FACULTY OF BUSINESS MANAGEMENT
AND COMMERCE

OUTLINES OF TESTS SYLLABUS AND COURSES OF READING
FOR
BACHELOR OF BUSINESS ADMINISTRATION
(Semester System)

For the Examination 2017-18
SYLLABI FOR B.B.A. FOR THE EXAMINATION OF 2017-2018 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:

<table>
<thead>
<tr>
<th>Section</th>
<th>Requirement</th>
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</thead>
<tbody>
<tr>
<td>Section A</td>
<td>Four numerical questions out of six questions.</td>
</tr>
<tr>
<td>Section B and C</td>
<td>At lease two numerical questions out of four questions.</td>
</tr>
</tbody>
</table>
## Scheme of Examination for B.B.A (2017-2018)

<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>
</tr>
</thead>
<tbody>
<tr>
<td>BBA 101A/</td>
<td>PUNJABI / HISTORY AND CULTURE OF PUNJAB</td>
<td>50</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BBA 101B</td>
<td>OF PUNJAB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBA 102</td>
<td>BUSINESS STATISTICS*</td>
<td>100</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>BBA 103</td>
<td>FUNDAMENTALS OF INFORMATION TECHNOLOGY</td>
<td>100</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BBA 104</td>
<td>MANAGEMENT CONCEPTS AND PRACTICES</td>
<td>100</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BBA 105</td>
<td>FINANCIAL ACCOUNTING*</td>
<td>100</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>BBA 106</td>
<td>ESSENTIALS OF BUSINESS ECONOMICS I</td>
<td>100</td>
<td>6</td>
<td></td>
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### First Semester

<table>
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<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>
</tr>
</thead>
<tbody>
<tr>
<td>BBA 121A/</td>
<td>PUNJABI / HISTORY AND CULTURE OF PUNJAB</td>
<td>50</td>
<td>3</td>
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<tr>
<td>BBA 121B</td>
<td>OF PUNJAB</td>
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<tr>
<td>BBA 122</td>
<td>MANAGERIAL &amp; SOFT SKILLS MANAGEMENT</td>
<td>100</td>
<td>6</td>
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<tr>
<td>BBA 123</td>
<td>ESSENTIALS OF BUSINESS ECONOMICS II</td>
<td>100</td>
<td>6</td>
<td></td>
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<tr>
<td>BBA 124</td>
<td>BUSINESS LAWS</td>
<td>100</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BBA 125</td>
<td>PSYCHOLOGY FOR MANAGERS</td>
<td>100</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>BBA 126</td>
<td>FINANCIAL MANAGEMENT*</td>
<td>100</td>
<td>5</td>
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### Second Semester

<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>
</tr>
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<tbody>
<tr>
<td>BBA 201</td>
<td>ENGLISH &amp; BUSINESS COMMUNICATION SKILLS</td>
<td>50</td>
<td>3</td>
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<tr>
<td>BBA 202</td>
<td>OPERATION RESEARCH*</td>
<td>100</td>
<td>5</td>
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<tr>
<td>BBA 203</td>
<td>MARKETING MANAGEMENT</td>
<td>100</td>
<td>6</td>
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<tr>
<td>BBA 204</td>
<td>ECONOMICS OF MONEY AND BANKING</td>
<td>100</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE**</td>
<td>100+50</td>
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</table>
BBA 205 REGULATORY FRAMEWORK FOR COMPANIES 100 6
BBA 206 DIRECT TAX LAWS* 100 5 1

FORTH SEMESTER
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 GOODS AND SERVICES TAX (GST)* 100 5 1
BBA 226 DATABASE MANAGEMENT SYSTEM 100 6
TOTAL 550

FIFTH SEMESTER
BBA 301 INSURANCE AND RISK MANAGEMENT
BBA 302 INTERNATIONAL BUSINESS
BBA 303 BUSINESS ENVIRONMENT
BBA 304 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:

MARKETING MANAGEMENT
BBA 305 CONSUMER BEHAVIOR
BBA 306 SALES AND DISTRIBUTION MANAGEMENT

FINANCIAL MANAGEMENT
BBA 307 FINANCIAL MARKETS AND SERVICES
BBA 308 INVESTMENT MANAGEMENT

HUMAN RESOURCE MANAGEMENT
BBA 309 SOCIAL SECURITY AND LABOUR WELFARE
BBA 310 INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

SIXTH SEMESTER
BBA 321 BUSINESS POLICY AND STRATEGY
BBA 322 PRODUCTION AND OPERATIONS MANAGEMENT
BBA 323 SOCIAL AND ETHICAL ISSUES IN BUSINESS
BBA 324 PROJECT REPORT & VIVA- VOCE
STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER

MARKETING MANAGEMENT
BBA 325  ADVERTISING AND BRAND MANAGEMENT
BBA 326  MARKETING OF SERVICES

FINANCIAL MANAGEMENT
BBA 327  COST ANALYSIS AND CONTROL
BBA 328  ACCOUNTING FOR MANAGEMENT

HUMAN RESOURCE MANAGEMENT
BBA 329  HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT
BBA 330  COMPENSATION MANAGEMENT

* 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.
BBA101A phaphaj AGr gfj bk

; w? No gfj bk

e\O n \w L50
fET \S fL45
fj NoBb n; ?wN L05
; wKL3 x 3V

f; b;b;
1a n kXfBe g\z kphet h n Kdlh KtDu t h Keft s k Kdkn fXn B
2a uDt h n Kg\z kph ej kDn Kdkn fXn B
3a uDt f\g kphbyeKdk; y\g i h t B s/ouBk$: t dkB
   eb;

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f; z F fgz q/ fgnk g\Sh f j bw nwb, eb Ad/ r b bZ h t b, g\bB
f; z f\w k N\k fi j kr h s, g\z kp d/ dfo\k, g\z kp d/ w f, Xb\h okw
uks q F u\BD i h ; kD t, ft; kyhd\w bk wj B f; z F w\b B hjof fDk
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gmek e L g\z kp : Bt of; Nh gpb\te/ B fpUo; uzhr VQ(n kbQ/d/pN,
G\k fBs n kgk; t b j D s Z, \b Bln Kns/r J hej kDm K

: f\b N n s/Ehw

1a Bt Afd; j Z|l/ [ s e ft Z\gqz ; f j s ft n k\yn k(2 ft uA) 5 n \w
2a fe; /f j Ze eft s kdk; lo i Ke\hoGk (4 ft uA) 5 n \w
3a f j e ej kDhdk; lo (e\EFg\k j k ft uA) 5 n \w
4a fe; /f j Z et hi Kej kD\e dki h t B, ouBkns/; t dkB
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f; x h o n s/e\b t w f; x ft oe)
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s Z)
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ft d\b BN L; w\g/kme bk hj \S s/ft u 6 ghohm v
# 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
<table>
<thead>
<tr>
<th>No.</th>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td>59</td>
<td>Debt Management</td>
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<td>60</td>
<td>Deduct</td>
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<td>Deferred Payment</td>
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<td>Deflation</td>
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<td>63</td>
<td>Demand for payment</td>
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<td>Demonstration Effect</td>
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<td>Depreciation</td>
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<td>Discount Rate</td>
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<td>Dividend</td>
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<td>Distribution</td>
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<td>Documentary proof</td>
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<td>Double Entry</td>
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<td>74</td>
<td>Draftsman</td>
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<td>75</td>
<td>Economic Indicator</td>
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<td>76</td>
<td>Entrepreneur</td>
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<td>Excise Duty</td>
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<td>Fair Trade</td>
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<td>Firm Offer</td>
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<td>Fiscal Policy</td>
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<td>Fiscal Year</td>
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<td>89</td>
<td>Fixed Capital</td>
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</tr>
</tbody>
</table>
BBA101B

HISTORY AND CULTURE OF PUNJAB – I

Instructions for the paper-setter and candidates: (for paper in Semester I & II)

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. Each question will carry 1 mark. 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.

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 the Punjab region.
Pedagogy: Lectures, library work and discussions.

UNIT I

UNIT II
4. Society and Culture under Maurayyas
5. Society and Culture under Gupta
6. Cultural Reorientation: main features of Bhakti; origin and development of Sufism

UNIT III
9. Institution of Khalsa: new baptism; significance

UNIT IV
10. Changes in Society in 18th century: social unrest; emergence of misls and institutions-rakhi, gurmata, dal khalsa.
11. Society and Culture of the people under Maharaja Ranjit Singh
12. MAP (of undivided physical geographical map of Punjab): 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 (3rd edn.)
5. Basham, A.L: *The Wonder That was India*, Rupa Books, Calcutta (18th rep.), 1992
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 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 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
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


UNIT- II


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 Ŭ External Coordination.

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


Suggested Readings:

1. Peter F. Drucker, ŠThe Practice of ManagementŠ
2. Weihrich and Koontz, ŠEssentials of ManagementŠ
3. Stoner and Freeman, ŠManagementŠ
4. David R Hampton, ŠModern ManagementŠ
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:
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:
2. Shapiro, E., Macro economics Analysis, McGraw Hill Education.
3. Thomas F. Dernburg, Macro economics.
1. $n \times f \times e \times t \times f \times \times d \times \times n \times b \times d \times n \times B$
2. $u \times D \times m \times k \times p \times e \times j \times k \times d \times m \times f \times n \times B$
3. $u \times D \times t \times P \times h \times b \times y \times e \times K \times k \times k \times B \times s \times / \times o u \times B \kappa \times \times d \times / \times B$
4. $B \times t \times A \times d \times ; \times j \times \tilde{Z} \times / \times ; \times g \times k \times L \times v \times k \times a \times r \times p \times d \times t \times \times f \times u \times U \times D \times t \times m \times K \times 5 \times e \times f \times t \times s \times k \times K$
5. $g \times k \times k \times e \times L \times g \times k \times p \times ; \times B \times t \times o \times f \times ; \times H \times g \times p \times b \times t \times e \times A \times B \times f \times U \times o \times ; \times u \times h \times V \times Q \times (p \times k \times p \times b \times t \times 5 \times S \times s \times o k \times f \times) \times e \times d \times b \times j \times \tilde{A} \times K \times d \times o \times z \times h \times X \times o \times s \times h \times w \times k \times s \times k \times g \times b \times w f \times z \times ; \times o \times h \times F \times k \times k \times h \times d \times f \times r \times n \times k \times f \times e \times ; \times g \times k \times / \times t \times \tilde{Z} \times \times p \times o \times ; \times k \times j \times \tilde{B} \times k \times f \times o \times G \times B \times f \times ; \times F \times s \times F \times v \times w \times k \times \tilde{W} \times A \times j \times 1 \times j \times k \times b \times h \times N \times g \times k \times D \times E \times, f \times f \times t \times E \times W o \times F \times f \times F \times v \times n \times k \times b \times h \times E \times q \times : \times k \times d \times X \times o \times h \times p \times k \times b \times ; \times p \times h \times g \times o \times f \times j \times D \times x \times o \times k \times B \times g \times o \times s \times D \times k \times e \times M \times f \times e \times j \times k \times n \times s \times, D \times s \times K \times d \times h \times T \times y \times h \times e \times f \times t \times s \times k \times K$
6. $e \times E \times F \times g \times q \times k \times j \times ; \times g \times k \times g \times a \times ; \times f \times d \times o \times e \times W o \times d \times t \times \times o \times f \times u \times U \times D \times t \times m \times K \times 6 \times e \times j \times k \times d \times m \times k \times g \times k \times k \times e \times L \times g \times k \times p \times ; \times B \times t \times o \times f \times ; \times H \times g \times p \times b \times t \times e \times A \times B \times f \times U \times o \times ; \times u \times h \times V \times Q \times (; \times Z \times F \times c \times \tilde{B} \times, e \times p \times o \times K \times s \times A \times f \times f \times t \times n \times K \times B \times \tilde{z} \times w \times F \times w \times \tilde{A} \times h \times f \times \tilde{Z} \times h \times h \times d \times h \times ; \times o \times d \times k \times d \times B \times t \times n \times s / \times d \times o \times d \times f \times S \times V \times d \times k \times j \times b \times e \times j \times k \times d \times m \times k \times : \times F \times B \times n \times s / \times E \times w$
7. $B \times t \times A \times d \times ; \times j \times \tilde{Z} \times / \times s \times f \times t \times n \times k \times f \times n \times k \times (2 \times f \times u \times A \times 1) \times 5 \times n \times e$
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9. $f \times j \times e \times j \times k \times d \times h \times d \times k \times l \times o \times (e \times E \times F \times g \times q \times k \times j \times f \times \tilde{Z} \times \tilde{Z}) \times 5 \times n \times e$
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12. $f \times t \times o \times k \times w \times f \times u \times B \times \times 6 \times n \times e$
13. $s \times e \times B \times \tilde{B} \times e \times h \times o \times p \times d \times k \times h \times (10 \times f \times u \times A \times 8) \times 8 \times n \times e$
Business Vocabulary

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Imperfect Market</td>
<td>n gD wzv h</td>
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<tr>
<td>2. Imports</td>
<td>n k ks</td>
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<td>3. Import Duty</td>
<td>n k ks eo</td>
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<td>4. Imputed Income</td>
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<td>5. Imprest Account</td>
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<td>6. Income Statement</td>
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<td>7. Index of Profit</td>
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<td>8. Income Tax</td>
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<td>9. Inflation</td>
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<td>10. Intangible Assets</td>
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<td>11. Investment</td>
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<td>12. Invoice</td>
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<td>13. Jobber</td>
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<td>14. Job Casting</td>
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<td>15. Joint Venture</td>
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<td>17. Laissez Fair</td>
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<td>18. Lease Holding Building and Property</td>
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<td>19. Ledger</td>
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<td>20. Ledger Folio</td>
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<td>21. Liabilities</td>
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<td>22. Liquidator</td>
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<td>23. Market</td>
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<td>24. Marketable Goods</td>
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<td>25. Mechanization</td>
<td>w lBfreoB</td>
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<td>26. Mercantilism</td>
<td>t ghok kd</td>
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</table>
27. Monetary System
28. Money of Account
29. Monopoly
30. Mortgage
31. Net Investment
32. Net Profit
33. Notice of Stoppage
34. Office Expenses Account
35. Open Market Operations
36. Over Due
37. Over Head Cost
38. Partnership
39. Payable Accounts
40. Preference Shares
41. Premium
42. Price Control
43. Production
44. Profit Margin
45. Proprietor
46. Quasi Negotiable Instrument
47. Quotation
48. Rate of Exchange
49. Ready Delivery
50. Real Wages
51. Rebate
52. Recession
53. Receivable Accounts
54. Redemption of Mortgage
55. Receipts and Payment Account
56. Rent
57. Rent Account
| 58. Reserve Price | okyt hedws |
| 59. Revenue | n kwdB |
| 60. Sales Tax | ft Žeheo |
| 61. Sales Transfer Order | ft Žedhj zelb j ēw |
| 62. Security Bond | i wBš Bkwk |
| 63. Service Goods | ţ k t sK |
| 64. Shares | ſ o, fj Ž/ |
| 65. Share Capital | ſ o gčh |
| 66. Share Holder | fj Ždlk |
| 67. Share Market | ſ o plk lo |
| 68. Short Bills | nbgelbį į m K |
| 69. Slump | wdk |
| 70. Sole Proprietorship | J ēb ñbeh |
| 71. Speculation | źk n BwB |
| 72. Statutory Company | elBŠ nXB ; Ekgs egBh |
| 73. Stipulated | fB fus ešk |
| 74. Stock | Gško , Ne |
| 75. Stock Exchange | ſ o plk lo |
| 76. Subsidiary Company | į kļe egBh |
| 77. Surety | kwB |
| 78. Tariff | do , ĭh |
| 79. Tax Exemption | eo SN |
| 80. Tax Base | eon Kko |
| 81. Tax Evasion | eo ubh |
| 82. Tax Equity | eo ; wBš h |
| 83. Tender | Nšo |
| 84. Tender money | Nšo dhoew |
| 85. Terms of Payment | QĮ s kB dIm K ţs K |
| 86. Terms of Trade | t gło dIm K os K |
| 87. Trademark | wšek |
| 88. Transactions | ţy b Đ dĐ |
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.

Semester II

BBA121B 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)
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: 6 Marks
   - Explanatory Note: 4 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.

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 ī 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.).

BBA 122: MANAGERIAL & SOFT SKILLS MANAGEMENT

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:
1. Shapiro, E
   Macroeconomic analysis Galotia publications, New Delhi.
2. Eugene Diulio
4. Ackley, G.
   Macroeconomics: Theory and Policy, Macmillan, New York
5. Baye, Jansen
6. Dennis, Geoffrey EJ
7. Khan, MY

BBAS124: BUSINESS LAWS

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:**


**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**


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, McGregor and McClenland.

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, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN/ CHILDREN AND DRUG ABUSE

UNIT 1 (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 Î 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.chandigarhpolice.nic.in](http://www.chandigarhpolice.nic.in)
(b) [www.punjabpolice.gov.in](http://www.punjabpolice.gov.in)
(c) [www.haryanapolice.gov.in](http://www.haryanapolice.gov.in)
(d) [www.hppolice.nic.in](http://www.hppolice.nic.in)

"VIOLENCE AGAINST WOMEN / CHILDREN"

**SEMESTER - II**

**Unit – III**

VIOLENCE AGAINST WOMEN & CHILDREN

1. **Concept and Types of Violence:** Meaning and Definition of violence; Types of Violence against women – domestic violence, sexual violence (including rape), sexual harassment, emotional/psychological violence; Types of Violence against children – physical violence, sexual violence, verbal and emotional abuse, neglect & abandonment.

2. **Protective Provisions of IPC on Domestic Violence & Sexual Violence against Women:**
   - **Dowry Death** – Section 304B;
   - **Rape** – Sections 375, 376(1), 376A, 376B, 376C, 376D and 376E;
   - **Cruelty** – Section 498A;
   - **Insult to Modesty** – The Indian Penal Code does not define the word eve-teasing; there are three sections which deal with crime of eve-teasing. These are Sections, 294, 354 and 509 of Indian Penal Code. Section 509 of the Indian penal code defines (Word, gesture or act intended to insult the modesty of a woman), Section 294 (Obscene acts and songs) and Section 354 (Assault or criminal force to woman with intent to outrage her modesty);
Hurt & Grievous Hurt Provisions ː Sections 319 to 326; Acid Attacks ː Sections 326A and 326B; Female Infanticide ː Section 312, Section 313 of Indian Penal Code (Causing miscarriage without women’s consent) and section 314; Sexual Harassment ː For providing protection to working women against sexual harassment, a new section 354 A is added; 354 B (Assault or use of criminal force to women with intent to disrobe); 354 C Voyeurism; 354 D (Stalking). All these provisions are added in IPC to protect women against acts of violence through Criminal Law (Amendment) Act, 2013; Human Trafficking and Forced Prostitution ː Sections 370 and 370A

3. Protective Laws for Women:


3.2 The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 ː Definition, Internal Complaint Committee, Local Complaint Committee, Procedure adopted by Committee for punishing accused.

4. Protective Provisions of IPC regarding Sexual Violence against Children:
Section 293 (sale etc. of obscene objects to young persons); 294 (obscene acts & songs); 305 (abetment of suicide of child); 315 to 317 (act causing death after birth of a child etc.); 361 (kidnapping from lawful guardianship); 362 (abduction); 363 (punishment for kidnapping); 363A (kidnapping or maiming a minor for purposing of begging); 364A (kidnapping for ransom etc.); 366 (kidnapping etc. to compel woman for marriage etc.); 366A (procuration of minor girl for illicit forced intercourse); 366B (importation of girl from foreign country); 367 (kidnapping/abduction in order to subject person to grievous hurt, slavery etc.); 369 (kidnapping adductive child under 10 year with intent to steal from its person); 372 & 373 (selling & buying minor for purposes of prostitution etc.).

4.1 The Protection of Children from Sexual Offences Act, 2012: An overview of the POCSO, relevant legal provisions and guidelines for the protection of children against sexual offences along with punishments; role of doctors, psychologists & mental experts as per rules of POCSO.

Note: Instructions for Examination:

- Unit III of the paper dealing with Violence against Women and Children is of 30 Marks.
- It shall have 30 multiple-choice questions (with one correct and three incorrect choice options and no deduction of marks for wrong or un-attempted questions).
- Minimum two questions from each topic must be covered.
- All the questions are to be attempted
- Qualifying Marks 33 percent
- Duration of Examination 30 Minutes
- The Paper Setter is requested to set the questions strictly according to the syllabus.
Pedagogy:

- The entire syllabus of Unit III is to be covered in ten hours in total, with each lecture of one-hour duration.
- The purpose behind imparting teaching-learning instructions is to create basic understanding of the contents of the Unit III among the students.

RELEVANT READING MATERIAL

Ahuja, Ram (1998), *Violence against Women*, New Delhi: Rawat Publication
NRHM, *Child Abuse*, A Guidebook for the Media on Sexual Violence against Children
The Protection of Children from Sexual Offences Act, 2012
The Protection of Women from Domestic Violence Act 2005
The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
UNO, *United Nations Secretary-General's Study on Violence against Children*, adapted for Children and Young People
www.slideshare.net/HRLNIndia/a-life-free-from-violence
http://hrln.org/admin/issue/subpdf/Sexual_Harrassment_at_Workplace.pdf

DRUG ABUSE: PROBLEM, PREVENTION AND MANAGEMENT

**Note**: This is a compulsory qualifying paper, which the students have to study and qualify during three year of degree course.

The paper/Topic “Drug Abuse: Problem, Prevention and Management” having 2 credit/50 marks (40 theory+10 Internal) at undergraduate level, as a fourth part of the paper ‘Environment, Road Safety Education and Violence against Women and Children’ from the academic session 2017-18.

**Main Objective**

This module introduces to the students the problem of drug abuse and its adverse consequences for the society. The students would get an understanding of why drug abuse is such a serious problem to our society. The course also apprises them of how to prevent and manage this menace.

**Learning objectives of the course**

1. Understand the meaning of the term drug.
2. Understand the difference between use, misuse and abuse of drugs.
3. Differentiate between commonly abused legal and illegal drugs.
5. Understand the causes and consequences of drug abuse.
6. Identify and access safety measures for support to stay away/give up drug abuse.

Pedagogy of the course work

1. 70% Lectures (Including expert lectures)
2. 30% assignments, discussion, seminars and class tests.
   - A visit to drug de-addiction centre could also be undertaken

Course content

UNIT I: Problem of Drug Abuse


b) Types of drugs often abused and their effects

**Stimulants:** tobacco Amphetamines: dl-amphetamine (Benzedrine ®), dextroamphetamine (Dexedrine®). Cocaine.

**Depressants:** Alcohol. Barbiturates: phenobarbitone (Nembutal®), secobarbital (Seconal®), Benzodiazepenes: diazepam (valium ®), alprazolam (Xanax®), flunitrazepam (Rohypnol®)

**Narcotics:** Morphine, heroin (‘Chitta’/ ‘Brown Sugar’), pethidine, oxycodone.

**Hallucinogens:** cannabis [‘Bhang’, marijuana (‘Ganja’), hashish (‘Charas’), hash oil]. MDMA (3,4- methylenedioxy methamphetamine) /’Ecstasy’/ ‘Molly’. LSD (lysergic acid diethylamide).

**Miscellaneous:** cough/cold medicines: diphendydramine (Benadryl®), chlorpheneramine maleate+ codeine+alcohol (Corex®). Iodex®, Vicks®, Amrutanjan® and correction fluid (Whitener).
UNIT II: Theories of consequences of drug abuse

a) **Theories of drug abuse:** Physiological theory. Psychological theory. Sociological theory.

b) **Consequences of drug abuse:** For individuals, families, society and economy.

Unit III: Extent and nature of the problem


UNIT IV: Prevention and management of drug abuse


Suggested readings:

5. 2003 National Household survey of Alcohol and Drug Abuse. New Delhi, Clinical Epidemiological Unit, AIIMS, 2004
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:

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

3. Khanna, Perminder : Advanced Study in Money and Banking; Theory & Policy, Relevance in Indian Economy, Atlantic Publisher, 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
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 Pracice - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts ï Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax ï 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 |
| 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 |
| 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 ĭ 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 ĭ 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.
BBA 223: RESEARCH METHODOLOGY

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

Unit-I


Unit-II


Suggested Readings:

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: GOODS AND SERVICE TAX

Objective: Understanding of basics of GST

Unit I

Tax structure in India, Direct and Indirect Taxes, Overview of Goods and Services Tax, Implementation of GST, Reasons for GST introduction, Pros and cons of GST, Registration procedure under GST, CGST/ SGST Act, 2017, Classes of officers under GST, their appointment and powers; Levy and collection of CGST/ SGST; Composition Levy scheme; Time and value of supply.

Unit II

IGST Act, 2017: Definitions, Supplies in the course of inter-State trade or commerce, Supplies in the course of intra-State trade or commerce, Levy and collection of IGST, power to grant exemption from tax, place of supply under IGST; Input tax credit; Returns under GST; Refund of tax; offences and penalties, Prosecution and Appeals under GST, GST Portal: GST Eco system, GST suvidha provider.

References

2. Taxmannâ€™s GST Ready Reckoner Updated till 18th June, 2017.
4. GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.
5. Goods and Services Tax in India -----Notifications by Government of India
6. GST Bill 2012
7. Integrated Goods and Services Tax Act 2017
Objective: The objective of the paper is to impart basic knowledge of database management systems.

UNIT – I

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

Relational Algebra and Relational Calculus:
Relational Algebra 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 Korth et. Al.
2. An Introduction o Database Design Date.
3. Object Oriented Database Design Harrington.
5. Database management and Design Hansen and Hansen.
Objectives: The objective of this course is to familiarize students with the principles and practices being followed in the insurance sector. The students will also learn risk management process and applications.

UNIT – I

UNIT- II

Suggested Readings:

Note: Latest edition of text book must be used.
BBA 302: INTERNATIONAL BUSINESS

Objectives: The objective of this course is to familiarize students with the concepts, importance and dynamics of international business. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.

Unit – I

Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business- complexities of international business.

Modes of entry in international business.

International Business Environment: Economic, Cultural, Political and Legal environments; Global Trading environment – recent trends in world trade in goods and services.


International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview of UNCTAD, World Bank and IMF.

Unit – II

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India’s recent Trade Agreements.

Developments and Issues in International Business: Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield investments abroad.


Foreign Trade Promotion Measures in India: Latest EXIM Policy.

Suggested Readings:

2. Francis Cherunilam, “International Business: Text and Cases”, Prentice Hall of India
BBA 303: BUSINESS ENVIRONMENT

Objectives: The main objective of the course is to acquaint the students with various environmental factors that create a profound impact on the business organization. It would also make the students capable of analyzing and understanding the implications of different macroeconomic policies implemented by the Government.

Unit- I


Unit- II


Socio-Cultural Environment: Nature and Impact of Culture on Business, Social Responsibilities of Business, Social audit, Emergence of Middle Class and its influence on Business

Natural Environment: Ecological Issues and Indian Business.

Suggested Readings:
4. Dutt&Sundaram; *Indian Economy*, S. Chand& Sons.

**Note:** Latest edition of text book must be used.

**BBA 304: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**Objective:** To familiarize the budding entrepreneurs with the competencies and qualities of successful entrepreneurs and to help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.

**UNIT-I**

*Entrepreneurship* - Entrepreneur, Entrepreneurship, Definition, Characteristics, Need, Theories, Difference between entrepreneur and self employed person- entrepreneur and manager, Intrapreneur, Intrapreneurship, Socio-Economic role of Entrepreneurship; Role of Entrepreneurship in Economic Development

*Entrepreneurial Motivation:* Entrepreneurial Motivation, Internal and External factors affecting motivation, Relation of Entrepreneurial Motivation and Entrepreneurial Behaviour

*Entrepreneurial Competencies:* Essential competencies of entrepreneur;

*Entrepreneurial Development Programmes:* EDPs, relevance and achievements; Role of Government in organizing EDPs, Critical Evaluation;

*Project Identification and Project Plan:* Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal;

*Project Appraisal and Documentation:* Project Appraisal Criteria, Various formalities for Project Appraisal and clearance for availing financial support;

**UNIT-II**

*Small Business:* Small Business as a Seed Bed of Entrepreneurship: Evolution and development of Small Business, SSI, concept, definition, characteristics, classification, advantages and problems; Role of Small Business in the national economy;
The Start-Up Process: Procedure for setting up a small scale unit; Planning, Implementation, Initial Strategic Planning,


National Policies for small business development: Governmental and Non-Governmental policies and assistance in setting up SSI, Institutional support to small entrepreneurs from NSIC, SIDO and TCOs for entrepreneurship development in India

Practical Work: Project report for financial assistance from bank

Suggested Readings:

2. David H Holt Entrepreneurship - New venture Creation PHI
3. Dr C B Gupta, Dr N P Srinivasan Entrepreneurship Development Sultan Chand and Sons
4. Vasant Desai Dynamics of Entrepreneurship Development and Management Himalaya Mumbai
5. Poornima M Charantimath Entrepreneurship and Small Business Pearson Education
8. Mac J Dollinger Entrepreneurship Strategies and resources Pearson Education Delhi

Note: Latest edition of text book must be used.

BBA 305: CONSUMER BEHAVIOUR

Objective: The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

Unit I

Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour
**Determinants of Consumer Behaviour:** Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles

**External Determinants of Consumer Behaviour:** Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

**Unit II**

**Consumer Decision Making Process:** Problem Recognition- methods of problem solving; pre-purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational Influences; Cognitive Dissonance

**Diffusion of Innovation:** Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

**Consumer Involvement:** Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

**Researching Consumer Behaviour:** Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy;

**Suggested Readings:**

2. Consumer Behaviour — Buying, Having, and Being by M R Solomon, Pearson Prentice Hall

**Note:** Latest edition of text book must be used.
BBA 306: SALES AND DISTRIBUTION MANAGEMENT

Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

UNIT-I

Introduction to Sales Management & Importance of Sales Force. Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. 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.

UNIT-II


Suggested Readings:


Note: Latest edition of text book must be used.
Objectives: To advance the understanding of fundamental concepts of financial markets, financial instruments in various markets and important financial services.

Unit – I

Indian Financial System ï Meaning, Importance, Functions and Structure (Overview of Financial Markets, Financial Institutions, Financial Instruments and Financial Services)

Money Marketï Structure of Indian Money Market (Organized, Co-operative and Unorganized Sectors); Instruments of Money Market ï Call/Notice/term Money, Repurchase Agreements, T-Bills, Commercial Bills, Commercial Papers, Certificate of Deposits and Money Market Mutual Funds; and Discount and Finance House of India.

Capital Marketï Indian Capital Market; Capital Market Instruments; Primary Market (New Issue Market and Listing of Securities); Secondary Market with special reference to Stock Exchanges and their functioning; Indian Clearing Corporation Ltd. and Role of Securities and Exchange Board of India.

Introduction to Commodity Markets

Overview of Euromarkets with special reference to Eurocurrency and Eurobonds

Unit - II

Financial Services ï Meaning and Importance.

Merchant Banking and Investment Banking ï A brief overview of Issue Management, Underwriting Services, Corporate Debt Restructuring, Project Counselling, Portfolio Management and Loan Syndication

Mutual Funds ï concept, advantages, mutual funds schemes (growth, income, balanced, gilt ï edged, equity ï linked and money market mutual funds)

Factoring Services ï concept, functions of a factor, and types of factoring.

Venture Capital Financing – concept, features, and stages of financing

Securitization of Debt – concept and process of securitisation
Suggested Readings:


Note: Latest edition of text book must be used.

BBA 308: INVESTMENT MANAGEMENT

Objectives: To advance the understanding of fundamental concepts of security analyses, and working knowledge of portfolio management and evaluation

Unit – I


Security Analysis – Meaning of Security Analysis


Technical Analysis – Theoretical Framework; Charts- Candlestick Chart, Line Chart and Open High Low Close Chart; Overlays- Support, Resistance and Trend Line; Market Indicators- Advance Decline Index, Absolute Breadth Index and TradersÔIndex, Price Indicators- Relative Strength Index, Average Directional Index and Momentum, and Volume Indicators- On Balance Volume.

Efficient Market Hypothesis – Concept, Forms and Random Walk Theory

Unit - II

Portfolio Management – Concept and Markowitz Model


Portfolio Performance Evaluation – Sharpe, Treynor and Jensen Models

Value vs. Growth Investing
Suggested Readings:
1. Investment Management by V.K.Bhalla — S. Chand Publishing
2. Investment Management by Preeti Singh — Himalaya Publishing.

Note: Latest edition of text book must be used.

BBA 309: SOCIAL SECURITY & LABOUR WELFARE

Objectives: The objective of this course is to acquaint the students with the two important aspects of Industrial Relations namely Social Security and Labour Welfare.

UNIT I


Employee’s State Insurance Act, 1948- Object & Scope; Definitions - Factory, Principle, Employer, Employee, Dependent, Insured Person and Employment Injury; Benefits under the Act- Sickness Benefit, Maternity Benefit, Disablement Benefit, Dependants Benefit, Funeral Benefit; Employees State Insurance Fund; Employee State Insurance Corporation - Constitution, Dispute & Claim under the Act.


UNIT II

The Employees Compensation Act, 1923 - History of the Act, Definition - Compensation, Wage, Workman, Dependent, Employer, Partial Disablement, Total Disablement, Arising Out OfD and â\nthe course of EmploymentD Notional Extension, Liability of Employer,
Compensation Calculation, Compensation Commissioner.

The Industrial Employment (Standing Order) Act, 1946 - Scope and coverage of the Act, Concept of Standing Order - Certification Process ï Modification, Interpretation & Enforcement of Standing Order.


SUGGESTED READINGS:

1. Dr. C.B. Mamoria and Dr. Satish Mamoria, Dynamics of Industrial Relations, Himalaya Publications
5. S.C Srivastava, Industrial Relations and Labor Laws, Vikas Publishing House
7. B.D.Singh, Industrial Relations and Labor Laws, Excel Books

Note: Latest edition of text book must be used.

BBA 310: INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

Objectives: The objective of this course is to acquaint the students with the different aspects of Industrial Relations and the relating labour laws

UNIT-I

Industrial Relations: Concepts, Objectives, Scope, Importance, Participants, Essentials of effective Industrial Relations, Factors affecting Industrial Relations, Constraints of IR

**Industrial Conflicts:** Nature, Form, Causes, Effects

**Collective bargaining:** Nature and functions; Types of bargaining; Collective bargaining in the Indian context; Negotiating a collective bargaining agreement.

**Grievance administration:** Concept, Procedure, Guidelines, Discipline

**UNIT-II**

**Industrial Disputes Act, 1947:** Introduction, Scope, Objectives, Definitions, Modes of settlement of Industrial Disputes (Conciliation, Adjudication, Arbitration), Provisions regarding Strikes, Lock-outs, Layoff and Retrenchment.

**Trade Unions Act, 1926:** Introduction, Objectives, Provisions regarding Registration of Trade Union, Cancellation of Trade Union, Duties, Liabilities, Rights & Privileges of a Registered Trade Union.

**Payment of Wages Act, 1936:** Introduction, Scope, Objectives, Definitions, Rules of payment of wages and deductions from wage.

**Minimum Wages Act, 1948:** Meaning of ‘wage’ under the Act, Procedure for fixing Minimum Wage, Obligation of employer to pay Minimum Wage, Authorities and Remedies under the Act.

**SUGGESTED READINGS:**

1. Dr. C.B. Mamoria and Dr. Satish Mamoria, Dynamics of Industrial Relations, Himalaya Publications
5. S C Srivastava, Industrial Relations and Labor Laws, Vikas Publishing House
7. B.D. Singh, Industrial Relations and Labor Laws, Excel Books

**Note:** Latest edition of text book must be used.
OBJECTIVES:

The course structure gives an insight into the strategic planning process done by organizations. The student is required to learn basics of that how a strategy is formed and finally implemented by organizations.

UNIT-I

Definition, nature scope and importance of strategy and strategic management. Strategic decision-making. Process of strategic management and levels at which strategy operates.


Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques—ETOP, QUEST and SWOT (TOWS).

Internal Appraisal: The internal environment, organizational capabilities in various functional areas. Methods and techniques used for organizational appraisal (A brief overview of: Value chain analysis, Financial and non-financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating).


UNIT-II


Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine-cell, McKinsey’s 7-S Framework). Industry level analysis, Porter’s five forces model.


Strategic control and operational Control. Organisational systems and Techniques of strategic evaluation.

SUGGESTED READINGS:

4. Ghemawat, Strategy & The Business Landscape, Pearson Education Asia
BBA 322: PRODUCTION AND OPERATIONS MANAGEMENT

Objectives: This course aims to impart knowledge regarding production and operation management tools, techniques and processes and familiarize students how to take managerial decisions with respect to production function.

Unit I

Introduction to Production and Operations Management: Concepts, Functions, Scope, Types of Production System.


Facility Location and Layout: Facility Location - Importance, Factors in Location Analysis, Location Analysis Techniques, Facility Layout - Objectives, Advantages, Basic Types of Layouts.

Production Planning & Control (PPC): Concepts, Objectives, Steps
Work Study - Productivity; Method Study; Work Measurement.

Unit - II

Production Techniques: Introduction to modern productivity techniques - Just in Time, Kanban system, Total Quality Management and Six Sigma. Make or Buy decisions.

Inventory Control and Management
Purchase Management - Objectives; Functions; Methods; Procedure
Stores Management - Types of Stores; Functions; Coding Methods
Inventory Management - Concepts; Classification; Objectives; Factors Affecting
Inventory Control Policy; Inventory Costs; Inventory Control tools and techniques

Quality Management and Statistical Quality Control
Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance
TQM, Quality Specification, Design
Meaning and objectives of Statistical Quality Control.

Suggested readings:
1. Nair, Production & Operation Management, Tata McGraw Hill
2. Adam & Ebert, Production & Operation Management, Prentice Hall India
5. Muhleman, Production and Operations Management, Pearson Education.

**Note**: Latest edition of text book must be used.

**BBA 323: SOCIAL AND ETHICAL ISSUES IN BUSINESS**

**Objective**: The objective of this paper is to familiarize the students with the importance of ethics in business and understanding of issues related to corporate social responsibility and corporate governance.

**Unit 1**


**Corporate Social Responsibility**: Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit, Corporate Social Responsibility and Corporate Governance.

**Unit 2**

**Corporate Governance**: Conceptual framework of Corporate Governance, Need for Corporate Governance, Benefits, Historical background, Theories of Corporate Governance, OECD principles, Cadbury Committee Report, Corporate Governance Vs Corporate Excellence, Corporate Governance Reforms and Initiatives in India.
Suggested Readings:


**Note:** Latest edition of text book must be used.

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**BBA 324: PROJECT REPORT AND VIVA VOCE**

The projects have to be submitted during 6th Semester. Projects have to be submitted in duplicate. For conducting research, a structured and scientific approach should be followed by students. Apart from introduction chapter, research project should have chapters related to review of literature (in brief), research methodology, data analysis and interpretation and summary and conclusion.

Viva Voce is to be conducted by an external examiner.
BBA 325: ADVERTISING AND BRAND MANAGEMENT

Objectives: The objective of this course is to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program and to develop an interest of the brand concept and the operational aspects of managing a brand. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

UNIT I

Advertising & Advertising Management: Introduction, scope, need & importance; types & classification of advertisement, advertising & the promotion mix, Role of advertising in Social & Economic development, Ethics in Indian advertising.

Advertising Planning: Advertising Objectives-DAGMAR, determining advertising budgets: percentage of sales method, objective to task method, competitive parity & all you can afford; Advertising planning and strategy, creative strategy development and implementation

Media planning & Scheduling: broadcast & non-broadcast media; Key factors influencing media planning; setting media objectives, media decisions; media class, media vehicle & media option; Scheduling: flighting, pulsing & continuous; developing media strategies, evaluation of different media and media selection, media buying, measuring advertising effectiveness

UNIT II

Brands and Brand Management: concept, nature, importance, brand evolution, brand life cycle, brand v/s generics, associating feelings with a brand; branding challenges and opportunities; Brand Identity: conceiving, planning and executing (Aaker model); Brand Loyalty: concept and measures of brand loyalty

Brand Equity: concept and measures of brand equity, cost, price and consumer based methods, sustaining brand equity

Brand Personality: concept, measures and formulation of brand personality; Brand Image Vs Brand Personality

Suggested Readings:

3. Advertising and Promotion by George E.Belch& Michael A. Balch, McGraw Hill Irwin Publication
4. Advertising And Sales Promotion by S.H.H Kazmi and Satish K. Batra, Excel books
5. Advertising Planning and Implementation by Sangeeta Sharma and Raghuvir Singh, PHI
6. Kleppner’s Advertising Procedure by W. Ronald Lane, Kane Whitehill King and J. Thomas Russell, Pearson Education
7. Contemporary Advertising, Promotion and Marketing Communications by Kenneth K Clow, Donald Baac, PHI Learning Private Limited, New Delhi
8. Advertising Theory & Practice by Sandage, Fryburger, Ratroll Longman Group

Note: Latest edition of text book must be used.

BBA 326: MARKETING OF SERVICES

Objectives: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

UNIT I

Introduction to Services Marketing:

Meaning and Nature of Services, Growing Importance of Services Sector; Classification of Services; Differentiating goods from services; Introduction to services marketing: Growth and importance of services marketing.

Understanding Consumer Behavior and markets:

Consumer purchase process; consumer behaviour in service encounters; Customer Expectations and Perceptions; Market Segmentation and positioning of services.

UNIT- II

Services Design and Development: Creating new service, Identifying and classifying supplementary services, Service blue printing.

Pricing of services: Objectives and foundations for setting prices, Value based pricing.
Services Distribution Management: Distributing services; Options for service delivery, place and time decisions.

Implementing Services Marketing:
Defining and Measuring Service Quality; The GAP Model; Customer Feedback and Service Recovery; Managing relationships and building loyalty.

Suggested Readings:


Note: Latest edition of text book must be used.

BBA 327: COST ANALYSIS AND CONTROL

OBJECTIVE: The objective of this paper is to provide knowledge to the students about the various components of the cost and techniques of cost control.

UNIT I


UNIT II

Overheads: Collection, Classification, Allocation, Apportionment and Absorption of Overheads (Primary and Secondary Distribution), Machine Hour Rate. Standard Costing and Variance Analysis, Budgetary control
Suggested Readings:

2. S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.
5. P.C. Tulsian, Bharat Tulsian: Cost Accounting, S.Chand Publishing

Note: Latest edition of text book must be used.

BBA 328: ACCOUNTING FOR MANAGEMENT

Objective: To acquaint students with concepts of cost and management accounting and their application in managerial decision making.

Unit I


Unit II

Absorption and Marginal Costing. Cost Volume Profit Analysis: Marginal Cost Statement/Equation; P/V ratio; Break Even Point (BEP), Break Even Chart; Margin of Safety; Decisions relating to Key Factor, Price fixation, Export Order, Make or Buy, Deletion or Addition to Product/Services, Sell or Process Further, Continue or Shut down, etc.
Responsibility Accounting and Divisional Performance.

Suggested Readings:

2. Lal, Jawahar, Advanced Management Accounting, Text and Cases, S. Chand & Company, New Delhi.
7. S.N.Maheshwari: Cost and Management Accounting, Sultan Chand and Sons.

Note: Latest edition of text book must be used.

BBA 329: HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT

Objectives: The objective of this course is to help the students gain conceptual understanding of Human resource planning and performance management within an organization.

Unit- I


Human resource planning process: HRP Process, techniques of demand and supply forecasting, Problems in HRP and suggestions to effective HRP.

Career Planning and Development: Meaning, objectives, individual career planning, elements of career management programme, career stages, benefits and limitations.

Succession Planning: importance, challenges, components and suggestions.

Unit- II

Performance Management: Meaning, pre-requisites, principles, objectives, process, challenges, Performance appraisal and performance management.

Performance Planning: Features, objectives, goal setting, expectancy theory, competency mapping.

Performance Appraisal: Objectives, methods, limitations, potential appraisal.

Ethics in Performance Management: Ethical issues and dilemmas.
Suggested Readings:

5. Performance Management: Key strategies and practical guidelines by Michael Armstrong, Kogan Page
7. Strategic Human Resource Management by Tanuja Agarwala, Oxford University Press

Note: Latest edition of text book must be used.

BBA 330: COMPENSATION MANAGEMENT

Objectives: The objective of this course is to help the students understand basics of managing compensation systems of an organization and understand its application.

Unit I

Compensation management: concept, objectives, principles, importance of good compensation system, factors influencing compensation levels.

Theoretical dimensions of Compensation: economic theories, behavioral theories: content theories, process theories.

Job Evaluation: meaning, features, importance and methods, job evaluation and performance appraisal.

Unit II

Components of pay: basic pay, dearness allowance, Incentive plans: features, individual, group incentive plans, profit sharing schemes, Employee Stock Ownership.

Fringe benefits: need, objectives, types of fringe benefits, retirement benefits: provident fund, gratuity and pension.

Executive Compensation: meaning, components, and strategies: skill based pay, competency based pay, broad banding and variable pay system, new trends in compensation management.
Suggested Readings:


Note: Latest edition of text book must be used.