

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

Bachelor of Business Administration (B.B.A)

(Semester: I-VI)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Kanya Maha Vidyalaya, Jalandhar(Autonomous)

SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2020-21

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-1421 BBRL-1031 BBRL-1431	Punjabi(Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-1212	English (Compulsory)	C	50	40	-	10	3
BBRL-1323	Basic Accounting	C	50	40	-	10	3
BBRL-1324	Business Organization and Systems	C	50	40	-	10	3
BBRL-1175	Managerial Economics-I	C	50	40	-	10	3
BBRL-1106	Business Communication	C	50	40	-	10	3
BBRM-1127	Computer Applications for Business-I	C	50	25	15	10	3+1
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
Total			350				

C-Compulsory

AC-Audit Course

¹ Special paper in lieu of Punjabi (Compulsory).

² Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

*Marks of these papers will not be added in total marks and only grades will be Provided.

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2020-21

Semester II							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-2421 BBRL-2031 BBRL-2431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-2212	English (Compulsory)	C	50	40	-	10	3
BBRL-2323	Business Laws	C	50	40	-	10	3
BBRL-2324	Principles of Management	C	50	40	-	10	3
BBRL-2175	Managerial Economics-II	C	50	40	-	10	3
BBRL-2326	Computer Based Accounting System	C	50	40	-	10	3
BBRL-2327	Fundamentals of Banking	C	50	40	-	10	3
AECD-2161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECM-2502	*Moral Education Programme	AC	25	25	-	-	1
Total			350				

C-Compulsory

AC-Audit Course

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PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION

SESSION:2020-21

Semester III							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-3421 BBRL-3031 BBRL-3431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-3212	English (Compulsory)	C	50	40	-	10	3
BBRL-3173	Statistics for Business	C	50	40	-	10	3
BBRL-3324	Fundamentals of Human Resource Management	C	50	40	-	10	3
BBRL-3325	Fundamentals of Marketing Management	C	50	40	-	10	3
BBRL-3326	Indian Financial System	C	50	40	-	10	3
BBRL-3327	Management Accounting	C	50	40	-	10	3
AECE-3221	*Environmental Studies (Compulsory)	AC	100	60	20	20	3
SECP-3512	*Personality Development	AC	25	20		05	1
	TOTAL		350				

C-Compulsory

AC-Audit

Course

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BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2020-21

Semester IV							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-4421 BBRL-4031 BBRL-4431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-4212	English (Compulsory)	C	50	40	-	10	3
BBRL-4323	Financial Management	C	50	40	-	10	3
BBRL-4324	Production and Operations Management	C	50	40	-	10	3
BBRL-4325	Business Environment	C	50	40	-	10	3
BBRL-4326	Operations Research	C	50	40	-	10	3
BBRM4327	Fundamentals of Insurance	C	50	40	-	10	3
BBRS-4328	Seminar	C	50	-	50	-	-
SECS-4522	*Social Outreach	AC	25	20		5	-
	TOTAL		400				

C-Compulsory

AC-Audit Course

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE DEGREE
PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION
SESSION 2020-2021

Semester V							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-5421 BBRL-5031 BBRL-5431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-5212	English (Compulsory)	C	50	40	-	10	3
BBRL-5323	Company Law	C	50	40	-	10	3
BBRL-5324	Entrepreneurship and Small Business	C	50	40	-	10	3
BBRL-5325	Cost Accounting	C	50	40	-	10	3
BBRL-5326 (OPTION CI)	All these options to be selected from any one of the groups in the table given below	C	50	40	-	10	3
BBRL-5327 (OPTION CII)		C	50	40	-	10	3
Note: Students can opt for any one of the following groups:-							
Group A:							
Option AI	Consumer Behaviour						
Option A II	Advertising & Sales Management						
Group B:							
Option BI	Industrial relations & Labour Legislations						
Option BII	Organisation Change & Development						
Group C:							
BBRL-5326 (OPTION CI)	Management of Banking Operations						
BBRL-5327 (OPTION CII)	Insurance and Risk Management						
Group D:							
OPTION DI	International Business Environment						
OPTION DII	Management of International Business Organization						

C-COMPULSORY

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BACHELOR OF BUSINESS ADMINISTRATION
SESSION 2020-2021

Semester VI							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-6421 BBRL-6031 BBRL-6431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-6212	English (Compulsory)	C	50	40	-	10	3
BBRL-6323	Income Tax	C	50	40	-	10	3
BBRL-6324	Fundamentals of Capital Markets	C	50	40	-	10	3
BBRV-6327	Viva-Voce	C	50		-		
BBRL-6325 (Option- BI)	All these options to be selected from any one of the groups in the table given below	C	50	40	-	10	3
BBRL-6326 (Option-BII)		C	50	40	-	10	3
Note: Students can opt for any one of the following groups:-							
Group A:							
Option AI	Services Marketing						
Option A II	E-Marketing						
Group B:							
BBRL-6325 (Option BI)	Training and Development						
BBRL-6326 (Option-BII)	Contemporary Issues in Human Resource Management						
Group C:							
OPTION-C1	Security Analysis and Portfolio Management						
OPTION-CII	Contemporary Issues in Accounting						
Group D:							
OPTION-DI	Export- Import Management and Documentation						
OPTION-DII	Global Strategic Management						

C:COMPULSORY

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Session 2020-21

Bachelor of Business Administration Semester I

Course Title: Punjabi (Compulsory)

Course Code:BBRL-1421

COURSE OUTCOMES:

CO1 ਦੇ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ।

CO2:ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲੰਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO3:ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿਧ ਹਸਤੀਆਂ ਜੀਵਨੀ ਦੀ ਵਿਧਾ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਜੀਵਨੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਜੀਵਨੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO4:ਪੈਰ੍ਹਾ ਰਚਨਾ ਅਤੇ ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨਰੋਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO6: ਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

Session 2020-21

Bachelor of Business Administration Semester I

Course Title: Punjabi (Compulsory)

Course Code:BBRL-1421

ਸਮਾਂ: 3 ਘੰਟੇ

Theory: 40

CA:10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਦੋ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-II

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 1 ਤੋਂ 9 ਤਕ)

(ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਮ), ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ (ਤਿੰਨ ਵਿਚੋਂ ਇਕ)

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।

8 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਪਰਿਭਾਸ਼ਾ ਤੇ ਉਚਾਰਨ ਅੰਗ

(ਅ) ਸਵਰ, ਵਿਅੰਜਨ

8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester I
Course Title: Basic Punjabi
In lieu of Punjabi (Compulsory)
Course Code: BBRL-1031

Course outcomes

CO1:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO2:ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO5:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO6:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਚੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester I
Course Title: Basic Punjabi
In lieu of Punjabi (Compulsory)
Course Code: BBRL-1031

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

08ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

08ਅੰਕ

ਯੂਨਿਟ-III

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ

Session 2020-21
Bachelor of Business Administration Semester I

Course Title: Punjab History and Culture (From Earliest Times to C 320) (Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BBRL-1431

COURSE OUTCOMES

After completing Semester I and course on Punjab History and Culture students of History will be able to identify and have a complete grasp on the sources & writings of Ancient Indian History of Punjab.

CO1: Identify and describe the emergence of earliest civilizations in: Indus Valley Civilization and Aryan Societies.

CO2: Identify and analyses the Buddhist, Jain and Hindu faith in the Punjab

CO3: Analyses the emergence of Early Aryans and Later Vedic Period, their Society, Culture, Polity and Economy

CO4: To make students understand the concepts of two faiths Jainism and Buddhism, its principles and their application and relevance in present times

Session 2020-21
Bachelor of Business Administration Semester I
Course Title: Punjab History and Culture (From Earliest Times to C 320)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
Course Code: BBRL-1431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

C A: 10

Instructions for the Paper Setters

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting **Two Questions** of equal marks from each Unit.
3. Candidates shall attempt **5 questions** in **600 words**, by at least selecting **One Question** from each Unit and the **5th question** may be attempted from any of the **four Units**.
4. Each question will carry 8 marks.

Unit-I

1. Physical features of the Punjab
2. Sources of the ancient history of Punjab

Unit-II

3. Harappan Civilization: social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

Unit-III

5. Social, Religious and Economic life during Early Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

Suggested Readings

- L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
- L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
- Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
- B.N. Sharma, *Life in Northern India*, Delhi. 1966.
- Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

Session 2020-21
Bachelor of Business Administration Semester I
Course Title: English (Compulsory)
Course Code: BBRL-1212

COURSE OUTCOMES:

After passing this course, the students will be able to:

- CO 1:** appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu
- CO 2:** comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them
- CO 3:** understand fundamental grammatical rules governing tenses, the use of modal verbs and make correct usage in their language
- CO 4:** develop an understanding of translation of written text from Hindi/Punjabi to English
- CO 5:** independently write paragraphs on any given topic

Session 2020-21
Bachelor of Business Administration Semester I
Course Title: English (Compulsory)
Course Code: BBRL-1212

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Examiner:

The question paper will consist of 4 sections & distribution of marks will be as under:

Section A: The question will be set from Unit I of the syllabus. Fifteen sentences will be set and the students would be required to attempt any ten. Each sentence will carry one mark.

(1x10=10)

Section B: Two questions will be set from Unit II of the syllabus. The students would be required to attempt one paragraph out of the given two topics (word limit 150 words). It will carry five marks. The second question will be based on translation. The students would be required to translate a paragraph from Hindi/Punjabi to English.

(2x5=10)

Section C: This section will be divided into two parts. Two questions will be set from Unit III of the syllabus. Part one will have one essay type question with internal choice carrying six marks (word limit 300 words). The students would be required to attempt any one. The second part will have three questions. The students would be required to attempt any two. Each question will carry two marks (50 words each).

(6+2x2=10)

Section D: This section will be divided into two parts. Two questions will be set from Unit IV of the syllabus. Part one will have one essay type question with internal choice carrying six marks (word limit 300 words). The students would be required to attempt any one. The second part will have three questions. The students would be required to attempt any two. Each question will carry two marks (50 words each).

(6+2x2=10)

Unit I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 1-37)

Unit II

Paragraph Writing and Translation of paragraph (from Hindi/Punjabi to English)

Unit III

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 1, 2, 3, 5, 6

Unit IV

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

Texts Prescribed:

1. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
2. *Tales of Life* (Guru Nanak Dev University, Amritsar)
3. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL -1323
Course Title: Basic Accounting

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: Acquire conceptual knowledge of basic accounting and gain skills required for recording various kinds of business transactions.

CO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3: Prepare financial statements in accordance with Generally Accepted Accounting Principles

CO4: Prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL -1323
Course Title: Basic Accounting

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting. Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline. Recording of Transactions: Accounting Process/Cycle, Journal.
Unit-II
Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).
Unit-III
Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments. Final Accounts with Adjustments: Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.
Unit-IV
Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company. Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)

References/ Textbooks:

1. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
2. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart I, Elliot, John A.Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

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

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1324
Course Title: Business Organisation and Systems

Course Outcomes:

On successful completion of this course, students will be able to:

CO1. Understand the nature of business activities and the environment within which they function.

CO2. Develop an understanding of the role of business activities in the modern world.

CO3. Learn the theoretical and practical aspects of the operation of various types of business organizations.

CO4. Develop an awareness of the changing and integrated nature of business problems and an ability to explore and deal with these problems.

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1324
Course Title: Business Organisation and Systems

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.
Unit-II
Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.
Unit-III
Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal Domestic & Foreign Trade: Import export trade procedure & their organization.
Unit-IV
Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

References/ Textbooks:

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., “Business Environment” Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi.

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

Session 2020-21

Bachelor of Business Administration Semester – I

Course Code: BBRL-1175

Course Title: Managerial Economics- I

Course Outcomes:

After passing this course, students will be able to:

CO1: After passing this course students will be able to **have** an In-depth grounding in the preliminary concepts and theories in consumer behavior.

CO2: understand the cost and market structure and production behavior.

Session 2020-21

Bachelor of Business Administration Semester – I

Course Code: BBRL-1175

Course Title: Managerial Economics- I

Time: 3 Hours

M. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter :

Two questions, each carrying 16 marks, from each of Units I-IV (i.e. a total of eight Questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit – I

Theory of Demand: Meaning of demand and its types, Law of demand; Price Elasticity of demand: degrees and its measurement.

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

Unit – II

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

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

Unit – III

Theory of Production: Law of variable proportions, total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost, Theory of Cost in Short-run and Long-run.

Concept of revenue: Total Revenue, Average Revenue, Relationship between Average and Marginal Revenue and Price Elasticity of Demand.

Unit – IV

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

Suggested Readings:

1. Ahuja, H. L., '*Advanced Economics Theory: Micro Economics analysis*', S. Chand Publishing.
2. Dwivedi, D.N., '*Microeconomics: Theory and Applications*', Pearson Education, New Delhi.
3. Koutsoyiannis, A., '*Modern Microeconomics*', Macmillan Press, London.
4. Mithani, D.M., '*Managerial Economics*', Himalaya Publishing House, New Delhi.
5. Sen, A. (1999), '*Microeconomics: Theory and Applications*', Oxford University Press, New Delhi.

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1106
Course Title: Business Communication

Course Outcomes:

After passing this course, the students will be able to:

CO1: Acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

CO2: Learn effective business writing and business communication.

CO3: Develop and deliver effective presentations.

CO4: Acquire interpersonal communication skills that maximise team effectiveness.

CO5: Write job interview and application letters and how to prepare for an interview

Session 2020-21
Bachelor of Business Administration Semester I
Course Code: BBRL-1106
Course Title: Business Communication

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication. Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication
Unit-II
Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations. Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.
Unit-III
Internal Correspondence: Memos, Circulars, Notices, Office Orders. Correspondence with banks: Regarding overdrafts, Cash credits, Loans. Drafting of sales letters, Circulars, Preparation of sales reports, Customers' Correspondence: Complaints, Regarding dues, follow up letters.
Unit-IV
Preparation of resume, Difference between Resume, Bio-Data & C.V. Job application, Drafting of interview letters, call letters, final appointment orders. Employment Communication: Group Discussions- understanding about group discussions, ways to form groups, present arguments and ways to defend; Interviews- How to face an interview. Article writing

References/ Textbooks:

1. Taylor, S. and Chandra, V., “Communication for Business: A Practical Approach”, Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., “Business Communication Today”, 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. “Business Communication”, 2009, McGraw Hill Education.
4. Kaul, A., “Business Communication”, 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., “Principles of Business Communication”, 1990, Macmillan Publishing Co., New York.
6. Rodriques M.V., (2003), “Effective Business Communication”, 13th Edition.
7. Doshi S.R., (2008), “Business Communication & Management–Methods & Techniques”.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, “Effective Business Communication”, Tata McGraw Hill Publishing Co. Ltd.

Note: The latest Editions of the books should be followed.

Session 2020-21
Bachelor of Business Administration (Semester – I)
Course Code: BBRM-1127
Course Title: Computer Applications for Business- I

COURSE OUTCOMES

After passing this course the student will be able to:

CO1: understand the basic knowledge of computer, its components, Input / Output devices of computer.

CO2: use operating system with the proper knowledge of functionality of operating system.

CO3: learn Word processing software to create, edit and format documents.

CO4: gain knowledge on spreadsheet software as how to calculate, organize, edit and present numerical data and apply formulae on it.

Session 2020-21
Bachelor of Business Administration (Semester – I)
Course Code: BBRM-1127
Course Title: COMPUTER APPLICATIONS FOR BUSINESS- I

Examination Time: 3+3 Hours

Max. Marks: 50

Theory:25
Practical: 15
CA:10

Instructions for Paper Setter -

Eight questions of equal marks are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

UNIT- I

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

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input / Output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.

UNIT-II

Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows. Basic Commands of Internal & External commands in DOS.

UNIT-III

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting& Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. Creating lists and numbering .Heading Styles, Fonts and size editing, positioning& viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

UNIT-IV

MS-Excel: Worksheet overview. Entering information. Worksheet . Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving& existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

References / Textbooks:

1. Peter Norton, Introduction to Computers, Tata McGraw-Hill, 2006.
2. Sanjay Sexana, A First Course in Computers, Vikas Publishing House, New Delhi, 2015.
3. V. Rajaraman, Neeharika Adabala, Fundamentals of Computers, PHI Learning, 2015.
4. Dr. S.S Srivastava., MS-Office, Firewal Media, New Delhi, 2008.
5. Anshuman Sharma, A book of Fundamentals of Information Technology, Lakhanpal Publishers, 5th Edition.

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

SESSION 2020-21
Bachelor of Business Administration Semester-II
Course Title: Punjabi (Compulsory)
Course Code-BBRL-2421

COURSE OUTCOMES

CO1: ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ।

CO2: ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲੰਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO3: ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿਧ ਹਸਤੀਆਂ ਜੀਵਨੀ ਦੀ ਵਿਧਾ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਜੀਵਨੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਜੀਵਨੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO4: ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO5: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO6: ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

Session 2020-21
Bachelor of Business Administration Semester-II

Course Title: Punjabi (Compulsory)
Course Code-BBRL-2421

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40
CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ\$ਸਾਰ) 8 ਅੰਕ

ਯੂਨਿਟ-II

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 10 ਤੋਂ 18 ਤਕ) (ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਮ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ/ਸਾਰ) 8 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ।
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

8 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ
(ਅ) ਮੁਹਾਵਰੇ

8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester-II

Course Title: Basic Punjabi
(In Lieu Of Punjabi Compulsory)

Course Code-BBRL-2031

Course outcomes

CO1:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO2:ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4:ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO5:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO6:ਵਿਦਿਆਰਥੀ ਵਾਕ ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜ਼ਬੂਤ ਹੋਵੇਗੀ।

CO7:ਪੈਰਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO8: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO9:ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

CO10: ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

SESSION 2020-21
Bachelor of Business Administration Semester-II
Course Title: Basic Punjabi
(In Lieu Of Punjabi Compulsory)
Course Code: BBRL-2031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

08 ਅੰਕ

ਯੂਨਿਟ-III

ਪੈਰਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਮੁਹਾਵਰੇ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester-II
Course Code: BBRL- 2431
Course Title: Punjab History and Culture (C. 320 to 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE OUTCOMES

After completing Semester II and course on Ancient History of Punjab, students of History will be able to identify and have a complete grasp on the sources & writings of Ancient History of Punjab

CO 1: Analyse the emergence of Mauryan, Gupta empires during the classical age in India

CO 2: To understand the various factors leading to rise and fall of empires and emergence of new dynasties and their Culture, society, administration, polity and religion specifically of Kushans and Vardhanas in the Punjab

CO 3: Students will be adept in constructing original historical argument based on primary source material research

CO 4: To have an insight on the existing Literature of this period and understand the past developments in the light of present scenario.

CO 5: To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Muslim Art and Architecture in Punjab

Session 2020-21
Bachelor of Business Administration Semester-II
Course Code: BBRL- 2431
Course Title: Punjab History and Culture (C. 320 to 1000 B.C.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Examination Time: 3 Hours
Theory: 40

Max. Marks: 50

CA: 10

Instructions for the Paper Setter:

- 1. Question paper shall consist of four Units**
- 2. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
- 3. Candidates shall attempt 5 questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
- 4. Each question will carry 8 marks**

Unit-I

1. Alexander's Invasion's **and Impact**
2. Administration of Chandragupta Maurya and Ashoka.

Unit-II

3. The Kushans: Gandhar School of Art .
4. Gupta Empire: Golden period (**Science , Art and Literature**)

Unit-III

5. The Punjab under the Harshvardhana
6. Socio-cultural History of Punjab from **7th to 1000 A.D.**

UNIT IV

7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

Session 2020-21
Bachelor of Business Administration Semester II
Course Title: ENGLISH (COMPULSORY)
Course Code: BBRL-2212

COURSE OUTCOMES

After passing this course, the students will be able to:

- CO 1:** appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu
- CO 2:** comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them
- CO 3:** change the narration and voice of sentences after understanding fundamental grammatical rules governing them
- CO 4:** enrich their vocabulary and use new words in their spoken and written language
- CO 5:** independently write personal letters to their family and friends on various issues

Session 2020-21
Bachelor of Business Administration Semester II
Course Title: ENGLISH (COMPULSORY)
Course Code: BBRL-2212

Examination Time: 3 Hrs

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Examiner:

The question paper will consist of 4 sections & distribution of marks will be as under:

Section A: The question will be set from Unit I of the syllabus. Fifteen sentences will be set and the students would be required to attempt any ten. Each sentence will carry one mark.

(10x1=10)

Section B: Two questions will be set from Unit II of the syllabus. The students would be required to attempt one personal letter out of the given two. It will carry five marks (word limit 150 words). The second question will be based on vocabulary. The students would be required to write Antonyms or Synonyms for given words choosing any 5 out of 8 and each carrying one mark.

(2x5=10)

Section C: This section will be divided into two parts. Two questions will be set from Unit III of the syllabus. Part one will have one essay type question with internal choice carrying six marks (word limit 300 words). The students would be required to attempt any one. The second part will have three questions. The students would be required to attempt any two. Each question will carry two marks (50 words each).

(6+2x2=10)

Section D: This section will be divided into two parts. Two questions will be set from Unit IV of the syllabus. Part one will have one essay type question with internal choice carrying six marks (word limit 300 words). The students would be required to attempt any one. The second part will have three questions. The students would be required to attempt any two. Each question will carry two marks (50 words each).

(6+2x2=10)

Unit I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 42-52, 69-81)

Unit II

Personal letter Writing and *The Students' Companion* (Section 9: Antonyms and Synonyms)

Unit III

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

Unit IV

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

Texts Prescribed:

1. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
2. *The Students' Companion* by Wilfred D. Best
3. *Tales of Life* (Guru Nanak Dev University, Amritsar)
4. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2323
Course Title: Business Laws

Course Outcomes:

After passing this course, the students will be able to:

CO1: Demonstrate the relationship between law and economic activity through awareness of legal principles involved in economic relationships and business transactions.

CO2: Understand the Indian Contract laws and Contract of Sale of Goods laws

CO3: Understand the provisions regarding Limited Liability Partnership Act and Consumer Protection Act.

CO4: Develop the habit of analytical thinking and logical reasoning as a technique for decision making.

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2323
Course Title: Business Laws

Examination Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration. Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract.
Unit-II
Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties. Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.
Unit-III
The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.
Unit-IV
Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course. Crossing of a cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument.

Suggested Readings:

1. Singh, Avtar, "The Principles of Mercantile Law", Eastern Book Company, Lucknow.
2. Kapoor, N.D., "Business Law", Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., "Business Law", Tata McGraw Hill, New Delhi.
4. UsaTbpUsa, "Indian Business Law", International Business Publications, USA.

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

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2324
Course Title: Principles of Management

Course Outcomes:

After successful completion of this course, students will be able to –

- CO1. Demonstrate their knowledge of business and management principles.
- CO2. Understand the global environment in which business operates.
- CO3. Identify and evaluate social responsibility and ethical issues involved in business situations.
- CO4. Practice the process of managerial functions of management.
- CO5. Acquire critical thinking and problem-solving skills.
- CO6. Acquire the ability to recognize when change is needed in business and adapt to change as it occurs.
- CO7. Discuss and communicate management evolution and how it would affect future managers.

Session 2020-21
Bachelor of Business Administration Semester
Course Code: BBRL -2324
Course Title: Principles of Management

Examination Time: 3 Hours

Max. Marks: 50
Theory Marks:40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management. Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought. Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.
Unit-II
Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making. Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.
Unit-III
Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation. Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization
Unit-IV
Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process. Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers. Coordination: Principles and Techniques, Difference between coordination and cooperation. Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

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

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Session 2020-21
Bachelor of Business Administration (Semester – II)
Course Code: BBRL-2175
Course Title: Managerial Economics- II

Course Outcomes:

After passing this course, students will be able to:

CO1: understand the Consumption and investment behavior of an economy and factor affecting consumption and investment decisions.

CO2: understand the basics of national income accounting and theoretical details of classical and Keynes model of employment.

CO3: understand the problem of inflation, its causes, effects and solutions in an economy.

Session 2020-21
Bachelor of Business Administration (Semester – II)
Course Code: BBRL-2175
Course Title: Managerial Economics- II

Time: 3 Hours

M. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters:

Two questions, each carrying 8 marks, from each of Units I-IV (i.e. a total of eight Questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit-I

Macroeconomics: Meaning, nature and scope. Basic concepts: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Concept and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income.

Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Unit-II

Consumption Function: Meaning and Nature, Determinants and Measures to raise Propensity to Consume, Keynes Psychological Law of Consumption- Meaning, Properties and Implications.

Unit-III

Investment: Classical Theory of Investment, Keynesian Theory of Investment, Accelerator Theory of Investment.

Keynesian Economics: : Theory of Money , Saving and Investment Function.

Multiplier: Static and Dynamic Analysis; Balanced Budget Multiplier, Employment Multiplier

Unit-IV

Business Cycle: Keynes's Theory of Trade Cycle, Kaldor's Theory of Trade Cycle, Hicks' Theory of Trade Cycle, Samuelson's Theory of Trade Cycle

Inflation: Meaning, Types, Theories, Causes, effects and Context.

Suggested Readings:

1. Dwivedi D.N., *Macroeconomics: Theory and Policy*, Tata McGraw-Hill.
2. Jhingan M. L., *Macroeconomic Theory*, Vrinda Publications Delhi.

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2326
Course Title: Computer Based Accounting System

Course Outcomes:

After passing this course, the student will be able to:

CO1: Understand the role of computerised accounting software in the business environment.

CO2: Develop competence and expertise, to an advanced level, using different accounting software packages, in maintaining data and providing user information.

CO3: Become familiar with basic accounting software named TALLY ERP9.

CO4: Maintain accounts in TALLY ERP9.

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2326
Course Title: Computer Based Accounting System

Examination Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting. Accounting package - Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.
Unit-II
Database Design for Accounting Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.
Unit-III
Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data. Tally Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for implementation. Accounts Management (Using Tally, ERP 9.0 Software Package);
Unit-IV
Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms. (The mentioned versions of Tally must be replaced with latest available version)

Suggested Readings:

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

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

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2327
Course Title: Fundamentals of Banking

Course Outcomes:

After the successful completion of this course, students will be able to:

CO1: Describe the commercial banks-evolution, nature and importance for economy.

CO2: Explain the different types of banks and their role in economic development

CO3: Elucidate the broad functions of banks; primary and secondary functions

CO4: Explain the role of RBI, and identify the techniques of credit control and credit creation

CO5: Understand the nature of negotiable instruments- cheques, bills of exchange, promissory notes and role of clearing house

Session 2020-21
Bachelor of Business Administration Semester II
Course Code: BBRL -2327
Course Title: Fundamentals of Banking

Examination Time: 3 Hours

Max. Marks: 50

Theory Marks:40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit-I
Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks. Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks.
Unit-II
Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation. Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange.
Unit-III
Customer's Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System
Unit-IV
Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varshney, "Banking Theory, Law & Practice", Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, "Banking Theory and Practice", Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, "Elements of Banking and Insurance", PHI Learning Private Limited, New Delhi
4. www.rbi.org

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

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: Punjabi (Compulsory)
Course Code- BBRL-3421

COURSE OUTCOMES

- CO1: ਚੋਣਵੇ ਪੰਜਾਬੀ ਨਿਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਾਰਤਕ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।
- CO2: ‘ਸਮਾਂ ਮੰਗ ਕਰਦਾ ਹੈ’ ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਇਕਾਂਗੀ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਨਾਲ ਜੋੜਣਾ ਹੈ।
- CO3: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।
- CO4: ਲੇਖ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।
- CO5: ਮੂਲ ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ (ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: Punjabi (Compulsory)
Course Code- BBRL-3421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਚੋਣਵੇ ਪੰਜਾਬੀ ਨਿਬੰਧ (ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

ਘਰ ਦਾ ਪਿਆਰ, ਉਮਰ ਲੰਮੀ ਹੋ ਸਕਦੀ ਹੈ, ਅੱਥਰੂ, ਪੁਰਾਣਾ ਪੰਜਾਬ, ਇੰਗਲੈਂਡ ਦਾ ਸੋਗੀ ਸੋਮਵਾਰ, ਖਿਡਾਰੀਆਂ ਦੇ ਵਹਿਮ।

(ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ) (ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-II

ਸਮਾਂ ਮੰਗ ਕਰਦਾ ਹੈ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ) (ਸੰਪਾ. ਕੇਵਲ ਧਾਲੀਵਾਲ) ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ।

(ਵਿਸ਼ਾ ਵਸਤੂ /ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)

(ਅ) ਲੇਖ ਰਚਨਾ

8 ਅੰਕ

ਯੂਨਿਟ-IV

ਮੂਲ ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ (ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ) 8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)
Course Code- BBRL-3031

Course outcomes

- CO1:ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।
- CO2:ਪੈਰਾ ਰਚਨਾ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।
- CO3:ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।
- CO4:ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।
- CO5: ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।
- CO6:ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)
Course Code- BBRL-3031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ; ਵਾਕਾਂਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ

ਯੂਨਿਟ-II

ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ : ਪੈਰ੍ਹਾ ਰਚਨਾ, ਚਿੱਠੀ ਪੱਤਰ

ਯੂਨਿਟ-III

I. ਅਖਾਣ

II. ਮੁਹਾਵਰੇ

ਯੂਨਿਟ-IV

I. ਪੈਰ੍ਹਾ ਅਧਾਰਿਤ ਪ੍ਰਸ਼ਨ

II. ਸੰਖੇਪ ਰਚਨਾ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੱਠ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester – III
COURSE TITLE: PUNJAB HISTORY AND CULTURE (FROM 1000-1605 A. D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE CODE: BBRL- 3431

After completing the paper the students will have a thorough insight into the origin of Sikh faith and its major institutions in Punjab

CO 1: To able to construct original historical arguments using a blend of primary and secondary source material

CO 2: To be able to demonstrate the significance of historical topics with reference to broader historical context and their contemporary relevance

CO 3: Students will develop an ability to convey verbally their historical knowledge

CO 4: Students will develop skills in critical thinking and reading

CO 5: To discuss understand and evaluate causes and results of the conflict with Mughals

SESSION 2020-21
Bachelor of Business Administration Semester – III
COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1000-1605 A. D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
COURSE CODE: BBRL-3431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

5. Question paper shall consist of four Units
6. Examiner shall set 8 questions in all by selecting **Two Questions** of equal marks from each Unit.
7. Candidates shall attempt **5 questions** in **600 words**, by at least selecting **One Question** from each Unit and the **5th question** may be attempted from any of the **four Units**.
8. Each question will carry 8 marks

Unit -1.

1. Society and Culture of Punjab during Turko - Afghan Rule
2. The Punjab under the Mughals

Unit-II:

3. **Bhakti Movement and Impact on Society of Punjab**
4. Sufism in Punjab

Unit-III:

5. Guru Nanak: Early Life and Teachings
6. Concept of **Sangat, and Pangat**

Unit-IV:

7. Contribution of Guru Angad Dev, Guru Amar Das and Guru Ram Das
8. Guru Arjun Dev and Compilation of Adi Granth

Suggested Readings:

- Chopra, P. N., Puri, B.N., & Das. M.N. (1974). A Social, Cultural and Economic History of India, Vol. II. New Delhi : Macmillan India.
- Grewal, J.S. (1994) The Sikhs of the Punjab, Cambridge University Press, New Delhi.
- Singh, Fauja (1972), A History of the Sikhs, Vol. II, I. Patiala: Punjabi University.
- Singh, Khuswant (2011). A History of Sikhs- Vol. I (1469-1839), New Delhi: Oxford University Press.

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: ENGLISH (COMPULSORY)
Course Code: BBRL-3212

COURSE OUTCOMES

After passing this course, the students will be able to:

- CO 1:** develop an understanding of the poems taught, relate to the socio-cultural background of England and be able to answer questions regarding tone, style and central idea
- CO 2:** comprehend the basics of grammatical rules governing relative clauses, adjectives, adverbs, conjunctions and prepositions
- CO 3:** enhance their reading and analysing power of texts through guided reading
- CO 4:** enrich their vocabulary and use new words in their spoken and written language
- CO 5:** develop skills to write an essay on a given topic

SESSION 2020-21
Bachelor of Business Administration Semester – III
Course Title: ENGLISH (COMPULSORY)
Course Code: BBRL-3212

Examination Time: 3 Hrs

Max. Marks: 50
Theory: 40

CA: 10

Instructions for the Examiner:

(The paper setters should avoid questions of theoretical nature from *Making Connections*.)

Section A: One question with sub-parts will be set from Unit I of the syllabus. Fifteen sentences will be set and the students would be required to attempt any ten. Each sentence will carry one mark.

(10x1=10)

Section B: Two questions will be set from Unit II of the syllabus. The students would be required to attempt one essay out of the given two topics carrying six marks (word limit 300 words). The second question will be based on vocabulary. The students would be required to write single words for phrases and sentences choosing any four out of six and each carrying one mark.

(1x6+4x1=10)

Section C: The students would be required to attempt two questions (with sub parts) based on exercises as given before and after reading essays in the prescribed text book *Making Connections*.

(2x5=10)

Section D: This section will be divided into two parts. In part one, three questions based on central idea, theme, tone and style etc. of the poems from the prescribed textbook, *Moments in Time* from Unit IV of the syllabus will be set. The students would be required to attempt any two, each carrying three marks (100 words each).

(2x3=6)

Part two will have one question (with internal choice) requiring students to explain a stanza with reference to context carrying four marks (word limit 200 words). The stanzas for explanation will be taken from the prescribed textbook, *Moments in Time* from Unit IV in the syllabus.

(1x4=4)

Unit I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units 92-120)

Unit II

Essay Writing and *The Students' Companion* by Wilfred D. Best (Section 1: Single words for phrases and sentences: Words denoting Numbers and words denoting Places)

Unit III

Making Connections by Kenneth J. Pakenham, 2nd Edn. CUP: Unit-II

Unit IV

Moments in Time: Poems at Sr. No. 1-6

Texts Prescribed:

1. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
2. *The Students' Companion* by Wilfred D. Best
3. *Making Connections* by Kenneth J. Pakenham, 2nd Edn. CUP
4. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar

Session 2020-21

Bachelor of Business Administration Semester – III

Course Code: BBRL-3173

Course Title: Statistics for Business

Course Outcomes:

After passing this course students will be able to:

CO1: understand the techniques of presentation and analysis of data.

CO2: understand basics of matrices and determinants and their application to solve system of equations

CO3: basic laws of probability and basic applications of probability distributions.

CO4: some introductory knowledge of basic techniques of time series analysis

Session 2020-21
Bachelor of Business Administration Semester – III
Course Code: BBRL-3173
Course Title: Statistics for Business

Time: 3 Hours

M. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter :

Two questions, each carrying 16 marks, from each of Units I-IV (i.e. a total of eight Questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

UNIT-I

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer's rule and matrix inversion, method, application of matrices. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

UNIT-II

Measures of Central Tendency:- Mean, Median, Mode, Measure of dispersion. Range, quartile deviation, Average deviation and Standard deviation.

UNIT-III

Simple Correlation and Regression Analysis: Assumptions; Pearson's product moment and Spearman's rank correlation method; least squares technique; properties of correlations and regression coefficients. Time Series Analysis: Trend analysis using moving average and regression analysis, seasonal, cyclic and regular fluctuations.

UNIT-IV

Index number construction of unweighted and weighted index numbers, quantity Index.

Elementary Probability Theory: Deterministic and non-deterministic experiments; different types of events; a priori and empirical definition of probability, Conditional probability, laws of addition and multiplication of probability, Properties of binomial, Poisson and normal distributions.

Suggested Readings:

1. Gupta, S.C.: "*Fundamentals of Statistic*", Himalaya Publishing House, 7th Edition, 2018, Delhi
2. Gupta, SP: "*Statistical Methods, Sultan Chand & Sons*", 43rd Edition, 2014, Delhi
3. Chiang A.C., "*Fundamental Methods of Mathematical Economics*", McGraw Hill, Kogakusha.
4. Croxton, F.E., Cowden, D.J. and Klien, S., "*Applied General Statistics*", Prentice Hall of India Pvt. Ltd.

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

SESSION 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Human Resource Management
Course Code: BBRL-3324

Course Outcomes:

After passing this course the student will be able to:

Co1: have understanding of basic legal and conceptual framework for managers.

Co2: become aware of the practices and techniques for evaluating performance, structuring teams.

Co3: understand the basic concepts, functions and processes of Human Resource Management.

Co4: become aware of role and functioning of human resource department of the organisation.

Co5: evaluate the developing role of human resources in global arena and develop the required skills for absorption in various organisations.

SESSION 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Human Resource Management
Course Code: BBRL-3324

Time: 3 hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing trends in HRM. Status and competencies of HR manager.

Human Resource Planning (HRP): Concept, need and importance of HRP, factors affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objectives, Process, Methods of collecting Job Data, Uses of Job Analysis, Problems of Job Analysis.

UNIT II

Recruitment and Selection: Meaning and factors governing Recruitment, Recruitment sources and techniques. Meaning and Process of selection, problems associated with Recruitment and Selection.

Employee Retention: Meaning, factors responsible for high employee turnover, employee retention strategies.

UNIT III

HR Training and Development: Concept and Need, Process of training, Development programme:- Identification of training and development needs, objectives, strategy & designing of training and development, implementation and methods of training programme and levels of training evaluation.

Performance Appraisal: Meaning, purpose, essentials of effective performance appraisal system, various components of performance appraisal, methods and techniques of performance appraisal

UNIT IV

Managing Compensation and Employee Remuneration: Concept, objectives, components of Employee Remuneration, factors influencing Employee Remuneration, Challenges of remuneration, Incentive Plans, Fringe Benefits, Employee Health and Safety and employee grievance system.

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

Suggested Readings:

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
4. Mathis, Robert L. and Jackson, John H, "Human Resource Management," New Delhi, Thomson Publishing.
5. Gomez, Mejia, Balkin, Cardy, "Managing Human Resources," New Delhi, Pearson Education.
6. Aswathappa, K., "Human Resource Management", Text and Cases. New Delhi, Tata McGraw – Hill.
7. Snell, Scott, and Bohlander, George, "Human Resource Management," New Delhi, Cengage Learning.

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

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Marketing Management
Course Code: BBRL-3325

Course Outcomes:

After passing this course the student will be able to:

CO1: understand what marketing is and how it improves an organisation's profitability and competitiveness.

CO2: develop an understanding of marketing skills and knowledge that combine principles of marketing strategy and tactics to successfully manage and deliver marketing plans.

CO3: apply this knowledge of marketing principles to support their future career development.

CO4: describe core marketing concepts and make marketing-based decisions.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Fundamentals of Marketing Management
Course Code: BBRL-3325

**Time: 3
hours**

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

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

UNIT II

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

The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.

UNIT III

Product Life Cycle Marketing Strategies: Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage. Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

UNIT IV

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

Suggested Readings:

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, “Marketing Management: South Asian Perspective”, Pearson Education New Delhi.
2. Ramaswamy, V.S. and Namakumari, S., “Marketing Management: Global Perspective, Indian Context”, MacMillan.
3. Kurtz, David L. and Boone, Louis E., “Principles of Marketing, Thomson South-Western”.
4. Enis, B. M., “Marketing Classics: A Selection of Influential Articles”, New York, McGraw- Hill.
5. Saxena, Rajan, “Marketing Management”, Tata McGraw-Hill, New Delhi.

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

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Indian Financial System
Course Code: BBRL-3326

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand the functioning of the Indian Financial System in present scenario.

CO2: develop an understanding of the role of financial markets, financial instruments & financial institutions in the development of Indian Economy.

CO3: understand the operations of secondary market mechanism.

CO4: acquire analytical skills in the market analysis in the context of raising medium & long term funds.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Indian Financial System
Course Code: BBRL-3326

Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Financial System: Functions, organisation/structure and an overview of Indian Financial System.

Financial Markets: Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India).

UNIT II

Financial Markets: An Overview of Primary and Secondary Market.
Money Market Organisation & RBI (Role and functions).

UNIT III

Financial Intermediaries: Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies.

UNIT IV

An Introduction to FII's and FDI's and its importance.

Financial Assets/Instruments: - An Overview of Capital Market instruments.

Suggested Readings:-

1. Khan, M.Y, “Indian Financial System” fifth edition by Tata McGraw Hill Publishing Co.Ltd.
2. Vasant Desai, “The Indian Financial System & Development”, Himalaya Publishing House.
3. Dr.K.Ravichandran, “Merchant Banking & Financial Services”, Himalaya Publishing House.
4. Bhole, L.M , “Indian Financial Institutions and Market”, Tata McGraw Hill Publishing Co. Ltd.
5. Avadhani V.A., “Capital Market Management”, Himalaya Publishing House.
6. SEBI Guidelines, Nabhi Publication.

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

Session 2020-21
Bachelor of Business Administration Semester -III
Course Title: Management Accounting
Course Code: BBRL-3327

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: explain the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making.

CO2: understand the importance of analysis and interpretation of financial statements.

CO3: define and explain several ratios and their role in analyzing the financial statements and other financial activities of an organization.

CO4: understand the role of responsibility accounting and performance measurement.

CO5: evaluate the Funds Flow and Cash Flow Statements with practical examples.

CO6: explain how management accounting contributes to financial reporting.

CO7: evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact on value creation.

Session 2020-21
Bachelor of Business Administration Semester III
Course Title: Management Accounting
Course Code: BBRL-3327

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting.

Financial statement Analysis:- meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

UNIT II

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and cash flow analysis (Conceptual Only).

UNIT III

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft, Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing working capital by banks.

UNIT IV

Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method.

Suggested Readings:

1. Jain, P.K and Khan M.Y “Management Accounting”, Tata Mc Graw Hill Publishing Co. Ltd. New Delhi.
2. Horngren Charles, Gary, Sundem, Stratton William, “ Introduction to Management Accounting”, Pearson Education Publishers,
3. Jawaharlal, “Accounting for Management”, Himalaya Publishing House, New Delhi.

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

SESSION 2020-21

Bachelor of Business Administration Semester -IV

COURSE TITLE: Punjabi (Compulsory)

COURSE CODE- BBRL-4421

COURSE OUTCOMES

CO1: ‘ਪਗਡੰਡੀਆਂ’ (ਸਵੈਜੀਵਨੀ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਵੈਜੀਵਨੀ ਇਸ ਸਾਹਿਤ ਰੂਪ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ‘ਫ਼ਾਸਲੇ’ (ਨਾਟਕ) ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਟਕ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਨਾਟਕ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

CO4: ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰਨ ਦਾ ਮਕਸਦ ਵਿਦਿਆਰਥੀਆਂ ਦੁਆਰਾ ਲਿਖਤ ਵਿਚ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਲਤੀਆਂ ਨੂੰ ਸੁਧਾਰਨਾ ਹੈ।

CO5: ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

SESSION 2020-21

Bachelor of Business Administration Semester -IV
Course Title: Punjabi (Compulsory)

COURSE CODE- BCRL-4421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਪਗਡੰਡੀਆਂ (ਸਵੈਜੀਵਨੀ) : ਡਾ.ਬਚਿਤ ਕੌਰ

(ਸਾਰ /ਵਿਸ਼ਾ ਵਸਤੂ)

8 ਅੰਕ

ਯੂਨਿਟ-II

ਫ਼ਾਸਲੇ (ਨਾਟਕ) : ਜਤਿੰਦਰ ਬਰਾੜ,

ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ

8 ਅੰਕ

ਯੂਨਿਟ-III

ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ

8 ਅੰਕ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ

(ੳ) ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ

(ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21

Bachelor of Business Administration Semester –IV

Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)

COURSE CODE- BBRL-4031

Course outcomes

C01: ‘ਮੰਚ ਘਰ’ ਇਕਾਗੀ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਇਕਾਗੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਕਾਗੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

C02: ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਤ ਕਹਾਣੀਆਂ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਵਿੱਚ ਸਮਾਜਕ ਸਮਝ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

C03: ਇਸ਼ਤਿਹਾਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿੱਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

C04: ਵਿਆਕਰਨ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿੱਚ ਪਾ ਕੇ ਇੱਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester-IV

Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)

COURSE CODE- BBRL-4031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks : 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਮੰਚ ਘਰ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਿਹ)(ਸੰਪਾ. ਕੁਲਦੀਪ ਸਿੰਘ ਧੀਰ ਅਤੇ ਹਿਰਦੇਜੀਤ ਸਿੰਘ ਭੋਗਲ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ
ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਦੂਜਾ ਵਿਆਹ, ਮਨ ਦੀਆਂ ਮਨ ਵਿਚ, ਬ੍ਰਹਮ ਭੋਜ(ਇਕਾਂਗੀਆਂ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ)

(ਸਾਰ)

08ਅੰਕ

ਯੂਨਿਟ-II

ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਤ ਕਹਾਣੀਆਂ:

1. ਅੰਗੂਰ ਖੱਟੇ ਹਨ
2. ਲਾਲਚ ਬੁਰੀ ਬਲਾ ਹੈ
3. ਏਕਤਾ ਵਿੱਚ ਬਲ ਹੈ
4. ਜਿੱਥੇ ਚਾਹ, ਉੱਥੇ ਰਾਹ
5. ਅੰਤ ਭਲੇ ਦਾ ਭਲਾ

08ਅੰਕ

ਯੂਨਿਟ-III

ਇਸ਼ਤਿਹਾਰ

1. ਵਪਾਰ ਸੰਬੰਧੀ
2. ਵਿਆਹ ਸੰਬੰਧੀ
3. ਵਸਤੂਆਂ ਦੀ ਖਰੀਦ-ਵੇਚ ਸੰਬੰਧੀ
4. ਅਸਾਮੀਆਂ ਦਾ ਇਸ਼ਤਿਹਾਰ
5. ਸਿੱਖਿਆ ਪ੍ਰਾਪਤੀ ਸੰਬੰਧੀ

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਸਵਰ: ਸਵਰਾਂ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਸਵਰਾਂ ਦਾ ਵਰਗੀਕਰਨ

ਵਿਅੰਜਨ: ਵਿਅੰਜਨਾਂ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਵਿਅੰਜਨਾਂ ਦਾ ਵਰਗੀਕਰਨ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration Semester IV
Course Code: BBRL -4431

COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1605 to 1849 A.D)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE OUTCOMES

After completing the paper the students will have a thorough insight into the origin of Sikh faith and its major institutions in Punjab

CO 1: To able to construct original historical arguments using a blend of primary and secondary source material

CO 2: To be able to demonstrate the significance of historical topics with reference to broader historical context and their contemporary relevance

CO 3: Students will develop an ability to convey verbally their historical knowledge

CO 4: students will *develop skills in critical thinking and reading*

CO 5: *To discuss understand and evaluate causes and results of the conflict with Mughals*

Session 2020-21
Bachelor of Business Administration Semester -IV
Course Code- BBRL:4431
COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1605 to 1849 A.D)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

- 1. Question paper shall consist of four Units**
- 2. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
- 3. Candidates shall attempt 5 questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
- 4. Each question will carry 8 marks**

UNIT I

- 1. Transformation of Sikhism under Guru Hargobind.**
- 2. Martyrdom of Guru Teg Bahadur**

UNIT II

- 3. Creation of Khalsa**
- 4. Khalsa and its impact on the Punjab**

UNIT III

- 5. Banda Bahadur and his achievements**
- 6. Rise of Misls.**

UNIT IV

- 7. Maharaja Ranjit Singh:- Civil, Military and Land Revenue Administration.**
- 8. Fair, Festivals and Folk Music in the Punjab during the medieval period (Jarag, Baisakhi and Diwali)**

Suggested Readings

1. Chopra P.N., Puri, B.N., & Das, M.N.(1974), *A Social, Cultural & Economic History of India*. Vol.II, Macmillan India Limited, New Delhi.
2. Grewal, J.S. (1994). *The Sikhs of the Punjab*, Cambridge University Press, New Delhi.
3. Singh, Fauja (1972). *A History of the Sikhs*, Vol. III, Patiala: Punjabi University.
4. Singh, Kushwant (2011). *A History of the Sikhs*- Vol. I (1469-1839). New Delhi: Oxford University Press.
5. Singh,Kirpal (1990). *History and Culture of the Punjab*-Part II (Medieval Period). Patiala: Publication Bureau, Punjabi University.

Session 2020-21
Bachelor of Business Administration Semester-IV
Course Title: ENGLISH (COMPULSORY)
Course Code:BBRL-4212

COURSE OUTCOMES

After passing this course, the students will be able to:

- CO 1:** develop an understanding of the poems taught and be able to answer questions regarding situations, themes and characters depicted in them
- CO 2:** comprehend the basics of grammatical rules governing prepositions and phrasal verbs
- CO 3:** enhance their reading and analysing power of texts through guided reading
- CO 4:** enrich their vocabulary and use newly learnt words in both spoken and written language
- CO 5:** develop skills to write an essay on a given topic

Session 2020-21
Bachelor of Business Administration Semester-IV
Course Title: ENGLISH (COMPULSORY)
Course Code: BBRL-4212

Max. Marks: 50

Examination Time: 3 Hrs

Theory: 40

CA: 10

Instructions for the Examiner:

The paper setters should avoid questions of theoretical nature from *Making Connections*.

Section A: One question with sub-parts will be set from Unit I of the syllabus. Fifteen sentences will be set and the students would be required to attempt any ten. Each sentence will carry one mark.

(10x1=10)

Section B: Two questions will be set from Unit II of the syllabus. The students would be required to attempt one essay out of the given two topics carrying six marks (word limit 300 words). The second question will be based on vocabulary. The students would be required to write single words for phrases and sentences choosing any four out of six and each carrying one mark.

(1x6+4x1=10)

Section C: The students would be required to attempt two questions (with sub parts) based on exercises as given before and after reading essays in the prescribed text book *Making Connections*.

(2x5=10)

Section D: This section will be divided into two parts. In part one, three questions based on central idea, theme, tone and style etc. of the poems from the prescribed textbook, *Moments in Time* from Unit IV of the syllabus will be set. The students would be required to attempt any two, each carrying three marks (100 words each).

(2x3=6)

Part two will have one question (with internal choice) requiring students to explain a stanza with reference to context carrying four marks (word limit 200 words). The stanzas for explanation will be taken from the prescribed textbook, *Moments in Time* from Unit IV in the syllabus.

(1x4=4)

Unit I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units 121-145)

Unit II

Essay Writing and *The Students' Companion* by Wilfred D. Best (Section 1: Single words for phrases and sentences: Words pertaining to Government, words pertaining to Marriage, Opposites and Negatives)

Unit III

Making Connections by Kenneth J. Pakenham, 2nd Edn. CUP: Unit-IV

Unit IV

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

Texts Prescribed:

1. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
2. *The Students' Companion* by Wilfred D. Best
3. *Making Connections* by Kenneth J. Pakenham, 2nd Edn. CUP
4. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar

SESSION 2020-21
Bachelor of Business Administration Semester IV
Course Code: BBRL -4323
Course Title: Financial Management

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand both the theoretical and practical role of financial management in business corporations.

CO2: analyse the financial requirements of corporations and decide their capital structures.

CO3: apply various capital budgeting techniques for taking decisions regarding acceptance and rejection of proposals.

CO4: devise dividend policy of corporations.

Session 2020-21
Bachelor of Business Administration Semester-IV
Course Code: BBRL -4323
Course Title: Financial Management

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

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

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

UNIT II

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

Sources of finance: Long term and short term.

UNIT III

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

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

UNIT IV

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

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

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlkas, “Working Capital Management: Strategies and Techniques”.
Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, “Corporate Finance”, McGraw Hill. Int. Ed,
New York.
4. Chandra, Prasanna, “Financial Management”, Tata McGraw Hill, Delhi
5. Hampton, John, “Financial Decision Making”, Prentice Hall, Delhi
6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, “Fundamentals of Financial Management”.
Prentice-Hall, Delhi.
8. Van Horne, James G , “Financial Management and Policy”, Prentice Hall, Delhi,
9. Khan MY, Jain PK, “Financial Management”, Tata McGraw Hill, New Delhi.

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

Session 2020-21

Bachelor of Business Administration Semester IV
Course Title: Production and Operations Management
Course Code: BBRL -4324

Course Outcomes:

After passing this course students will be able to:

CO1: understand production and operations function.

CO2: understand the principles of just-in-time systems and total quality management.

CO3: evaluate location alternatives and discuss the importance of product design.

CO4: understand importance of quality control.

CO5: know the techniques for planning and control.

Session 2020-21
Bachelor of Business Administration Semester -IV
Course Title: Production and Operations Management
Course Code: BBRL-4324

Time: 3 Hours

Max. Marks: 50

Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Introduction: - Concept of Production & Operations management, Market Analysis, Competitive Priorities and capabilities. New Product Design and development. Plant location and Plant layout. Scheduling for Manufacturing Systems. Production Scheduling Techniques Sequencing. Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.

UNIT II

Productivity: Concept and Importance, Factors Affecting Productivity, Methods to improve productivity. Value Analysis.

Work study: Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement.

UNIT III

Inventory Management: Concept and Classification of Inventory, Relevant Cost

Inventory Decisions:- Inventory Control Models, Reorder level, Lead Time and Safety Stock..

UNIT IV

Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management. **Quality Issues:** Concept of Quality and Total Quality Management, Statistical Quality Control.

Just in Time Manufacturing Systems.

Suggested Readings:

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
2. Kanishka Bedi , “Production & Operations Management”, Oxford Higher Education.
3. L.J. Krajewski & L.P. Ritzman “Operations Management Processes & Value Chains”,
Pearson Education.
4. B.S. Goel “Production Operation Management”.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal , “Operations
Management – For Competitive Advantage”, The McGraw Hill Companies.

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

Session 2020-21
Bachelor of Business Administration Semester -IV
Course Title: Business Environment
Course Code:BBRL-4325

Course Outcomes:

After passing this course the student will be able to:

CO1: know the impact of the economic environment, political, legal and social factors on business.

CO2: identify and analyse issues in business situations and propose appropriate and welljustified solutions.

CO3: identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice.

CO4: identify social and cultural implications of business situations.

CO5: analyze multinational firms' responses to threats and opportunities in the business environment.

Session 2020-21
Bachelor of Business Administration Semester- IV
Course Title: Business Environment
Course Code:BBRL-4325

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis. Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.

UNIT II

The process of environmental scanning and its importance. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries. Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India.

UNIT III

Economic Planning in India: objectives, NITI Aayog: objectives, functions and role in economic planning
Analysis of Current Annual Budget. The Social responsibility of business, social audit, business ethics & corporate governance.

UNIT IV

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

Suggested Readings:

1. Francis Cherunilam, “Business Environment”, Himalaya Publishing House, New Delhi.
2. K Aswathappa, “Legal Environment of Business”, Himalaya Publishing House.
New Delhi.
3. M. Adhikary, “Economic Environment for Business”, Sultan Chand & Sons, New Delhi.
4. Ruddar Dutt and KPM Sundharam, “Indian Economy”, S. Chand and Company Ltd., New Delhi
5. P.K. Ghosh and G.K. Kapoor, “Business Policy and Environment”, Sultan Chand and
Sons, Delhi.
6. Paul Justin, “Business Environment – Text and Cases”, Tata McGraw Hills Pvt. Ltd., New Delhi
7. Govt. of India, Five Years Plan Documents.
8. Govt. of India, Various Issues of Annual Economic Survey of India.

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

Session 2020-21
Bachelor of Business Administration Semester - IV
Course Title: Operations Research
Course Code: BBRL-4326

Course Outcomes:

After successful completion of this course, students will be able to:

CO1: have conceptual understanding of Operations Research and its practical relevance.

CO2: evaluate various complex problems which are beyond the control of management.

CO3: have comprehensive understanding of various quantitative techniques like LPP, Game Theory, PERT CPM, Assignment, Transportation, Queue Models etc.

CO4: apply appropriate Operation Research Techniques according to the nature of the problem.

CO5: suggest optimal solution to the complex problems with an overall quantitative approach of problem solving.

session 2020-21
Bachelor of Business Administration Semester IV
Course Title: Operations Research
Course Code:BBRL-4326

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Operations Research: Meaning, significance and scope. Introduction to linear programming, formation of Linear Programming Problem, Graphical method Simplex Method, Two Phase Simplex Method. Duality in Linear Programming, Definition of Dual Problem, general rules of converting primal into its dual.

UNIT II

Transportation Problems Assignment Problems

UNIT III

CPM/PERT-Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion.

UNIT IV

Games Theory: Two persons zero sum games, pure strategies, mixed strategies, Dominance. **Inventory**-Types, Nature and classification Economic lot size models, quantity discounts.

Suggested Readings:

1. V.K. Kapoor, "Operation Research".
2. N.D. Vohra, "Quantitative Techniques in Management".
3. Narinder K. Sethi, "Operation Management".
4. Gordon/Pressman, "Quantitative Decision Making for Business".
5. C.R. Kothari, "Quantitative Methods".
6. Barry Shore, "Quantitative Method for Research". *Note: The latest editions of the books should be followed.*

Session 2020-21
Bachelor of Business Administration Semester IV
Course Title: Fundamentals of Insurance
Course Code: BBRL-4327

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: have conceptual clarity of basic concepts and principles of insurance and types of insurance policies.

CO2: understand the regulatory framework of Insurance in India.

CO3: acquire knowledge about reinsurance and various distributions channels of insurance.

CO4: understand the process of underwriting and claims to get absorbed in any insurance company.

Session 2020-2021
Bachelor of Business Administration Semester IV
Course Title: Fundamentals of Insurance
Course Code: BBRL-4327

Time: 3 Hours

Max. Marks: 50

Theory Marks: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Insurance- Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution.

Reforms In Indian Insurance Sector-meaning, need and its Implications

UNIT II

Legal Framework- Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999

An overview of Insurance Industry- Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, Liability Insurance.

UNIT III

Underwriting-Meaning, Purpose and Process of Underwriting

Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.

UNIT IV

Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers. Insurance Specialists- Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrators.

Suggested Readings:

1. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”.
2. Emmett J.Vaughan and Therese Vaughan “Fundamentals of Risk and Insurance”
3. Agarwal, O.P “Banking and Insurance”
4. Periasamy,P; Veeraselvam,M., “Risk and Insurance Management”, Tata Mc Graw Hill
5. www.irda.org

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

Session 2020-21
Bachelor of Business Administration Semester- IV
Course Title: Seminar
Course Code: BBRS-4328

Max. Marks: 50

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: develop strong communication skills.

CO2: develop the skills that will help in enhancing and shaping their thoughts and creativity.

CO3: improve their conceptual knowledge and develop critical thinking.

Session 2020-21
Bachelor of Business Administration Semester- IV
Course Title: Seminar
Course Code: BBRS-4328

Max. Marks: 50

The topics of seminar will be discussed with the students in the class.

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: Punjabi (Compulsory)

Course Code: BBRL-5421

COURSE OUTCOMES

- CO1:** ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀਆਂ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।
- CO2:** ਨਾਵਲ ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ) ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਵਲ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਨਾਲ ਜੋੜਣਾ ਹੈ।
- CO3:** ਪੈਰਾ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।
- CO4:** ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।
- CO5:** ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ, ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ, ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: Punjabi (Compulsory)

Course Code: BBRL-5421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50
Theory: 40
CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ

(ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2018)

ਲੇਖਕ	ਕਹਾਣੀ	ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ
ਅਜੀਤ ਕੌਰ	ਨਿਊ ਯੀਅਰ	ਮੌਤ ਅਲੀ ਬਾਬੇ ਦੀ
ਜਿੰਦਰ	ਸੌਰੀ	ਜਖਮ
ਸੁਖਜੀਤ	ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ ਦਾ ਬਾਪ	ਮੈਂ ਇੰਜੁਆਏ ਕਰਦੀ ਹਾਂ
ਜਤਿੰਦਰ ਹਾਂਸ	ਰਾਹੂ ਕੇਤੂ	ਈਸ਼ਵਰ ਦਾ ਜਨਮ
ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼	ਅਰਜਨ ਛੇੜ ਗਡੀਰਨਾ	ਕੁਝ ਅਣਕਿਹਾ ਵੀ
ਚੰਦਨ ਨੇਗੀ	ਹਰਖ ਸੋਗ	ਹਰਖ ਸੋਗ
ਜਸਵਿੰਦਰ ਸਿੰਘ	ਖੂਹ ਖਾਤੇ	ਖੂਹ ਖਾਤੇ
ਗੁਰਦੇਵ ਸਿੰਘ ਰੁਪਾਣਾ	ਸ਼ੀਸ਼ਾ	ਸ਼ੀਸ਼ਾ ਅਤੇ ਹੋਰ ਕਹਾਣੀਆਂ
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)		8 ਅੰਕ

ਯੂਨਿਟ-II

ਨਾਵਲ : ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-III

ਲਗਪਗ 200 ਸ਼ਬਦਾਂ ਵਿਚ ਪੈਰਾ ਰਚਨਾ

ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

8 ਅੰਕ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ :

(ੳ) ਨਾਂਵ ਵਾਕਾਂਸ਼

(ਅ) ਮੇਲ ਤੇ ਅਧਿਕਾਰ

8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)
Course Code: BBRL-5031

COURSE OUTCOMES

Co1: 'ਸਾਹਿਤ ਦੇ ਰੰਗ' ਪੁਸਤਕ ਦੇ ਕਵਿਤਾ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਲ ਕਰ ਸਕਣ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲਾਂਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

Co2: 'ਸਾਹਿਤ ਦੇ ਰੰਗ' ਪੁਸਤਕ ਦੇ ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਬਹੁਤੇ ਸ਼ਬਦਾਂ ਦੀ ਥਾਂ ਇਕ ਸ਼ਬਦ ਅਤੇ ਬਹੁਆਰਥਕ ਸ਼ਬਦ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਿਆਕਰਣ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO4: ਸਮਾਨਰਥਕ ਸ਼ਬਦ, ਵਿਰੋਧਾਰਥਕ ਸ਼ਬਦ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਿਆਕਰਣ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)
COURSE CODE: BBRL-5031

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50
Theory: 40
CA: 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸਾਹਿਤ ਦੇ ਰੰਗ (ਸੰਪਾ.ਡਾ ਮਹਿਲ ਸਿੰਘ), ਭਾਗ ਪਹਿਲਾ(ਕਵਿਤਾ), ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
ਭਾਈ ਵੀਰ ਸਿੰਘ(ਸਮਾਂ, ਚੜ੍ਹਮਾ)
ਪ੍ਰੋ.ਪੂਰਨ ਸਿੰਘ(ਪੰਜਾਬ ਨੂੰ ਕੂਕਾਂ ਮੈਂ, ਹਲ ਵਾਹੁਣ ਵਾਲੇ)
ਪ੍ਰੋ.ਮੋਹਨ ਸਿੰਘ(ਮਾਂ, ਕੋਈ ਆਇਆ ਸਾਡੇ ਵਿਹੜੇ)
(ਕਵਿਤਾਵਾਂ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਸਾਹਿਤ ਦੇ ਰੰਗ (ਸੰਪਾ.ਡਾ ਮਹਿਲ ਸਿੰਘ), ਭਾਗ ਪਹਿਲਾ(ਕਹਾਣੀ),
ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
ਪੇਮੀ ਦੇ ਨਿਆਣੇ, ਕੁਲਫੀ, ਘੋਟਣਾ (ਕਹਾਣੀਆਂ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਬਹੁਤੇ ਸ਼ਬਦਾਂ ਦੀ ਥਾਂ ਇਕ ਸ਼ਬਦ

(ਅ) ਬਹੁਆਰਥਕ ਸ਼ਬਦ

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਸਮਾਨਰਥਕ ਸ਼ਬਦ

(ਅ) ਵਿਰੋਧਾਰਥਕ ਸ਼ਬਦ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Session 2020-21
Bachelor of Business Administration Semester -V
Course Title: Punjab History and Culture (From 1849-1947 A.D)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BBRL-5431

COURSE OUTCOMES:-

After completing the course student have understanding of Punjab in the pre-independence phase

CO 1:- Students will understand major changes in the Punjab during British Rule

CO 2:- They will also know about important agitations and their outcomes on the politics of the Punjab.

CO 3:- They will gain knowledge about the society and economy of Punjab

CO 4:- They will be able to evaluate the socio-religious reforms movements of Punjabi society

CO 5:- They will have insights into the details of the partition of Punjab

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: Punjab History & Culture (From 1849-1947 A.D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BBRL-5431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

9. Question paper shall consist of four Units
10. Examiner shall set 8 questions in **600 words** by selecting **Two Questions** of equal marks from each Unit.
11. Candidates shall attempt **5 questions** in all, by at least selecting **One Question** from each Unit and the **5th question** may be attempted from any of the **four Units**.
12. Each question will carry 8 marks

Unit- I

1. First Anglo-Sikh War.
2. Annexation of Punjab and Board of Administration

Unit-II

3. British Policy towards agriculture and industry
4. Spread of modern education

Unit-III

5. Socio- religious reform movements: Namdhari, Singh Sabha, AryaSamaj and **Ad Dharm**
6. Gadhar Movement

Unit-IV

7. Gurdwara Reform Movement
8. Contribution to freedom struggle: Jallianwala Bagh tragedy; Non-cooperation and Quit India Movement.

Suggested Readings

- Singh, Fauja, *History and Culture of the Punjab*, Part II, Publication Bureau, Punjabi University, Patiala, 1987.
- Singh, Fauja, *Freedom Struggle in the Punjab*, Publication Bureau, Punjabi University, Patiala, 1974.
- Grewal, J.S., *The Sikhs of the Punjab*, New Cambridge House, New Delhi, 2005.
- Singh, Kushwant, *A History of the Sikhs*. Vol. II (1839-1998), Oxford University Press, Delhi, 1991.
- Rai, Satya. M (1978), *Heroic Tradition in the Punjab (1900-1947)*. Punjabi University, Patiala, 1978.
- Chopra, P.N. & Das, M.N. (1974), *A Social, Cultural & Economic History of India*. Vol. III, Macmillan India, 1974.
- Saini B. S, *The Social & Economic History of the Punjab 1901-1939*, EssEss Publications, Delhi, 1975.
- Mittal, S.C, *Freedom Movement in the Punjab (1905-29)*, Concept Publishing Company Delhi, 1977.

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: English (Compulsory)
Course Code: BBRL-5212

COURSE OUTCOMES

After passing this course, the students will be able to:

- CO 1:** widen their knowledge about various literary devices used in poetry such as tone, style, imagery, figures of speech, symbolism etc.
- CO 2:** develop power of imagination and appreciate the beauty, rhyme, and style of a poem
- CO 3:** analyze and appreciate the dramatic technique, plot development and art of characterisation in the prescribed play
- CO 4:** develop an understanding of the insights, genres, conventions and experimentations associated with English Drama
- CO 5:** develop the knowledge, skills and capabilities for effective business writing such as letter writing and resume writing

Session 2020-21
Bachelor of Business Administration Semester V
Course Title: English (Compulsory)
Course Code: BBRL-5212

Max. Marks: 50
Theory: 40
CA: 10

Examination Time: 3 Hrs

Instructions for the Examiner:

Section A: Three questions from the play *All My Sons* from Unit I and three questions from *Poems of Nature and Culture* from Unit II requiring very short answers will be set. The students would be required to answer any five, each carrying two marks (50 words each).

(5x2=10)

Section B: Four questions requiring brief descriptive answers based on character, tone, plot and theme(s) in the play *All My Sons* from Unit I will be set and the students would be required to attempt any two, each carrying five marks (250 words each). **(2x5= 10)**

Section C: Four questions based on the central idea, theme, tone or style etc. of the prescribed poems from the textbook, *Poems of Nature and Culture* from Unit II will be set for the students to attempt any two of these, each carrying five marks (250 words each). The questions can also be set based on stanzas with reference to context. **(2x5= 10)**

Section D: Two questions with internal choice will be set based on (a) formal letter (b) Job application and Resume Writing, each carrying five marks. **(2x5=10)**

Unit I

All My Sons by Arthur Miller

Unit II

Poems of Nature and Culture

William Wordsworth: The World is Too Much with Us

Gordon Lord Byron: She Walks in Beauty

P.B. Shelly: Ozymandias

Alfred Lord Tennyson: In Memoriam

Mathew Arnold: Dover Beach

Wilfred Owen: Strange Meeting

Robert Graves: The Portrait

W.H. Auden: The Unknown Citizen

Ted Hughes: The Thought-Fox

Sylvia Plath: Mirror

Rabindranath Tagore: False Religion

Nissim Ezekiel: Night of Scorpion

Unit III

Formal letter, Job Application and Resume Writing

Texts Prescribed:

1. *All My Sons* by Arthur Miller
2. *Poems of Nature and Culture*, Guru Nanak Dev University, Amritsar
3. *Oxford Guide to Effective Writing and Speaking* by John Seely.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5323
Course title: Company Law

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

CO1: have in depth knowledge about formation of a company and its registration. CO2: draft the required documents like MOA and AOA.

CO3: learn the mode to register and fill the documents online.

CO4: have a clear conceptual understanding about the powers, duties and legal position of directors.

CO5: grasp the latest emerging issues that may arise.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5323
Course title: Company Law

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Company – Meaning, Latest Amendments, Features, Types , Formation: Promotion and Registration, Preliminary contracts, Limited Liability Partnership, One Person Company. Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.

UNIT-II

Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management. Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridged Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus.

UNIT-III

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares
Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Managerial Remuneration. Women Directors.

UNIT-IV

Company Meetings:-Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, dividend, Procedure for Conducting Meetings (including Board meetings).

Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Suggested Readings:

1. Avtar Singh, “Company Law”.
2. N. D. Kapoor, “Company Law & Secretarial Practice”.

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

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5324
Course Title: Entrepreneurship and Small business

COURSE OUTCOMES :

On successful completion of this course, students will be able to:

1. understand basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development,.
2. developing personal creativity and entrepreneurial initiative.
3. understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
4. Construct a workable business plan that includes marketing, financial, and operating sections.
5. Describe marketing strategies and alternative promotion options that enhance a small business' competitive edge.
6. Explain the principles of management and their application to the small business

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5324
Course Title: Entrepreneurship and Small Business

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unit I

Concept of Entrepreneurship : The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.

Unit II

Characteristics of Entrepreneur- Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation. Entrepreneurial Development Programmes-Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation.

Unit III

Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital.

Unit IV

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, “Small BusinessManagement”.
2. Kenneth R., Van Voorthis, “Entrepreneurship and Small BusinessManagement”.
3. Hans Schollhammer and Arthur H. Kuriloff, “Entrepreneurship and Small Business Management”.
4. Joseph R. Mancuso, “How to Start, Finance and Manage Your Own SmallBusiness”.
5. Sharma, R.A, “Entrepreneurial Change in IndianIndustries”.
6. Dhar, P.N. and Lydall H.F., “The Role of Small Enterprises in Indian Economic Development”.

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

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5325
Course Title: Cost Accounting

COURSES OUTCOMES:

On successful completion of this course, students will be able to:

CO1: Describe how cost accounting is used for decision making and performance evaluation. CO2: Explain the basic concepts of cost and its ascertainment & allocation.

CO3: Demonstrate how material, labour and overhead costs are determined.

CO4: Assess how cost-volume-profit are related and use CVP analysis as a planning and decision- making tool.

CO5: Prepare a budget and use budgetary control and other techniques like standard costing and marginal costing for performance evaluation and cost control.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5325
Course Title: Cost Accounting

Time : 3 Hours

Max. Marks: 50
Theory:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type/numericals(equal proportion) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unit-I

Introduction:- Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of cost Accounting, Advantages and limitations of Cost Accounting, Difference between Financial and Cost Accounting , Cost Unit & Cost Centre, Elements of cost, Material, Labour and other Expenses Classification of cost, Types of Costs and Preparation of Cost Sheet.

Unit-II

Methods of Costing:- Contract Costing
Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains

Unit-III

Marginal Costing – Meaning and various concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety.

Standard Costing- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing.

Variance Analysis – Material and Labour Variances only.

Unit-IV

Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control

Advantages and disadvantages of Budgetary Control Types of Budget.

Suggested Readings:

1. Vasistha and Saxena, “Advanced Cost Accounting”,
2. Jain. S.P. and Narang, “Advanced Cost Accounting”.
3. Maheshwari, S.N. “Cost Accounting”
4. Arora, M.N “ Cost Accounting Principles & Practices”, Vikas Publishing House, New Delhi
5. Dev, Prabhu “Cost Accounting”, Himalaya Publication, New Delhi

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

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5326(OPTION CI)
Course Title: Management of Banking Operations

COURSE OUTCOMES:

After passing this course the students will be able to:

Co1: have Banking knowledge and skills together with technology-familiarity and customer-orientation.

Co2: understand various services offered and risks faced by banks.

Co3: become aware of various banking innovations after nationalization.

Co4: They will have in-depth knowledge of Basel Norms & regulatory framework.

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5326(OPTION CI)
Course Title: Management of Banking Operations

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type (in equal proportion) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT I

Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implications. Laws in banking-RBI Act 1934, Negotiable Act 1881, The Banking Regulation Act 1949.

Types of Bank Accounts- Fixed or time deposit account, Savings bank deposit account, Current deposit account, Recurring deposit account.

UNIT II

Lending- Features of bank credit, types of lending, terms and conditions of lending, different types of loans and their features. Risk management in banks- types of risks.

UNIT III

Capital Adequacy- the Basel Accord implications for bank, CRAR and Prudential Norms for asset classification, income recognition and provisioning, Anti- money laundering and KYC norms.

UNIT IV

Introduction to Asset Liability Management, Customer Relationship Management, Corporate Governance in Commercial Banks. Innovations in Banking with special reference to Fee Based Services.

Suggested Readings:

1. Padmalatha, Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson Education, New Delhi.
2. Sharma, R.K., Gupta, Shashi K, Jagwant Singh, “Banking and Insurance”
3. Agarwal O.P, “Banking and Insurance”
4. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”

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

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5327(OPTION CII)
Course Title: Insurance and Risk Management

COURSE OUTCOMES :

On successful completion of this course, students will be able to:

CO1: explain the nature and principles of insurance (life and general insurance) CO2: exchange regulatory framework of Insurance in India

CO3: identify and categorise the various risks

CO4: explain the various risk control measures available

CO5: apply the insurance mechanism in risk management

Session 2020-21
Bachelor of Business Administration Semester V
Course Code: BBRL-5327(OPTION CII)
Course Title: Insurance and Risk Management

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT I

Definition, Nature, role and importance of insurance, salient features of IRDA Act 1999
Rational for opening up of Insurance sector to private sectors. Nature of life insurance contract.
Annuities, surrender value, calculation of premium and measurement of risk. Progress of life insurance business in India.

Unit II

Fire insurance-Nature and use, policy condition, rate fixation, payment of Claims, reinsurance, marine insurance: nature. Premium calculation, payment of claims.
Motor insurance policy and covers, comprehensive policies, third party Act policies, extra benefit cover motor Insurance claims.

Unit III

Concept of risk, corporate and personal risk management.
Identification of risk tools /technique for perception of risk: method for determining the operative causes of perils: safety audit

Unit IV

Evaluation of risk: risk avoidance and reduction risk : methods of loss prevention and risk reduction. Role of surveyors in loss prevention or risk reduction. techniques of risk financing Retention of risk : captive insurance companies, transfer of risk :types of risk transfer, benefits and limitations of insurance- Partial Insurance arrangements.

Suggested Reading :

1. Insurance Regulation and Development Act.
2. Gopal Krishan, G, "Insurance Principles and Practice", Sterling Publishers, New Delhi.

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

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Punjabi (Compulsory)

Course Code: BBRL -6421

COURSE OUTCOMES

- CO1:** ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀਆਂ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।
- CO2:** ਨਾਵਲ ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਵਲ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਨਾਲ ਜੋੜਣਾ ਹੈ।
- CO3:** ਪੈਰੂਾ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।
- CO4:** ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੂੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।
- CO5:** ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ, ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ,ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Punjabi (Compulsory)

Course Code:BBRL-6421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA: 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਕਾਵਿ ਗੌਰਵ (ਪਹਿਲੇ ਛੇ ਕਵੀ)(ਸੰਪਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਮਜੀਤ ਕੌਰ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ,
(ਸ਼ੇਖ ਫ਼ਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ, ਵਾਰਿਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ)
(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ/ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ)

8 ਅੰਕ

ਯੂਨਿਟ-II

ਧਰਤੀਆਂ ਦੇ ਗੀਤ (ਸਫ਼ਰਨਾਮਾ), ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ, ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ
(ਸਮਾਜ ਸਭਿਆਚਾਰ ਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ ਪਰਖ)

8 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਲੇਖ ਰਚਨਾ (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀ ਅਤੇ ਚਲੰਤ ਮਸਲਿਆਂ ਸਬੰਧੀ)
(ਅ) ਸੰਖੇਪ ਰਚਨਾ

8 ਅੰਕ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ :

(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ, ਕਾਰਕ

(ਅ) ਕਿਰਿਆ ਵਾਕਾਂਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ

8 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)

Course Code: BBRL-6031

COURSE OUTCOMES

CO1: ‘ਸਾਹਿਤ ਦੇ ਰੰਗ’ ਪੁਸਤਕ ਦੇ ਵਾਰਤਕ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਾਰਤਕ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਭਾਸ਼ਣ ਕਲਾ ਤੇ ਲਿਖਣ ਕਲਾ ਦੀ ਨਿਪੁੰਨਤਾ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO3: ‘ਸਾਹਿਤ ਦੇ ਰੰਗ’ ਪੁਸਤਕ ਦੇ ਰੇਖਾ ਚਿੱਤਰ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਰੇਖਾ ਚਿੱਤਰ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤੇ ਇਹਨਾਂ ਮਹਾਨ ਸ਼ਖ਼ਸੀਅਤਾਂ ਦੀ ਸਫਲਤਾ ਪਿੱਛੇ ਘਾਲੀਆਂ ਘਾਲਣਾਵਾਂ ਤੇ ਵਾਕਫ਼ ਕਰਵਾਉਂਦਿਆਂ ਜੀਵਨ ਸੇਧ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO4: ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਮਨੋਰਥ ਲਿਖਣ ਕਲਾ ਦੀ ਨਿਪੁੰਨਤਾ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO5: ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਦੀ ਪਰਿਭਾਸ਼ਾ ਤੇ ਪੰਜਾਬੀ ਦੀਆਂ ਉਪਭਾਸ਼ਾਵਾਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)

Course Title: Basic Punjabi (In lieu of Punjabi Compulsory)

Course Code: BBRL-6031

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸਾਹਿਤ ਦੇ ਰੰਗ (ਸੰਪਾ.ਡਾ ਮਹਿਲ ਸਿੰਘ), ਭਾਗ ਦੂਜਾ (ਵਾਰਤਕ), ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਗੰਗਾਦੀਨ, ਮਾਂ, ਭਾਈ ਮਰਦਾਨਾ ਜੀ ਲੇਖ ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-II

ਸਾਹਿਤ ਦੇ ਰੰਗ (ਸੰਪਾ.ਡਾ ਮਹਿਲ ਸਿੰਘ), ਭਾਗ ਦੂਜਾ (ਰੇਖਾ ਚਿੱਤਰ), ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਡਾ.ਗੰਡਾ ਸਿੰਘ, ਨਿੱਕੀ ਕਹਾਣੀ ਦਾ ਬਾਦਸ਼ਾਹ, ਮਿਲਖਾ ਸਿੰਘ ਰੇਖਾ ਚਿੱਤਰ ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਸਾਰ)

08 ਅੰਕ

ਯੂਨਿਟ-III

ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

(ੳ) ਪੈਰੋ ਵਿਚ ਅਨੁਵਾਦ
(ਅ) ਵਾਕਾਂ ਵਿਚ ਅਨੁਵਾਦ

08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ) ਭਾਸ਼ਾ ਦੀ ਪਰਿਭਾਸ਼ਾ ਤੇ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

(ਅ) ਉਪਭਾਸ਼ਾ: ਪਰਿਭਾਸ਼ਾ ਤੇ ਪੰਜਾਬੀ ਦੀਆਂ ਉਪਭਾਸ਼ਾਵਾਂ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ

ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)

Course Title: Punjab History and Culture (1947- 2000 A.D.)
(Special Paper In Lieu of Punjabi Compulsory)
(For Those Students Who are not Domicile of Punjab)

Course Code: BCRL-6431

COURSE OUTCOMES:-

After completing this paper the students will be able to

CO 1:-comprehend Punjab's contribution in the freedom struggle, the exodus and Rehabilitation

CO 2:- understand the history of Punjab from independence with special reference to partition and the formation of New Punjab in 1966

CO 3:- understand the objectives, planning and outcomes of Green Revolution in the Punjab

CO 4:- critically analyze the growth of education, Punjabi literature and Drama in the Punjab after Independence

CO 5:-the drug abuse problem, management and prevention in the Punjab

SESSION 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)

Course Title: Punjab History and Culture (1947- 2000 A.D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BCRL-6431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

- 5. Question paper shall consist of four Units**
- 6. Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
- 7. Candidates shall attempt 5 questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
- 8. Each question will carry 8 marks**

UNIT I

1. Partition and its Impact on Punjab
2. Rehabilitation.

UNIT II

3. Punjabi Suba Movement and Act of 1966.
4. Green Revolution.

UNIT III

- 5. Punjabi Diaspora (Canada)**
6. Development of education in Punjab after Independence

UNIT IV

7. Development of Punjabi Literature and Drama.
8. Emerging Concerns: Drug Addiction and Female Foeticide

Suggested Readings

1. Chopra, P.N. & Das, M.N. (1974), *A Social, Cultural & Economic History of India*. Vol.III, Macmillan India, New Delhi, 1974.
2. Grewal, J.S., *Social and Cultural History of Punjab: Prehistoric, Ancient and Early Medieval*. Foundation Books Pvt Ltd Cambridge House, New Delhi, 2004.
3. Grewal, J.S., *The Sikhs of Punjab*. New Cambridge House, New Delhi, 2005
4. Rai Satya M. , *Heroic Tradition in Punjab(1900-1947)*. Publication Bureau, Punjabi University, Patiala, 1978.
5. Singh, Fauja., *Freedom Struggle in Punjab*. Publication Bureau, Punjabi University, Patiala, 1974.
6. Singh, Fauja, *History and Culture of the Punjab*. Part II, Publication Bureau, Punjabi University, Patiala, 1987.
7. Singh, Kushwant, *A History of the Sikhs*. Vol. II (1839-1998), Oxford University Press, Delhi, 1991.
8. Yadav, K.C., *Haryana Aitihāsik Simhavalokan* (Hindi). Haryana Sahitya Akademy, Chandigarh, 1991.

Session 2020-2021

Bachelor of Business Administration (B.B.A) (Semester -VI)

COURSE TITLE: ENGLISH (COMPULSORY)

Course Code: BBRL-6212

COURSE OUTCOMES

After passing this course, the students will be able to:

- CO 1:** analyze and appreciate the dramatic technique, plot development and art of characterisation in the prescribed plays
- CO 2:** comprehend, appreciate and critically analyse the novel *Train to Pakistan* by Khushwant Singh
- CO 3:** enhance their reading and analysing power of texts through guided reading
- CO 4:** develop skills for report writing and to write an essay on a given topic

Session 2020-2021

Bachelor of Business Administration (B.B.A) (Semester -VI)

COURSE TITLE: ENGLISH (COMPULSORY)

Course Code: BBRL-6212

Max. Marks: 50

Examination Time: 3 Hrs

Theory: 40

CA: 10

Instructions for the Examiner:

Section A: Three questions from the novel *Train to Pakistan* from Unit I and three questions from *Glimpses of Theatre* from Unit II requiring very short answers will be set. The students would be required to answer any five, each carrying 2 marks (50 words each). **(5x2=10)**

Section B: Four questions requiring brief descriptive answers based on character, plot and theme(s) in the novel *Train to Pakistan* from Unit I will be set and students would be required to attempt any two, each carrying 5 marks (250 words each). **(2x5=10)**

Section C: Four questions based on the central idea, theme, tone or style etc. of the prescribed plays from the textbook, *Glimpses of Theatre* from Unit II will be set for the students to attempt any two, each carrying 5 marks (250 words each). **(2x5=10)**

Section D: Two questions with internal choice will be set based on (a) Essay Writing, carrying six marks (word limit 300 words) (b) Report Writing, carrying four marks (word limit 200 words). **(1x6+1x4=10)**

Unit I

Train to Pakistan by Khushwant Singh

Unit II

Glimpses of Theatre

- i) The Will
- ii) Villa for Sale
- iii) Progress
- iv) The Monkey's Paw

Unit III

Essay Writing and Report Writing

Texts Prescribed:

1. *Train to Pakistan* by Khushwant Singh
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar

Session 2020-2021

Bachelor of Business Administration (B.B.A) (Semester -VI)

Course Title: Income Tax Law and Practice

Course Code: BBRL-6323

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: understand the concept of Direct Tax Laws

CO2: have the knowledge of latest provisions of Income Tax Act regarding different Heads of Income

CO3: understand the concept of Assessment of Income

CO4: compute tax liability of different assesses

CO5: take tax-sensitive decisions in the real life.

CO6: practice as Tax Advisor/Consultants.

Session 2020-2021
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Income Tax Law and Practice
Course Code: BBRL-6323

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type / Numerical (in equal proportion) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

UNIT-I

Income Tax Act 1961: Basic Introduction, Brief history of Income Tax in India, Scope of the Act, Meaning of Income Tax; Concept of Income Tax; Assessment year, Previous year; Assessee; Person; Agricultural Income with examples; Residential status and Tax Liability.

UNIT-II

Heads of Income: Computation of Income from Salary inclusive of salary components Allowances; perquisites; profit in lieu of salary and deductions, Income from House Property allowable deductions, profits and gains from Business and Profession

UNIT-III

Income from Short term and long term capital gains; Income from other sources;

UNIT-IV

Computation of Gross Total Income and Total Income and the tax liability of a salaried individual, Deductions from the Gross Total Income of individuals. Tax Deduction at Source.

Suggested Readings:

1. Singhania, V.K., "Direct Taxes", 2020, Taxmann Publications, New Delhi.
2. Lal, B.B. and Vashisht, N., "Direct Taxes", 2020, Pearson Education, New Delhi.
3. Gaur, V.P. and Narang, D.B., "Income Tax Law and Practice", 2020, Kalyani Publications, New Delhi.
4. Chandra, M., Goyal, S.P. and Shukla, D.C., "Income Tax Law and Practice", Pragati Prakashan, New Delhi.

Session 2020-2021
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Fundamentals of Capital Market
Course Code: BBRL-6324

Time: 3 Hours

Max. Marks:50
Theory Marks:40
CA:10

On the successful completion of this course the students will be able to:

CO1: understand fundamental concepts, functions and regulatory framework of stock market

CO2: learn SEBI guidelines regarding organization and management of stock exchanges

CO3: have conceptual and detailed understanding of various participants of stock market and type of financial intermediaries.

CO4: learn significance of listing and guidelines of Indian stock exchanges regarding listing of securities

CO5: understand various stock market indices and the factors which are considered while constructing the market index.

Session 2020-2021
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Fundamentals of Capital Market
Course Code: BBRL-6324

Time: 3 Hours

Maximum Marks:50
Theory Marks:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry eight marks.

Unit-I

Introduction-evolution, structure, functions, objectives and importance of capital market in India.
Components of capital market- introduction to New issue market, stock market, financial institutions
Instruments in capital market-Shares (Equity and Preference), Warrants, Bonds and its types, GDRs, ADRs, ETFs.

Unit-II

Mutual Funds, Derivatives (forwards, futures and options). Participants in Capital Market, Difference between Capital Market and Money Market.

Unit- III

Stock Exchanges-Stock Exchanges in India, Organization, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India.

Unit-IV

Listing of securities-requirement for listing, objectives of listing, advantages of listing,
Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices.

Suggested Readings:

1. V.A Avadhani, "Security Analysis and Portfolio Management", Himalaya Publishers, New Delhi.
2. Brown, Reilly, "Investment Analysis and Portfolio Management", Thomson Publishers.
3. Singh, Preeti, "Investment Management", Himalaya Publishers, New Delhi.
4. NCFM Modules(www.nseindia.com)
5. www.sebi.gov.in, www.nseindia.com, www.capitalmarket.com

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

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester-VI)
Couse Title: Training and Development
Course Code: BBRL-6325(Option -BI)

Time: 3 Hours

Max. Marks: 50
Theory Marks:40
CA: 10

COURSE OUTCOMES:

On successful completion of this course, the student will have reliably demonstrated the ability to:
CO1: explain the role of training and development in human resources management.

CO2: describe the psychology of the learning process on which training is based.

CO3: analyze the training needs of an organization.

CO4: assess, design, access and implement various methods, techniques and sources of training.

CO5: evaluate the value of the training once completed from the individual employee and the organization's viewpoint.

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Training and Development
Course Code: BBRL-6325(Option -BI)

Time: 3 Hours

Max. Marks: 50
Theory Marks: 40
CA: 10

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT – I

Training:- Conceptual aspects, Training and Learning, Training objectives, Identification of training needs, Training Process, Policies, Plans designing training program, Methods of Training, Evaluation of Training Effectiveness and Significance of Training, wages and salary administration.

UNIT – II

Training Needs Assessment (TNA): Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA

UNIT – III

Development: - Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, Preparing development plans, designing development program, Development Methods, Case Studies, Role play

UNIT-IV

Business Games, Sensitivity Training, Transaction Analysis, Behaviour Modeling and evaluation of development effectiveness

Suggested Readings:

1. Armstrong M.A. “Handbook of Human Resource Management Practice”, Cogan Page, London
2. Dayal ,I “Manpower Training in organizations” Prentice Hall of India, New Delhi.
3. Craig ,Robert “Training and Development Handbook” McGraw Hill, New York
4. Brahm Canzer, “E-Business and Commerce: Strategic Thinking & Practice”, Biztantra Publishers.
5. Kotler, Philip. “Marketing Management”.

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

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Contemporary Issues in Human Resource Management
Course Code: BBRL-6326(Option -BII)

Course Outcomes:

After successful completion of this course, students will be able to-

CO1: evaluate the importance of human resources and their effective management in organizations.

CO2: demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.

CO3: understand the terminology and tools used in managing employees effectively CO4: understand governmental regulations affecting employees and employers.

CO5: analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics and training.

Session 2020-21
Bachelor of Business Administration (B.B.A) (Semester -VI)
Course Title: Contemporary Issues in Human Resource Management
Course Code: BBRL-6326(Option -BII)

Time: 3 Hours

Max. Marks: 50

Theory Marks: 40

CA: 10

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT I

Human Resources and the Competitive advantage, ethical issues and challenges in HRM Job stress and work family conflict, Gender issues in workplace.

Performance Management and Organizational Reward System:-definition, purpose, principles, concerns
Ethical considerations, scope and background.

UNIT II

Performance Management as a Business strategy, Theoretical framework ; Goal setting theory, Expectancy theory ; Designing of Performance management systems ; setting goals, measuring performance , Rewarding performance; Concept and significance , Foundation of the reward system , Economic Theories relating to pay , Psychological and Motivational theories affecting reward.

UNIT III

Managing Diversity: Meaning, Challenges in managing diversity, Diversity in organizations, improving the management of Diversity. The nature of work: Meaning of work; Theories about work; Organizational factors affecting work, Changing patterns of work; Unemployment.

UNIT IV

HRM in Electronic Era, Human Resource Accounting & Auditing, The role of HRM in 21st century and future directions of HRM. Nature of Work & Attitude.

Suggested reading:

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

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

