



**PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)**  
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT  
AND COMMERCIAL**

**OUTLINES OF TESTS SYLLABI AND COURSES OF READING  
FOR  
BACHELOR OF BUSINESS ADMINISTRATION  
First and Second year (Semester System)  
Third year (Annual System)**

**For the Examination 2015-16**

## SYLLABI FOR B.B.A. FOR THE EXAMINATION OF 2015-2016 ONWARDS

### *Note:*

1. Examination in each subject for B.B.A. will be of 3 hours duration.
2. There will be no objective type questions.
3. Students are required to have the knowledge of the developments in the subject up to 6 months before the examination.
4. Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University/College to the examinees
5. Tutorial classes will be held for the subjects marked with an asterisk (\*). Apart from 5- Regular periods per week, 1-additional tutorial period shall be required to give practical exposure to the students.
6. The following categories of the students shall be entitled to take the option of History and culture of Punjab in lieu of Punjabi as compulsory subject:
  - (a) Students who have not studied Punjabi up to Class-Xth.
  - (b) Wards of defence personnel and Central government employee/employees, who are transferable on all India basis.
  - (c) Foreigners.
7. 20% marks in each paper will be internal assessment based on the following parameters:
  - a. Mid-Semester Test : 50%
  - b. Academic Activity : 30%  
(Seminar, Project & Assignment)
  - c. Attendance : 20%

### **INSTRUCTIONS FOR THE PAPER SETTERS**

Note : The question paper of each subject covering the entire course shall be divided into three sections :

#### **Section A (20 marks)**

This section will have 6 short-answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks.

#### **Section B (30 marks)**

This section will consist of essay type/numerical questions from Unit-I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

#### **Section C (30 marks)**

This section will consist of essay type/numerical questions from Unit-II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

**Important Note :** In all numerical papers the paper setter is required to set numerical questions as follows:

- |                 |   |   |
|-----------------|---|---|
| Section A       | : | Four numerical questions out of six questions.          |
| Section B and C | : | At least two numerical questions out of four questions. |

## SCHEME OF EXAMINATION FOR B.B.A (W.E.F. 2015-2016)

Subject Code	Paper Title	M.Marks	No. of lectures Per week	Tutorials Per Week***
<b>FIRST SEMESTER</b>				
BBA 101A/ BBA 101B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 102	BUSINESS STATISTICS*	100	5	1
BBA 103	FUNDAMENTALS OF INFORMATION TECHNOLOGY	100	6	
BBA 104	MANAGEMENT CONCEPTS AND PRACTICES	100	6	
BBA 105	FINANCIAL ACCOUNTING*	100	5	1
BBA 106	ESSENTIALS OF BUSINESS ECONOMICS ó I	100	6	
	TOTAL	550		
<b>SECOND SEMESTER</b>				
BBA 121A/ BBA 121B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50	3	
BBA 122	MANAGERIAL & SOFT SKILLS MANAGEMENT	100	6	
BBA 123	ESSENTIALS OF BUSINESS ECONOMICS ó II	100	6	
BBA 124	BUSINESS LAWS	100	6	
BBA 125	PSYCOLOGY FOR MANAGERS	100	6	
BBA 126	FINANCIAL MANAGEMENT*	100	5	1
	TOTAL	550		
	ENVIRONMENT AND ROAD SAFETY EDUCATION**	70		
<b>THIRD SEMESTER</b>				
BBA 201	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 202	OPERATION RESEARCH*	100	5	1
BBA 203	MARKETING MANAGEMENT	100	6	
BBA 204	ECONOMICS OF MONEY AND BANKING	100	6	

BBA 205	REGULATORY FRAMEWORK FOR COMPANIES	100	6	
BBA 206	DIRECT TAX LAWS*	100	5	1
		<u>550</u>		
<b>FORTH SEMESTER</b>				
BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50	3	
BBA 222	PROJECT MANAGEMENT	100	6	
BBA 223	RESEARCH METHODOLOGY	100	6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100	6	
BBA 225	INDIRECT TAX LAWS*	100	5	1
BBA 226	DATABASE MANAGEMENT SYSTEM	100	6	
	TOTAL	<u>550</u>		

\* Tutorial classes will be held for the subjects.

\*\* This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./BBA 1st year (2<sup>nd</sup> Semester). If the student/s failed to qualify the paper during the 2<sup>nd</sup> Semester, he/she/ they be allowed to appear/qualify the same in the 4<sup>th</sup> or 6<sup>th</sup> Semester/s.

\*\*\* Each unit of BBA will be divided into 2 Groups for the purpose of Tutorials.

BBA101A phapha Jâ Gkr gfj bk  
; w? No gfj bk

e/b næ l 50  
fETph l 45  
fJNoBb n; ? wN l 05  
; wK l 3 xN/

f; bþ;

- 1a nkXfBe gi kph ethnk dhnk uDthnk eftsktk dk nfXnB
- 2a uDthnk gi kph ej kDhnk dk nfXnB
- 3a uDtAgi kph byek dk ; yg i htB s/ouBk\$: 'rdkB

eb;

- 1a BtA fd; jld/ ; gkl vka rpd/t f; x ftuA uDthnk 15 eftsktk, gpkoe l gi kp : Bhtof; Nh, gpbheðB fpUo', uwhrVQ (Gkjh tho f; xF fgi o/ fgnk gSh, fJbw nwb, ebA d/ rb bZrh tb, gþB f; xFwbk Nk fi jk rhs, gi kp d/ dfonk, gi kp d/ wi þ, XBh okw ukfsþF ukBD i h, ; kTD, ft; kyh dk wbk, wj B f; x F wABj hA ofj Dk sb/frok, nXtkN/, ski wj b ns/nfwþk gþswF ; Bj M/, uþo ns/oks wbh i kr dh eftsktk)
- 2a eEFgþkj , ; gkal gh ; fodo eþko dtðto ftuA uDthnk 6 ej kDhnk, gpkoe l gi kp : Bhtof; Nh, gpbheðB fpUo', uwhrVQ (nkbD/d/pN, Glsk, ðhBs nkgk, ; tb j D sle, ðbBhnk ns/r'Jh ej kDhnk)

: fBN ns/Ehw

- 1a BtAfd; jld/gj; se ftuA gq r ; fj s ftnkfynd (2 ftuA 1) 5 næ
- 2a fe; /fJle eftsk dk ; ko i K eðoh Gkt (4 ftuA 1) 5 næ
- 3a fJe ej kDh dk ; ko (eEkFgþkj ftuA) 5 næ
- 4a fe; /fJle eth i K ej kDheko dk i htB, ouBk ns/: 'rdkB 8 næ  
(Gkjh tho f; x, wj B f; x, nfwþk gþsw, eosko f; x d/rb, ; sy f; x Xho ns/eþts f; x ftoe)  
(2 ftuA 1, fJle eth ns/fJle ej kDheko ftuA)
- 5a bý l ; wki e, ; fGnkukoe ns/nkw tkeøh Bkb ; pXs (500 ðpdK sle) 7 næ
- 6a tke ðþh (10 ftuA 7) 7 næ
- 7a seBheh ðpdkt bh (10 ftuA 8) 8 næ

ftôð BN l ; wlu/gkm eqw bJh j øs/ftu 6 ghohrv

phhphhUll Gkr gfj bk  
; w? No gfj bk

Business Vocabulary

1. Acceptance	gŕtkBrh, ; thfeŕh
2. Access	gj lu
3. Account	blyk
4. Accountant	blykeko
5. Account Book	tj h ykŕk
6. Acknowledgement	gj lu o; hd
7. Advance	gŕrh
8. Alternative Cost	ftebgh bkr s
9. Amalgamation	; fwŕoD
10. Amortization of Debts	eof÷nk dk feŕstko GŕskB
11. Amortization of fixed Assets	nub ; gsh dh feŕstko gŕsh
12. Annuity	tkofŕeh
13. Anticipated Prices	nBŕkfbŕs ehwŕk
14. Arbitration	; kb; h, ftubr h
15. Assessed Tax	fBoXkos eo
16. Assets	; gsh
17. Assets and Liabilities	bDdkohnk ns/dDdkohnk
18. Authorized Capital	nfXekfos gŕ h
19. Audit	blyk gVskb
20. Audit Staff	blyk gVskb nwbk
21. Average	n <sup>h</sup> ; s
22. Average Productivity	n <sup>h</sup> ; s Tŕsgkdesk
23. Average Income	n <sup>h</sup> ; s nkwdB
24. Back Log	fgSbk pekŕJnk
25. Balance Sheet	ŕb ; koDh
26. Bankrupt	fdtkbhnk
27. Barter	t; s tNkdok
28. Beneficial	bkgdkfJe

29. Bilateral Agreement	d' fXoh ; wM'Sk
30. Bill of Exchange	j  v/h
31. Bond	foDFg so
32. Book Value	feskph w b
33. Book Keeping	tj h yksk
34. Break-Even Point	; wkB fpd{
35. Breach of Trust	nwkBs ftu fõnkBs
36. Broker	dbkb
37. Capital Account	gf h r s yksk
38. Capital Expenditure	gf h õg you
39. Capital Formation	gf h fBowkD
40. Capital Investment	gf h fBtõ
41. Capital Gains	gf h õg bkG
42. Capital Goods	gf h õg t ; sk
43. Cash Account	õeV yksk
44. Cash Balance	Bed pekfJnk
45. Cash Book	õeV tj h
46. Census	i BrDBk
47. Circulating Capital	wkoehN ftu b rh gf h
48. Commerce	ekwo; , tDi , tgko
49. Commercial Capital	tDi h gf h
50. Commodity	TgGrsk t ; s
51. Company	egBh
52. Competition	gõh: r sk
53. Corporation	fBrw
54. Cost Account	bkr s byk
55. Cost of Production	T sgkdB dh bkr s
56. Current Account	ukb{yksk
57. Current Liabilities	ubs dDdkõhnK
58. Debenture	foD g so
59. Debt Management	foDFgõX

60. Deduct	eN'Sh
61. Deferred Payment	; Efr s Gf r skB
62. Deflation	wf dok ft ; chsh
63. Demand for payment	ndkf Jr h bJh wr
64. Demonstration Effect	gpl oôBh gGkt
65. Depreciation	wf b xNkJh
66. Depression	nkofEe wdk
67. Devaluation	eo, h dk ntwfD
68. Discount Rate	eN'Sh do
69. Disinvestment	ftfBtô
70. Dividend	bkGFnô
71. Distribution	ftsoD
72. Documentary proof	d; skt/-h ; pS
73. Double Entry	dj ok fJdoki
74. Draftsman	Beôk Bth;
75. Economic Indicator	nkofEe ; ue
76. Entrepreneur	Tfdwh
77. Excise Duty	TsgkdB eo
78. Export Tax	fBo: ks eo
79. Expenditure	you
80. Fair Trade	Tfus tgko
81. Finance	ft'is
82. Finance affairs	ft'ish wkwB/
83. Financial Penalty	ft'ish dv
84. Fine Paper	Tfsw j /h
85. Firm	cow
86. Firm Offer	gleh gbeô
87. Fiscal Policy	ft'ish Bhsh
88. Fiscal Year	ft'ish ; kb
89. Fixed Capital	; EkJh gf h
90. Fixed Costs	; EkJh you/



91. Floatation	eo÷k ukb{eoBk
92. Foreign Exchange	ft dðh wfdok
93. Fringe Benefits	Tgob/bkG
94. Glut	Gowko
95. Goods Account	wkb bjk
96. Gross Profit	e/b bkG
97. Hidden Tax	bgs eo
98. Hoarding	÷yhokpk÷h
99. Holding Company	fB: Æoe egBh
100. Human Capital	wBlyh gf h

## **HISTORY AND CULTURE OF PUNJAB**

**For B.Sc. /B.Sc. (Hons) Bio-Technology/B.Sc. (Hons) Bio-Informatics/B.Sc. 4 year agriculture /BCA/B.Sc. Fashion Designing/B.Sc. Microbial and Food Technology / 4 year B.PEd. /BFA/BBA/B.Com B.A Hons. (Education) B.Ed. etc. all courses that take this paper for ONE year only.**

**6 credit course**

**SEMESTER I**

**HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849**

**INSTRUCTIONS FOR THE PAPER –SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)**

1. The syllabus has been divided into four Units.  
There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions carrying 5 marks i.e. 1 marks each. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit-IV in all. Each question will carry 10 marks.

2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

**The paper-setter must put note (2) in the question paper.**

3. One question from Unit-IV shall be set on the map.

**Explanation:**

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be as under:

Map : 06 Marks

Explanatory Note : 04 Marks

In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

**BBA 101B PAPER: HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849**

Max. Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

**Objectives:** To introduce the students to the history of Punjab region.

**Pedagogy:** Lectures, library work and discussions.

**UNIT I**

1. Harappan Civilization: extent and town planning; socio-economic life.
2. Vedic Age: socio-economic life; development of caste; position of women.
3. Religion: vedic religion; impact of Buddhism and Jainism on the region.

**UNIT II**

4. Society and Culture c. 1000 A.D.: Socio-economic life; religious life; education
5. Cultural Reorientation: main features of Bhakti; origin and development of Sufism
6. Society and Culture c. 1500A.D: socio-economic life under the Lodhis; religious beliefs and practices- Vainavism, Shaivism, Shaktism, Islam.

### UNIT III

7. Sikhism: new ideology of Guru Nanak; evolution of Sikh community-guruship, manji, masand; new institutions-gurdwara, sangat-pangat.
8. Transformation of Sikhism: martyrdom of Guru Arjan; martyrdom of Guru Tegh Bahadur; impact.
9. Institution of Khalsa: new baptism; significance

### UNIT IV

10. Changes in Society: social unrest; emergence of new rulers-rakhi, gurmata, dal khalsa.
11. Society and Culture under Maharaja Ranjit Singh: social mobility; painting and architecture; literature.
12. MAP: Major Historical Places: Harappa, Mohenjodaro, Sanghol, Ropar, Lahore, Amritsar, Kiratpur, Anandpur Sahib, Tarn Taran, Machhiwara, Goindwal, Khadur Sahib.

#### Suggested Readings:

1. Joshi, L.M (ed.) : History and Culture of the Punjab, Part-I, Publication Bureau, Punjabi University, Patiala, 1989 (3<sup>rd</sup> edn.)
2. Joshi, L.M and Singh, Fauja (ed.) : History and Culture of the Punjab, Vol. I, Punjabi University, Patiala, 1977
3. Prakash, Buddha : Glimpses of Ancient Punjab, P.U., Patiala, 1983
4. Thapar, Romila : A History of India, Vol. I, Penguin Books, 1966
5. Basham, A.L : The Wonder That was India, Rupa Books, Calcutta (18<sup>th</sup> rep.), 1992
6. Sharma, B.N : Life in Northern India, Munshi Ram Manohar Lal, Delhi, 1966
7. Singh, Kirpal : History and Culture of the Punjab, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala 1990 (3<sup>rd</sup> edn.).
8. Singh, Fauja (ed.) : History of the Punjab, Vol. III, Punjabi University, Patiala 1972.
9. Grewal, J.S. : The Sikhs of the Punjab, the New Cambridge History of India, Orient Longman, Hyderabad, 1990.
10. Singh, Khuwant : A History of the Sikhs, vol I: 1469-1839, Oxford University Press, Delhi, 1991.
11. Chopra, P.N., Puri, B.N.: A Social, Cultural and Economic History of India, Vol. II, And Das, M.N. Macmillan, Delhi, 1974.
12. Hussain, Yusuf : Glimpse of Medieval Indian Culture, Asia Publishing House, Bombay, 1973 (rep.).

Note: The following categories of the students shall be entitled to take option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- A. That the students who have not studied Punjabi upto class 10<sup>th</sup>.
- B. Ward of / and Defence Personnel and Central Govt. Employee/Employees who are transferrable on all India basis.
- C. Foreigners

## **BBAS102: BUSINESS STATISTICS**

**Objective:** To impart the students about the basic knowledge of statistics.

### **UNIT-I**

Statistics-Definition, Functions, Scope, Usage and Limitations of Statistics

Measures of Central Tendency: Types of Averages- Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean.

Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.

Correlation Analysis: Meaning, Types, Measurement of Simple Linear Correlation, Karl Persons Correlation Coefficient and Method, Rank Correlation Method (Excluding multiple correlations).

Regression Analysis: Simple Linear Regression, Why there are two Regression Lines, Estimation of Coefficient (Intercept and Slope Parameters). Properties of Regression Coefficient.

### **UNIT -II**

Probability Theory: Addition & Multiplication Theorems, Probability Distribution: Binomial, Poisson and Normal.

Index Numbers: Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method: Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.

Time Series Analysis: Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares), Seasonal Variation.

#### **Suggested Readings:**

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
3. Sanchethi and Kapoor, Business Mathematics.
4. Gupta S.P. - Statistical Methods
5. Navaneethan P. - Business Mathematics
6. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
7. P.R. Vittal - Business Mathematics and Statistics.

## **BBAS103: FUNDAMENTALS OF INFORMATION TECHNOLOGY**

**Objectives:** One cannot imagine any economy without support of IT. There is now hardly any activity which is done without support of IT. The basic objective of this paper is to provide fundamental knowledge about IT so that student can better perform in any area of operation and can even do excel in the field of commerce with IT specialization.

### **UNIT-I**

**Computer Fundamentals:** Identifying Types of Computers, Introduction to the Concept of Bit, Byte, Word, Microprocessor, Chips, ROM, RAM, Buses, Ports, Hardware, Software, Operating Systems, System Softwares, Application Softwares. Various Input and Output Devices, Primary and Secondary Memory, Introduction to Windows.

**Word Basics:** Opening Programs from Start Button Opening Existing Documents, Editing a Document, Creating a New Document, Undo , Highlighting Shortcuts, Entering and Formatting Text, Bold, Italic, Underline, Center, Right and Left Aligned, Change Font and Size , Save and Save As, Print Preview and Printing, Find and Replace, Page Numbers , Headers and Footers, Changing Margins, Using Preset Tabs, Showing Hidden Characters, Checking Spelling, Finding Help, Typing a Business Letter, Formatting the Paragraphs, Double-Spacing and Single Spacing, Moving and Copying Text, Creating a Poster, Using Word Art, Drawing Tools, Clip Art, Copying a Picture from a File.

**Excel Basics:** What is a Spreadsheet and why would I use One?, Create a Simple Spreadsheet, Common ,Definitions: Rows, Columns, and Cell, Formatting a Cell, Demonstration of Advanced Features (by Instructor), Charts, Graphs, Formulas, Sort, Find, and Filter. Basics of Microsoft Power Point.

## UNIT- II

**Internet Basics:** What's so great about the Internet?, Basic Navigating inside and between Web Pages, Copying Text and Graphics from the Web, Bookmarks, Search Engines and how to perform Searches , How to Evaluate Websites? Introduction to E- Commerce : Meaning and Concept ó E- Commerce v/s Traditional Commerce- E- Business & E- Commerce ó History of E- Commerce ó EDI ó Importance , Features & Benefits of E- Commerce ó Impacts, Challenges & Limitations of E-Commerce.

**E- Business Infrastructure** ó The Internet ó Intranets and Extranets ó World Wide Web ó Voice Over IP (VoIP) ó The Internet Standards ó The HTTP Protocol ó Audio and Video Standards ó Managing E- Business Infrastructure ó Web Services and Service-Oriented Architecture ó (SOA) ó New Access Devices ó Future of the Internet Infrastructure

### **Suggested Readings:**

1. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
2. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
3. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
4. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
5. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi.
6. Willam Stallings: Business Data Communications, Pearson Education, New Delhi.

# **BBAS104: MANAGEMENT CONCEPTS AND PRACTICES**

## **Unit I**

**Objective:** The objective of the paper is to help the students understand the process of business management.

**Introduction:** Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Role of Managers.

**Evolution of Management Thought:** Classical, Neo-Classical Theory, Behavioural Sciences, Approach, Quantitative, Systems and Contingency Approach, Modern Management Thought (Likert, Drucker, Porter, Prahalad).

**Planning:** Concept, Process and Significance, Types, Relationship between Planning and Controlling. Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO.

**Organization:** Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation, Bases, Span of Control (Classical Theory and Situational Approach), Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization.

## **Unit II**

**Staffing:** Concept, Manpower Planning, Recruitment; Concept and Sources Selection; Concept, Selection Process and Tests, Placement and Induction.

**Direction and Motivation:** Concept, Principles, Effective Supervision, Techniques.

**Motivation:** Content Theories of Motivation, Current Issues in Motivation. **Leadership:** Concept, Difference between Leadership & Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership).

**Coordination:** Concepts, Importance, Internal ó External Coordination.

**Control:** Concept, Steps, Types of Controlling, Techniques of Controlling.

**Management in Perspective (A Brief Overview)** Management of Strategic Change, Knowledge Management, Learning Organization, Managing Diversity.

### **Suggested Readings:**

1. Peter F. Drucker, -The Practice of Managementø
2. Weihrich and Koontz, -Essentials of Managementø
3. Stoner and Freeman, -Managementø
4. David R Hampton, -Modern Managementø
5. Stephen P Robbins, David A DeCenzo, -Fundamentals of Management- Essential Concepts and Applicationsø
6. VSP Rao & V. Hari Krishna, -Management Text & Casesø

## BBAS105: FINANCIAL ACCOUNTING

**Objective:** The primary objective of the paper is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

### UNIT- I

Meaning and Uses of Accounting Information: Objectives and Nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitations of Accounting, Accounting Equation. Accounting Principles, Accounting Concepts and Conventions, Accounting cycle, Journals, Ledger, and Trial Balance.

Cash Book and Bank Reconciliation Statement.

Depreciation Provisions and Reserves: Methods, Types and Accounting.

Final Accounts: Trading, Profit and Loss account and Balance Sheet of a Sole Proprietary Concern.

### UNIT II

Accounting for Issue and Forfeiture of Shares, Reissue of Shares, Employee Stock Option Plan, Right Issue and Bonus Share.

Accounting for Issue and Redemption of Debenture.

Final Accounts of Companies.

Practical Work: Computer Software Programs for Accounting and Preparation of Financial Statements.

#### Suggested Readings:

1. Anthony, R.N., and J.S. Reece, *Accounting Principles*’, Richard D. Irwin, Inc.
2. Monga, J.R., *Financial Accounting: Concepts and Applications*’, Mayoor Paper Backs, New Delhi.
3. Shukla, M.C., T.S. Grewal and S.C.Gupta, *Advanced Accounts*’, Vol-I, S. Chand & Co., New Delhi.
4. Gupta, R.L. and M. Radhaswamy, *Advanced Accountancy*’, Vol-I, Sultan Chand & Sons, New Delhi.
5. Maheshwari, S.N. and. S. K. Maheshwari, *Financial Accounting*’, Vikas Publishing House, New Delhi.
6. Sehgal, Ashok, and Deepak Sehgal, *Advanced Accounting*’, Part -I, Taxmann Applied Services, New Delhi.
7. Tulsian, P.C., *Advanced Accounting*’, Tata Mc Graw Hill, New Delhi.



## **BBAS106: ESSENTIALS OF BUSINESS ECONOMICS - I**

**Objective:** To study the basic concepts of micro and macroeconomics relevant for Business decision making and helping them to understand the application of economic principles in business management.

### **UNIT – I**

Micro vs. Macro Economics

Fundamental Concepts used in Business Decision Making: Opportunity Cost, Marginal Principle, Incremental Principle Contribution Analysis, Equi Marginal Principle.

Theory of Demand, Law of Demand, Movement Along vs. Shift in Demand Curve.

Concept of Elasticity of Demand, Types of Elasticity of Demand (Price income and Cross), Factors Affecting Elasticity of Demand.

Measurement of Elasticity of Demand

Demand Forecasting: Need, Objectives and Methods.

Supply: Determinants, Law of Supply and Elasticity of Supply.

Theory of Production: Meaning and Concept of Production, Factors of Production and Production Function with One Variable Inputs, Production Function and Technological Progress.

Law of Variable Proportions, Returns to a Scale.

### **UNIT – II**

Concepts of Cost and Revenue

Types of Cost, Cost Function, Short run and Long run Cost Curves, Economies and Diseconomies of Scale.

Concept of Total, Average and Marginal Revenue, Relationship between AR and MR and through Elasticity of Demand.

Market Conditions:

Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time Element in Price Determination.

Monopoly: Features, Equilibrium of Firm/Industry, Price Discrimination and its Types, Peak load Pricing, Regulation of Monopoly.

Monopolistic Combination: Features, Price-Output Policy of the Firm, Selling Cost: Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

### **Suggested Readings;**

1. Dwivedi, D.N., (2005) Macro economics, McGraw Hill education.
2. Shapiro, E., (2003) Macro economics Analysis, McGraw Hill Education.
3. Thomas F. Dernburg, Macro economics.
4. Dwivedi, D.N. (2008) Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
5. Salvatore, D. (2006) Managerial Economics in a Global Economy, 6<sup>th</sup> Edition, Oxford University Press.
6. Peterson, L. and Jain (2006) Managerial Eco., 4<sup>th</sup> Edition, Pearson Education.
7. A. Kontsoyianis; Modern Micro-Economics.
8. M. Adhikary ; Business Economics.

**SEMESTER II**  
**BBA121A : phapha Jâ Gkr gfj bk**  
**; w? No dñ k**

e/b næ l 50  
 fETph l 45  
 fJNoBb n; ? wN l 05  
 ; wK l 3 xN¶

f; bþ;

- |    |  |      |
|----|--|------|
| 1a | nkXfBe gi kp ethnk dhnk uDthnk eftskk dk nfXnB   |      |
| 2a | uDthnk gi kph ej kDhnk dk nfXnB  |      |
| 3a | uDtAgì kph b/yeK dk ; yg i htB s/ouBk\$: 'r dkB<br>eb;   |      |
| 1a | BtAfd; jld/ , ; gkal vka rpd/t f; x ftuAuDthnk 15 eftskk,<br>gækôe l gi kp : Bhtof; Nh gpbheðB fpUo', uxhr V0<br>(pktk pbtstf sbk fJe fdb j ?i K d', sozeh, Xosh wksk, ghs w f; x<br>; øhoF gKXh dþ frnk, fe; gk; /tZb <, po; ks j ?Bk, j foGi B f; xF<br>s{pVh wk; w JA ; i ; ykbh, ngwKfDe, fôt e/wkoF efvknkh Eb0<br>: kd, Xowh pkpbk, ; þi hs gksoF j D xoK B(gosDk, eM fej k sk<br>ns/ðsk dh Tjve eftskk) |      |
| 2a | eEkFgøkj , ; gkl gh ; fodo e/wko dtôto ftuAuDthnk 6 ej kDhnk,<br>gækôe l gi kp : Bhtof; Nh gpbheðB fpUo', uxhr V0<br>(; ZrhFc/b, epok sA f; ftnk B( wj FfwZNh, fJlehth ; dh, ; øø dk<br>dkBt ns/dod ftSV/dk j kb ej kDhnk)<br>: fBN ns/Ehw   |      |
| 1a | BtAfd; jld/g; se ftuAgg r ; fj s ftnkyfynk (2 ftuA1)   | 5 næ |
| 2a | fe; /fJle eftsk dk ; ko i K ekdoh Gkt (4 ftuA1)  | 5 næ |
| 3a | fJe ej kDh dk ; ko (eEkFgøkj ftuA)   | 5 næ |
| 4a | fe; /fJle eth i K ej kDheko dk i htB, ouBk ns/: 'r dkB<br>(pktk pbtst, fôt e/wko, ; þi hs gkso, rþfdnkb f; x, oxpho Yv<br>ns/rþpuB f; x G/b0)<br>(2 ftuA1, fJle eth ns/fJe ej kDheko ftuA)   | 8 næ |
| 5a | ekopkoh fJðfsj ko i K ekbi Bkb ; pXs gð FBN (2 ftuA1)  | 8 næ |
| 6a | ftôokw fuB   | 6 næ |
| 7a | seBheh ôpdktbh (10 ftuA8)  | 8 næ |

ftôð BN l ; wlu/gkm eqw bJh j øs/ftu 6 ghohnv

phhphhJh Gkr gfj bk  
; w? No dñ k

Business Vocabulary

1. Imperfect Market	ngpD wvñ
2. Imports	nk: ks
3. Import Duty	nk: ks eo
4. Imputed Income	nkofgs nkwdB
5. Imprest Account	; oekoh gðr h byk
6. Income Statement	nkwdB fuñk
7. Index of Profit	bkG ; ðe
8. Income Tax	nkwdB eo
9. Inflation	wðok ; chsh
10. Intangible Assets	n; Eþ bDdkohnk
11. Investment	fBtð
12. Invoice	phue
13. Jobber	; Nke nkVðh
14. Job Casting	bkr s fBoXkoD
15. Joint Venture	; KMK Tðdw
16. Labour	feos
17. Laissez Fair	yðbi ft t; Ek
18. Lease Holding Building and Property	gñV/ðs/fJwkos ns/i kfJdkd
19. Ledger	ðksk
20. Ledger Folio	yksk gBk
21. Liabilities	dDdkohnk
22. Liquidator	fBoXkoe
23. Market	wvñ
24. Marketable Goods	fteD: r t; sk
25. Mechanization	wðhBheoB
26. Mercantilism	tgkotkd
27. Monetary System	wðok gðX
28. Money of Account	by/dh wðok

29. Monopoly	JékfXeko
30. Mortgage	ofj D, froth
31. Net Investment	fBob fBtδ
32. Net Profit	fBob bkG
33. Notice of Stoppage	o'e ; ūBk
34. Office Expenses Account	døsoh öou bÿk
35. Open Market Operations	y b  wv h ftj ko
36. Over Due	fwnkd g r h
37. Over Head Cost	pM h bkr s
38. Partnership	fj l; k koh, ; KMhdkoh
39. Payable Accounts	dD: 'r bÿ/
40. Preference Shares	soi hj h fj l; /
41. Premium	g hwhnw
42. Price Control	ehws fB: soD
43. Production	T sgkdB
44. Profit Margin	bkG nδ
45. Proprietor	; gsh wkbe
46. Quasi Negotiable Instrument	noX ftZeoh: 'r j  v h
47. Quotation	w b ; ūh
48. Rate of Exchange	tNKdok do
49. Ready Delivery	fsnko wkb
50. Real Wages	tk; sft e wi dph
51. Rebate	SN, eN'sh
52. Recession	nkofEe wdh dk dδ
53. Receivable Accounts	bD: 'r bÿ/
54. Redemption of Mortgage	ofj D S vkT Dk
55. Receipts and Payment Account	g gsh ns/ndkfJr h bÿk
56. Rent	feokfJnk
57. Rent Account	brkB bÿk, feokfJnk bÿk
58. Reserve Price	okyth ehws
59. Revenue	nkwdB

60. Sales Tax	ftleoh eo
61. Sales Transfer Order	ftleoh fJsekb j jw
62. Security Bond	i wkBsBkwk
63. Service Goods	; /tk t; sK
64. Shares	ôho, fj l; /
65. Share Capital	ôho gfi h
66. Share Holder	fj l; /kko
67. Share Market	ôho pki ko
68. Short Bills	nbgekbbh j jhNK
69. Slump	wzk
70. Sole Proprietorship	Jeb wkbek
71. Speculation	; NK nBjwkB
72. Statutory Company	ekBß nXhB ; Ekfgs egBh
73. Stipulated	fBôfus ehsk
74. Stock	Gvko, ; Nke
75. Stock Exchange	ôho pki ko
76. Subsidiary Company	; j kfJe egBh
77. Surety	÷kwB
78. Tariff	do ; ÷h
79. Tax Exemption	eo SN
80. Tax Base	eo nkXko
81. Tax Evasion	eo uoh
82. Tax Equity	eo ; wBhsh
83. Tender	Nvvo
84. Tender money	Nvvo dh oew
85. Terms of Payment	Gf skB dhNK ôosK
86. Terms of Trade	tgko dhNK ôosK
87. Trademark	wkoek
88. Transactions	; /l; bD dD
89. Transfer Book	fJsekb yksk
90. Under Value	xN wjbonED

91. Unproductive Expenditure	nD-Tgi kT{you
92. Unproductive Labour	nD-Tgi kT{feos
93. Validity Period	gwkfDs fwnkd
94. Vertical Integration	; woG ; xNB
95. Wages	wi dph
96. Wages Account	Ti os byk
97. Wage Goods	wi dph t ; sk
98. Wage Book	Ti os tjh
99. Wharf age	TsokJh
100. Write Off	tN/yks/gkTpk
101. Working Capital	ubs gfi h
102. Yield	Tgi
103. Zero Rate of Interest	ftnki dh ÷ho'do

## HISTORY AND CULTURE OF PUNJAB

**For B.Sc. /B.Sc. (Hons) Bio-Technology/B.Sc. (Hons) Bio-Informatics/B.Sc. 4 year agriculture /BCA/B.Sc. Fashion Designing/B.Sc. Microbial and Food Technology / 4 year B.PEd. /BFA/BBA/B.Com etc. all courses that take this paper for ONE year only.**

**6 credit course**

### SEMESTER II

#### **HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES**

**INSTRUCTIONS FOR THE PAPER –SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)**

1. The syllabus has been divided into four Units.

There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions carrying 5 marks i.e. 1 mark each. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given

internal choice of attempting one question from each Unit-IV in all. Each question will carry 10 marks.

2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

**The paper-setter must put note (2) in the question paper.**

3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be as under:

Map : 06 Marks

Explanatory Note : 04 Marks

In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

### **BBA 121 B PAPER: HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES**

Max. Marks : 50

Theory : 45

Internal Assessment : 05

Time : 3 Hours

**Objectives:** To introduce the students to the history of Punjab region in modern times.

**Pedagogy:** Lectures, library work and discussions.

#### **UNIT I**

1. Introduction of Colonial Rule: administrative changes; means of communication; western education.
2. Agrarian Development: Commercialization of agriculture; canalization and colonization.
3. Social Classes: agrarian groups; new middle classes

## UNIT II

4. Early Socio Religious Reform: Christian Missionaries; Namdharis; Nirankaris.
5. Socio Religious Reform Movements: activities of Arya Samaj; Singh sabhas; Ahmadiyas.
6. Development of Press & literature: growth of press; development in literature

## UNIT III

7. Emergence Of Political Consciousness: Agrarian uprising 1907; Ghadar.
8. Gurudwara Reform Movement: Jallianwala Bagh; foundation of SGPC and Akali Dal; Morchas.
9. Struggle for Freedom: activities of revolutionaries - Babbar Akalis, Naujawan Bharat Sabha; participation in mass movements ó non co-operation, civil disobedience, Quit India.

## UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
11. Social Concerns In Post Independence Punjab: language; immigration; socio-economic issues.
12. MAP: Major Historical places: Delhi, Kurukshetra, Jaito, Ferozepur, Ambala, Amritsar, Lahore, Ludhiana, Qadian, Jalandhar, Lyallpur, Montgomery.

### Suggested Readings:

1. Singh, Kirpal :History and Culture of the Punjab, Part II(Medieval Period), Publication Bureau, Punjabi University, Patiala 1990(3<sup>rd</sup> edn.).
2. Singh, Fauja(ed.) :History of the Punjab, Vol.III, Punjabi University, Patiala 1972.
3. Grewal, J.S. :The Sikhs of the Punjab, the New Cambridge History of India, Orient Longman, Hyderabad,1990.
4. Singh, Khuwant :A History of the Sikhs, vol I: 1469-1839, oxford University Press,. Delhi, 1991.
5. Chopra, P.N.,Puri, B.N.:A Social, Cultural and Economic History of India, Vol.II, And Das,M.N. Macmillan, delhi, 1974.



## **BBA 122: MANAGERIAL & SOFT SKILLS DEVELOPMENT**

**Objective:** The basic objective of this paper is to develop the personality of the students to achieve excellence in their career development.

### **Unit I**

Personal Development & Interpersonal Relationship; The Self Concept, Self Management Techniques. Significance of Interpersonal Relationship in Personal Life, Tips to Enhance Interpersonal Relationship, Team Building, Ethical Dilemmas, Exposure to Work Environment and Culture in Job, Improving Personal Memory and Other Skills (Rapid Reading, Notes Taking, Complex Problem Solving, Creativity), Sources and Skills involved in Managing Stress.

Career Development: The Career Autobiography, Developing Career Portfolio, the Job Search Process, Organizational Career and Upward Mobility, the Global Leaders Study, Alternative Career Paths, Resume Writing.

### **Unit II**

Communication Skills:

Verbal Communication: Planning, Preparation, Delivery, Feedback and Assessment of Activities like óPublic Speaking, Group Discussion, Presentation Skill, Audio-Visual Aids, Personal Interview.

Non-Verbal Communication: Body Language; Personal Appearance, Posture, Gestures, Facial Expressions, Eye Contact, Space Distancing.

Other Skills: Negotiation Skills, Leadership Skills, Time Management Skills, Listening Skills.

Etiquettes: Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes,

#### **Suggested Readings:**

1. Robert Heller, Effective Leadership, Essential Manager Series, D.K. Publishing.
2. Collins- Public speaking.
3. Devesh, Self Development.
4. Sukiennik, D., Raufman,L., and Bendat, W. (2013) The Career Fitness Programme: Exercising Your Options (10<sup>th</sup> ed.) Boston: Pearson.
5. John Collin, õPerfect Presentationö, Video Arts MARSHAL.
6. Hory Shankar, Business Communication, Tata McGraw Hill.

## **BBAS123      ESSENTIAL OF BUSINESS ECONOMICS II**

**Objective:** The course aims at providing the knowledge of basic concepts of the Macro Economics. Modern tools of Macro Economic analysis are discussed at length.

### **UNIT – I**

Nature and Scope of Macro Economics, Limitations of Macro Economics

National Income: Concepts, Methods of National Income, Measurement and Problems involved in National Income Measurement.

Sayø Law of Market: Meaning, Implications,

Classical Theory of Income Output and Employment:

Keynesian Theory of Employment, Aggregate Demand and Aggregate Supply function.

Consumption Function: Meaning, Factors influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance.

### **UNIT – II**

Marginal Efficiency of Capital: Meaning, Determinants, Theory of Secular Stagnation.

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment.

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier.

Government Policies: Monetary Policy and Fiscal Policy.

Inflation: Meaning, Types, Causes, Effects, Measures to control it.

#### **Suggested Readings:**

- |  |   |
|--|---|
| 1. Shapiro. E (2003)                           | Macroeconomic analysis Galotia publications, New Delhi.   |
| 2. Eugene Diulio (2005)                        | Macro economics, 4 <sup>th</sup> Edition, Tata McGraw Hills, Publishing Col. Ltd, New Delhi.            |
| 3. Dornbusch R, Fisher, S and Startz, R (2002) | Macro Economics, 8 <sup>th</sup> Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi.             |
| 4. Ackley, G. (1978)                           | Macroeconomics: Theory and Policy, Macmillan, New York  |
| 5. Baye, Jansen (1999)                         | Money Banking and Financial Markets: An Economic Approach, AITBS Publishers and Distributors New Delhi. |
| 6. Dennis, Geoffrey EJ (1981)                  | Monetary Economics, Longman Ltd, London and New York.   |
| 7. Khan, MY (2002)                             | Indian Financial Systems, Tata McGraw Hill, New Delhi.  |

## BBAS124: BUSINESS LAWS

**Objective:** The objective of the paper is to impart basic knowledge of the important business laws.

### UNIT- I

The Indian Contract Act, 1972: Contract- Meaning, Characteristics and Kinds, Essentials of a Valid Contract- Offer and Acceptance, Consideration, Contractual Capacity, Free Consent, Legality of Objectives. Void Agreements, Discharge of Contract- Modes of Discharge including Breach and its Remedies.

Special Contracts: Contingent Contracts, Quasi- Contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency.

### UNIT- II

The Indian Sale of Goods Act, 1932: Contract of Sale, Meaning and difference between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Ownership in Goods including Sale by Non- Owners, Performance of Contract of Sale, Unpaid Seller- Meaning and Rights of An Unpaid Seller against the Goods and the Buyer

Factories Act 1948: Objectives, Definitions, Approval, Licensing and Registration of Factories, the Inspecting Staff, Health, Safety, Welfare, Working Hours of Adults, Employment of Women, Child Labour ó Issues and Problems, Leave with Wages, Penalties and Procedure.

#### **Suggested Readings:**

1. Kucchal, M.C., *Business Law*, Vikas Publishing, House (P) Ltd., New Delhi, 2002.
2. Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.
4. Kapoor, N. D., *Business Law*, Sultan Chand & Sons, New Delhi.
5. *Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000* Taxmann Publications Pvt. Ltd., New Delhi.
6. Painttal, D., *Law of Information Technology* Taxmann Publications Pvt. Ltd., New Delhi.

## **BBAS125: PSYCHOLOGY FOR MANAGERS**

**Objective:** The objective of the paper is to provide broad understanding of basic concepts and techniques related to the study of human behaviours in work-environment and to manage behavioural aspects of organisation.

### **Unit-I**

Introduction: The Concept of Behaviour in Organizations, Significance of Organisational Behaviour; Models;. Emerging Trends: Globalisation, The Changing Workforce, Employment Relationship; Informational Technology and Organisational Behaviour.

Individual Behaviour and Interpersonal Behaviour: The Factors Affecting Individual Behaviour, Models of Individual Behaviour, Transactional Analysis in Interpersonal Behaviour.

Perception: Perceptual Process; Error in Perception; Improving Perception.

Personality in Organisation: Determinants of Personality; Theories of Personality-Myers-Briggs-Types- Indicator (MBTI).

Workforce Emotions, Attitude and Organisational Commitment: Types of Emotions; Managing Emotions; The Five Dimensions of Emotional Intelligence; Components of Attitude; Cognitive Dissonance Theory of Attitude; Building Organisational Commitment.

### **Unit II**

Motivation: Foundations of Employees Motivation; Content Theories of Motivation óMaslow, Herzberg , Mc Gregor and Mc Clenland.

Work Team and Conflict: Stages of Team Development; Team Norms. Team Cohesiveness; Social Loafing, Conflict: Types; Sources of Conflict; Resolving conflict.

Leadership: Concept of Transformational, Transactional and Charismatic Leadership; Behavioural Theory of Leadership; Managerial Grid Style; Gender Issues in Leadership.

Organisational Culture and Stress: Components of Culture; Strategies to Merge Different Culture; Strengthening Organisational Culture. Stress- Causes of Stress; Consequences; Stress Management Strategies.

Organisational Change: Forces for Change; Resistance to Change; Overcoming Resistance to Change.

### **Suggested readings**

1. Robbins, Stephens P., Organisational Behavior
2. Davis, Keith, Human Behaviour at Work: Organisational Behaviour
3. Luthans, Fred, Organisational Behaviour
4. Robbins, Stephens P., Organisational Behavior Concepts, controversies and Applications
5. Mc Shane and Von Glinow., Organisational Behavior.

## **BBAS126: FINANCIAL MANAGEMENT**

**Objective:** The objective of the paper is to familiarize the students with principles and practices of financial management.

### **UNIT- I**

Financial Management: Meaning, Scope and Objectives of Financial Management, Time Value of Money- Compounding Techniques and Discounting Techniques, Risk and Return.

Capital Budgeting: Meaning, Types, Process, Techniques of Capital Budgeting - Payback Period Method, Accounting Rate of Return, Net Present Value (NPV) Net Terminal Value Method, Internal rate of Return (IRR), Profitability Index.

Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital, Computation of Cost of Debt, Equity Capital, Preference Share Capital and Retained Earnings, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

### **UNIT- II**

Sources of Finance.

Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure.

Working Capital Management: Meaning, Types, Factors Affecting Working Capitals, Working Capital Planning and Management. Working Capital Forecasting, Methods of Estimating Working Capital.

Dividend Policy- Relevance and Irrelevance Theories.

#### **Suggested Readings:**

1. J C Van Horne, "Financial Management and Policy", 12<sup>th</sup> Edition, New Delhi, Prentice Hall of India
2. J C Van Horne, J W Wachowicz, Jr. "Fundamentals of Financial Management" 13<sup>th</sup> Edition, Prentice Hall of India
3. Prasanna Chandra, "Financial Management" Tata McGraw Hill.
4. Khan and Jain, "Financial Management- Text and Problems" 2<sup>nd</sup> Edition, Tata McGraw Hill
5. R A Brealey and S C Myers, "Principles of Corporate Finance", Tata McGraw Hill, 7<sup>th</sup> Edition
6. I M Pandey, "Financial Management", Vikas Publishing House, 9<sup>th</sup> Edition

# ENVIRONMENT AND ROAD SAFETY EDUCATION

## UNIT I (Environment)

*Note: The syllabus has 15 topics to be covered in 25 hour lectures in total, with 2 lectures in each topic from 2 to 11 and one each for the topics 1 and 12 to 15.*

### **1. Environment Concept:**

Introduction, concept of biosphere ó lithosphere, hydrosphere, atmosphere; Natural resources ó their need and types; Principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

### **2. Atmosphere:**

Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

### **3. Hydrosphere:**

Types of aquatic systems; Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

### **4. Lithosphere:**

Earth crust, soil ó a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

### **5. Forests:**

Concept of forests and plantations, types of vegetation and forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban Forests, Chipko Andolan.

### **6. Conservation of Environment:**

The concepts of conservation and sustainable development, why to conserve, aims and objectives of conservation, policies of conservation; conservation of life support systems ó soil, water, air, wildlife, forests.

### **7. Management of Solid Waste:**

Merits and demerits of different ways of solid waste management ó open dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

### **8. Indoor Environment:**

Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

**9. Global Environmental Issues:**

Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

**10. Indian Laws on Environment:**

Indian laws pertaining to Environmental protection: Environment (Protection) Act, 1986; General information about laws relating to control of air, water and noise pollution. What to do to seek redressal.

**11. Biodiversity:**

What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and India, Biodiversity Act, 2002.

**12. Noise and Microbial Pollution:**

Pollution due to noise and microbes and their effects.

**13. Human Population and Environment:**

Population growth and family welfare programme, Human Health. HIV-AIDS. Human Rights.

**14. Social Issues:**

Environmental Ethics: Issues and possible solutions, problems related to lifestyle, sustainable development; Consumerisms and waste generation.

**15. Local Environmental Issues:**

Environmental problems in rural and urban areas. Problem of Congress Grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

**Practical**

Depending on the available facility in the college, a visit to vermicomposting units or any other such non-polluting eco-friendly site or planting/caring of vegetation/trees could be taken.

**Examination Pattern:**

**A qualifying paper of 50 marks comprising of fifty multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong answer or un-attempted question), and of 1 hour duration.**

**The students have to obtain 33% marks to qualify the paper. The marks are not added / included in the final mark sheet.**

## **UNIT II (ROAD SAFETY)**

1. Concept and Significance of Road Safety.
2. Role of Traffic Police in Road Safety.
3. Traffic Engineering ó Concept & Significance.
4. Traffic Rules & Traffic Signs.
5. How to obtain Driving License.
6. Traffic Offences, Penalties and Procedures.
7. Common Driving mistakes.
8. Significance of First-aid in Road Safety.
9. Role of Civil Society in Road Safety.
10. Traffic Police-Public Relationship.

### **Note : Examination Pattern :**

- The Environment and Road Safety paper is 70 marks.
- Seventy multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted questions).
- The paper shall have two units: **Unit I (Environment) and Unit II (Road Safety)**.
- Unit II shall comprise of 20 questions with minimum of 1 question from each topics 1 to 10.
- The entire syllabus of Unit II is to be covered in 10 hours.
- All the questions are to be attempted.
- Qualifying Marks 33 per cent i.e. 23 marks out of 70.
- Duration of examination: 90 minutes.
- The paper setter is requested to set the questions strictly according to the syllabus.

### **Suggested Readings**

1. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt. Ltd., New Delhi.
2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

### **Websites:**

- (a) [www.chandigarhpolice.nic.in](http://www.chandigarhpolice.nic.in)
- (b) [www.punjabpolice.gov.in](http://www.punjabpolice.gov.in)
- (c) [www.harvanapolice.gov.in](http://www.harvanapolice.gov.in)
- (d) [www.hppolice.nic.in](http://www.hppolice.nic.in)



## THIRD SEMESTER

### BBA 201: ENGLISH AND BUSINESS COMMUNICATION SKILLS

- (i) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment . Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:
- |      |                                    |                   |
|------|------------------------------------|-------------------|
| I.   | The Model Millionaire              | : Oscar Wilde     |
| II.  | The Gift of the Magi               | : O. Henry        |
| III. | The Judgement-seat of Vikramaditya | : Sister Nivedita |
| IV.  | Fur                                | : Saki            |
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

*Business Communication:* It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, obstacles in communication.

*Writing Skills:* All types of Business letters, tender notices, auction notices, public notices; memos and advertisements relating to sales/marketing.

#### Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Q. 1.	It shall consist of 4 question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any 2. This question shall be based upon the prescribed text <b>Ten Mighty Pens</b> .	5 marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice and will be based upon the prescribed text <b>Ten Mighty Pens</b> .	10 Marks
<b>Note:</b> The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be	5 Marks

	designed in such a way that we are able to test a student's comprehension ability, language/ presentation skills and vocabulary etc.	
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 Marks
<b>Section II</b> ( <i>Based upon Unit II</i> )		
Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	5 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/ Advertisements. ( have to attempt four, each part of 2 ½ marks)	10 marks
Q.7.	Two short questions to test the students' understanding of various aspects of business communication.	5 Marks

**Suggested Reading:**

1. *Business Communication*, Ed., Om P. Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan, 2010.
2. *Textbook of Business Communication*, Anjali Kalkar, R.B. Suryawanshi, Amlanjyoti Sengupta,, Hyderabad: Orient Blackswan, 2010.
3. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan, 2006.

## **BBA 202: OPERATION RESEARCH**

**Objective:** To make the students to understand the concept of operations Research and its applications in managerial decisions.

### **UNIT-I**

Operations Research: Meaning, Significance and Scope.

Introduction to Linear Programming, Formulation of Linear Programming Problems, Graphical Method, Simplex Method.

Transportation Problem, Assignment Problem.

### **UNIT-II**

Queuing Theory: Introduction, Arrival System, Queue Discipline, M/M/I Single Channel, M/M/I and M/M/S Model

Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance, Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines.

### **Practical Work :**

Project Report in following Areas: Use of linear Programming in Industry. Use of Queuing Theory in Banks and Service Centers.

### **Suggested Readings:**

1. Operations Research for Management: M.P. Gupta & J. K. Sharma, Mayoor Paperbacks, Delhi
2. Operations Research : P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi
3. Operations Research : H.A. Taha, Prentice Hall of India, New Delhi
4. Operations Research : C.K. Mustafi, New Age International Pvt. Ltd., New Delhi

Frederick Hiller, Gerald Lieberman

5. Introduction To Operations Research: Concepts And Cases, Frederick Hillier, Gerald Lieberman , Tata McGraw, Hill Delhi

## **BBA 203: MARKETING MANAGEMENT**

**Objective:** The paper aims at making students to understand basic concepts, philosophies, process and techniques of marketing.

### **UNIT – I**

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix.

Marketing Research: Meaning, Importance, Marketing Research Process.

Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process.

Market Segmentation: Levels and Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of Branding, Packaging and Labeling.

### **UNIT – II**

Pricing Decision: Pricing Policies and Strategies.

Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions: Communication Process. Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling.

Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing.

#### **Suggested Readings:**

1. Czinkota, M.R. and Kotabe.M., *Marketing Management*, Vikas Publishing, New Delhi.
2. Kotler, P., *Marketing Management: Analysis, Planning, Implementation & Control*, Prentice Hall of India, New Delhi.
3. Perreault, W.D. and Jerome, E.M., *Basic Marketing*, Tata McGraw Hill, New Delh.
4. Ramaswamy, V.S. and Namakumari, S., *Marketing Management: Planning, Control*, MacMillan Press, New Delhi.
5. Zikmund, A., *Marketing*, Thomson Learning, Mumbai.

## **BBA 204: ECONOMICS OF MONEY & BANKING**

**Objective:** The paper aims at making students to understand basic concepts of economics of money and banking.

### **UNIT- I**

Money: Introduction, Functions & Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System. Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach, Freedman's Theory. Supply of Money: Measures of Money Supply and Money Multiplier.

Monetary Policy: Targets, Goals and Trade off among Alternate Goals. Transmission Mechanism ó Classical Model, Keynesian Model and Monetarist Model. Supply of Money, Theories of Money Supply.

### **UNIT- II**

Banking: Meaning, Types and Functions of Banks, Management and Organisational Set Up of Commercial Banks. Central Banking: Origin & Evolution; Main Functions, Monetary Management.

Risk Management: Types of Risk, Management, Asset/Liabilities Management, Major Developments in Commercial Banking in India since Independence, Banking Sector Reforms, International Monetary Fund (IMF) and International Liquidity. WTO and GATT: Implications for India. Introduction to E-Banking and Electronic Fund Transfer (RTGS & NEFT), Cheque Truncation System (CTS).

#### **Suggested readings**

1. Baye, Jansen (1999): Money Banking & Financial Mkts. An Economics approach AITBs Publisher, New Delhi.
2. Bhalla, V.K. (2010): Investment Management ó Security Analysis & portfolio Management. S Chand & Co. Ltd.
3. Khanna, Perminder (2005): Advanced Study in Money and Banking; Theory & Policy, Relevance in Indian Economy, Atlantic Publisher, New Delhi.
4. Kulkarni, G (1999): Modern Monetry theory Macmilan, New Delhi.

## **BBA 205: REGULATORY FRAMEWORK FOR COMPANIES**

**Objective:** The objective of the paper is to impart basic knowledge of the provisions of the Companies Act 2013 with relevant case laws.

### **UNIT- I**

Company: Meaning and Definition, Characteristics. Concept of Lifting of Corporate Veil, Kinds of Companies - Private, Public, One Person Company, LLP, Government Companies, Statutory Companies, Registered, Limited and Unlimited.

Formation of Company: Promotion, Incorporation, Capital Subscription, Commencement of Business, Pre-Incorporation Contract and Provisional Contracts.

Memorandum of Association- Definition, Clauses and Procedure for Alteration, Doctrine of Ultra -Vires. Articles of Association ó Definition, Contents, Procedure for Alteration. Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association Prospectus ó Contents, Statement in Lieu of Prospectus, Types, Liabilities for Misstatement.

### **UNIT II**

Shares: Classes of Shares, Preference and Equity Shares, Public Issue of Shares, SEBI Guidelines, Employees Stock Option Scheme, Book Building Process, Allotment of Shares, Irregular Allotment, Issue of Shares. Listing of Shares, Sweat Equity Shares, Right Shares, Bonus Shares, Shares with Differential Rights, Share Certificate and Share Warrant, Calls, Forfeiture, Lien, Surrender of Shares, Membership of Companies.

Company Management: Directors, Managing Director, Appointment, Qualification, Rights, Responsibilities and Liabilities, Disqualification of Directors.

Meetings: Requisites, Statutory, Annual, Extra ordinary and Board Meetings, Resolutions, Types.

Emerging Issues in Company Law: Securities and Exchange Board of India Act 1992. Introduction, Objectives, Establishment and Management of SEBI. Functions and Powers of SEBI, Securities Appellate Tribunal (SAT)

#### **Suggested Readings:**

1. Kannal, S., & V.S. Sowrirajan, *õCompany Law Procedure*”, Taxman& Allied Services (P) Ltd., New Delhi,.
2. Kapoor, G.K., *õCorporate Laws & Secretarial Practice*”, Premier Book Company, New Delhi.
3. Datey, V.S., *õStudents Guide to Corporate Laws*”, Taxman& Allied Services (P), Ltd., New Delhi.
4. *“Manual of Companies Act, Corporate Laws and SEBI Guidelines”*, Bharat Law House, New Delhi.
5. *õBharat& Companies Actö*, Bharat Law House, New Delhi.
6. *õBharat& Company Rule and Formsö*, Bharat Law House, New Delhi..
7. Singh, Avtar., *õCompany Law*”, Eastern Book Company Luchnow.
8. Kuchhal, M.C., *õModern Indian Company Law*”, Shree Mahavir Book Depot, Delhi. or latest edition.

## **BBA 206: DIRECT TAX LAWS**

**Objective:** The objective of the paper is to impart basic knowledge of the provisions of direct tax laws in India.

### **UNIT – I**

Introduction, Definitions: Assessee, Concept of Income, Types of Income, Assessment Year & Previous Year, Agricultural Income & its Assessment. Residential Status & Tax Liability (Basis of Charge), Exempted Incomes.

Income from Salaries and House Property.

### **UNIT – II**

Income from Profits and Gains of Business and Profession including Depreciation, Capital Gains, Income from Other Sources.

Deemed Incomes and Clubbing of Incomes (Aggregation of Incomes), Set-Off and Carry Forward of Losses, Deductions to be made in Computing the Gross Total Income, Assessment of Individual.

**Note:** The paper setter will consider the changes up to 30<sup>th</sup> September of relevant year.

### **Practical Work:**

1. Preparation of Form 16 and 16A
2. Different types of ITR Forms
3. Filing of Return by an Individual
4. PAN Form

### **Suggested Readings:**

1. Income Tax Law and Practice - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts ó Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax ó Dr. Garish Ahuja & Dr. Ravi Gupta (Bharat Publications, New Delhi)

## FOURTH SEMESTER

### BBA 221: ENGLISH AND BUSINESS COMMUNICATION SKILLS

**Note:**

- (i) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment. Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens** Issues ed. K.A. Kalia (Oxford University Press).

The relevant sections, however, are as follows:

- I. Chandalika: *Rabindranath Tagore*
- II. A Bachelor's Complaint of the Behaviour of Married People: *Charles Lamb*
- III. El Dorado: *R.L. Stevenson*
- IV. Bores : *E.V. Lucas*

- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

*Writing Skills:* This section shall focus on business précis-writing, curriculum vitae; short formal reports (not exceeding 200 words).

*Modern Forms of Communication:* Here special emphasis shall be given to teaching the format of e-mails, Fax Messages, Audio-Visual Aids, Power-Point Presentations and Non-Verbal Communication.

**Testing Scheme:** The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

**Section I** (*It is text-based and corresponds to Unit I in the syllabus*)

Q. 1.	It shall consist of 4 short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any two. This question shall be based upon the prescribed text <b>Ten Mighty Pens</b> .	5 marks $2 \frac{1}{2} \times 2 = 5$
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, and will be based upon the prescribed text <b>Ten Mighty Pens</b> .	10 marks
<b>Note:</b> The questions 1 & 2 should be so designed as to cover all the chapters prescribed.		



Q.4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 marks
<b>Section II</b> ( <i>Based upon Unit II</i> )		
Q.5.	The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question.	10 marks
Q.6.	This will test the students' ability to write a Précis. A passage of about 200 words shall be given and the students shall have to write a précis of about 70 words (including the title).	5 marks
Q.7.	Definition/format of Modern forms of communication to be tested Non verbal communication, e-mail, fax, Audio-Visual Aids and Power-Point Presentations.	5 marks
Q.8.	Curriculum Vitae	5 marks

## **BBA 222: PROJECT MANAGEMENT**

**Objective:** To enable the students to acquire basic knowledge of different facets of Project Management.

### **UNIT – I**

Concept of Project: Meaning, Characteristics, Classification of Projects, Project Life Cycle and its Phases. Project Management, Steps Daming Cycle for Project Management, Project Management and Line Management.

Project Manager: Roles and Responsibilities, Project Management as a Profession.

Generating and Screening Ideas ó Steps, Monitoring the Environment, Scouting for Project Ideas, Preliminarily Screening, Project Rating Index.

Feasibility Studies ó Technical, Financial, Economic, Social, Legal and Managerial.

### **UNIT – II**

Project Appraisal Techniques: Objectives, Types and Methods.

Project Risks: Meaning, Types, Measurement of Risk, Sensitivity Analysis, Stimulation, Monte Carlo. Decision Tree Analysis (Basic Concepts only).

Project Evaluation ó Meaning, Evaluation v/s Appraisal, Objectives of Project Evaluation, Types of Evaluation, Essential of Sound Evaluation, Techniques, Agency for Evaluation, Scope of Evaluation.

Project Organisation and Control ó Project Network Analysis (Basic concepts of PERT, CPM, Cost and Time Over Run).

Project Reporting: Meaning, Purpose, Process, Requirements of a Good Report, Methods, Principles of Good Reporting System.

#### **Suggested readings:**

1. Project Management - Choudhary - TataMcGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
3. Projects : Planning, Analysis, Selection, Financing, implementation and Review -Chandra, Prasanna.

## **BBA 223: BUSINESS RESEARCH METHODS**

**Objective:** To provide knowledge to the students about fundamentals of business research.

### **Unit-I**

Research-Meaning, Characteristics, Types, Process and Utility. Research Design-Meaning, Types and Features of Good Research Design. Qualitative and Quantitative Research. Importance of Review of Literature. The Research Proposal. Primary and Secondary Data. Methods of Data Collection. Measurement and Scaling, Designing of Questionnaire and Schedule, Formulating Hypothesis, Ethics in Business Research.

### **Unit-II**

Sampling Design and Sampling Procedure. Sampling and Non-Sampling Errors. Data Analysis and Interpretation. Hypothesis Testing-t-Test, Chi-Square Test, Test of Mean and Proportion, Report Writing. Role of Computers in Research.

### **Suggested Readings:**

1. Kothari, C.R., Research Methods and Techniques, Wiley Eastern.
2. Bryman, A. and Bell, E., Business Research Methods, Oxford University Press, New York.
3. Carver, R.H. and Nash, J.G., Data analysis with SPSS, Cengage learning, New Delhi.
4. Kumar, R., Research Methodology- A Step by Step Guide for Beginners, Pearson Education.
5. Zikmund, W.G., Business Research Methods, Cengage Learning, Singapore.

## **BBA 224 : HUMAN RESOURCE MANAGEMENT**

**Objective:** The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

### **UNIT - I**

Human Resource Management: Introduction, Meaning and Definitions, Brief History, Nature, Functions, Importance and Limitations of HRM. Challenges faced by Modern HR Managers.

Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR planning and Suggestions for Making HR Planning Effective, Succession Planning.

Recruitment, Selection, Training and Development.

Placement and Induction, Transfers and Promotions.

### **UNIT – II**

HR Department and Policies ó Organisational Design of HR Department, Composition, Functions, HRM Environment.

HR Information System ó Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory.

HR Records ó Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description.

HR Research ó Objectives, Kinds and Techniques.

HR & Audit ó Objectives, Need, Process, Types and Approaches.

**Practical Work:** Case Studies on the Relevant Topics.

#### **Suggested readings:**

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. M S Saiyadain, Human Resource Management, Tata McGraw.
4. VSP Rao, Human Resource Management, Excel Books.

## **BBA 225: INDIRECT TAX LAWS**

**Objective:** The objective of this paper is to help the students to acquire the knowledge of indirect tax laws prevailing in India.

### **UNIT – I**

Central Sales Tax Act óFeatures, Terms, Definitions, Registration of Dealer, Procedure of Assessment, Levy, Sales Tax Authorities- Their Powers & Functions.

Value Added Tax – Basic Concepts and Historical Background, Levy of VAT, Difficulties in Administering VAT, Mode of Operation of VAT System, Variants of VAT and Methods of Computation of VAT Liability, Merits and Demerits of VAT. Set-Off/Input Tax Credit, Carrying over of Tax Credit, Registration, TIN.

Customs Act, 1962 ó Basic Concepts Provisions, Types of Custom Duty, Levy, Valuation, Customs Procedure, Baggage & Exemptions.

### **UNIT – II**

Central Excise Act, 1944 ó Introduction, Definitions, Valuation of Goods for Central Excise, Types of Duties, Levy, CENVAT Credit Rules.

**Service Tax:** Nature of Service Tax, Meaning of Service, Negative List, Mega Exemption Notification, Registration, Computation of Service Tax Liability, Point of Taxation, Reverse Charge Mechanism, Small Service Provider, Service Tax Procedure.

**Note:** The paper setter will consider the changes upto 30<sup>th</sup> September of relevant year.

**Practical Work:** Fillings of Forms for Registration Returns, Assessment etc.

#### **Suggested Readings:**

1. Indirect Tax Laws - Dr. Vinod K. Singhania & Dr. Monica Singhania (Taxmann Publications, New Delhi).
2. Indirect Taxes ó Dr. H. C. Mehrotra & Dr. V.P. Agarwal (Sahitya Bhawan Publications, Agra)

## **BBA 226: DATABASE MANAGEMENT SYSTEM**

**Objective:** The objective of the paper is to impart basic knowledge of data base management systems.

### **UNIT – I**

Introduction: Database v/s File Oriented Systems, Database Management Systems, Advantages and Disadvantages of DBMS, Types of DBMS User, Three Tier Architecture of DBMS, Data Independence, Client Server Architecture, Introduction to Distributed Databases, Components of DBMS.

Data Models: Hierarchical, Network, Relational, E-R Model ó Concepts, E ó R diagrams, symbols, Structure of Relational Data Model (Relations, Types, Attributes), Keys, Integrity Constraints, DDL, DML.

Relational Algebra and Relational Calculus:

Relational Algebra ó Operations Unions Intersections, difference, Cartesian product, Projection, Selection, Joint Examples of Queries Written in Relational Algebra.

Relational Calculus:

Triple Relational Calculus, Domain Relational Calculus, Basic Operations of Relational Calculus, Writing Queries in Relational Calculus, Difference between Triple Relations Calculus and Domain Relational Calculus and Between Relational Algebra and Relational Calculus.

### **UNIT – II**

Relational Database Design: Normalization, its Need, Normal Forms, Functional Dependencies, Anomalies, Example of Normalization.

Securing the Database, Threats to Database, Concepts of Database Securing, Integrity, Difference between Securing and Integrity, Database Failures and Recovery Techniques.

Using DDL Commands to Create, Alter, Rename, Delete Tables, DML Commands to Insert, Update, Delete the Records, Giving Queries to RDBMS, DCLA Commands for Granting Revoking Privileges and Creating Users, Any RDBMS in Usage.

### **Suggested Readings:**

1. Database System Concept ó Korth et. Al.
2. An Introduction o Database Design ó Date.
3. Object ó Oriented Database Design ó Harrington.
4. Fundamentals of Database System ó Elmasri and Navethe.
5. Database management and Design ó Hansen and Hansen.

**Instructions for Paper Setters**  
**B.B.A. Class**

**3<sup>RD</sup> Year**

**Section A**

Examiner will set 6 questions from entire syllabus and students shall attempt 4 questions. Each question carry 4 marks.

**Section B**

Examiner will set 4 questions from Unit 1 of syllabus. Student shall attempt 2 questions.. Each question carry 16 marks.

**Section C**

Examiner will set 4 questions from Unit II of the syllabus. Student shall attempt 2 questions. Each question carry 16 marks.

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR BACHELOR OF  
BUSINESS ADMINISTRATION EXAMINATION - 2016**

**(B.B.A. 3<sup>rd</sup> Year)**

**NOTE :**

1. A unit should be of 30 students.
2. 80 percent marks shall be assigned to external examination and 20 percent to internal assessment. In the papers relating to computers, the division of marks shall be as follows:

Written Test	:	50 marks
Practical	:	30 marks
Internal Assessment	:	20 marks

The Internal Assessment mentioned as above be divided as under:-

HST (House Examination)	:	10 marks
Written Assignments	:	05 marks
Class Participation	:	05 marks

3. Case Study and tutorial system of imparting instructions shall be followed. A unit shall be divided into two tutorial groups.
4. Work load shall be 5 theory + 1 tutorial period per week.

**THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-**

External Evaluation		80 marks
Internal Assessment		20 marks
Written Assignment	5 marks	
Class Participation marks	5	
House Examination	10 marks	

The Convener, Undergraduate Board of Studies in Commerce has given further clarification for awarding 10 marks in each paper (internal assessment for practical work) as under:

The contents in practical would be from the curriculum.

Teacher should assign some project or practical work to students. Students should be guided to carry on field work and collect primary data (wherever possible). Whatever project work/practical work/assignment is submitted by the student, should be evaluated by the class teacher of the college and marks be awarded accordingly. Further work of the student should be preserved for at least one year, which can be inspected by the University at any time.

In English paper, the assignment could be in the form of Business Letters/Public Notice/Tenders/ Precis etc.



## BACHELOR OF BUSINESS ADMINISTRATION 3<sup>rd</sup> YEAR

<u>Sr.No.</u>	<u>Titles</u>	<u>Marks</u>
1.	Entrepreneurship Development	100
2.	Computer Based Information System	100
3.	Project Report & Viva	100

Any two groups of the following :

### Group A

1.	Insurance Management	100
2.	Banking Law & Management	100

### Group B

1.	Organization Behavior	100
2.	Industrial Relations & Labor Legislation	100

### Group C

1.	International Marketing	100
2.	Sales & Distribution	100

Division of marks in each paper :

1.	Internal Assessment	20
2.	External Examinations	80

In Computer Exams.

1.	Internal Assessment	20
2.	External Examinations	50
3.	Practical Exams.	30

# **SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION THIRD YEAR**

Max. Marks	: 100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 hours

## **PAPER-I : ENTREPRENEURSHIP DEVELOPMENT**

### **Objectives:**

- To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development.
- To help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
- To motivate students to put for entrepreneurship and self-employment as alternate career options.

### **UNIT-I**

Entrepreneurship and Economic Development. Definition of Entrepreneurship. Need for Entrepreneurship, Difference between entrepreneur and self employed person, Entrepreneur and Entrepreneurship, Role of Entrepreneur, Linkage between Entrepreneur and Economic Development, Entrepreneurial Motivation: Establish Entrepreneurial Competencies the essential ones only : 15-20 of them, Entrepreneurial Motivation, Defreezing with the Help of Micro-lab, Data Collection about self. Administering Behavioral Games and Exercise for Explaining Desired Entrepreneur Behavior, Career Counselling.

### **UNIT-II**

Exposure to Enterprise Support System at District, State and National Level: District Level Activities and Functions of District Industry Centers (KVIC etc.). State Level State Financial Corporations, State Small Industries and Export Corporations, Commercial Banks National Level: Small Industries Development Bank of India. National Small Industries Corporations, National Research Development Corporation. Project Identification and Project Design: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal, Project Appraisal and Documentation : Appraisal Criteria and the various formalities requiring clearance for availing financial support.

### **Suggestions for Teaching/Testing:**

1. The subject comprises many disciplines. Therefore, assistance of outside field expertise needs to be taken, Collaborative teaching is essential.
2. The question paper should include objective type as well as descriptive type questions.
3. Internal Assessment:  
Internal Assessment would largely depend upon learners regularity and punctuality in class, participation in class discussion, completion of given assignment(s), conduct of market survey and preparation of a brief business plan for a proposed/suggested project. Evaluation of market survey work and business plan should be jointly done by the teacher concerned and the expert from District Industries Center/Commercial banks.

**Note:** Teachers must remember that the learners are not expected to execute the project proposal prepared by them in the Entrepreneurship Development paper. The project proposal is merely a tool to give them confidence in preparing a plan for entrepreneurial venture.

## **Paper -II: Computer Based Information Systems**

Max. Marks	: 100
Ext. Assessment	: 90
Int. Assessment	: 10
Time	: 3 hours.
L	P
45	15

### **1. System Life Cycle :**

System concepts, General system model, System, Data, information, System Life Cycle phases planning, Analysis, Design and Implementation, Introduction to Case tools.

### **2. Concepts of Computer Based Systems model, Computer based information system, Introduction to Management Information System, Decision Support System and Knowledge Based Systems.**

### **3. Accounting Information System :**

Characteristics, Sample system, Sub system for filling customer order, Ordering replenishment stock, Performing general ledger processes; features and use of Accounting Information System Package-TALLY.

### **4. Marketing Information System :**

Basic concepts, Model, Subsystems including, Marketing Research, Marketing Intelligence, Product, Place, Promotion and Pricing subsystems.

### **5. Manufacturing Information System :**

Model and subsystem including, Accounting information, Industrial Engineering, Inventory, Quality and Cost subsystem.

### **6. Financial Information System :**

Model and subsystems including, Forecasting, Funds management and control subsystem.

### **7. Human Resources Information Systems :**

Model, Subsystems including, Human resources research, Human resources intelligence, HRIS data base, HRIS output.

### **8. Fundamentals of Electronic Commerce :**

Electronic Data Interchange, Electronic Commerce Methodology: Electronic Commerce Technology, Security.

## **References:**

1. Chapter 17,18,19,20,22,23,24,25,27,29,30,31,32 from "Computer Systems Today" by Suresh K. Basaudra, Wheeler Publishing.Rs-320/-

## **Group A**

### **PAPER – I : INSURANCE MANGEMENT**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hrs

#### **UNIT-I**

Definition & Nature of Insurance, Evaluation of Insurance Contract, Motor Insurance, Burglary & Personal Accident Insurance, Misc. forms of insurance, Rural insurance in India, Urban non-traditional insurance, Emerging insurance, Business scans in India, Nature of life insurance contract, Principles, Classification, Amenities, Policy conditions, Salient feature of TRDA.

#### **UNIT-II**

General Insurance in India. Organization and Management of general insurance, Insurance and Taxation. Nature of Marine insurance in contract, Marine insurance policies, Policy conditions, Premium calculation, Marine Losses, Nature & use of Fire Insurance, Fire insurance contract, Kinds of policies & conditions, Rate fixation in Fire Insurance.

**PAPER –II : BANKING LAW & MANAGEMENT**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours.

**UNIT-I**

Banking Regulation Act 1949, A study of Negotiable Instrument Act 1881, Banker & Customer relations, Banks as Borrowers, Employment of Funds, Guarantees, Advances secured by collateral securities, Goods & Bank balance sheet, Innovative Banking.

**UNIT-II**

Structure of Money & Capital Markets, Role of Financial Institutions in capital formation, Commercial Banks, Organization, Structure & Functions, Process of multiple credit creation, Sources & uses of bank funds, Liquidity Concepts, Instruments & Procedures. Profitability of Banks. The issue of NPAs & capital adequacy.

## **Group B**

### **Paper – I : Organisational Behaviour**

Max. Marks	:100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 hours

#### **UNIT-I**

Introduction to Human Behavior in organization, Individual Behavior, Personality: Meaning, Self Concepts, Self esteem, Determinants of personality. Perception, Nature and importance, Perceptual selectivity. Stereotyping halo effect etc.

Attitude and Behavior - Modification, Motivation, Types of motivation, Theories of motivation given by Maslow, Herzberg, Alderferø, MCgregor, Vroom and Porter Lawyer, Inter Personal Behavior.

#### **UNIT-II**

Leadership (Leadership styles, Trait approach, Behavioral approaches.

Group Dynamics: Types of groups, Group norms, and roles, Group cohesiveness, Group development.

Management of conflict. Stress management, Organizational Communication. (Importance, Process Barriers.)

Note: CASE STUDIES FOR EACH TOPIC MUST BE DISCUSSED IN THE CLASS.

**PAPER –II : INDUSTRIAL RELATIONS & LABOUR LEGISLATION**

Max. Marks	:100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 Hrs

**UNIT-I**

Industrial Relations: Concepts, Objectives, Approaches, Participant, Essentials of effective Industrial Relations, Industrial Conflicts: Nature, Form, Causes, Effects, Grievance administration concept, Procedure, Guidelines, Discipline, Approaches.

**UNIT-II**

Industrial Disputes Act 1947, Trade Unions Act 1926, Payment of Wages Act, 1936, Laws relating to Social Security, Employees State Insurance Act 1948, Compensation Act 1923, Employees Provident Fund Act, 1951. The Employment (Standing Order) Act, 1946.



## **Group-C**

### **PAPER- I : INTERNATIONAL MARKETING**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours

#### **UNIT-I**

Introduction, Framework of International Marketing, Basis of International trade, Trends in world trade, Foreign trade & Economic growth, Identifying foreign markets, New Techniques in International Marketing, Multi-Nationals, Role of International Marketing, India's trade policies, Trends in India's foreign trade.

#### **UNIT-II**

Export Marketing: Product Planning & Marketing plan for export policies, Decision & EXIM policy. Export costing pricing and finance, Export document and procedures, Export assistance, Methods of payment, Assistance and incentives given for Indian exports. Export promotion in India and foreign trade organizations, Export management and personal selling.

## **PAPER- II : SALES AND DISTRIBUTION**

Max. Marks : 100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time : 3 Hrs

### **UNIT-I**

Management & Importance of Sales Force. Functions of sales manager, Recruitment & Selection, Training & Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota, Sales and Cost analyses, uses and methods.

### **UNIT-II**

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport, Transportation rates of pricing, Distribution control & performance evaluation. Inventory Management, Inventory control, Role under conditions of certainty & uncertainty. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing.

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