to create a FOMO or urgency marketing campaign</b>        |
|             |                                              |                                                                                          |        |                                                  | <b>Write how will you create FOMO or urgency for your customers</b>    |
|             |                                              |                                                                                          |        |                                                  | <b>Create one FOMO/urgency marketing campaign</b>                      |
|             |                                              |                                                                                          |        |                                                  | <b>Launch your campaign on social media and community</b>              |
|             |                                              |                                                                                          |        |                                                  | <b>Attempt task 02 quiz</b>                                            |
|             |                                              |                                                                                          | 3      | Execute one offer or discount marketing campaign | <b>Learn how to create offer or discounting marketing campaigns</b>    |
|             |                                              |                                                                                          |        |                                                  | <b>Write how will you create an offer/discount campaign</b>            |
|             |                                              |                                                                                          |        |                                                  | <b>Create one offer/discount campaign for your customers</b>           |
|             |                                              |                                                                                          |        |                                                  | <b>Launch your campaign on social media and community</b>              |
|             |                                              |                                                                                          |        |                                                  | <b>Share your experience of doing this milestone</b>                   |
|             |                                              |                                                                                          |        |                                                  | <b>Attempt task 03 quiz</b>                                            |

### SEMESTER II

#### **Milestone 23: Data-Driven Marketing**

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

| Milestone # | Milestone Name                           | Milestone Description                                                                                                           | Task # | Task Title                                                 | Activity title                                                      |
|-------------|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------|---------------------------------------------------------------------|
| 23          | Use Data-Driven Marketing to Grow Faster | <b>Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.</b> | 1      | Analyze your marketing data                                | <b>Learn how businesses make decisions using data</b>               |
|             |                                          |                                                                                                                                 |        |                                                            | <b>List 3 things that worked well and why</b>                       |
|             |                                          |                                                                                                                                 |        |                                                            | <b>List 3 things that didn't work well and why</b>                  |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Attempt task 01 quiz</b>                                         |
|             |                                          |                                                                                                                                 | 2      | Re-execute top performing campaign                         | <b>Re-execute top 1-2 campaigns for 1 week</b>                      |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Write how it helped generate leads or revenue</b>                |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Attempt task 02 quiz</b>                                         |
|             |                                          |                                                                                                                                 | 3      | <b>Improve one low performing campaign and relaunch it</b> | <b>Pick one low performing campaign and write how to improve it</b> |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Improve the campaign and relaunch it</b>                         |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Measure its performance and see if it was better</b>             |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Share your experience of doing this milestone</b>                |
|             |                                          |                                                                                                                                 |        |                                                            | <b>Attempt task 03 quiz</b>                                         |

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## SEMESTER II

### Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

| Milestone # | Milestone Name              | Milestone Description                                                                               | Task # | Task Title                         | Activity title                                                  |
|-------------|-----------------------------|-----------------------------------------------------------------------------------------------------|--------|------------------------------------|-----------------------------------------------------------------|
| 24          | Plan your next growth phase | <b>Document your 12 weeks of learning and create a 1 month plan to scale and grow your business</b> | 1      | Review your progress               | <b>List all the ideas you executed</b>                          |
|             |                             |                                                                                                     |        |                                    | <b>Write which milestone helped you the most and how</b>        |
|             |                             |                                                                                                     |        |                                    | <b>Write which milestone helped you the least and why</b>       |
|             |                             |                                                                                                     |        |                                    | <b>Write your key learnings from this semester</b>              |
|             |                             |                                                                                                     |        |                                    | <b>Create a not-to-do list for your business</b>                |
|             |                             |                                                                                                     |        |                                    | <b>Attempt task 01 quiz</b>                                     |
|             |                             |                                                                                                     | 2      | Create your 1 month marketing plan | <b>Learn how to create a 1 month marketing plan</b>             |
|             |                             |                                                                                                     |        |                                    | <b>Set your marketing goal</b>                                  |
|             |                             |                                                                                                     |        |                                    | <b>Create and upload your 1 month plan to achieve this goal</b> |
|             |                             |                                                                                                     |        |                                    | <b>Share your experience of doing this milestone</b>            |
|             |                             |                                                                                                     |        |                                    | <b>Attempt final semester quiz</b>                              |

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**SEMESTER II**

**Evaluation Criteria**

The evaluation will be conducted by a committee consisting of the class mentor, nodal officer and the principal HOD or his/her nominee.

| Evaluation Component   | Description                                                                                                 | Weightage  |
|------------------------|-------------------------------------------------------------------------------------------------------------|------------|
| Weekly Task Completion | <b>Timely submission of weekly tasks, including activities, reflection prompts, graded quizzes etc</b>      | <b>60%</b> |
| Target Completion      | Performance-based evaluation on hitting revenue or <b>Profit targets (e.g., generating ₹10,000 revenue)</b> | <b>20%</b> |
| Final Project          | <b>A comprehensive project depending the theme of the Semester</b>                                          | <b>20%</b> |

Evaluation Mechanism: The score generated by the app will be final.

**Weekly Component:**

Each week of the course follows a structured format designed to guide students from learning to doing, using simple, mobile-accessible components:

| Component                 | Duration          | Description                                                                                                                                                                                                                                  |
|---------------------------|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Action Lab</b>         | <b>~4hrs</b>      | <ul style="list-style-type: none"> <li>- Hands-on task on the weekly concept</li> <li>- Includes step-by-step guidance, templates, and worksheets</li> <li>- Ends with a submission (e.g., video, reflection, or proof of action)</li> </ul> |
| <b>Learning Resources</b> | <b>Self-paced</b> | <ul style="list-style-type: none"> <li>- Videos, short readings, real-life stories, and tools to deepen understanding at their own pace</li> </ul>                                                                                           |
| <b>Check-in</b>           | <b>Self-paced</b> | <ul style="list-style-type: none"> <li>- Quizzes &amp; Reflection prompts</li> </ul>                                                                                                                                                         |

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**SEMESTER II**

**Syllabus Overview for Semester 1-5**

| Semester | Learning Focus                  | Learner's demonstration    | Revenue Target |
|----------|---------------------------------|----------------------------|----------------|
| 1        | Setup & Launch                  | Understand. Create. Start. | ₹ 10,000/-     |
| 2        | Marketing Basics                | Engage. Share. Grow.       | ₹ 40,000/-     |
| 3        | Operations & Scale              | Earn. Deliver. Expand.     | ₹ 80,000/-     |
| 4        | Organic Growth                  | Attract. Retain. Build.    | ₹ 160,000/-    |
| 5        | AI Automation & Finance mastery | Simplify. Track. Sustain   | ₹ 400,000/-    |

**Semester 1: Setup & Launch**

In Term 1, students will explore what entrepreneurship means and how it connects to their daily lives. They will learn to identify problems, shape simple business ideas, and test the minimal settings. This semester builds the foundation—mindset, observation, value creation, and action.

**Semester 2: Marketing Basics**

In Term 2, students will learn how to attract customers and grow their visibility using digital platforms and community-based marketing strategies. Students will also begin to run paid advertising campaigns and learn how to optimize their marketing efforts.

**Semester 3: Operations & Scale**

This semester focuses on the day-to-day operations of running a business, including order fulfillment, customer service, and logistics. Students will also focus on scaling operations as demand grows, with an emphasis on managing resources effectively.

**Semester 4: Organic Growth**

Students will learn how to grow their businesses organically, using referrals, partnerships, and community engagement. This semester focuses on building a loyal customer base and using word-of-mouth marketing to increase reach and credibility.

## SEMESTER II

### Semester 5: AI Automation & Financial Mastery

The final semester prepares students for long-term sustainability. Students integrate AI to improve productivity, automate routine tasks, and enhance decision-making. They also dive deep into financial planning, learning to set income goals, track expenses, understand profit margins, and create simple financial forecasts. This semester helps students solidify their entrepreneurial identity design systems for financial stability and scalability.

### Course Outcomes:-

After studying this course, students will be able to:

- Launch and manage a business within their chosen track.
- Identify profitable opportunities and develop innovative solutions.
- Implement marketing and sales strategies using both digital and traditional methods.
- Use financial metrics to track performance and make informed business decisions.
- Scale a business using operational systems and automation tools.

### Suggested Readings:-

- Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Portfolio/Penguin
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business
- Jonah Berger, *Contagious: How to Build Word of Mouth in the Digital Age*, Simon & Schuster
- Phil Knight, *Shoe Dog: A Memoir by the Creator of Nike*, Scribner
- Jason Fried and David Heinemeier Hansson, *Rework: Change the Way You Work Forever*, Crown Business
- Héctor García and Francesc Miralles, *Ikigai: The Japanese Secret to a Long and Happy Life*, Penguin Books
- Tim Ferriss, *Tools of Titans (Selected Chapters)*, Houghton Mifflin Harcourt
- Peter Thiel and Blake Masters, *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business
- Anil Lamba, *Romancing the Balance Sheet*, Anil Lamba Publications
- The Better India/Your Story, *Young Entrepreneurs Series* (Collection of Articles) Real Indian stories Of youth starting businesses, snack able reads that show what's possible.

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**SEMESTER–III**  
**ENAE201 : ENGLISH LANGUAGE SKILLS-2**  
**(Ability Enhancement Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

**Important Note:** The textbook *Making Connections* (3<sup>rd</sup> edition) is significantly different from its 2<sup>nd</sup> 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, 3<sup>rd</sup> Edition. CUP.
2. *English Grammar in Use* (Fifth 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* (Fifth Edition) by Raymond Murphy, CUP: Units 98-130

**SECTION–B**

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

**SECTION–C**

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

**SECTION–D**

*Making Connections* by Kenneth J. Pakenham, 3<sup>rd</sup> Edn. CUP: SECTION–III (Aspects of Language) and SECTION–IV (Sustaining Planet Earth)

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SEMESTER-III

BOA03002T: PUNJABI (COMPULSORY)-3

ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-3

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**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**

**ਸਭਿਆਚਾਰ ਅਤੇ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ**

(ਸੰਪਾ. ਡਾ. ਰਣਜੀਤ ਸਿੰਘ ਬਾਜਵਾ, ਵੀਰ ਸਿੰਘ ਰੰਧਾਵਾ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਲੇਖ ਨੰਬਰ 1 ਤੋਂ 8 ਤਕ)  
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

**ਸੈਕਸ਼ਨ - ਬੀ**

**ਆਧੁਨਿਕ ਇਕਾਗਰੀ**

(ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੂਜਾ, ਮਨਜੀਤ ਪਾਲ ਕੌਰ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਵਿਸ਼ਾ ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ/ਰੰਗ-ਮੰਚੀ ਪੱਖ

**ਸੈਕਸ਼ਨ - ਸੀ**

(ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)  
(ਅ) ਸ਼ਬਦ-ਜੋੜਾਂ ਦੇ ਨਿਯਮ

**ਸੈਕਸ਼ਨ - ਡੀ**

**ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ :**

- (ੳ) ਨਾਂਵ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ਅ) ਪੜਨਾਂਵ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ੲ) ਕਿਰਿਆ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ਸ) ਸਬੰਧਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ

**SEMESTER–III**

**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 ਪੜ੍ਹਕਾ (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।

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SEMESTER-III  
BOA03103T ਮੁੱਢਲੀ ਪੰਜਾਬੀ-3  
(In lieu of Compulsory Punjabi)

ਕਰੈਡਿਟ 4-0-0

Max. Marks: 100

(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

Time: 03 Hours

**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) ਖੇਰ 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) ਖੁਸ਼ਾਮਦੀ ਨਾਲ (ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ)
- (ੲ) ਆਓ, ਗੱਲਾਂ ਕਰੀਏ (ਨਰਿੰਦਰ ਸਿੰਘ ਕਪੂਰ)
- (ਸ) ਮਨੁੱਖ ਕੁਦਰਤ ਦੀ 'ਨੇਕ 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।

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SEMESTER–III

**PHC112 : Punjab History & Culture (From 1000 to 1605 A. D)**  
**(Special Paper in lieu of Punjabi compulsory)**  
**(For those students who are not domicile of Punjab)**

**Time: 3 Hours**

**Credits : 4-0-0**  
**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**

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-Early 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 AdiGranth and martyrdom 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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–III**  
**BBA03005T: STATISTICS FOR BUSINESS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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.

**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 (HONOURS) (CBGS)  
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**SEMESTER–III**  
**BBA03006T: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**Human Resource Management (HRM):** Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager. **Human Resource Planning (HRP):** Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

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

**SECTION–B**

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

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

**SECTION–C**

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

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

**SECTION–D**

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

**Job Evaluation:** Meaning, Process and Methods of Job Evaluation.

**Suggested Readings:**

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
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 Mc Graw 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 (HONOURS) (CBGS)  
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**SEMESTER–III**

**BBA03009T: MANAGEMENT ACCOUNTING**

**Time: 3 Hours**

**Credits: 4-0-0**

**Total 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**

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,

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**SEMESTER–III**

**SEC 2: COMPUTER BASED ACCOUNTING SYSTEM**

**Time :3 Hours**

**Credits: 2**  
**Theory 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**

Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.

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

**SECTION–B**

**Database Design for Accounting**

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.

**SECTION–C**

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

**Tally**

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);

**SECTION–D**

Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms.

(The mentioned versions of Tally must be replaced with latest available version)

**Suggested Readings:**

1. Hall, J.A, “Accounting Information System”, South Western College Publishing.  
Gelinas, Ultric, J. and Steve, G. Suffon, “Accounting Information System, South Western Thomson Learning.” Tally- ERP 9, Simple Steps of Learning”, Kogent Learning

**SEMESTER–III**

**SEC 2: COMPUTER BASED ACCOUNTING SYSTEM**

**Credits: 1**

**Practical Marks: 25**

**Total Marks: 25**

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**SEMESTER–IV**  
**ENMDC 251: APPRECIATING ENGLISH LITERATURE-2**  
**(Multidisciplinary Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

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

**Texts Prescribed:-**

1. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar.
2. *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP.

**Syllabus is divided into four sections as mentioned below:**

**SECTION–A**

*English Grammar in Use* (Fifth 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. 1-6

**SECTION–C**

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

**SECTION–D**

Paragraph Writing, Business Letters, Writing emails

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SEMESTER-IV

BOA04002T

PUNJABI (COMPULSORY)-4  
ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-4

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

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

ਗਲੀਏ ਚਿਕਤੂ ਦੂਰਿ ਘਰੁ (ਸਵੈ-ਜੀਵਨੀ): ਸ.ਸ.ਵਣਜਾਰਾ ਬੇਦੀ, 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) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦ-ਜੋੜਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ  
(ਅ) ਅਖ਼ਬਾਰ ਨੂੰ ਇਸ਼ਤਿਹਾਰ (ਨਿੱਜੀ, ਦਫ਼ਤਰੀ)

ਸੈਕਸ਼ਨ - ਡੀ

(ੳ) ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

- (ੳ) ਵਿਸ਼ੇਸ਼ਣ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ  
(ਅ) ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ  
(ੲ) ਯੋਜਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ  
(ਸ) ਵਿਸਮਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ  
(ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

**SEMESTER-IV**

**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।

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SEMESTER-IV

BOA04103T ਮੁੱਢਲੀ ਪੰਜਾਬੀ-4  
(In lieu of Compulsory Punjabi)

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks : 100

(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ 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 ਬਰਾਬਰ ਅੰਕ 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**

**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  
ਅਸੁੱਧ ਸ਼ਬਦ-ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ 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 ਐੱਡ ਸੰਨਜ਼, ਮੁੱਢਲੀ ਪੰਜਾਬੀ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
4. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਅਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–IV**

**PHC113 :Punjab History & Culture (From 1605 to 1849 A.D)**  
**(Special Paper in lieu of Punjabi compulsory)**  
**(For those students who are not domicile of Punjab)**

**Time: 3 Hours**

**Credits : 4-0-0**  
**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**

1. Politicization of Sikhism under Guru Hargobind.
2. Martydom of Guru TegBahadur

**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 Misl.

**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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–IV**  
**BBA04005T : FINANCIAL MANAGEMENT**

**Time: 3 Hours**

**Credits : 4-0-0**  
**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**

**Finance & Financial Management:** Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.

**Capital Structure Theories:** Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M. approach.

**SECTION–B**

**Cost of Capital:** Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of capital.

**Sources of finance:** Long term and short term.

**SECTION–C**

**Capital Budgeting:** Nature of investment decisions; Investment evaluation criteria on- discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting.

**Dividend Policies:** Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.

**SECTION–D**

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

**Management of Working Capital:** Meaning, Significance and types of working capital; Approaches of working capital.

**Suggested Readings:**

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlka, “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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–IV**  
**BBA04007T: BUSINESS ENVIRONMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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. **Description of environmental analysis:** Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.

**SECTION–B**

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.

**SECTION–C**

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

**SECTION–D**

Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications.  
Fiscal and Monetary Policy Changes in India, Salient Features of FEMA.

**Suggested Readings:**

1. Francis Cherunilam, “Business Environment”, Himalaya Publishing House, New Delhi.
2. K Aswathappa, “Legal Environment of Business”, Himalaya Publishing House, New Delhi.
3. M. Adhikary, “Economic Environment for Business”, Sultan Chand & Sons, New Delhi.
4. 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 (HONOURS) (CBGS)  
BATCH 2026–2030

SEMESTER–IV

DSC 3: FUNDAMENTALS OF MARKETING MANAGEMENT

Time: 3 Hours

Credits: 4-0-0  
Total 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**

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

Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.

**SECTION–B**

The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets. **Product Life Cycle Marketing Strategies:** - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.

**SECTION–C**

Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation.

Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

**SECTION–D**

**Marketing Communications:-**

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

**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.

**SEMESTER-IV**

**ESL222 : Environmental Studies (Value Added Course)**

**Time: 3 Hrs.**

**Credits: 2-0-0**  
**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. The multidisciplinary nature of environmental studies**

- Definition, scope and importance, Need for public awareness

**2. Natural Resource and associated problems**

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

**Section-B**

**3. 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)

### SEMESTER-IV

#### 4. 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

#### Section-C

#### 5. Environnemental Pollution

- Définition, 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

#### 6. 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.
- Waste land reclamation
- Consumerism and waste products
- Public awareness

#### Section-D

#### 7. 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

### SEMESTER-IV

#### 8. Introduction to Environmental Laws, Environmental Audit and Impact Assessment

- Constitutional provisions- Article 48A
- Article 51A(g) and other derived environmental rights
- 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
- Environmental risk assessment Pollution control and management
- Waste Management- Concept of 3R (Reduce, Recycle and Reuse)
- Ecolabeling /Ecomark scheme

#### Course Objectives:

At the end of this course, the students should be able to understand the scope and importance of environmental studies, different natural resources (forests, minerals, energy, water, land, food, biodiversity) and their utilization as well as conservation methods; importance of ecosystem structure and function; different types of environmental pollution (air, water, soil, thermal, nuclear and noise), Environmental Law and remedial methods. The students will also have to be introduced to various Acts and Last but not least the students should be made aware of the consequences of population explosion; diseases such as HIV/AIDS and various family welfare programs.

#### Learning Outcome:

- The present subject will help the student to gain knowledge about the effects of environmental pollution and remediation.
- Visiting to a local polluted site (including urban / rural / industrial / agricultural) will help to students to identify the causes, effects and remedial measures.
- After understanding the role of individual in conservation of environment, every individual would be able to follow the sustainable lifestyle patterns.
- The knowledge on environmental protection Acts and Rules will give them valuable glance on legal aspects towards conservation of environment.

#### 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.

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**SEMESTER–V**  
**ENAE301 : ENGLISH LANGUAGE SKILLS-3**  
**(Ability Enhancement Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

**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”

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**SEMESTER–V**

**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, and Precis Writing

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SEMESTER-V

BOA05002T: PUNJABI (COMPULSORY)-5

ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-5

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**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**

**ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ**

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

**ਸੈਕਸ਼ਨ - ਬੀ**

**ਪਵਿੱਤਰ ਪਾਪੀ (ਨਾਵਲ) : ਨਾਨਕ ਸਿੰਘ**

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ-ਚਿਤਰਨ)

**ਸੈਕਸ਼ਨ - ਸੀ**

- (ੳ) ਲੇਖ-ਰਚਨਾ (ਸਮਾਜਕ, ਸਭਿਆਚਾਰਕ, ਇਤਿਹਾਸਕ ਅਤੇ ਵਿੱਦਿਅਕ ਸਰੋਕਾਰਾਂ ਸਬੰਧੀ)  
(ਅ) ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

**ਸੈਕਸ਼ਨ - ਡੀ**

**ਵਿਆਕਰਨ:**

- (ੳ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਭਾਵੇਂਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ (ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ)  
(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ  
(ੲ) ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ

**SEMESTER-V**

**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. ਧਰਮਪਾਲ ਸਿੰਗਲ, ਨਾਨਕ ਸਿੰਘ ਇਕ ਪਰਿਚੈ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
5. ਡਾ. ਕੁਲਵੰਤ ਸਿੰਘ ਕੋਹਲੀ, ਨਾਨਕ ਸਿੰਘ ਦੇ ਨਾਵਲਾਂ ਦਾ ਆਲੋਚਨਾਤਮਕ ਸਰਵੇਖਣ, ਪੈਪਸੂ ਬੁੱਕ ਡਿਪੂ, ਪਟਿਆਲਾ।
6. ਡਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਨਾਨਕ ਸਿੰਘ : ਜੀਵਨ ਤੇ ਰਚਨਾ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
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 (HONOURS) (CBGS)  
BATCH 2026-2030

SEMESTER-V

BOA05103T: ਮੁੱਢਲੀ ਪੰਜਾਬੀ-5  
(In lieu of Compulsory Punjabi)

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

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 ਸੈਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਸਾਹਿਤ ਅਤੇ ਲੋਕ ਸਾਹਿਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਲੋਕ ਕਾਵਿ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਲੋਕ ਵਾਰਤਕ ਬਿਰਤਾਂਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਸੁਹਾਗ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਘੋੜੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਸਿੱਠਣੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

(ਸੰਪਾ. ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਗਿੱਧਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਭੰਗੜਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)  
ਝੂਮਰ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

### SEMESTER-V

#### ਸੈਕਸ਼ਨ-ਡੀ

#### ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

(ਸੰਪਾ. ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

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 ਥਿੰਦ, ਲੋਕਯਾਨ ਤੇ ਮੱਧਕਾਲੀਨ ਸਾਹਿਤ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
5. ਨਵਰਤਨ ਕਪੂਰ, ਪੰਜਾਬ ਦੇ ਲੋਕ ਤਿਓਹਾਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
6. ਜੀਤ ਸਿੰਘ ਜੋਸ਼ੀ, 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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–V**

**PHC114 :Punjab History & Culture (From 1849-1947 A.D)**  
**(Special Paper in lieu of Punjabi compulsory)**  
**(For those students who are not domicile of Punjab)**

**Time: 3 Hours**

**Credits : 4-0-0**  
**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**

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 Massacre & its aftermath

**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*, EssEss Publications, Delhi, 1975.
9. Mittal, S.C, *Freedom Movement in the Punjab (1905-29)*, Concept Publishing Company Delhi, 1977.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

SEMESTER–V

BBA05005T: COMPANY LAW

**Credits: 4-0-0**

**Time: 3 Hours**

**Total 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**

**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:**

- Avtar Singh, “Company Law”.
- 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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER–V**

**BBA05006T: ENTREPRENEURSHIP AND SMALL BUSINESS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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.

**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 (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER V**

**BBA05007T: COST ACCOUNTING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.

## SEMESTER V

SEC 3: EXCEL FOR MANAGERS  
(THEORY)

Time: 03 Hours

Credits: 2  
Theory 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.

**The syllabus is divided in four sections as mentioned below.**

**SECTION–A**

Introduction to Excel, Understanding Advanced Features of Excel: Text functions (Concatenate, Left, Right, Mid, Length, Proper, Upper, Lower, Trim, Replace, Substitute), Logical functions (including nested functions) Data Filter and Sort. Creating Dynamic Models.

**SECTION–B**

Understanding basic mathematical functions, Describing data: Descriptive statistics, Moving Average, Random Number generator, Rank and Percentile, Variance, Standard deviation, Illustrating data using Scatter Plot, Bar chart and Histogram

**SECTION–C**

Measuring and incorporating Risk in Capital Budgeting projects: PV, FV, NPV, IRR, Computation of debt or loan repayment using excel, amortization functions i.e. PMT, IPMT, PPMT

**SECTION–D**

Data Analysis: Estimating a simple and multiple regression using Data Analysis Tool Pack, Plotting a simple and multiple regression, Plotting the least square residuals, Prediction using Excel.

**Suggested Readings:**

- Danielle Stein Fairhurst “Financial Modeling in Excel for Dummies” 2017
- Oluwa Shmuel , “Hands-On Financial Modeling with Microsoft Excel 2019: Build practical models for forecasting, valuation, trading, and growth analysis using Excel”, Pack Publishing, 2019
- Paul Pignataro “ Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity” (Wiley Finance) Hardcover –2013
- Barlow, John F. “Excel Models for Business and Operations Management”. Wiley India Pvt. Limited, 2nd Edition, 2005.

**SEMESTER V**

**SEC 3: EXCEL FOR MANAGERS  
(PRACTICAL)**

**Credits: 1**  
**Practical Marks: 25**

90

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

**SEMESTER V**

**INTERNSHIP BASED SEMINAR**

**Credits: 0-0-2**  
**Total Marks: 50**

**SEMESTER–VI**  
**ENMDC 351 : APPRECIATING ENGLISH LITERATURE-3**  
**(Multidisciplinary Course)**

**Time: 3 Hours**

**Credits: 4-0-0**  
**(6 periods per week)**  
**Total 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.

**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!”

**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  
*Writing Essays and Reports: A Student’s Guide* by Stephen McLaren (Viva Books)

**SECTION–A**

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

**SECTION–B**

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

**SECTION–C**

One-Act plays “**The Monkey’s Paw**,” “**Sorry Wrong Number**” and “**No eggs! No eggs!**”from *Glimpses of Theatre*, Guru Nanak Dev University Amritsar

**SECTION–D**

Essay Writing, Business Writing, and Report Writing

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026-2030

SEMESTER-VI  
BOA06002T: PUNJABI (COMPULSORY)-6  
ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)-6

ਕਰੈਡਿਟ 4-0-0

Time: 03 Hours

Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**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,  
(ਸ਼ੇਖ ਫਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ, ਵਾਰਿਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ)  
(ਪ੍ਰਸ਼ਗ 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, ਵਚਨ, ਕਾਲ ਅਤੇ ਵਾਚ

(ਅ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ :

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

**SEMESTER–VI**

**ਸਹਾਇਕ 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. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।
10. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026-2030

SEMESTER-VI  
BOA06103T : ਮੁੱਢਲੀ ਪੰਜਾਬੀ-6  
(In lieu of Compulsory Punjabi)

Time: 03 Hours

ਕਰੈਡਿਟ 4-0-0  
Max. Marks: 100  
(6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**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**

**ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ**

(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਪਿਛੋਕੜ  
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੀ ਭੂਗੋਲਿਕ ਸਥਿਤੀ  
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਖੜਵੇਂ ਲੱਛਣ

**ਸੈਕਸ਼ਨ-ਬੀ**

**ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ**

(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਪੰਜਾਬ ਦੇ ਮੇਲੇ  
ਪੰਜਾਬ ਦੇ ਤਿਉਹਾਰ  
ਪੰਜਾਬ ਦੇ ਪ੍ਰਮੁੱਖ ਧਾਰਮਿਕ ਸਥਾਨ

**ਸੈਕਸ਼ਨ-ਸੀ**

**ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ**

(ਸੰਪਾ. ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

### SEMESTER-VI

ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ-ਰਸਮਾਂ  
ਵਿਆਹ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ  
ਮੌਤ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ

### ਸੈਕਸ਼ਨ-ਡੀ

#### ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ

(ਸੰਪਾ. ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

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 (HONOURS) (CBGS)  
BATCH 2026–2030

SEMESTER–VI

**PHC115 :Punjab History & Culture ( 1947-2000 A.D.)**

(Special Paper in lieu of Punjabi compulsory)

(For those students who are not domicile of Punjab)

**Time: 3 Hours**

**Credits : 4-0-0**

**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**

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 (HONOURS) (CBGS)  
BATCH 2026–2030

SEMESTER VI

BBA06005T: INCOME TAX

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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. **SECTION–s** 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 TaxLiability 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.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER VI**

**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.

**SEMESTER–VI**

**BBA06006T: FUNDAMENTALS OF CAPITAL MARKET**

**Credits: 4-0-0**

**Total Marks: 100**

**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**

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](http://www.nseindia.com))
5. [www.sebi.gov.in](http://www.sebi.gov.in), [www.nseindia.com](http://www.nseindia.com), [www.capitalmarket.com](http://www.capitalmarket.com)

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

100  
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**SEMESTER–VI**

**DSC 3: INDIAN FINANCIAL SYSTEM**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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 Markets. 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.

**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.*

**SEMESTER VI**  
**PSL061: HUMAN RIGHTS AND CONSTITUTIONAL DUTIES**  
**(Value Added Course)**

**Time: 3 Hrs:**

**Credit: 2**  
**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**

**INTRODUCTION TO HUMAN RIGHTS**

**Foundational Aspects:** Meaning, Nature, Characteristic, Classification.

**International Framework:** Constituents of the Universal Declaration of Human Rights (UDHR).

**SECTION-B**

**INDIAN PERSPECTIVE OF HUMAN RIGHTS**

**Constitutional Realisation in India:** Fundamental Rights (Part III, Constitution of India).

**Protective Mechanism in India:** The composition, Powers and Functions of the National Human Rights Commission of India (NHRC).

**SECTION – C**

**INTRODUCTION TO HUMAN DUTIES**

**Conceptual Perspective:** Meaning, Nature & Characteristics of Human Duties.

**Intellectual discourses:** Classification of Human Duties; Relevance of Human Duties

**SECTION – D**

**INDIAN PERSPECTIVE OF HUMAN DUTIES**

**Constitutional Recognition in India:** Fundamental Duties in Indian Constitution, Part IV A.

**Intellectual Discourse:** Critical Analysis and Significance of Fundamental Duties

### SEMESTER VI

#### Readings List

1. United Nations. *The United Nations and Human Rights 1945-1995*. Geneva: United Nations Blue Books Series, Vol. VII, 1996.
2. Sastry, S. N. *Introduction to Human Rights and Duties*. Pune: University of Pune Press, 2011.
3. Mertus, Julie. *The United Nations and Human Rights-A Guide for a New Era*. London: Routledge, 2009.
4. Donnelly, Jack. *Universal Human Rights in Theory and Practice*. New York: Cornell University Press, 2013.
5. Hammarberg, Thomas. *Taking Duties Seriously- Individual Duties in International Humanitarian Law*. Versoix: International Council on Human Policy, 1999.
6. Miller P. Frederic, et al. *Fundamental Rights, Directive Principles and Fundamental Duties in India*. New York: VDM Publishing, 2009.
7. Cinganelli, Davis Louis. *Human Rights- Theory and Measurements*. London: Macmillan Press, 1988.
8. Ishay, M. R. *The History of Human Rights*. New Delhi: Orient Longman, 2004.
9. Mohapatra, Arun Ray. *National Human Rights Commission of India: Formation, Functioning and Future Perspectives*. New Delhi: Atlantic, 2004.
10. Deol, Satnam Singh. *Human Rights in India-Theory and Practice*. New Delhi: Serials Publications, 2011

**SEMESTER–VII**  
**Group A: MARKETING**

**DSC 1: CONSUMER BEHAVIOUR**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.*

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SEMESTER–VII

DSC 2: ADVERTISING & SALES MANAGEMENT

Time: 3 Hours

Credits: 4-0-0  
Total 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**

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

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**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.

**SEMESTER–VII**

**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.*

**SEMESTER VII**

**DSC 3: E-MARKETING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.

**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. Kotler, Philip. “Marketing Management”.

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

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER–VII**  
**DSC 4: CUSTOMER RELATIONSHIP MANAGEMENT**

**Credits: 4-0-0**

**Time: 3 Hours**

**Total 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**

Customer Relationship Management: Meaning, Emergence of CRM Practice, Factors Responsible for Growth of CRM, CRM Cycle, Stakeholders in CRM, Significance of CRM. Customer Retention and Customer Experience Management: Changing Roles of CRM, Customer Retention Management, Reasons for Customer Switching, Strategies for Customer Retention, Customer Recall Management, Customer Recall Strategies, Customer Experience Management (CEM) Strategy.

**SECTION–B**

Emerging Concepts and Perspectives in CRM: CRM Cost-Benefit Analysis, Customer Value, Customer Lifetime Value, Customer Profitability, Customer Classification Based on Customer Profitability, Customer Profitability as Strategic Measurement Tool, Customer Profitability and Company Value, CEM and Customer Profitability Management, Enterprise Marketing Management (EMM) Strategy, CRM-EMM Comparison. Employee Factor in Customer Relationship Management: Employee-Organization Relationship, Role of Employee Satisfaction on Customer Satisfaction, Implications of Employee Customer Linkage, Factors Effecting Employee Behavior Towards Customers, Essentials of Building Relationship with Employees through Employee Relationship Management, Model for Employee's Customer Orientation

**SECTION–C**

Customer Satisfaction: Meaning, Rationale, Components of Customer Satisfaction, Customer Satisfaction Models, Measuring Customer Satisfaction, The ISO Guideline, Customer Satisfaction Index, The Common Measurement Tools (CMT), Kano Model Customer Loyalty: Concept and Significance, Customer Loyalty Ladder, Loyalty Principles, Dimensions of Loyalty, Determinants of Loyalty, Categories of Loyalty, Factors Affecting Customer Loyalty, The Customer Loyalty Grid.

**SECTION–D**

Technological Developments in CRM: CRM to e-CRM-A Changing Perspective, e-CRM: an Information Technology Tool, Features and Advantages of e-CRM, Technologies of e-CRM, Functional Components of CRM Solution:- Sales Applications, Marketing Applications, Customer Service and Support Applications, Important CRM Software Programs, Applications of e-CRM. Information Technology Implementation in CRM: Introduction, Customer Interaction Issues of Business, Database Management, Database Construction, Data Warehousing, Data Warehousing Architecture and Storage, Approaches in Data Warehousing, Data Mining, Characteristics of Data Mining, Data Mining Tools and Techniques.

**SEMESTER–VII**

**Suggested Readings:**

1. Rai, Alok Kumar, "Customer Relationship Management- Concepts & Cases", Prentice Hall of India, New Delhi.
2. Barnes, James G., "Secrets of Customer Relationship Management", McGraw Hill, New Delhi.
3. Kincaid, Judith, "Customer Relationship Management: Getting it Right", Pearson Education, New Delhi.
4. Peelen, Ed, "Customer Relationship Management", Pearson Education, New Delhi.
5. Anderson, Kristin and Carol Kerr, "Customer Relationship Management", McGraw Hill, New Delhi.
6. Sheth, Jagdish N., ParvatiyarAtu l, &Shainesh, G., "Customer Relationship Management: Emerging Concepts, Tools and Applications", McGraw Hill, New Delhi.
7. Gosney, John W., Thomas P., "Customer Relationship Management Essentials", Prentice Hall of India, New Delhi.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
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**SEMESTER–VII**  
**Group B: FINANCE**

**DSC 1: MANAGEMENT OF BANKING OPERATIONS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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”

**SEMESTER–VII**

**DSC 2: INSURANCE & RISK MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.

**SEMESTER–VII**  
**DSC 3: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.**

**SEMESTER–VII**  
**DSC 4: CONTEMPORARY ISSUES IN ACCOUNTING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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.

**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.
5. Chander, Subhash, “Corporate Reporting Practices”, Deep and Deep Publishers. Note: The latest editions of the books should be followed

**SEMESTER–VII**  
**Group C: HUMAN RESOURCE**

**DSC 1: INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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, Seema Priyadarshani , “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.*

**SEMESTER–VII**

**DSC 2: ORGANISATION CHANGE & DEVELOPMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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", Oxford University Press.
3. Singh, Kavita, "Organisation Change & Development, Excel Books.

**SEMESTER–VII**  
**DSC 3: TRAINING & DEVELOPMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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

**SEMESTER–VII**  
**DSC 4: CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

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 21st century and future directions of HRM.

**Suggested Readings:**

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

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

**SEMESTER–VII**  
**MINOR: BUSINESS ANALYTICS**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**Introduction to Business Analytics:** Business Analytics, Evolution of Business Analytics, Impacts and Challenges, Scope of Business Analytics, Software Support, Data for Business Analytics–Data Sets, Big Data and Metrics and Data. Models in Business Analytics: Decision Models, Assumption of the model, Uncertainty and risk, Prescriptive decision models. Problem solving with Analytics-Recognizing, Defining, Structuring, Analyzing, Interpreting and Implementing

**SECTION-B**

**Introduction to Excel:** Creating, Opening & Saving workbook & worksheets, Formatting number & texts in cells, Creating Charts, editing & formatting of charts, Types of Charts, Using Ranges, Selecting Ranges, Entering Information Into a Range, Using AutoFill. Functions: Mathematical, Text, Statistical.

**SECTION-C**

**Excel in Continuation:** Lookup & Reference Functions, Sorting & Filtering of Data, Creating PivotTables, Manipulating a PivotTable, Data validation, advanced filtering, Protecting worksheet & cells. **Introduction to the R language:** Downloading and installing R, History of R, R Syntax Basics. Brief Overview on R Coding Tools: R Studio, git, Git Hub, R Syntax Basics : data types and objects, Constants, operators, functions, variables, Random numbers.

**SECTION-D**

**R Language in Continuation:** Simple descriptive stats , Loops , Conditional expressions reading and writing data, Control structures, Decision Making :if statement,if...else statement, switch statement , if...else Ladder , if else() function, functions, scoping rules, dates and times, Loop functions: Loop Introduction : for loop, while Loop , repeat Loop, Break Statement, Next Statement

**SEMESTER–VII**

**Suggested Readings:**

1. James Evans-Business Analytics, Pearson Publication (2nd edition) (Latest Edition)
2. RN Prasad and Seema Acharya-Fundamentals of Business Analytics, Wiley India Publication (2nd edition) (Latest Edition)
3. Sahil Raj-Business Analytics, Cengage Publication (1 st edition) (Latest Edition)
4. Anshuman Sharma - Introduction to Information technology, Lakhanpal Publication. (1st edition) (Latest Edition)
5. Sandeep Sood-Window Based courses, JBD Publication. (1st edition) (Latest Edition)
6. Janakiraman & Sarukesi-Decision Support System, PHI Publication. (1st edition) (Latest Edition)
7. Hadley Wickham & Garrett Grolemund-R for Data Science, Oreilly Publication.

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**SEMESTER–VII**

**INTERNSHIP BASED SEMINAR**

**Credits : 0-0-2**  
**Total Marks: 50**

**SEMESTER–VIII**  
**Group A: MARKETING**

**DSC 1: SERVICES MARKETING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**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.

**SECTION–B**

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.

**SECTION–C**

**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.

**SECTION–D**

**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.

**SEMESTER–VIII**

**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.***

**SEMESTER–VIII**  
**DSC 2: INTERNATIONAL MARKETING**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

Framework of international marketing .Intra firm & environmental factors, social cultural, economic, political & legal aspects, Difference between domestic marketing, International marketing, Definition & concept.

**SECTION- B**

Policy framework, Indian Trade Policy, Recent trends in Indian foreign trade, Basic steps in starting an export business — An overview of licensing regulations & Procedures.

**SECTION- C**

International Marketing Decisions - Product planning for export manufacturing firms & export houses. Identifying foreign markets, market research overseas. Market entry. Export pricing- International terms, payment terms. Distribution logistics for export, foreign sales agent selection & appointment. Promotion of products/ services abroad- overview, merchandising, Trade fairs/exhibition

**SECTION- D**

Institutional infrastructure for export in India, Export Assistance. Introduction to Export documentation and procedures, framework, pre-shipment & postshipment documents, Role of ITPO in export promotion, quality control & pre-shipment inspection, Labelling/packing, Marking of consignments, Marine/cargo insurance etc.

**Suggested Readings:**

1. Varshney & Bhattacharya: International marketing management, Sultan Chand & Sons
2. W.J. Keegan: Multinational Marketing Management, Prentice Hall.
3. V. Terpstra & Ravi Saratnag: International marketing, Naper Publishing Group.
4. P. Cateora & Graham: International marketing, McGraw Hill.
5. Hans Muhlbach: International marketing-A global perspective, Cengage Learning EME

**SEMESTER–VIII**

**DSC 3: TOURISM AND HOSPITALITY MANAGEMENT**

**Time: 3 Hours**

**Credits: 4-0-0**  
**Total 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**

**Introduction:** Definition Of Marketing, Importance Of Marketing, Tourism Marketing, Marketing Process, Customer Needs, Wants, And Demands; Market Offerings: Tangible Products, Services, and Experiences; Customer Value and Satisfaction; Exchanges and Relationships; Markets.

**Service Characteristics of Hospitality and Tourism Marketing:** Characteristics of Service Marketing; Recommendations for improving Service Quality: Managing employees as part of the product, Managing perceived risk, Managing capacity and demand. **The Marketing Environment:** Micro environment and macro environment factors

**SECTION— B**

**Marketing Research:** Definition and Process of Marketing Research; Marketing Information System. **Consumer and Organisational Buying:** Personal characteristics affecting Consumer Behaviour, Consumer Buying Decision Process, Organizational Buying Process. **Marketing Strategies:** Bases for Market Segmentation, Using Multiple Segmentation Bases, Requirements for effective segmentation; Market Targeting: Evaluating Market Segments, Selecting Market Segments, Choosing a Market - Coverage Strategy; Market Positioning: Positioning Strategies, Choosing and Implementing a positioning strategy, Positioning Measurement: Perceptual Mapping.

**SECTION— C**

**Product:** Definition, Levels, Branding Strategy, New Product Development Process, Product Life-Cycle Strategies. **Pricing:** Factors to consider when setting prices, General Pricing Approaches, Pricing Strategies, Revenue Management, Psychological Pricing. **Distribution Channels:** Nature and importance of distribution channels, Major hospitality distribution channels

SEMESTER–VIII

SECTION— D

**Promotion Mix:** Integrated Marketing Communications, Steps In Developing Effective Communications, Major Decisions In Advertising, Public Relations, Publicity. **Direct, Online, Social Media, And Mobile Marketing:** Direct and digital marketing, Forms of direct and digital marketing, Online Marketing, Social Media Marketing, Database Uses, Relationship marketing and loyalty programs, Traditional forms of direct marketing. **Destination Marketing:** Marketing tourism destinations, Tourism development and investments, Segmenting and monitoring the tourist market.

**Suggested Readings:**

1. Kotler, P., Bowen J. T., Makens, J. C. and Baloglu, S.: Marketing for Hospitality and Tourism, Pearson (7th edition, Global Edition).
2. Kumar, P., Marketing of Hospitality and Tourism Services, Tata McGraw Hill Education
3. Private Limited.
4. Fyall, A., Legohere, P., Frochot, I., Wang, Y., Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences, Routledge.
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective -Indian
6. Context, Macmillan Publishers India Limited.
- 7.

## SEMESTER–VIII

## DSC 4: DIGITAL AND SOCIAL MEDIA MARKETING

Time: 3 Hours

Credits: 4-0-0  
Total 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**

**Digital Marketing:** Introduction, E-definitions, Ten C's, online marketing environment in the Modern Economy. **Online Marketing Planning Issues:** Developing Online Vision, Online Marketing plans, The Online Marketing Mix; Product, Price, Place, Promotion, Service Mix, Implementation Framework for Online marketing Promotional Plans. **Online Buying Behaviour:** Understanding Buyer Behaviour, Consumer Buying Decision process, Online B2C Buyer behavior, Online B2B Buyer Behaviour, Database Marketing.

**SECTION–B**

**Pricing Issues on the Web:** Influences on Pricing Strategies and Tactics, Pricing and Market Sophistication, Pricing and Segmentation. **Online Communication Tools:** Introduction, Communication process, Promotional Communication Mix, Online Advertising, E-mail Marketing, Viral Marketing, Public Comment sites, affiliate Marketing, Commercial Newsletters, Blogging, Online Sales Promotion, Integrating Multi-channel Strategy. **Search Engine Marketing:** Search Engine Optimization, Pay per Click (PPC) Search Engine advertising.

**SECTION–C**

**Introduction to Social Media Marketing:** Evolution, from traditional to Modern marketing, Rise of internet and E concepts. Emergence of social media marketing as a tool. **Social media Channels:** Types and models, Social media benefits and applications. Social media marketing framework. **Consumer behavior on the Internet:** Basics, evolution of the digital consumer, managing consumer demand. IMC. **Social media marketing strategies:** Introduction, defining social media marketing mix, social media marketing planning, social media marketing marketing channels

**SECTION–D**

**Social media marketing campaign:** Elements of marketing campaigns, implementing social media marketing campaigns, SEM, SEO, Content marketing, Social media execution, campaign analytics and ROI, **Managing social media marketing revenue:** social media marketing revenue sources, managing service delivery and payments, **Emerging trends in social media marketing:** Big data, IOT, Content Creation and Sharing: Blogging, micro blogging, Streaming Video, Podcasts, and Webinars.

**SEMESTER–VIII**

**Suggested Readings:**

1. Gay Richard, Charlesworth Alan & Esen Rita- Online Marketing, Online Resource Center, Oxford University Press.
2. Bhatia, Puneet Singh-Fundamentals of Digital Marketing, Pearson Publisher, Edition 2017
3. Gupta, Seema-Digital Marketing; McGraw Hill Education.
4. Dan Zarella, Social media marketing , O reilly. R Solomon and Tracy , Social Media Marketing: Pearson New International Edition

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**SEMESTER-VIII**

**GROUP B- FINANCE**

**DSC 1: MANAGEMENT OF INSURANCE SERVICES**

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Risk: Concept, Types, Risk Management – Objectives, Process, Strategies, Risk Management and Insurance. Concept of Insurance, Need/Purpose, Principles of Insurance: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Proximate Cause, Contribution. An overview of Insurance Industry: Nature of Insurance Business, Structure.

**SECTION B**

Regulatory Aspects: Brief overview of the Legal and Regulatory Frameworks Relating to Life and General Insurance in India, Role of IRDA. Re-insurance- Concept, Features, Types. Financial Planning and Taxation: Different Types of Insurance Plans: Whole Life, Term Assurance, Endowment, Tax Benefits under Insurance Policies.

**SECTION C**

Types of Insurance-Group insurance, Health Insurance, Unit linked Insurance Plans, Fire Insurance-Meaning and Principles, Marine Insurance- Meaning and Principles. Life Insurance Documents, Insurance premium-Net premium, Gross premium, Bonus, Surrender value, Paid up value, Annuities, Riders. Claim settlement in Life Insurance-Types of claims, Procedure. Claim settlement in Fire Insurance- Settlement procedure.

**SECTION D**

Distribution Channels for Insurance: Agency, Direct Marketing, Bancassurance, Brokers. Role of Professional Specialists/ Insurance Intermediaries: Underwriters, Surveyors, Actuaries. Role of Ombudsman, Role of Tariff Advisory Committee. Insurance in Rural/Social Sectors, Role of Insurance in Socio-Economic Development.

**Suggested Readings -**

1. Risk Management & Insurance, Arhur Williams – McGraw Hill.
2. Niehaus, Harrington (2007), Risk Management and Insurance, Tata McGraw-Hill Edition
3. SethiJyotsna and Bhatia, Nishwan (2011) Elements of Banking and Insurance.
4. Sahoo, SC and Das, SC (2011) “Insurance management – Text and cases, Himalaya Publishing House
5. Rejda, George E (2011) Principles Risk Management and Insurance, Pearson Education, New Delhi.

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SEMESTER-VIII  
DSC 2: FUNDAMENTALS OF INVESTMENT ANALYSIS

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

**Investment Foundation:** Investment Meaning, Objectives, Characteristics, Investment vs. speculation. The investment decision process investment Alternatives – Bank Deposits, Post Office Saving Schemes, Real Estate and Financial Assets (Equity, Mutual funds, Debt), Commodities, Mutual Funds, ULIPS **The Indian securities market:** Meaning, role, market participants (Stock exchanges, Stock brokers, Clearing House, Depositories, Depository Participants, FIIs, Domestic institutional investors, Individual investors)

**SECTION-B**

Sources of financial information, Online and offline trading in securities, security market indices, Listing of Securities, NSE, BSE and MCX; Stock Indices: SENSEX and NIFTY. **Concept of return and risk:** Return: Meaning, types, calculation. **Risk:** Meaning, Types and Computation. Portfolio and Diversification, Portfolio Risk and Return

**SECTION-C**

**Analysis of Equity and Debt Instruments:** (a) Fixed Income Securities: Bond features, types of bonds, estimating bond yields, Bond Pricing, types of bond risks, default risk and credit rating, Bond market indices. (b) Approaches to Equity Analysis: Introduction to Fundamental Analysis and Technical Analysis, dividend capitalization models, and price-earnings multiple approach to equity valuation, intrinsic value, Price to Book value ratio.

**SECTION-D**

**SEBI:** Setting up, Need, Objectives and Organization. **Investor Protection:** Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading and its legal consequences, investor awareness and activism.

## SEMESTER-VIII

**Suggested Readings:**

1. Jones, C.P. Investments Analysis and Management, Wiley, 8th ed.
2. Chandra, Prasanna. Investment Analysis and Portfolio Management. McGraw Hill Education
3. Rustogi, R.P. Fundamentals of Investment. Sultan Chand & Sons, New Delhi.
4. Mayo. An Introduction to Investment. Cengage Learning.
5. Sharpe, William F., Gordon J. Alexander and Jeffrey V. Bailey, “*Investments*”, PrenticeHall of India, 6th edition ,1998.
6. Reilly, Frank K. and Brown, Keith C., “*Investment Analysis and Portfolio Management*”, Thomson–South Western, 11th edition, 2018.
7. Richard Brealey and Steward Myers, “*Principles of Corporate Finance*” McGraw-Hill, 11<sup>th</sup> edition, 2017.
8. Avadhani, V A., “*Investment Management*” Himalaya Publishing House, 8th edition, 2012.

**Note: Latest editions to be followed.**

## SEMESTER-VIII

## DSC 3: BUSINESS ANALYSIS AND VALUATION

**Time: 3 Hrs.****Credits 4-0-0**  
**Total 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**

Analysis of Corporate Financial Statements: Income statements and Balance sheets through ratio analysis and analyzing the Chairman's statement, Directors' report, management discussion & analysis, report on corporate governance, auditor's report to evaluate the financial soundness of the company.

**SECTION–B**

Cash Flows: Firm cash flows, Earnings, Tax effect, Reinvestment needs; Equity cash flows: Dividend, Forecasted Cash flows, terminal value estimation approaches. Equity discounted cash Flow Models-Dividend discount models, extensions of DDM; free cash flow to equity model.

**SECTION–C**

Introduction to Valuation: Approaches to valuation, Discounted Cash Flow, Relative Valuation, Role of valuation; Discounted Cash flow Valuation: Estimating discount rates- cost of equity, cost of equity to cost of capital; Valuation of an asset with guaranteed cash flows, introducing uncertainty into valuation (valuing an asset with default risk & equity risk), valuing an asset with an infinite life.

**SECTION–D**

Firm Valuation Models: Cost of capital approach, adjusted present value approach, EVA, Capital structure and firm value. Relative valuation-popularity and potential pitfalls; reconciling relative and discounted cash flow valuation Equity Multiples; Value Multiples; Valuation of different kinds of companies.

Value of Synergy; operating and financial synergy, Cash and tax benefits, debt capacity, Evidence on synergy, common errors in valuing synergy; Valuing Real options

**Suggested Readings:**

1. Foster, George *Financial Statement Analysis*, 2nd ed., Pearson Education Pvt Ltd
2. Damodaran, A. (2008). *Damodaran on Valuation, Security Analysis for investment and Corporate Finance* (2nd ed.). Wiley India Pvt. Ltd.
3. Chandra, P. (2011). *Corporate Valuation and Value Creation*, (1st ed). TMH
4. Weston, Chung, Hoag, *Mergers, Restructuring and Corporate Control*, Prentice Hall of India

**SEMESTER-VIII**

**DSC 4: INVESTMENT BANKING AND FINANCIAL SERVICES**

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue.

**SECTION–B**

Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option; Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, Bought out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters

**SECTION–C**

Leasing and Hire Purchase :Concepts of leasing, types of leasing — financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest & Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, Practical problems on housing finance.

**SECTION–D**

Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. Insurance: concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life insurance. Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices. Securitization: concept, securitization as a funding mechanism, Traditional and non- traditional mortgages, Graduated-payment mortgages (GPMs), Pledged-Account Mortgages (PAMs), Centralized Mortgage obligations (CMOs), Securitization of non mortgage assets, Securitization in India.

**SEMESTER-VIII**

**Suggested Readings:**

1. M.Y.Khan: Financial Services, Tata McGraw —Hill.
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
5. Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

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**SEMESTER–VIII**  
**GROUP C- HUMAN RESOURCE**

**DSC 1: COUNSELLING & NEGOTIATION SKILLS FOR MANAGERS**

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.

**SECTION- B**

Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.

**SECTION- C**

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks

**SECTION- D**

Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

**Suggested Readings:**

1. Singh Kavita - Counselling Skills for Managers (PHI)
2. Carroll, M.: Workplace counseling, Sage Publication.
3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Moursund, J.: The Process of counselling and therapy, New Jersey: Prentice Hall.
5. Patterson, L. E., & Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: Brooks Cole.
6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon & Schuster.
7. Korobkin, R.: Negotiation theory and strategy, Aspen Publisher. 8. Lewicki, R.: Essentials of negotiation. Alexandria V. A.: Society of HR

**SEMESTER–VIII****DSC 2: TALENT & KNOWLEDGE MANAGEMENT****Time: 3 Hrs.****Credits 4-0-0**  
**Total 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 and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping, Role of leaders in talent management, Talent management and competitive advantage.

**SECTION- B**

Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit .Managing knowledge workers.

**SECTION- C**

Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle, Nonaka's model of knowledge. Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping.

**SECTION- D**

Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit, Benchmarking, Balance score card, Gap analysis.

**Suggested Readings:**

1. Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill New York.
2. Cappeli Peter: Talent on Demand —Managing Talent in an age of uncertainty, Harvard Business press.
3. Awad.E.M and Ghaziri.H.M: Knowledge management, Pearson education International.
4. Stuart Barnes: Knowledge management system theory and practice, Thomson learning.
5. Donald Hislop: Knowledge management in organisations, Oxford University press.
6. Sudhir Warier: Knowledge management, Vikas publishing house.
7. T. Raman: Knowledge management —a resource book, Excel books.

**SEMESTER–VIII**

**DSC 3: PERFORMANCE AND COMPENSATION MANAGEMENT**

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Introduction- Concept, Objectives, History from performance appraisal to performance management; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling. Performance management and reward systems. Performance Coaching, Use of technology and e-PMS, international Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.

**SECTION- B**

Introduction to Job Evaluation. Methods of Job Evaluation. Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad banding, and competency based pay.

**SECTION- C**

Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in Indian industry.

**SECTION- D**

Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity Special compensation situations: International compensation-managing variations. Expatriate Pay.

**Suggested Readings:**

1. Milkovich&Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice
4. Hall.
5. T.N.Chhabra & SavithaRastogi Compensation management, Sun India
6. Publications.
7. Gary Dessler , Human Resource Management, Prentice Hall.

**SEMESTER–VIII**

8. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to
9. Delivering High Performance :Book by Michael Armstrong Herman Aguinis: Performance
10. Management, Prentice Hill.
11. Armstrong, M. & Baron, A: Performance management and development, Jaico Publishing
12. House
13. Armstrong, M., Performance management: Key strategies and practical guidelines,
14. Kogan Page, London.
15. Bagchi, S. N.: Performance management, Cengage Learning India.
16. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.
17. Robert B.: Performance management, McGraw-Hill Education India.

**SEMESTER–VIII**

**DSC 4: HUMAN RESOURCE ANALYTICS**

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Fundamentals of HRM; changing trends in HRM; Evolution of SHRM and HR Analytics. Introduction to HR Analytics and its significance for better decision making ; Four stage model of HR Analytics ; Framework for problem solving; Preparation of HRIS , Role of HRIS in analytics ; Understanding basic HR Processes; HR Metrics - Key performance indicators; Understanding analysis strategies.

**SECTION–B**

Usage of Analytics in HR planning (Markov chain, regression, trend analysis); Job Analysis - Steps to come out with JD; Diversity, equality and inclusion Analytics- Implementation challenges; Staffing analytics-Evaluating Reliability and validity of selection models, Finding out selection bias, predicting the turnover.

**SECTION–C**

Training, Learning and development analytics; Performance measurement analytics; Engagement analytics-Employee attitude surveys; Reward and compensation analytics.

**SECTION–D**

Role of Social Media, Big Data and Predictive Analytics in HR; The HR Scorecard; Visualization and Dashboarding of KPIs (Using Excel /Tableau/ MS Power BI) - Process of development of dashboard, Essential criteria, Selection of appropriate metrics.

**Suggested Readings:**

1. HR Analytics: Connecting Data and Theory by Rama Shankar Yadav& Sunil Maheshwari,
2. Wiley Publications, ISBN: 9789390421558, 2019.
3. HR Analytics: Practical Approach Using Python by BhartiMotwani, Wiley Publications,
4. ISBN: 9789354240027, 2020.
5. Predictive HR Analytics: Mastering the HR Metric, By Martin Edwards and Kinsten
6. Edwards, KoganPage publications, 2016.
7. Fundamentals of HR Analytics: A manual on becoming HR Analytical, by
8. FerminDiez, Mark Bussin, Venessa Lee, Emerald Publishing Limited, 2019.
9. Becker, Brian E., Mark A. Huselid, Mark A. Huselid, and David Ulrich. The HR scorecard:
10. Linking people, strategy, and performance. Harvard Business Press, 2001.

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) (CBGS)  
BATCH 2026–2030

SEMESTER-VIII

MINOR: STRATEGIC MANAGEMENT

**Time: 3 Hrs.**

**Credits 4-0-0**  
**Total 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**

Understanding Strategic Management: Definition, Dimensions, Benefits, Risks, Strategic Management Process. Levels of Strategy. Benefits of Strategic Management: The Secret of Success of Successful Companies (McKinsey's 7 S model). Defining Strategic Intent: Vision, Mission, Goals and Objectives. Formulating a Mission Statement.

External Environment: Remote Environment. Industry Environment: Porter's Five Forces Model; Strategic Group Mapping; Industry Driving Forces; Key Success Factors, Power Curves. Operating Environment: Competitive Position, Customer Profile, Suppliers, Creditors, Human Resources.

**SECTION B**

Internal Environment Analysis–SWOT Analysis; Resource Based View of an Organization: VRIO Framework; Value Chain Analysis; Competitive Advantage and Core Competency. •Business Level Strategies–Porter's Framework of Competitive Strategies; Generic Strategies: Cost Leadership, Differentiation and Focused Strategies

**SECTION C**

Grand Strategies– Concentrated Growth, Market Development, Product Development, Innovation, Horizontal Acquisition, Vertical Acquisition, Concentric Diversification, Conglomerate Diversification, Turnaround, Divestiture, Liquidation, Bankruptcy, Joint Ventures, Strategic Alliances, Consortia, Keiretsus and Chaebols; Selection of Long term objectives and Grand Strategy Sets. Multi Business Strategies: Portfolio Strategies–BCG Model, G E Business Planning Matrix, Corporate Parenting.

**SECTION D**

Strategy Implementation–Strategy-Structure Fit: Developing and Modifying Organizational Structure; Traditional and Contemporary Organizational Structure, Creating Agile, Virtual organizations. Leadership and Organization Culture, Strategy Evaluation and Control–Nature of Strategy Evaluation; Strategy Evaluation Framework; The Balanced Score Card. Innovation, Types and risks Social Responsibilities of Business: Stakeholder Approach, Types of Social Responsibility. Corporate Governance, Management Ethics, Agency Theory.

**SEMESTER-VIII**

**Suggested Readings:**

1. Pearce III, John A, Robinson, Jr., Richard B and Mittal, A “Strategic Management: Planning for Domestic and Global Competition. Tata McGraw Hill (14<sup>th</sup> edition).
2. Wheelen, Thomas L., Hungerdavid J. and RangarajanKrish, “Concepts in Strategic Management and Business Policy”, Pearson Education, India.
3. David, R Fred, “Strategic Management-Concepts and Cases”, Pearson Education, India.
4. Hill, Charles W L and Jones Gareth R, “ An Integarated Approach to Strategic Management” Cengage Learning
5. Thompson, Arthur A Jr.; Strickland A J III; Gamble, John E and Jain, Arun K.
6. “Crafting and Executing Strategy. The Quest for Competitive Advantage.-Concepts and Cases”, TMH, New Delhi.
7. Pitts, Robert A and Lei, David. “Strategic Management Building and SustainingCompetitive Advantage”, Thomson, India