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)

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Paper Title</th>
<th>M.Marks</th>
<th>No. of lectures Per week</th>
<th>Tutorials Per Week***</th>
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<td>BBA 101A/</td>
<td>PUNJABI / HISTORY AND CULTURE</td>
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<tr>
<td>BBA 102</td>
<td>BUSINESS STATISTICS*</td>
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<td>FUNDAMENTALS OF INFORMATION TECHNOLOGY</td>
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<td>BBA 104</td>
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<td>ESSENTIALS OF BUSINESS ECONOMICS II</td>
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<td>BBA 125</td>
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<td>DIRECT TAX LAWS*</td>
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**FORTH SEMESTER**

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* 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 (2nd Semester). If the student/s failed to qualify the paper during the 2nd Semester, he/she/ they be allowed to appear/qualify the same in the 4th or 6th Semester/s.

*** Each unit of BBA will be divided into 2 Groups for the purpose of Tutorials.
Business Vocabulary
1. Acceptance
2. Access
3. Account
4. Accountant
5. Account Book
6. Acknowledgement
7. Advance
8. Alternative Cost
9. Amalgamation
10. Amortization of Debts
11. Amortization of fixed Assets
12. Annuity
13. Anticipated Prices
14. Arbitration
15. Assessed Tax
16. Assets
17. Assets and Liabilities
18. Authorized Capital
19. Audit
20. Audit Staff
21. Average
22. Average Productivity
23. Average Income
24. Back Log
25. Balance Sheet
26. Bankrupt
27. Barter
28. Beneficial
29. Bilateral Agreement
30. Bill of Exchange
31. Bond
32. Book Value
33. Book Keeping
34. Break-Even Point
35. Breach of Trust
36. Broker
37. Capital Account
38. Capital Expenditure
39. Capital Formation
40. Capital Investment
41. Capital Gains
42. Capital Goods
43. Cash Account
44. Cash Balance
45. Cash Book
46. Census
47. Circulating Capital
48. Commerce
49. Commercial Capital
50. Commodity
51. Company
52. Competition
53. Corporation
54. Cost Account
55. Cost of Production
56. Current Account
57. Current Liabilities
58. Debenture
59. Debt Management
60. Deduct
61. Deferred Payment
62. Deflation
63. Demand for payment
64. Demonstration Effect
65. Depreciation
66. Depression
67. Devaluation
68. Discount Rate
69. Disinvestment
70. Dividend
71. Distribution
72. Documentary proof
73. Double Entry
74. Draftsman
75. Economic Indicator
76. Entrepreneur
77. Excise Duty
78. Export Tax
79. Expenditure
80. Fair Trade
81. Finance
82. Finance affairs
83. Financial Penalty
84. Fine Paper
85. Firm
86. Firm Offer
87. Fiscal Policy
88. Fiscal Year
89. Fixed Capital
90. Fixed Costs
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**

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
UNIT III

9. Institution of Khalsa: new baptism; significance

UNIT IV

11. Society and Culture under Maharaja Ranjit Singh: social mobility; painting and architecture; literature.

Suggested Readings:

1. Joshi, L.M (ed.): History and Culture of the Punjab, Part-I, Publication Bureau, Punjabi University, Patiala, 1989 (3rd edn.)
5. Basham, A.L: The Wonder That was India, Rupa Books, Calcutta (18th rep.), 1992
6. Sharma, B.N: Life in Northern India, MunshiRam Manohar Lal, Delhi, 1966
7. Singh, Kirpal: History and Culture of the Punjab, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala 1990 (3rd edn.).

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 10th.
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 Tendancy: 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


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
4. Gupta S.P. - Statistical Methods
5. Navaneethan P. - Business Mathematics
6. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
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


UNIT- II


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

Suggested Readings:

BBAS104: MANAGEMENT CONCEPTS AND PRACTICES

Unit I

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


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


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.


Coordination: Concepts, Importance, Internal ï External Coordination.

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


Suggested Readings:

1. Peter F. Drucker, ØThe Practice of ManagementØ
2. Weihrich and Koontz, ØEssentials of ManagementØ
3. Stoner and Freeman, ØManagementØ
4. David R Hampton, ØModern ManagementØ
5. Stephen P Robbins, David A DeCenzo, ØFundamentals of Management- Essential Concepts and ApplicationsØ
6. VSP Rao & V. Hari Krishna, ØManagement Text & CasesØ
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

UNIT II

Suggested Readings:
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
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.
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:

Suggested Readings;
3. Thomas F. Dernburg, Macro economics.
7. A. Kontsoyianis; Modern Micro-Economics.
8. M. Adhikary; Business Economics.
SEMESTER II
BBA121A: phpra j aGr gj j bk

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2a uDt m Kgz kphej lDm Kdkn Nxn B
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e b;

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### Business Vocabulary

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60. Sales Tax
61. Sales Transfer Order
62. Security Bond
63. Service Goods
64. Shares
65. Share Capital
66. Share Holder
67. Share Market
68. Short Bills
69. Slump
70. Sole Proprietorship
71. Speculation
72. Statutory Company
73. Stipulated
74. Stock
75. Stock Exchange
76. Subsidiary Company
77. Surety
78. Tariff
79. Tax Exemption
80. Tax Base
81. Tax Evasion
82. Tax Equity
83. Tender
84. Tender money
85. Terms of Payment
86. Terms of Trade
87. Trademark
88. Transactions
89. Transfer Book
90. Under Value
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 Disigning/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

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 ï non co-operation, civil disobedience, Quit India.

UNIT IV

10. Partition and its Aftermath: resettlement; rehabilitation
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 os the Punjab, Part II(Medieval Period), Publication Bureau, Punjabi University, Patiala 1990(3rd edn.).
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 Public 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:
2. Collins- Public speaking.
3. Devesh, Self Development.
5. John Collin, "Perfect Presentation", Video Arts MARSHAL.
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
Say’s 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
Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment.
Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier.
Inflation: Meaning, Types, Causes, Effects, Measures to control it.

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

UNIT- I


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

UNIT- II


Suggested Readings:

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


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 - Maslow, 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
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
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.
Dividend Policy- Relevance and Irrelevance Theories.

Suggested Readings:
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 — 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:
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 — soil, water, air, wildlife, forests.

7. Management of Solid Waste:
Merits and demerits of different ways of solid waste management — 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:

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 – Concept & Significance.
5. How to obtain Driving License.
7. Common Driving mistakes.
8. Significance of First-aid in Road Safety.
9. Role of Civil Society in Road Safety.

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
2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

Websites:
(a) www.chandigarhpolicenic.in
(b) www.punjabpolice.gov.in
(c) www.haryanapolice.gov.in
(d) 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 Ten Mighty Pens. | 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 Ten Mighty Pens. | 10 Marks |
| Note: | 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 |

**Section II (Based upon Unit II)**

| 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:**

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:

Suggested Readings:
Frederick Hiller, Gerald Lieberman
BBA 203: MARKETING MANAGEMENT

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

UNIT – I


Marketing Research: Meaning, Importance, Marketing Research Process.


UNIT – II


Suggested Readings:

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


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

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

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.
Suggested Readings:
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 30th 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 - Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax - 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 Ten Mighty Pens. | 5 marks | 2 ½  x2= 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 Ten Mighty Pens. | 10 marks | |

Note: 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 |

**Section II (Based upon Unit II)**

| 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 Nonverbal 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


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

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


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 Organisation and Control – 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:
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
Objective: To provide knowledge to the students about fundamentals of business research.

Unit-I


Unit-II


Suggested Readings:

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


Recruitment, Selection, Training and Development.

Placement and Induction, Transfers and Promotions.

UNIT – II

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

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

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

HR Research – Objectives, Kinds and Techniques.

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

Practical Work: Case Studies on the Relevant Topics.

Suggested readings:

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


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.


UNIT – II


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 30th 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 - 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


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

Relational Algebra and Relational Calculus:
Relational Algebra ĭ 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 ĭ Korth et. Al.
2. An Introduction o Database Design ĭ Date.
3. Object ĭ Oriented Database Design ĭ Harrington.
5. Database management and Design ĭ Hansen and Hansen.
Instructions for Paper Setters

B.B.A. Class

3\textsuperscript{RD} 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\textsuperscript{rd} 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:

<table>
<thead>
<tr>
<th>Written Test</th>
<th>Practical</th>
<th>Internal Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>: 50 marks</td>
<td>: 30 marks</td>
<td>: 20 marks</td>
</tr>
</tbody>
</table>

   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:-

<p>| | | |</p>
<table>
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<tr>
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<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</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                        | 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

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 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.

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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:**

Group A

PAPER – I : INSURANCE MANAGEMENT

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

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.
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


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