- PANJAB UNIVERSITY, CHANDIGARH

FACULTY OF BUSINESS MANAGEMENT
& COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

BACHELOR OF BUSINESS ADMINISTRATION
(1st Year, 2nd year and 3rd year)

For the Examinations of 2011
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.
**BACHELOR OF BUSINESS ADMINISTRATION 1st YEAR**

<table>
<thead>
<tr>
<th>Title of the paper</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. English &amp; Business Communication Skill</td>
<td>100</td>
</tr>
<tr>
<td>2. * Punjabi/History &amp; Culture of Punjab</td>
<td>50</td>
</tr>
<tr>
<td>3. Organization &amp; Management</td>
<td>100</td>
</tr>
<tr>
<td>4. Quantitative Techniques</td>
<td>100</td>
</tr>
<tr>
<td>5. Business Laws-I</td>
<td>100</td>
</tr>
<tr>
<td>6. Business Economics</td>
<td>100</td>
</tr>
<tr>
<td>7. Basic Accounting</td>
<td>100</td>
</tr>
<tr>
<td>8. Computers (Fundamentals of Information Technology)</td>
<td>100</td>
</tr>
<tr>
<td>(On the job training during summer vacation 4 to 6 weeks)</td>
<td></td>
</tr>
<tr>
<td>9. ** Environmental Education**</td>
<td>100</td>
</tr>
</tbody>
</table>

**BACHELOR OF BUSINESS ADMINISTRATION  2nd YEAR**

<table>
<thead>
<tr>
<th>Title of the paper</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business Laws-II</td>
<td>100</td>
</tr>
<tr>
<td>2. Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>3. Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>4. Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>5. Production &amp; Operations Management</td>
<td>100</td>
</tr>
<tr>
<td>6. Business Environment</td>
<td>100</td>
</tr>
<tr>
<td>7. Computer (Operating Systems and P.C. Software)</td>
<td>100</td>
</tr>
<tr>
<td>(On the job training during summer vacation 4 to 6 weeks)</td>
<td></td>
</tr>
</tbody>
</table>

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

(i) Students who have not studied Punjabi upto class 10th.
(ii) Wards of and Defence Personnel and Central Government employee/employees who are transferable on all India bases.
(iii) Foreigners.

** This is a compulsory qualifying paper, which the students have to study in the B.B.A./B.A./B.Sc./B.Com. 1st year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.
THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>External Evaluation</td>
<td>80 marks</td>
<td></td>
</tr>
<tr>
<td>Internal Assessment</td>
<td></td>
<td>20 marks</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>5 marks</td>
<td></td>
</tr>
<tr>
<td>Class Participation</td>
<td>5 marks</td>
<td></td>
</tr>
<tr>
<td>House Examination</td>
<td>10 marks</td>
<td></td>
</tr>
</tbody>
</table>

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 3rd YEAR

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Titles</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Entrepreneurship Development</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Computer Based Information System</td>
<td>100</td>
</tr>
<tr>
<td>3.</td>
<td>Project Report &amp; Viva</td>
<td>100</td>
</tr>
</tbody>
</table>

Any two groups of the following:

Group A
1. Insurance Management
2. Banking Law & Management

Group B
1. Organization Behavior
2. Industrial Relations & Labor Legislation

Group C
1. International Marketing
2. Sales & Distribution

Division of marks in each paper:
1. Internal Assessment
2. External Examinations

In Computer Exams.
1. Internal Assessment
2. External Examinations
3. Practical Exams.
UNIT-I


Corporate Communication: Formal and Informal communication networks, grapevine and communication barriers, improving communication.

Principles of Effective Communication: Concept; Writing-Skills; Planning Business Messages, Rewriting, Editing, The first-draft, Reconstructing the final draft business letters and memo formats and appearance, Request letters, Good news and bad news letters, Persuasive letters, Sales letters, Collection letters, Office memorandum etc. Modern Forms Communication - Telex, Fax, Telegram and Tele-conferences.


UNIT –II

Report Writing: Introduction to proposals, Short reports and formal reports, report preparation of any chosen topic. Oral presentations, Principles of oral presentations, factors effecting presentations, Sales presentation, Conducting surveys resume writing.

Non-verbal: Aspects of Communicating.
Effective Listening: Principles of effective listening.
Factors affecting listening, Listening exercises - Oral, Written and Video sessions.
Preparation of matter for meetings, the writing of notices, agenda minutes. The Organization and conduct of Conference.

a) Vocabulary from the text book  
b) Match columns  
c) Synonyms/Antonyms  
d) Pair of Words

Non-textual comprehension

Text Book
Patterns in Prose by Jagdish Chander, Panjab University, Publication Bureau.

Note: From text book, only a comprehension question should be asked. No general questions.

Testing:

1. Two questions on the Text (Patterns in Prose) with Internal choice  10 x 2=  20 marks
2. Letter                                                  08 marks.  
5. Vocabulary/Match Columns/Pair of words (All text based)  12 marks.  
6. Theory (Short notes) e.g. e-mail /tale-conference/fax/ Body language/Principles of Communication etc.  08 marks.  
7. Unseen Passage for comprehension                                      10 marks.  

PAPER-II: PUNJABI

Max. Marks : 50 marks.
Written : 45 marks.
Internal Assessment : 05 marks.

Time: 3 hrs.

1. A book of Punjabi. 15 marks
2. Essay writing on National and International Problems. 7 marks
3. Business Correspondence (Letters and Telegrams) 5 marks
4. Practical Grammar (Correct-Incorrect words, Sentences, Punctuation, Idioms) 8 marks
5. Translation of Business Advertisement from English to Punjabi 5 marks
6. Vocabulary of Business Administration 5 marks

Courses:
1. Katha Bodh out of 18 chapters only 12 chapters, 1,3,6,7,8,9,10,11,12,13,14 & 17 are in the syllabus, and others are deleted.
2. List of words attached.

Themes and Units:

1. Two questions from the book Katha Bodh (With internal choice.) 15 marks
2. Four topics may be given, on one of which an essay be asked to be written. 7 marks
3. Two subjects may be given, a letter of telegram on one of which may be asked to be written. 5 marks
4. Questions may be set in three parts 8 marks
   (a) Correct-Incorrect 3 marks
   (b) Punctuation 3 marks
   (c) Sentence Making 2 marks

5. A piece of business advertisement may be given for translation.

6. 10 words may be given and the students be asked to give each word’s meaning in Punjabi 5 marks

**Suggested Reading:**

College Panjabi Viakaran by Harkirat Singh published by Punjab State University Text Book Board, Chandigarh.
Absorption
Abnormal Returns
Absolute Priority
Accelerated Depreciation
Accounts Payable
Accounts Receivable
Accrued Interest
Accrual Based Accounting
Acid Test Ratio
Acquisition
Accounting Earnings
Accounting Liquidity
Acquiree
Acquirer
Acquisition of assets
Acquisition of Stock
Active Market
Advertising
Advertising media
Aggregate
Agribusiness
Allocation of Resources
Alternative Cost
Amortization of Debts
Amortization of Fixed Assets
Annual report
Annuity
Appreciation
Apprenticeship
Arbitrage
Asset/Liability management
Asset/liability statement
Asset based financing
Associated Companies
Auction Markets
Average
Average Productivity
Average revenue
Balance Sheet
Balanced budget
Bank Account
Barriers to Entry
Bilateral Agreement
Blue Collar Worker
Board of Directors
Bond Yield
Break-Even-Point
Branded Good
Business Consultants
Business Relations
Business Equipment
Business Forecasting
Business-Services
Business Solutions
Capacity
Capital Account
Capital Expenditure
Capital Formation
Capital Gains
Capital Goods
Capital Intensive Technique
Capital Market
Cartel
Cash based Accounting
Cash Flow
Circulating Capital
Collateral
Competition
Conciliation
Convenience Goods
Corporate Image Advertising
Cost of Production
Cost of Goods
Corporate Business
Current Assets
Current Liabilities
Debenture
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt Service</td>
<td></td>
</tr>
<tr>
<td>Debt Management</td>
<td></td>
</tr>
<tr>
<td>Deferred Payment</td>
<td></td>
</tr>
<tr>
<td>Deflation</td>
<td></td>
</tr>
<tr>
<td>Demonstration Effect</td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td></td>
</tr>
<tr>
<td>Direct Sales Method</td>
<td></td>
</tr>
<tr>
<td>Disinvestment</td>
<td></td>
</tr>
<tr>
<td>Dividend</td>
<td></td>
</tr>
<tr>
<td>Distribution Channel</td>
<td></td>
</tr>
<tr>
<td>Economic Indicator</td>
<td></td>
</tr>
<tr>
<td>Economic System</td>
<td></td>
</tr>
<tr>
<td>Economic Sanctions</td>
<td></td>
</tr>
<tr>
<td>Entrepreneur</td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td></td>
</tr>
<tr>
<td>Established Procedure</td>
<td></td>
</tr>
<tr>
<td>Establishment</td>
<td></td>
</tr>
<tr>
<td>Estimate of Expenditure</td>
<td></td>
</tr>
<tr>
<td>Executive Committee</td>
<td></td>
</tr>
<tr>
<td>Feasibility</td>
<td></td>
</tr>
<tr>
<td>Fiscal Policy</td>
<td></td>
</tr>
<tr>
<td>Fiscal Year</td>
<td></td>
</tr>
<tr>
<td>Fixed Assets</td>
<td></td>
</tr>
<tr>
<td>Fixed Costs</td>
<td></td>
</tr>
<tr>
<td>Foreign Exchange</td>
<td></td>
</tr>
<tr>
<td>General Procedure</td>
<td></td>
</tr>
<tr>
<td>Governing Body</td>
<td></td>
</tr>
<tr>
<td>Gross Profit</td>
<td></td>
</tr>
<tr>
<td>Hierarchy</td>
<td></td>
</tr>
<tr>
<td>Hoarding</td>
<td></td>
</tr>
<tr>
<td>Human Capital</td>
<td></td>
</tr>
<tr>
<td>Human Resources</td>
<td></td>
</tr>
<tr>
<td>Impersonal Service</td>
<td></td>
</tr>
<tr>
<td>Incumbent</td>
<td></td>
</tr>
<tr>
<td>Income Statement</td>
<td></td>
</tr>
<tr>
<td>Inflation</td>
<td></td>
</tr>
<tr>
<td>Infrastructural Facilities</td>
<td></td>
</tr>
<tr>
<td>Innovation</td>
<td></td>
</tr>
<tr>
<td>Investment</td>
<td></td>
</tr>
<tr>
<td>Investment Function</td>
<td></td>
</tr>
<tr>
<td>Joint Venture</td>
<td></td>
</tr>
<tr>
<td>Labour Intensive Technique</td>
<td></td>
</tr>
<tr>
<td>Labour Organisation</td>
<td></td>
</tr>
<tr>
<td>Laissez Fair</td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Licensing Agreement</td>
<td></td>
</tr>
<tr>
<td>Limited Company</td>
<td></td>
</tr>
<tr>
<td>Liquid Capital</td>
<td></td>
</tr>
<tr>
<td>Liquidity</td>
<td></td>
</tr>
<tr>
<td>Localization of Industry</td>
<td></td>
</tr>
<tr>
<td>Long Term Assets</td>
<td></td>
</tr>
<tr>
<td>Long Term Liabilities</td>
<td></td>
</tr>
<tr>
<td>Magnate</td>
<td></td>
</tr>
<tr>
<td>Major-Head</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td></td>
</tr>
<tr>
<td>Managing Director</td>
<td></td>
</tr>
<tr>
<td>Managing Partner</td>
<td></td>
</tr>
<tr>
<td>Market</td>
<td></td>
</tr>
<tr>
<td>Market Fluctuation</td>
<td></td>
</tr>
<tr>
<td>Market Share</td>
<td></td>
</tr>
<tr>
<td>Marketable Goods</td>
<td></td>
</tr>
<tr>
<td>Mechanization</td>
<td></td>
</tr>
<tr>
<td>Mediation</td>
<td></td>
</tr>
<tr>
<td>Mercantilism</td>
<td></td>
</tr>
<tr>
<td>Merger</td>
<td></td>
</tr>
<tr>
<td>Mixed Economy</td>
<td></td>
</tr>
<tr>
<td>Monopoly</td>
<td></td>
</tr>
<tr>
<td>National Income</td>
<td></td>
</tr>
<tr>
<td>Net Investment</td>
<td></td>
</tr>
<tr>
<td>Net Profit</td>
<td></td>
</tr>
<tr>
<td>Oligopoly</td>
<td></td>
</tr>
<tr>
<td>Open Market Operations</td>
<td></td>
</tr>
<tr>
<td>Partnership</td>
<td></td>
</tr>
<tr>
<td>Perfect Monopoly</td>
<td></td>
</tr>
<tr>
<td>Personal Service</td>
<td></td>
</tr>
<tr>
<td>Planned Economy</td>
<td></td>
</tr>
<tr>
<td>Price War</td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td></td>
</tr>
<tr>
<td>Production Capacity</td>
<td></td>
</tr>
</tbody>
</table>

-10-
Productivity- T[sgkdesk
Profit Margin- bkG nzô
Proprietary Technology-;zgsh o{g seBkb'ih
Protective Duty-;[oZfynk eo
Public Sector-;kotifBe y/so
Quotas- e'N/
Quotation- w[Zb ;{uh
Recession- nkofEe wzdh dk d"o
Redemption- w[es j'Dk
Revenue- nkwdB
Sales Promotion- gquko eoe/ ftZeoh tXkT[Dk
Seasonal Variation- w";w nB[;ko nzso
Service Conditions-;/tk jkbsK
Service Goods-;/tk t;sK
Shares- ò/no, fjZ;/
Sinking Fund- foD fBtkoD e'ô
Skill Formation- e"ôb fBowkD
Slump- wzdk
Social Security Programme-;wkfie ;[oZfynk gg'rokw
Sole Proprietorship- J/eb wkbeh
Speciality Goods- ftô/or t;sK
Speculative Motive-;ZNk ;[Gkth wzst
Staple Good- gqw[Zy tkgoe t;s
Statutory Company- ekB(zB nXhB ;Ekfgs ezgBh
Stock Exchange- ok; dh wzvh, ò/no pk+ko
Subsidiary Company- ;jkfJe ezgBh
Strategic Relationships- Bhshrs ;pzX
Syndicate- f;zvhe/N
Trademark- wkoek
Tariff- do ;{uh
Tax Equity- eo ;wBhsh
Technology- seBkb'ih
Terms of Payment- G[rskB dhnK ôosK
Terms of Trade- tkgd dhnK ôosK
Trade Barriers- tkgoe o[ektNK
Trade Union- No/v :(BhnB
Under Employment- nbg o[+rko
Productive Expenditure- nDFT[gikT{ òou
Unproductive Labour- nDFT[gikT{ feos
Vertical Integration-;wo{g ;zxNB
Wages- w+d(oh
Wage Goods- w+d(oh t;sK
Wholesale Sales Method- E'e ftZeoh Yzr
Working Capital- ubzs g{zih

-11-

OR

PAPER II: HISTORY AND CULTURE OF PUNJAB

Max. Marks : 50 marks
Written : 45 marks
Internal Assessment : 05 marks
Time : 3. 00 hrs.

One Paper

General Instructions:
1. In all, nine questions will be set. Each question will carry 9 marks.
2. First question shall be Short Answer type containing 15 short questions spread over the whole syllabus. Candidates will attempt nine questions out of the fifteen questions in about 25 to 30 words each. Each short question will carry 1 mark totaling 9x1=9 marks. The first question is compulsory.
3. Rest of the paper shall contain 4 units. Each unit shall have two essay type questions and the candidate shall attempt one question from each unit - 4 in all.
4. 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 (4) in the question paper.

HISTORY AND CULTURE OF PUNJAB 1200-1849 A.D.

UNIT-I
1. Society in the Punjab during the Afghan rule.
2. The Punjab under the Great Mughals.

UNIT-II
4. Guru Nanak: His teachings ;concept of Langar and Sangat.

UNIT-III
7. Martyrdom of Guru Tegh Bahadur; foundation of the Khalsa by Guru Gobind Singh.
8. Banda Bahadur and his achievements; Sikh struggle for sovereignty from 1716 to 1765; role of Dal Khalsa, Rakhi, Gurmata and Misls.
9. Ranjit Singh’s rise to power: civil and military administration; relations with the British.

UNIT-IV
10. Social change with special reference to the position of women.
11. New developments in language, literature, architecture in the Punjab during the Medieval Period.
12. Famous Folk tales of Medieval Punjab.

Suggested Readings:

1. Singh, Kirpal, History and Culture of the Punjab, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala, 1990 (3rd edn.)
N.B. The required detail and depth would conform to the treatment of the subject in the above survey This book will also form the basis of the short answer questions).

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

(a) Students who are not domiciled in Punjab and have not studied Punjabi upto class 10th.
(b) Ward of/and Defense Personnel and Central government employee/employees who are transferable on all India basis.
(c) Foreigners.

---

**PAPER III: ORGANISATION AND MANAGEMENT**

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

**UNIT- I**

**INTRODUCTION:**

Company promotion and Management location and size of a Business Unit, Business combination.

Management: Definitions, Meaning, Importance, Principles, Management as an art or science or both, Management as a Profession, Scientific Management and Rationalization.

Functions, Process of Management

UNIT-II


Directing: Communication, Motivation, Leadership.


PAPER IV: QUANTITATIVE TECHNIQUES

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

UNIT-I
Limit and continuity of functions, Derivatives, Repeated Derivatives, Theory of maxima and minima single variable, Integration of Algebraic, Logarithmic and Exponential functions. Integration by parts, Integration using Partial fraction.


UNIT-II

Introduction, Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Measures of Central Tendency, Mean, Median, Mode, Measure of dispersion. Range quintile deviation, Mean, Average deviation and Standard deviation.


Regression Correlation, Karl Pearson’s and Rank Correlation Methods, use of Regression analysis, Regression equation (two variables only).

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.
UNIT-I


Partnership Act, Definition & Nature of Partnership, Relation of Partners, Interest, Relation of Partners to Third Parties, Incoming & Outgoing Partners. Dissolution of Firms.

UNIT-II


Remedial Measures.


Salient Features of RTI Act - Right to Information (Sec.3), Obligation of Public Authorities (Sec.4), Request for Obtaining Information (Sec.6), Disposal of Request (Sec.7), Exemption from Disclosure of Information (Sec.8), Grounds for Refection (Sec.9).
UNIT-I


UNIT-II

UNIT-I

Financial Accounting - Introduction to Accounting, Meaning, Process cycle, Advantages of Accounting, Generally Accepted Accounting Principles and Practice (GAAP), Incorporate Financial Reporting. Form and Content of Income Statement and Balance Sheet.


UNIT-II

PAPER VIII: COMPUTERS (FUNDAMENTALS OF INFORMATION TECHNOLOGY)

1. Introduction to Information Technology (IT):

   Introduction, Applications of IT in Business and Industry.
   Education and Training, Science, Engineering and Maths.

2. Basics of Computer:

   Types of computers, Anatomy of a computer, Introduction to the concepts of Bit, Byte, Word, Microprocessor, Chips, ROM, RAM, Buses, Ports, Hardware, Software, Operative System, System software, Application software, Typical configuration of a Pentium computer.

3. Input, Output and Memory:

   Various input devices including keyboard, Mouse, Joystick, Scanners, Cameras. Various output devices including Monitors, Printers and Plotters.

4. Primary and Secondary Memory:

   Volatile and non-volatile memory, Extended and Expanded memory, Movable and Non-removable secondary storage-tapes, Disks, CDROM, DVD, Comparison of these devices based on technology and speed, Introduction to Multimedia - Application, Video, Audio graphics presentation devices.

5. Fundamentals of Internet Technology:

   Network applications, Concepts of bandwidth frequency, Local area networks and wide area network, Internet, WWW, E-mail, Telnet and FTP, Browsing and Search engines.

References:

2. Computer Science : Theory and Application by Balagurusamy and B. Sushila
3. Computers Today by Sauders
5. Fundamentals of Computers by V. Rajaraman
Paper-IX : ENVIRONMENTAL EDUCATION

Max. Marks : 50
Time : 60 hours

1. Environment Concept: (25 HRS. COURSE)

   Introduction, Concept of biosphere - Lithosphere, Hydrosphere, Atmosphere;
   Natural resources - 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 - A life support system, Its texture, Types, Components,
   Pollution and pollutants, Reasons of soil erosion and possible control measures.

5. Forests:

   Concepts 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:


7. Management of Solid Waste:

Merits and demerits of different ways of solid waste management - Open, Dumping, Landfill, Incineration, Resource reduction, Recycling and reuse, Vermicom posting 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:**


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.

**Practicals:**

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.

**Note:**  
Above 15 topics to be covered in 25 hours lectures in total, with 2 lectures in each topics from 2 to 11 and one each for the topics 1 and 12 to 15.
**Examination Pattern**: Fifty multiple choice questions (with one correct and three incorrect alternatives and no marks deduction for wrong answer or unattempted question).

- All questions compulsory i.e. no choice.

- Qualifying marks 33 per cent i.e. 17 marks out of 50.

- Total marks: 50

- Duration of Examination: 60 minutes.

- Spread of questions: Minimum of 2 questions from each of the topics 1 and 12 to 15

  Minimum of 4 questions from topics 2 to 11.
SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION

SECOND YEAR

PAPER I : BUSINESS LAWS-II

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

UNIT-I


UNIT-II

Tax Law: Definition, Basis of charge, Exempted income, Steps involved in calculation of total income, Calculation of incomes under various heads of income.
UNIT-I

Marketing: Definition of Marketing, Importance, Modern marketing concepts, Marketing process, Strategic planning and marketing and selling, Types of Organization, Marketing environment with special reference to India & its new economic policies.
Marketing Segmentation: Targeting & Positioning, Marketing mix elements.


Branding and Packaging.
Pricing Management: Importance, Objective, Factors, Pricing policies, Kinds of pricing, Methods of pricing.

UNIT-II

Promotional activities, Communication & Promotion, Promotion mixes & strategies, Forms of promotion and sales promotion.

Advertising: Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, Advertising copy, Objections against advertising.

Personal selling and Sales management: Objectives, Importance, Qualities. Types of salesmen, Sales forecasting, Motivation, Compensation.

UNIT-I


UNIT-II

Training: Conceptual aspects, Training and Learning, Training objectives, Training process, policies, Plans designing training programmes, Methods of training, Evaluation of training effectiveness. Significance of training, nature, significance of principles of wages and salary administration.

Development: What is development, Difference between training and development, Objectives of development, Development process, Define development needs evolving development policies, Preparing development plans, Designing development programmes. Development Methods, Case studies, Role play, Sensitivity training in basket exercise, Business games, Transaction analysis, Behavior modelling, Evaluation of development effectiveness.
UNIT-I

Functions and Goals: What is finance, what are finance function, what does the financial manager do, Financial goals, Profit vs Wealth, How finance functions are organized. Relationship of finance with other business functions. Cost of capital: Concept Components, Weighted average. Cost of capital, Equity share capital, Retained earnings, Cost of equity issuing.


UNIT-II

UNIT-I

Concept of Production, Types of production system, Strategic planning and forecasting, Production process analysis and planning, Capital investment, Capacity planning, Revenue budget and cost of production, Profitability analysis, Break-even analysis, CPM, PERT. Plant Location and Layout.

Methods of Improvement and Work simplification: Basic Concept, Method of study of production.

UNIT-II

UNIT-I

The process of environmental scanning. The scanning of some consumer goods industries. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc.

The key elements of economic environment. Economic system and economic planning in India. Objectives, strategies and evaluation of various Five year plans. The relevance of planning in the market oriented economy.

The changing dimensions of various Industrial policies in India particularly after 1980.

Monetary policy and its relevance to business, Fiscal Policy in India -The taxation system. The Public debt and the role of deficit financing.

The importance of Union budget. The evaluation of latest budgets. The concept, philosophy and performance of public sector in India. The debate of privatization of Public Sector in India.

UNIT-II
The key elements of Political environment. The relationship between business and government. The Economic roles of Government. The role of Government machinery, particularly the legal environment in India. The licensing system, the introductory framework of some of business laws i.e. FEMA, SEBI, the latest company law bill, the Consumer Protection Act, 1986. The changing dimension of regulatory framework in India and its impact of Indian business environment.

The components of social and cultural environment. The salient feature of Indian culture and values. The changing role of Indian family system. Emergence of middle class and its influence on business. The role of T.V. on Indian culture and values. The need for social responsibility of business; the ecological Issues and Indian business.

The International business environment. The role and importance of MNC’s in India. The foreign direct investment in India. The role of non-resident Indians. The changing dimension of foreign trade policy. The devaluation of Indian rupee and its impact on Indian business.

The technological environment. The technology policy, the role of Research & Development in Business. The import of technology and problems associated with it. The debate of sophisticated technology and the problems of unemployment.
PAPER VII : COMPUTER OPERATING SYSTEMS AND PC SOFTWARE

Max. Marks : 100
Ext. Assessment : 90
Int. Assessment : 10
Time : 3 hours.
L | P
30 | 30

1. Disk Operating System (Dos):

Introduction, Features of Dos, Booting process, Internal and External dos commands including file and directory commands such as DIR, MD, RD, REN, COPY, FORMAT, PATH, XCOPY, TREE, MORE

2. Window Operating System:

Introduction to Graphical User Interface (GUI), Features of windows operating system, Concept of desktop, Taskbar, Start button, Help button, Scroll bars, Minimizing and maximizing buttons; Functions of My computer, Recycle bin, Windows explorer; Creating folders and short cuts.

3. Word Processing Software: MS-Word:

Introduction and applications of word processing, Features of MS-Word, Creating, Opening, Saving and Inserting files, Editing Documents, Formatting documents, Inserting pictures, Creating graphs, Using tools such as spelling and grammar check; Using Mail Merge.

4. Spreadsheet Software: MS-Excel:

Introduction and applications of spreadsheet, Creating, Opening and saving worksheet, Entering information including text, numeric, formula, date and time; Using built-in functions including mathematical, statistical, date and financial functions, Formatting worksheet, Protecting cells, Printing worksheet, Creating 2D and 3d graphics, Concept of workbook.

5. Relational Data Base Management System Package (Ms-Access):

Introduction to database and data base management system (DBMS), Applications of DBMS, Features of MS; Access, Creating tables, Use of Import and Export facility, creating queries, form design and report design.

6. Introduction and applications of presentations, Software features of Ms-Power point, Introduction to Virus detections, Prevention and anti-virus packages.
References:


2. Rapidex Computer Course (Windows Edition) by Vikas Gupta, Pushpak Mahal, Rs. 149/-


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

UNIT-II

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 minemarket 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.


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:

References:

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

UNIT-I

UNIT-II
Group B

Paper – I: Organisational Behaviour

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

UNIT-I


Attitude and Behavior - Modification, Motivation, Types of motivation, Theories of motivation given by Maslow, Herzberg, Alderfer’s, 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.
UNIT I


UNIT II

UNIT-I


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.
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


Published by: Prof. S.S. Bari, Registrar, Panjab University, Chandigarh.