

**FACULTY OF ECONOMICS & BUSINESS**

**SYLLABUS**

**for**

**Bachelor of Business Administration (B.B.A)**

**(Semester: I-VI)**

**(Under Continuous Evaluation System)**

**Session: 2022-23**



**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: 2022-23

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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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 System	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+3
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
<b>Total</b>			<b>350</b>				

**C- Compulsory**

**AC- Audit Course**

<sup>1</sup> **Special paper in lieu of Punjabi (Compulsory).**

<sup>2</sup> **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.**

**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**

**SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME**

**BACHELOR OF BUSINESS ADMINISTRATION**

**SESSION: 2022-23**

<b>Semester II</b>							
<b>Course Code</b>	<b>Course Name</b>	<b>Course Type</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
			<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
				<b>L</b>	<b>P</b>		
BBRL-2421 BBRL-2031 BBRL-2431	Punjabi (Compulsory) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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
SECM-2502	*Moral Education	AC	25	20	-	05	1
	<b>Total</b>		350				

**C-Compulsory**

**AC- Audit Course**

<sup>1</sup> **Special paper in lieu of Punjabi (Compulsory).**

<sup>2</sup> **Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.**

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## Kanya Maha Vidyalaya, Jalandhar (Autonomous)

### SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME

#### BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2022-23

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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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	
SECG-3532	* Gender Sensitization	AC	25	10	10	5	-	
	<b>TOTAL</b>		350					

**C-Compulsory**

**AC-Audit Course**

<sup>1</sup> Special paper in lieu of Punjabi (Compulsory).

<sup>2</sup> 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.

## Kanya Maha Vidyalaya, Jalandhar (Autonomous)

### SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME

#### BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2022-2023

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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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
BBRL-4327	Fundamentals of Insurance	C	50	40	-	10	3
SECS-4522	*Social Outreach	AC	25	-	20	5	-
	TOTAL		350				

**C-Compulsory**

**AC-Audit Course**

<sup>1</sup>Special paper in lieu of Punjabi (Compulsory).

<sup>2</sup>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.

After the end semester exams of semester IV and before the commencement of Semester V, students are required to go for compulsory Internship of 4 weeks and on the basis of this internship they are required to present a seminar in Semester V.

## Kanya Maha Vidyalaya, Jalandhar (Autonomous)

### SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME

#### BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2022-2023

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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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
BBRS-5328	<sup>3</sup> Seminar	C	50	-	50	-	
SECJ-5551	*Job Readiness Course	AC	25	20	-	5	
	<b>TOTAL</b>		<b>400</b>	-	-	-	

**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

**C-Compulsory**

**AC- Audit Course**

<sup>1</sup>Special paper in lieu of Punjabi (Compulsory).

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

<sup>3</sup>Students need to go for internship of 4 Weeks immediately after Semester IV and present seminar on the basis of learning during internship.

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

**Kanya Maha Vidyalaya, Jalandhar (Autonomous)**

**SCHEME AND CURRICULUM OF EXAMINATION OF THREE-YEAR DEGREE PROGRAMME**

**BACHELOR OF BUSINESS ADMINISTRATION  
SESSION: 2022-2023**

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) <sup>1</sup> Basic Punjabi <sup>2</sup> Punjab History and 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
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
BBRV-6327	Viva-Voce	C	50	-	50		
	TOTAL		350				
	AGGREGATE MARKS		2150				
<b>Note: Students can opt for any one of the following groups: -</b>							
<b>Group A:</b>							
Option AI	Services Marketing						
Option AII	E-Marketing						
<b>Group B:</b>							
BBRL-6325 (Option-BI)	Training and Development						
BBRL-6326 (Option-BII)	Contemporary Issues in Human Resource Management						
<b>Group C:</b>							
Option-C1	Security Analysis and Portfolio Management						
Option-CII	Contemporary Issues in Accounting						
<b>Group D:</b>							
Option-DI	Export- Import Management and Documentation						
Option-DII	Global Strategic Management						

**C: COMPULSORY**

<sup>1</sup>Special paper in lieu of Punjabi (Compulsory).

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION:2022-23**  
**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: ਪੈਰਾ ਰਚਨਾ ਅਤੇ ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨਰੋਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

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



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER- I**

**SESSION: 2022-23**

**PUNJABI (Compulsory)  
COURSE CODE: BBRL-1421**

ਸਮਾਂ : 3 ਘੰਟੇ

**Maximum Marks: 50**

**Theory :40**

**CA :10**

**ਪਾਠਕ੍ਰਮ 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) ਪੈਰੂਾ ਰਚਨਾ (ਤਿੰਨ ਵਿਚੋਂ ਇਕ)

(ਅ) ਪੈਰੂਾ 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**

**SESSION:2022-2023**

**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 ਹਫਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਚੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**

**SESSION: 2022-2023**

**BASIC PUNJABI**

**In lieu of Punjabi (Compulsory)**

**COURSE CODE: BBRL -1031**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory : 40

CA :10

ਪਾਠਕ੍ਰਮ

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, ਰਿਬੜੇ ਨਾਤੇ, 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 ਸ਼ਬਦਾਂਵਿਚ ।

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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION 2022-23**  
**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 understand the sources and physical features of Punjab

**CO 2:-** To study the earliest civilization (Indus Valley Civilization) and original home of Aryans

**CO 3:-** To examine the Social, Religious and Economic life during Early and Later Vedic Age

**CO 4:** To comprehend the Buddhist, Jain and Hindu faith and their relevance in the modern times

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION:2022-23**  
**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**

**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 5<sup>th</sup> 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**

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER I**

**SESSION:2022-23**

**ENGLISH (Compulsory)**

**COURSE CODE: BBRL-1212**

**COURSE OUTCOMES**

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

CO1: understand fundamental grammatical rules governing tenses, the use of modal verbs and make correct usage in their language through the study of “English Grammar in Use” by Raymond Murphy

CO2: write paragraphs on any given topic and translate any passage from Hindi/Punjabi to English

CO3: comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them through the study of the stories in text “Tales of Life”.

CO4: appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu through the study of the essays in text “Prose for Young Learners”

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER I**

**SESSION:2022-23**

**ENGLISH (Compulsory)**

**COURSE CODE: BBRL-1212**

**ExaminationTime:3Hrs**

**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 150words). 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 anyone. 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+2+2=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 anyone. 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+2+2=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)

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER- I**

**SESSION: 2022-23**

**BASIC ACCOUNTING**

**COURSE CODE: BBRL-1323**

**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: Acquire in depth knowledge of maintaining different types of Subsidiary Books and different methods of calculating Depreciation.

CO3: Prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).

CO4: Prepare final accounts of Companies as per Companies Act, 2013.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**

**SESSION:2022-23**

**BASIC ACCOUNTING**

**COURSE CODE: BBRL -1323**

**Examination Time:3Hours**

**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.

**Computerized Accounting:** Computers and its application in accounting. Accounting software package (Tally)

Suggested Readings:

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

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION: 2022-23**  
**BUSINESS ORGANISATION AND SYSTEM**  
**COURSE CODE: BBRL-1324**

**COURSE OUTCOMES:**

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

CO1: understand the meaning, importance and scope of business.

CO2: gain in-depth knowledge of different forms of organisation.

CO3: learn about the changing role of business towards society.

CO4: develop awareness of stock exchange and produce exchange.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION: 2022-23**  
**BUSINESS ORGANISATION AND SYSTEM**  
**COURSE CODE: BBRL-1324**

**Examination Time:3Hours**

**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.

<b>UNIT-I</b>
<b>Introduction to Business and Commerce:</b> 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.
<b>UNIT-II</b>
<b>Forms of Business Organization:</b> Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. <b>Setting up a New Enterprise:</b> 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.
<b>UNIT-III</b>
<b>Business and Society:</b> 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 <b>Domestic &amp; Foreign Trade:</b> Import export trade procedure & their organization.
<b>UNIT-IV</b>
<b>Organization of wholesale &amp; retail trade</b> - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. <b>Stock Exchange and Produce Exchange:</b> Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – I**  
**SESSION:2022-2023**  
**MANAGERIAL ECONOMICS- I**  
**COURSE CODE: BBRL-1175**

**COURSE OUTCOMES:**

After passing this course, students will be able to:

**CO1:** describe and apply the methods of analyzing consumer behavior through demand and supply, elasticity and utility.

**CO2:** understand consumer behaviour through indifference curve analysis.

**CO3:** understand the concept of supply.

**CO4:** learn about the various cost and revenue curves and the production function.

**CO5:** learn about various market structures.



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – I**  
**SESSION: 2022-2023**  
**MANAGERIAL ECONOMICS- I**  
**COURSE CODE: BBRL-1175**

**Examination Time: 3 Hours**

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

**Note: Instructions for the Paper–Setter:**

Two questions, each carrying 8 marks, from each of the 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.(2018),‘*Advanced Economics Theory: Micro Economics analysis*’, S. Chand Publishing.
2. Dwivedi, D.N. (2018), ‘*Microeconomics: Theory and Applications*’, Pearson Education, New Delhi.
3. Koutsoyiannis, A.(2015),‘*Modern Microeconomics*’, Macmillan Press, London.
4. Sen, A. (2007), ‘*Microeconomics: Theory and Applications*’, Oxford University Press, New Delhi.

*Note: The latest edition of the books is recommended..*

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION: 2022-23**  
**BUSINESS COMMUNICATION**  
**COURSE CODE: BBRL-1106**

**COURSE OUTCOMES:**

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

CO1: acquire interpersonal communication skills that maximize team effectiveness.

CO2: develop and deliver effective presentations and learn business etiquettes.

CO3: acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication and learn effective business writing and business communication.

CO4: write job interview and application letters and how to prepare for an interview

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**

**SESSION: 2022-23**

**BUSINESS COMMUNICATION**

**COURSE CODE: BBRL-1106**

**Examination Time:3Hours**

**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 SectionsA-DshouldbesetfromUnitsI-IVofthesyllabusrespectively.Candidatesarerequired 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

Suggested Readings:

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. Rodrigues M.V., (2003), "Effective Business Communication", 13<sup>th</sup> Edition.
7. Doshi S.R., (2008), "Business Communication & Management—Methods & Techniques".
8. Herata. A. Murphy, Charles E. Peck, (1981), 3<sup>rd</sup> Edition, "Effective Business Communication", Tata McGraw Hill Publishing Co.Ltd.

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – I**  
**SESSION:2022-23**  
**COMPUTER APPLICATIONS FOR BUSINESS- I**  
**COURSE CODE: BBRM-1127**

**COURSE OUTCOMES**

After passing this course the student will be able to:

**CO1:** Comprehend the basic knowledge of computer, its components, Input/Output and memory devices of computer.

**CO2:** Articulate various internal and external commands used in Disk Operating System.

**CO3:** Apply word processing software to create, edit and format documents.

**CO4:** Manage spreadsheets and presentations using associated application software.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – I**  
**SESSION:2022-23**  
**COMPUTER APPLICATIONS FOR BUSINESS- I**  
**COURSE CODE: BBRM-1127**

**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**

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

**UNIT-IV**

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

**Presentation:** Presentation Basics Menus and Toolbars, Opening and saving and existing presentation creating and 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:**

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, 5<sup>th</sup> Edition.

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION:2022-23**  
**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**  
**COURSE CODE: AECD-1161**

**COURSE OUTCOMES**

After completing the course, the students will be able to:

CO1. Learn how to include factual data about what substance abuse is; warning signs of addiction; information about how alcohol and specific drugs affect the mind and body;

CO 2. Learn how to be supportive during the detoxification and rehabilitation process.

CO3. Focus on substance abuse education- is teaching individuals about drug and alcohol abuse and how to avoid, stop, or get help for substance use disorders.

CO 4. Understand that substance abuse education is important for students alike; there are many misconceptions about commonly used legal and illegal substances, such as alcohol and marijuana



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION:2022-23**  
**DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**  
**COURSE CODE: AECD-1161**

**Examination Time: 3 Hours**

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

**Instructions for the Paper Setter:**

Eight questions of equal marks (8 marks each) 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**

Meaning, Nature and Extent of Drug Abuse in India and Punjab.  
Consequences of Drug Abuse for: Individual: Education, Employment, Income. Family: Violence  
Society: Crime  
Nation: Law and Order problem

**UNIT-II**

Management of Drug Abuse Medical Management: Medication for treatment and to reduce withdrawal effects. Psychiatric Management: Counselling, Behavioral and Cognitive therapy.  
Social Management: Family, Group therapy and Environmental Intervention.

**UNIT-III**

Prevention of Drug abuse: **Role of family:** Parent child relationship, Family support, Supervision  
**School:** Counselling, Teacher as a role-model. Parent-teacher-Health, Professional Coordination.

**UNIT-IV**

**Media:** Restraint on advertisements of drugs, advertisements on bad effects of drugs, Educational and awareness program  
**Legislation:** NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws.

### **Suggested Readings:**

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur:Rawat Publication.
6. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
7. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
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**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-I**  
**SESSION:2022-23**  
**FOUNDATION COURSE**  
**COURSE CODE: SECF-I**

**Nature of Course: Audit Course (Value Added)**

**PURPOSE & AIM**

This course has been designed to strengthen the intellectual foundation of all the new entrants in the college. One of the most common factors found in the students seeking admission in college after high school is the lack of an overall view of human history, knowledge of global issues, peaks of human intellect, social/political thinkers and inventors & discoverers who have impacted human life. For a student, the process of transition from school to college is full of apprehension and skepticism regarding adapting themselves to new system. The Foundation Programme intends to bridge the gap between high school and college education and develop an intellectual readiness and base for acquiring higher education.

**INSTRUCTIONAL OBJECTIVES**

- to enable the students to realise their position in the whole saga of time and space
- to inculcate in them an appreciation of life, cultures and people across the globe
- to promote, in the students, an awareness of human intellectual history
- to make them responsible and humane world citizens so that they can carry forward the rich legacy of humanity

**LEARNING OUTCOMES**

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

- learn how past societies, systems, ideologies, governments, cultures and technologies were built, how they operated, and how they have changed
- understand how the rich history of the world helps us to paint a detailed picture of where we stand today

- understand the Vedic theism, Upanishads Philosophy and doctrines of Jainism, Buddhism and Sikhism
- acquire knowledge of women rights and courage to face day to day challenges
- acknowledge the changes in society, religion and literature in the renaissance period and the importance of empathy and compassion for humanity
- learn about the prominent Indians (Men and Women) who contributed significantly in freedom struggle, education, economic development and in the formation and evolution of our nation
- understand meaning of race and how that concept has been used to justify exclusion, inequality, and violence throughout history and the origin of civil right movements to fight for equality, liberty and fraternity
- critically evaluate the socio-political and economic issues at global level and its implications in the present
- upgrade and enhance learning technological skills and striking a balance between technology and their well being
- take pride in learning the saga of Indian Past Culture and Heritage
- understand the rich legacy of KMV and its progressive endeavors'

<b>MODULE</b>	<b>TITLE</b>	<b>CONTACT HOURS</b>
<b>I</b>	<b>Introduction and Initial Assessment</b>	<b>2</b>
<b>II</b>	<b>The Human Story</b>	<b>3</b>
<b>III</b>	<i>The Vedas and the Indian Philosophy</i>	<b>2.5</b>
<b>IV</b>	<b>The Journey of Woman The Story and the Dream</b>	<b>2.5</b>
<b>V</b>	<b>Changing Paradigms in Society, Religion &amp; Literature</b>	<b>2.5</b>
<b>VI</b>	<b>Makers of Modern India</b>	<b>2.5</b>
<b>VII</b>	<b>Racism: Story of the West</b>	<b>2.5</b>
<b>VIII</b>	<b>Modern World at a Glance: Political &amp; Economic Perspective</b>	<b>2.5</b>
<b>IX</b>	<b>Technology Vis a Vis Human Life</b>	<b>2.5</b>
<b>X</b>	<b>My Nation My Pride</b>	<b>2.5</b>
<b>XI</b>	<b>The KMV Experience</b>	<b>2.5</b>
<b>XII</b>	<b>Final Assessment, Feedback and Closure</b>	<b>2.5</b>

## EXAMINATION

- **Total Marks: 25 (Final Exam: 20; Internal Assessment: 5)**
- Final Exam: multiple choice quiz. Marks – 20; Time: 1 hour
- Internal Assessment: 5 (Assessment: 3; Attendance:2)  
Comparative assessment questions (medium length) in the beginning and close of the programme.  
Marks: 3; Time: 0.5 hour each at the beginning and end.
- Total marks: 25 converted to grade for final result
- Grading system: 90% marks & above: A grade  
80% - 89% marks : B grade  
70% - 79% marks : C grade  
60% - 69% marks : D grade  
50% - 59% marks : E grade  
Below 50% marks : F grade (Fail - must give the exam again)

## SYLLABUS

### Module I Being a Human: Introduction & Initial Assessment

- Introduction to the programme
- Initial Assessment of the students through written answers to a couple of questions

### Module 2 The Human Story

- Comprehensive overview of human intellectual growth right from the birth of human history
- The wisdom of the Ancients
- Dark Middle Ages
- Revolutionary Renaissance
- Progressive modern times
- Most momentous turning points, inventions and discoveries

### Module 3 *The Vedas* and the Indian Philosophy

- Origin, teachings and significance of *The Vedas*
- Upanishads and Puranas
- Karma Theory of *The Bhagwad Gita*
- Main tenets of Buddhism & Jainism
- Teachings of Guru Granth Sahib

#### **Module 4 Changing Paradigms in Society, Religion & Literature**

- Renaissance: The Age of Rebirth
- Transformation in human thought
- Importance of humanism
- Geocentricism to heliocentrism
- Copernicus, Galileo, Columbus, Darwin and Saint Joan
- Empathy and Compassion

#### **Module 5 Woman: A Journey through the Ages**

- Status of women in pre-vedic times
- Women in ancient Greek and Roman civilizations
- Women in vedic and ancient India
- Status of women in the Muslim world
- Women in the modern world
- Crimes against women
- Women labour workforce participation
- Women in politics
- Status of women- our dream

#### **Module 6 Makers of Modern India**

- Early engagement of foreigners with India
- Education: The first step to modernization
- Railways: The lifeline of India
- Raja Ram Mohan Roy, Gandhi, Nehru, Vivekanand, Sardar Patel etc.
- Indira Gandhi, Mother Teresa, Homai Vyrawala etc.
- The Way Ahead

#### **Module 7 Racism: Story of the West**

- European beginnings of racism
- Racism in the USA - Jim Crow Laws
- Martin Luther King Jr. and the battle against racism
- Apartheid and Nelson Mandela
- Changing face of racism in the modern world

#### **Module 8 Modern World at a Glance: Political & Economic Perspective**

- Changing world order
- World War I & II
- UNO and The Commonwealth
- Nuclear Powers; Terrorism
- Economic Scenario: IMF, World Bank

- International Regional Economic Integration

### **Module 9 Technology Vis a Vis Human Life**

- Impact of technology on modern life
- Technological gadgets and their role in our lives
- Technology and environment
- Consumerism and materialism
- Psychological and emotional consequences of technology
- Harmonizing technology with ethics and humaneness

### **Module 10 My Nation My Pride**

- Indian Past Culture and Heritage
- Major Discoveries (Medicinal and Scientific)
- Vedic Age
- Prominent Achievements
- Art, Architecture and Literature

### **Module 11 The KMV Experience**

- Rich Legacy of KMV
- Pioneering role in women emancipation and empowerment
- KMV Contribution in the Indian Freedom Struggle
- Moral, cultural and intellectual heritage of KMV
- Landmark achievements
- Innovative initiatives; international endeavours
- Vision, mission and focus
- Conduct guidelines for students

### **Module 12 Final Assessment, Feedback & Closure**

- Final multiple-choice quiz
- Assessment through the same questions asked in the beginning
- Feedback about the programme from the students
- Closure of the programme

### **PRESCRIBED READING**

- *The Human Story* published by Dawn Publications

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER II**  
**SESSION:2022-23**  
**PUNJABI (COMPULSORY)**  
**COURSE CODE: BBRL-2421**

**COURSE OUTCOMES**

**C01:**ਦੇ 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।

**C02:**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।

**C03:**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।

**C04:**ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

**C05:**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।

**C06:**ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER II**  
**SESSION:2022-23**  
**PUNJABI (COMPULSORY)**  
**COURSE CODE: BBRL-2421**

ਸਮਾਂ: 3 ਘੰਟੇ

**Maximum Marks: 50**  
**Theory: 40**  
**CA: 10**

ਪਾਠਕ੍ਰਮ 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION:2022-23**

**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:**ਪੈਰ੍ਹਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

**CO8:** ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

**CO9:**ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION:2022-23**

**BASIC PUNJABI**

**In lieu of Punjabi (Compulsory)**

**COURSE CODE: BBRL-2031**

**ਸਮਾਂ: 3 ਘੰਟੇ**

**Maximum Marks: 50**

**Theory: 40**

**CA: 10**

**ਪਾਠਕ੍ਰਮ**

**ਯੂਨਿਟ-I**

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

**08 ਅੰਕ**

**ਯੂਨਿਟ-II**

**ਪੰਜਾਬੀਵਾਕਬਣਤਰ : ਮੁੱਢਲੀਜਾਣਪਛਾਣ**

**(ੳ) ਸਾਧਾਰਨਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)**

**(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)**

**08 ਅੰਕ**

**ਯੂਨਿਟ-III**

**ਪੈਰਾ ਰਚਨਾ**

**ਅਖਾਣ ( ਅਖਾਣਾਂ ਦੀ ਲਿਸਟ ਨਾਲ ਨੱਥੀ ਹੈ)**

**08 ਅੰਕ**

**ਯੂਨਿਟ-IV**

**ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)**

**ਮੁਹਾਵਰੇ (ਮੁਹਾਵਰਿਆਂ ਦੀ ਲਿਸਟ ਨਾਲ ਨੱਥੀ ਹੈ)**

**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।**

**ਅਖਾਣ**

ਉੱਦਮ ਅੱਗੇ ਲੱਛਮੀ ਪੱਖੇ ਅੱਗੇ ਪੌਣ , ਉਹ ਦਿਨ ਡੁੱਬਾ ਜਦੋਂ ਘੋੜੀ ਚੜ੍ਹਿਆ ਕੁੱਬਾ , ਉੱਚੀ ਦੁਕਾਨ ਫਿੱਕਾ ਪਕਵਾਨ , ਉਲਟੀ ਵਾੜ ਖੇਤ ਨੂੰ ਖਾਏ , ਉੱਚਾ ਲੰਮਾ ਗੱਭਰੂ ਪੱਲੇ ਠੀਕਰੀਆਂ , ਅੱਖੀਂ ਵੇਖ ਕੇ ਮੱਖੀ ਨਹੀਂ ਨਿਗਲੀ ਜਾਂਦੀ , ਅੰਦਰ ਹੋਵੇ ਸੱਚ ਤਾਂ ਕੋਠੇ ਚੜ੍ਹ ਕੇ ਨੱਚ , ਆਪੇ ਮੈਂ ਰੱਜੀ ਪੁੱਜੀ ਆਪੇ ਮੇਰੇ ਬੱਚੇ ਜਿਉਣ , ਆਪ ਕੁਚੱਜੀ ਵਿਹੜੇ ਨੂੰ ਦੇਸ਼ , ਅੰਨ੍ਹਾ ਵੰਡੇ ਰਿਉੜੀਆਂ ਮੁੜ ਮੁੜ ਆਪਣਿਆਂ ਨੂੰ , ਅਕਲ ਵੱਡੀ ਕੇ ਮੱਝ , ਅੰਨ੍ਹਿਆਂ ਵਿੱਚ ਕਾਣਾ ਰਾਜਾ , ਆਪਣੀ ਪੀੜ੍ਹੀ ਹੇਠ ਸੋਟਾ ਫੇਰਨਾ , ਇਕ ਅਨਾਰ ਸੌ ਬਿਮਾਰ , ਇਕ ਹੱਥ ਨਾਲ ਤਾੜੀ ਨਹੀਂ ਵੱਜਦੀ , ਇੱਕ ਚੁੱਪ ਸੌ ਸੁੱਖ ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ , ਸਹਿਜ ਪੱਕੇ ਸੇ ਮੀਠਾ ਹੋਵੇ ਦਾਲ ਵਿੱਚ ਕਾਲਾ

ਹੋਣਾ ਦਾਲ ਵਿੱਚ ਕਾਲਾ ਹੋਣਾ ,ਸੱਦੀ ਨਾ ਬੁਲਾਈ ਮੈਂ ਲਾੜੇ ਦੀ ਤਾਈਂ ,ਸਵੈ ਭਰੋਸਾ ਵੱਡਾ ਤੋਸਾ,ਸੌ ਦਿਨ ਚੋਰ ਦੇ ਇਕ ਦਿਨ ਸਾਧ ਦਾ ,ਸੱਪ ਦਾ ਬੱਚਾ ਸਪੇਲੀਆ ,ਸੱਪ ਮਰ ਜਾਵੇ ਲਾਠੀ ਵੀ ਨਾ ਟੁੱਟੇ ,ਸਾਈਆਂ ਕਿਤੇ ਵਧਾਈਆਂ ਕਿਤੇ ,ਹੰਕਾਰਿਆ ਸੇ ਮਾਰਿਆ ,ਹਾਥੀ ਲੰਘ ਗਿਆ ਪੂਛ ਰਹਿ ਗਈ ,ਕੁੱਛੜ ਕੁੜੀ ਸ਼ਹਿਰ ਢੰਡੇਰਾ ,ਕੋਲਿਆਂ ਦੀ ਦਲਾਲੀ ਵਿੱਚ ਮੂੰਹ ਕਾਲਾ ,ਕਰੇ ਕੋਈ ਭਰੇ ਕੋਈ ,ਕਰ ਮਜ਼੍ਹੂਰੀ ਤੇ ਖਾਹ ਚੂਰੀ ,ਖਵਾਜੇ ਦਾ ਗਵਾਹ ਡੱਡੂ ,ਖੇਤੀ ਖਸਮਾਂ ਸੇਤੀ ,ਖੂਹ ਪੁੱਟਦੇ ਨੂੰ ਖਾਤਾ ਤਿਆਰ ,ਘਰ ਦਾ ਭੇਤੀ ਲੰਕਾ ਢਾਹੇ ,ਘਰ ਦੀ ਕੁੱਕੜੀ ਦਾਲ ਬਰਾਬਰ ,ਚਿੰਤਾ ਚਿਖਾ ਬਰਾਬਰ , ਛੱਜ ਤਾਂ ਬੇਲੇ ਛਾਣਨੀ ਵੀ ਬੇਲੇ,ਛੋਟੀ ਮੂੰਹ ਵੱਡੀ ਗੱਲ ,ਜਾਂਦੇ ਚੋਰ ਦੀ ਲੰਗੋਟੀ ਹੀ ਸਹੀ ,ਜਿਸ ਦੀ ਕੋਠੀ ਦਾਣੇ ਉਹਦੇ ਕਮਲੇ ਵੀ ਸਿਆਣੇ ,ਜਿਹੜੇ ਗੱਜਦੇ ਨੇ ਉਹ ਵਰ੍ਹਦੇ ਨਹੀਂ ,ਜਾਤ ਦੀ ਕੋਹੜ ਕਿਰਲੀ ਸ਼ਤੀਰਾਂ ਨੂੰ ਜੱਫੇ ,ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ ,ਦਾਲ ਵਿੱਚ ਕਾਲਾ ਹੋਣਾ ,ਦਾਣੇ ਦਾਣੇ ਤੇ ਮੇਰ ,ਨਾਲੇ ਚੋਰ ਨਾਲੇ ਚਤਰ ,ਪੇਟ ਨਾ ਪਈਆਂ ਰੋਟੀਆਂ ਸਭੇ ਗੱਲਾਂ ਖੇਟੀਆਂ ,ਬਿਨਾਂ ਰੋਇਆਂ ਮਾਂ ਵੀ ਦੁੱਧ ਨਹੀਂ ਦਿੰਦੀ ,ਬੁੱਢੀ ਘੋੜੀ ਲਾਲ ਲਗਾਮ ,ਭੱਜਦਿਆਂ ਨੂੰ ਵਾਹਣ ਇੱਕੇ ਜਿਹੇ ,ਭੱਜੀਆਂ ਬਾਹਾਂ ਗਲ ਨੂੰ ਆਉਂਦੀਆਂ ਨੇ ,ਰਾਹ ਪਿਆ ਜਾਣੀਏਂ ਜਾਂ ਵਾਹ ਪਿਆ ਜਾਣੀਏ ,ਰਾਈ ਦਾ ਪਹਾੜ ਬਣਾਉਣਾ ,ਰੱਸੀ ਸੜ ਗਈ ਵੱਟ ਨੂੰ ਗਿਆ

## ਮੁਹਾਵਰੇ

ਉਸਤਾਦੀ ਕਰਨੀ, ਉਂਗਲ ਕਰਨੀ, ਉੱਲੂ ਬਣਾਉਣਾ ,ਉੱਚਾ ਸਾਹ ਨਾ ਕੱਢਣਾ, ਉੱਡਦੇ ਫਿਰਨਾ ,ਉੱਘ ਸੁੱਘ ਮਿਲਣੀ,ਅੱਖਾਂ ਵਿਚ ਰੜਕਣਾ ,ਅੱਗ ਲਾਉਣਾ ,ਆਵਾ ਉਤ ਜਾਣਾ ,ਅਸਮਾਨ ਨੂੰ ਟਾਕੀਆਂ ਲਾਉਣਾ, ਅੱਖਾਂ ਵਿੱਚ ਲਾਲੀ ਉਤਰਨੀ ,ਅਕਲ ਤੇ ਪਰਦਾ ਪੈਣਾ, ਈਨ ਮੰਨਣੀ, ਈਦ ਦਾ ਚੰਨ ਹੋਣਾ, ਇੱਟ ਨਾਲ ਇੱਟ ਖੜਕਾਉਣ,ਸਿਰ ਫਿਰਨਾ, ਸਿਰ ਤੇ ਚੜ੍ਹਨਾ ,ਸਬਰ ਦਾ ਘੁੱਟ ਭਰਨਾ, ਸਿਰ ਪੈਰ ਨਾ ਹੋਣਾ, ਹੱਥ ਧੇ ਕੇ ਪਿੱਛੇ ਪੈਣਾ, ਹੱਥੀਂ ਛਾਂਵਾਂ ਕਰਨੀਆਂ, ਹੱਡ ਭੰਨਣੇ, ਹੱਥ ਤੰਗ ਹੋਣਾ ,ਹੱਥ ਮਲਣਾ,ਹੱਥ ਪੈਰ ਮਾਰਨਾ,ਕੰਨੀਂ ਕਤਰਾਉਣਾ, ਕੰਨ ਤੇ ਜੂੰ ਨਾ ਸਰਕਣਾ, ਕੰਨ ਘੋਸਲ ਮਾਰਨੀ, ਖਾਨਾ ਖਰਾਬ ਹੋਣਾ, ਖਾਨਿਓ ਜਾਣਾ, ਗੁੱਡੀ ਚੜ੍ਹਨੀ, ਗਲ ਪੈਣਾ ,ਗੰਗਾ ਨਹਾਉਣਾ ,ਚੜ੍ਹ ਮੱਚਣੀ, ਚੰਦ ਚਾੜ੍ਹਨਾ, ਚਾਦਰ ਵੇਖ ਕੇ ਪੈਰ ਪਸਾਰਨਾ ,ਚਕਮਾ ਦੇਣਾ ,ਛੱਕੇ ਛੜਾਉਣਾ ,ਛਾਪਾ ਮਾਰਨਾ, ਛਿੱਲ ਲਾਉਣੀ ,ਛਿੱਕੇ ਟੰਗਣਾ, ਜਾਨ ਤੇ ਖੇਡਣਾ, ਜੁਬਾਨ ਕਰਨੀ, ਜਾਨ ਮਾਰਨਾ, ਜੰਗਲ ਵਿੱਚ ਮੰਗਲ ਹੋਣਾ, ਝੋਲੀ ਚੁੱਕਣਾ, ਝੱਟ ਟਪਾਉਣਾ, ਟੱਸ ਤੋਂ ਮੱਸ ਨਾ ਹੋਣਾ, ਟੰਗ ਅੜਾਉਣੀ, ਟਰ ਟਰ ਕਰਨਾ, ਟੇਢੀ ਖੀਰ, ਟਕੇ ਵਰਗਾ ਜਵਾਬ ਦੇਣਾ, ਠੰਡੇ ਸਾਹ ਭਰਨਾ, ਠੂੰਗਾ ਮਾਰਨਾ, ਠੂਠਾ ਫੜਨਾ, ਠਣ ਠਣ ਗੋਪਾਲ, ਡਕਾਰ ਜਾਣਾ, ਡੁੱਬ ਮਰਨਾ, ਡੰਡੇ ਵਜਾਉਣਾ, ਢਿੱਡ ਵਿੱਚ ਰੱਖਣਾ, ਢਿੱਡ ਵਿੱਚ ਚੂਹੇ ਨੱਚਣਾ, ਢਿੱਡੀਂ ਪੀੜਾਂ ਪੈਣੀਆਂ, ਢੇਰੀ ਢਾਹੁਣਾ, ਤੱਤੀ ਵਾ ਨਾ ਲੱਗਣੀ, ਤਰਲੇ ਲੈਣਾ, ਤੀਲੀ ਲਾਉਣੀ, ਤਾਰੇ ਤੋੜਨਾ, ਤਾੜੀ ਲਾਉਣੀ,ਬੁੱਕੀਂ ਵੜੇ ਪਕਾਉਣਾ, ਥਰ ਥਰ ਕੰਬਣਾ, ਦਮ ਲੈਣਾ, ਦਿਲ ਖੱਟਾ ਹੋਣਾ, ਦੰਦ ਖੱਟੇ ਕਰਨੇ, ਦੀਵਾ ਗੁੱਲ ਕਰਨਾ, ਧੁੱਪ ਵਿੱਚ ਵਾਲ ਚਿੱਟੇ ਹੋਣਾ, ਧਰਮ ਨਿਭਾਉਣਾ, ਧੱਕਾ ਲੱਗਣਾ, ਧਰਨਾ ਮਾਰਨਾ, ਧੁੰਮਾਂ ਪੈ ਜਾਣੀਆਂ, ਧੱਜੀਆਂ ਉਡਾਉਣੀਆਂ, ਨਹੂੰ ਮਾਸ ਦਾ ਰਿਸ਼ਤਾ, ਨੱਕ ਚਾੜ੍ਹਨਾ, ਨੱਕ ਰੱਖਣਾ, ਨੱਕ ਉੱਤੇ ਮੱਖੀ ਨਾ ਬਹਿਣ ਦੇਣਾ, ਨਜ਼ਰ ਸਵੱਲੀ ਹੋਣੀ, ਪੱਟੀ ਪੜ੍ਹਾਉਣੀ, ਪਾਰਾ ਚੜ੍ਹ ਜਾਣਾ, ਪੈਰ ਜ਼ਮੀਨ ਤੇ ਨਾ ਲੱਗਣਾ, ਪੈਰਾਂ ਹੇਠੋਂ ਜ਼ਮੀਨ ਨਿਕਲਣਾ, ਪਾਣੀ ਸਿਰੋਂ ਲੰਘਣਾ, ਪੁੱਠੀਆਂ ਛਾਲਾਂ ਮਾਰਨੀਆਂ, ਪੈਰਾਂ ਤੇ ਪਾਣੀ ਨਾ ਪੈਣ ਦੇਣਾ, ਫੁੱਲਾਂ ਵਾਂਗ ਰੱਖਣਾ, ਫੁੱਲੇ ਨਾ ਸਮਾਉਣਾ, ਫਸਲੀ ਬਟੇਰਾਂ ਹੋਣਾ, ਫੂਕਾਂ ਨਾਲ ਉਡਾ ਦੇਣਾ, ਬਾਜ਼ੀ ਲੈ ਜਾਣਾ, ਬੋੜਾ ਗਰਕ ਹੋਣਾ, ਬੋੜਾ ਪਾਰ ਕਰਨਾ, ਬੀੜਾ ਚੁੱਕਣਾ, ਬੋੜੀਆਂ ਵਿੱਚ ਵੱਟੇ ਪਾਉਣਾ, ਬੀਜ ਨਾਸ਼ ਕਰਨਾ, ਭਾਰ ਸਿਰੋਂ ਲਾਹੁਣਾ, ਭੁੱਖ ਲਹਿ ਜਾਣੀ, ਭੁੱਖੇ ਸ਼ੇਰ ਵਾਂਗ ਪੈਣਾ, ਭੂਤ ਸਵਾਰ ਹੋਣਾ, ਭੰਗ ਭੁੱਜਣੀ, ਮੱਖੀਆਂ ਮਾਰਨੀਆਂ, ਮਰੂੰ ਮਰੂੰ ਕਰਦੇ ਰਹਿਣਾ, ਮਾਤ ਪਾ ਦੇਣਾ, ਮਾਰੇਮਾਰ ਕਰਨੀ, ਮਿਰਚ ਮਸਾਲਾ ਲਾਉਣਾ, ਮਿਰਚਾਂ ਲੱਗਣੀਆਂ, ਮੂੰਹ ਦੀ ਖਾਣਾ, ਮੇਰਚਾ ਮਾਰਨਾ, ਮਿੱਟੀ ਖਰਾਬ ਕਰਨੀ, ਯੱਬਲੀਆਂ ਮਾਰਨੀਆਂ, ਰਚ ਮਿਚ ਜਾਣਾ, ਰਾਈ ਦਾ ਪਹਾੜ ਬਣਾਉਣਾ, ਰਾਤ ਦਿਨ ਇੱਕ ਕਰਨਾ, ਰਾਹ ਦਾ ਰੋੜਾ ਬਣਨਾ, ਰੰਗ ਬਦਲਣਾ, ਰੰਗ ਵਿੱਚ ਭੰਗ ਪਾਉਣਾ, ਲਹੂ ਨਾਲ ਹੱਥ ਰੰਗਣਾ, ਲਹੂ ਦੇ ਘੁੱਟ ਭਰਨਾ, ਲੱਕ ਟੁੱਟ ਜਾਣਾ, ਲਾਹ ਪਾਹ ਕਰਨੀ, ਲਾਲ ਪੀਲਾ ਹੋਣਾ, ਲੂਣ ਹਰਾਮ ਕਰਨਾ, ਵੱਡ ਵੱਡ ਖਾਣਾ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**  
**SESSION:2022-23**  
**PUNJAB HISTORY AND CULTURE (C. 320 to 1000 A.D.)**  
**(Special paper in lieu of Punjabi Compulsory)**  
**(For those students who are not domicile of Punjab)**  
**COURSE CODE: BBRL-2431**

**COURSE OUTCOMES**

After completing Semester II and course on Ancient History of Punjab students will be able to understand:

**CO 1:** The reasons and impact of Alexander's invasions

**CO 1 (a):** To understand the various factors leading to rise and fall of empires and emergence of new dynasties and their administration specifically of Maurya rule in general and Ashok in particular

**CO 2:** art and architecture of Gupta period and the Indo-Greek style of architecture under Gandhara School

**CO 3:** To have an insight into the socio-cultural history under Harshvardhan and Punjab under the stated period

**CO 4:** To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Greek Art and Architecture in Punjab

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**(For those students who are not domicile of Punjab)**  
**COURSE CODE: BBRL-2431**

**Examination Time: 3 Hours**

**Max. Marks:50**  
**Theory: 40**  
**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 5<sup>th</sup> 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 with special reference to reforms introduced by Ashok

**Unit-II**

3. The Kushans: Gandhar School of Art
4. Gupta Empire: Golden Period-Social and cultural life, Art and Architecture)

**Unit-III**

5. The Punjab under Harshvardhan
6. Socio-cultural History of Punjab from 7<sup>th</sup> 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

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER II**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-2212**

## **COURSE OUTCOMES**

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

**CO1:** change the narration and voice of sentences after understanding fundamental grammatical rules governing them through the study of “English Grammar in Use” by Raymond Murphy

**CO2:** Write personal letters and increase their knowledge of vocabulary by studying the synonyms and antonyms in the prescribed text *The Students’ Companion* by Wilfred D. Best

**CO3:** comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them through the study of the stories in text “Tales of Life”.

**CO4:** appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu through the study of the essays in text “Prose for Young Learners”



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**  
**SESSION 2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-2212**

**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.

**(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+2+2=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+2+2=10)**

**Unit I**

*English Grammar in Use*, 4<sup>th</sup> 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)

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION: 2022-23**

**BUSINESS LAWS**

**COURSE CODE: BBRL -2323**

**COURSE OUTCOMES:**

After passing this course, the students will able to:

CO1: understand the Indian Contract laws.

CO2: understand the legal framework governing relationship between buyer and seller.

CO3: understand the provisions regarding Consumer Protection Act.

CO4: gain in-depth knowledge of negotiable instruments.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION: 2022-23**

**BUSINESS LAWS**

**COURSE CODE: BBRL-2323**

**Examination Time:3Hours**

**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.

<b>UNIT-I</b>
<b>Law of Contract (1872):</b> 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 breach of contract.
<b>UNIT-II</b>
<b>Sales of Goods Act (1930):</b> 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.
<b>UNIT-III</b>
<b>The Consumer Protection Act (1886):</b> Definition of consumer, Features, Grievance redressal machinery.
<b>UNIT-IV</b>
<b>Negotiable Instruments Act (1881):</b> 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, Dishonor 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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION: 2022-2023**

**PRINCIPLES OF MANAGEMENT**

**COURSE CODE: BBRL -2324**

**COURSE OUTCOMES:**

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

CO1. demonstrate their knowledge of business and management principles, discuss and communicate management evolution and how it would affect future managers

CO2. practice the process of managerial functions of planning and organizing.

CO3. able to understand various departmentation methods and how delegation of work is done.

CO4. practice the process of managerial functions of directing, staffing and controlling and acquire critical thinking and problem-solving skills.

## BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II

SESSION: 2022-23

PRINCIPLES OF MANAGEMENT

COURSE CODE: BBRL -2324

Examination Time:3Hours

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

**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, Decentralization 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, Behavioral, 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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – II**  
**SESSION:2022-2023**  
**MANAGERIAL ECONOMICS- II**  
**COURSE CODE: BBRL-2175**

**COURSE OUTCOMES:**

After passing this course, students will be able to:

- CO1:** understand the basics of national income accounting and methods of measuring National Income.
- CO2:** understand the Consumption behaviour of an economy and factor affecting consumption decisions.
- CO3:** understand different theories of investment, money and concept of multiplier.
- CO4:** learn different theories of trade cycles.
- CO5:** understand the problem of inflation, its causes, effects and solutions in an economy.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – II**  
**SESSION:2022-2023**  
**COURSE CODE: BBRL-2175**  
**MANAGERIAL ECONOMICS- II**

**Examination Time: 3 Hours**

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

**Note: Instructions for the Paper–Setter:**

Two questions, each carrying 8 marks, from each of the 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. (2018), *Macroeconomics: Theory and Policy*, Tata McGraw-Hill.
2. Jhingan M. L. (2014), *Macroeconomic Theory*, Varinda Publications Delhi.

*Note: The latest edition of the books is recommended.*



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**  
**SESSION: 2022-2023**  
**COMPUTER BASED ACCOUNTING SYSTEM**  
**COURSE CODE: BBRL -2326**

**COURSE OUTCOME**

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

CO1: Understand the role of computerized 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.

CO4: Maintain accounts in TALLY.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

**SESSION: 2022-2023**

**COMPUTER BASED ACCOUNTING SYSTEM**

**COURSE CODE: BBRL -2326**

**Examination Time:3 Hour**

**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.

<b>UNIT-I</b>
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.
<b>UNIT-II</b>
<b>Database Design for Accounting</b> Identifying and appreciating the data content in accounting transactions; overview of data base concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.
<b>UNIT-III</b>
Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data. <b>Tally</b> Financial Accounting Packages: Preparation and online finalization of accounts on Tally, Introduction of Tally, Phases of Implementation, Aides for implementation. Accounts Management (Using Latest version of Tally Software)
<b>UNIT-IV</b>
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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**  
**SESSION: 2022-2023**  
**FUNDAMENTALS OF BANKING**  
**COURSE CODE: BBRL -2327**

**COURSE OUTCOMES:**

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

CO1: explain the different types of banks and their role in economic development

CO2: explain the role of RBI, and identify the techniques of credit control and credit creation

CO3: understand the practical aspects of customer's passbook.

CO4: understand the nature of negotiable instruments- cheques, bills of exchange, promissory notes and role of clearing house. Describe the various banking system.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**  
**SESSION: 2022-2023**  
**FUNDAMENTALS OF BANKING**  
**COURSE CODE: BBRL -2327**

**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.

<b>UNIT-I</b>
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.
<b>UNIT-II</b>
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.
<b>UNIT-III</b>
Customer’s Pass Book-Entries in Pass Book, Effects of errors favorable to the Banker and Customer. Clearing House System
<b>UNIT-IV</b>
Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varsheney, "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](http://www.rbi.org)

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER II**  
**SESSION:2022-2023**  
**MORAL EDUCATION COURSE**  
**AUDIT COURSE (VALUE BASED)**  
**COURSE CODE: SECM- 2502**

**Course Description: -**

The Moral Education Programme has been introduced as part of the curriculum of second semester of all streams of undergraduate degree programmes. Moral education has been added as a compulsory subject, the awards of which will not be incorporated in the total marks but will earn the student two credits.

**Expectations: -**

This academic input has been taken up to sensitize the students to the need of a morally upright character in the present times

**EXAMINATION**

**• Total Marks: 25 (Final Exam: 20; Internal Assessment: 5)**

- Final Exam: multiple choice Questions Marks-20; Time: 1 hour
- Internal Assessment: 5 (Assessment: 3; Attendance:2)
- Total marks: 25 converted to grade for final result
- Grading system: 90% marks & above: A grade

80%-89% marks	: B grade
70%-79% marks	: C grade
60%-69% marks	: D grade
50%-59% marks	: E grade
Below 50% marks	: F grade (Fail - must give the exam again)

**SYLLABUS**

**Module I: Introduction**

- What is Moral Education
- Need content and purpose
- Vedic values
- Character building

## **Module II: The Self and You**

- Understanding the Self-Self awareness, fighting the five evils (lust, anger, attachment, ego and greed), Self growth.
- Personal ethics
- Aspiration v/s ambition, self-seeking v/s selflessness
- Self Discipline

## **Module III: The Family and You**

- Importance of family- the basic unit of human interaction.
- Generation gap
- Relation with peer group, sibling, elders,

## **Module IV: The Society and You**

- Social responsibility
- Our rights and duties
- Civic sense
- Opposite sex relations
- Globalization and IT boom - Cellphone menace
- Drug abuse
- Sex abuse

## **Module V: The Nation and You**

- International peace and brotherhood
- Saving the environment



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III**  
**SESSIO: 2022-23**  
**PUNJABI (Compulsory)**  
**COURSE CODE: BBRL-3421**

**COURSE OUTCOMES**

- CO1: ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਾਰਤਕ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੁਝ 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 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III**  
**SESSIO: 2022-23**  
**PUNJABI (COMPULSORY)**  
**COURSE CODE: BBRL-3421**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50  
Theory: 40  
CA: 10

ਪਾਠਕ੍ਰਮ 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।  
(ਪਾਠ ਕ੍ਰਮ 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-2023**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-3031**

**COURSE OUTCOMES**

**C01:**ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

**C02:**ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

**C03:**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।

**C04:**ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ।

**C05:**ਨਿਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਇਤਿਹਾਸ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਹੈ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-2023**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-3031**

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks : 50  
 Theory Marks: 40  
 CA : 10

	<b>ਪਾਠਕ੍ਰਮ</b>	
	<b>ਯੂਨਿਟ-I</b>	
ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਸੰਖੇਪ ਰਚਨਾ		08 ਅੰਕ
	<b>ਯੂਨਿਟ-II</b>	
ਕਵਿਤਾਵਾਂ (ੳ) ਸਮਾਂ (ਭਾਈ ਵੀਰ ਸਿੰਘ) (ਅ) ਖੈਰ ਪੰਜਾਬੀ ਦੀ (ਫੀਰੋਜ਼ਦੀਨ ਸ਼ਰਫ਼) (ੲ) ਖ਼ਨਗਾਹੀ ਦੀਵਾ ਬਾਲਦੀਏ (ਪ੍ਰੋ.ਮੋਹਨ ਸਿੰਘ) (ਸ) ਰੁੱਖ (ਸ਼ਿਵ ਕੁਮਾਰ) (ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ,ਸਾਰ)		08 ਅੰਕ
	<b>ਯੂਨਿਟ-III</b>	
ਕਹਾਣੀਆਂ (ੳ) ਭੂਆ (ਨਾਨਕ ਸਿੰਘ) (ਅ) ਪੰਮੀ ਦੇ ਨਿਆਣੇ (ਪ੍ਰਿੰ. ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ)		
(ੲ) ਕੁਲਫੀ ( ਸੁਜਾਨ ਸਿੰਘ) (ਸ) ਧਰਤੀ ਹੇਠਲਾ ਬੋਲਦ(ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ) (ਵਿਸ਼ਾ ਵਸਤੂ,ਸਾਰ)		08 ਅੰਕ
	<b>ਯੂਨਿਟ-IV</b>	
ਨਿਬੰਧ (ੳ) ਘਰ ਦਾ ਪਿਆਰ (ਤੇਜਾ ਸਿੰਘ) (ਅ) ਮਾਂ (ਗੁਰਬਖ਼ਸ਼ ਸਿੰਘ) (ੲ) ਭਾਈ ਮਰਦਾਨਾ ਜੀ (ਹਰਪਾਲ ਸਿੰਘ ਪੰਨੂ) (ਸ) ਮਨੁੱਖ ਕੁਦਰਤ ਦੀ ਨੇਕ ਔਲਾਦ ਨਹੀਂ (ਸੁਰਿੰਦਰ ਮੰਡ) (ਵਿਸ਼ਾ ਵਸਤੂ,ਸਾਰ)		08 ਅੰਕ
<b>ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ</b>		
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।		

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-23**  
**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**

**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. They will be able to

**CO 1:** Understand the society and culture of Medieval Punjab.

**CO 2:** Understand the growth of various sects during the Bhakti Movement in Punjab.

**CO 3:** Comprehend and analyse the teachings of Guru Nanak Dev and its relevance today

**CO 4:** Make a comparison between the philosophy and teachings of first five Sikh Gurus and their relevance in the present scenario.

**CO4 (a):** Understand and analyze the institutions started by Sikh Gurus and their implications till date

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-23**  
**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**

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 5<sup>th</sup> question may be attempted from any of the four Units.
4. 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-II**

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.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-3212**

## **COURSE OUTCOMES**

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

**CO1:** comprehend the basics of grammatical rules governing relative clauses, adjectives, adverbs, conjunctions and prepositions through the study of “English Grammar in Use” by Raymond Murphy

**CO2:** develop skills to write an essay on a given topic and enhance their vocabulary through the study of “The Students’ Companion” by Wilfred D. Best

**CO3:** enhance their reading and analyzing power of texts through guided reading through the study of “Making Connections” by Kenneth J. Pakenham

**CO4:** 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 through the study of the poems in the prescribes text “Moments in Time”



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER- III**  
**SESSION:2022-23**

**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-3212**

**Examination Time: 3 Hours**

**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*, 4<sup>th</sup> 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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – III**  
**SESSION:2022-2023**  
**STATISTICS FOR BUSINESS**  
**COURSE CODE: BBRL-3173**

**COURSE OUTCOMES:**

After passing this course students will be able to:

**CO1:** understand the techniques of presentation, analysis of data, and basics of matrices and its determinants.

**CO2:** analyze the data by using central tendency and dispersion.

**CO3:** learn the relationship between variables and prediction using correlation and regression. and also understand the concept of time series in analyzing economics problems.

**CO4:** compare magnitudes of related variables to each other and over a period of time, and concepts of probability.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – III**  
**SESSION:2022-2023**  
**STATISTICS FOR BUSINESS**  
**COURSE CODE: BBRL-3173**

**Examination Time: 3 Hours**

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

**Note: Instructions for the Paper–Setter:**

Two questions, each carrying 8 marks, from each of the 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-1**

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. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distributions. Concept of sampling and sampling Designs.

**UNIT-II**

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

**UNIT-III**

Simple Correlation and Regression Analysis: Assumptions, Karl Pearson’s product moment and Spearman’s rank correlation method, least squares technique, properties of correlation and regression coefficients. Time Series Analysis: Meaning and its components-trend, seasonal, cyclical and irregular fluctuations; Measurement of trend analysis using moving average and least square method.

**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. (2018), *Fundamentals of Statistics*, Himalaya Publishing House, 7th Edition, Delhi.
2. Gupta, S.P. (2014), *Statistical Methods*, Sultan Chand& Sons, 43rd Edition, Delhi.

**Note: The latest edition of the books is recommended.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE: BBRL-3324**

**COURSE OUTCOME**

After passing this course the student will be able to:

CO1: understand the concept of human resource management, human resource planning and job analysis.

CO2: become aware of recruitment & selection and know about employee retention strategies.

CO3: become aware of techniques of training & development and performance appraisal.

CO4: become aware about employee remuneration, incentives, employee grievance system and job evaluation.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE: BBRL-3324**

**Examination Time:3hours**

**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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**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 organization's profitability and competitiveness.

CO2: understand how the consumer makes buying decision

CO3: know how prices for products are fixed.

CO4: understand different promotional techniques.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**FUNDAMENTALS OF MARKETING MANAGEMENT**  
**COURSE CODE: BBRL-3325**

**Examination Time: 3hours**

**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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**INDIAN FINANCIAL SYSTEM**  
**COURSE CODE: BBRL-3326**

**COURSE OUTCOMES:**

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

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

CO2: develop an understanding of the role of financial markets and RBI in the development of Indian Economy.

CO3: understand the role of financial intermediaries in development of financial markets.

CO4: develop an understanding of the role of financial instruments and importance of FII's and FDI's in Indian Economy.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**

**SESSION: 2022-23**

**INDIAN FINANCIAL SYSTEM**

**COURSE CODE: BBRL-3326**

**Examination Time:3Hours**

**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, organization structure and an overview of Indian Financial System.

**Financial Markets:** Functions, organization 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 Organization & 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 Mc Graw 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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**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 in decision making, analysis and interpretation of financial statements through comparative, common size and trend analysis.
- CO2: evaluate the fund flow and cash flow statements with practical examples and analysis of financial statement through ratios.
- CO3: explain how management accounting contributes to financial reporting and working capital management.
- CO4: understand the role of responsibility accounting and transfer pricing.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION: 2022-23**  
**MANAGEMENT ACCOUNTING**  
**COURSE CODE: BBRL-3327**

**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**

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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**

**SESSION: 2022-23**

**ENVIRONMENTAL STUDIES**

**COURSE CODE: AECE-3221**

**COURSE OUTCOMES:**

- CO1. Reflect upon the concept and need of environmental education.
- CO2. Define major eco-systems and their conservation.
- CO3. Understand the role of different agencies in the protection of environment.
- CO4. Develop desirable attitude, values and respect for protection of environment.



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION 2022-23**  
**ENVIRONMENTAL STUDIES (COMPULSORY PAPER)**  
**COURSE CODE: AECE-3221**  
**(THEORY)**

**Examination Time: 3Hours.**

**Max. Marks: 100**  
**Theory: 60**  
**Project Report: 20**  
**CA: 20**

**Instructions for the Paper Setter:**

The question paper should carry 60 marks.

The structure of the question paper being:

**Part-A**, Short answer pattern – 20 marks

Attempt any five questions out of seven. Each question carries 4 marks. Answer to each question should not exceed 2 pages

**Part-B**, Essay type with inbuilt choice – 40 marks

Attempt any five questions out of eight. Each question carries 8 marks. Answer to each question should not exceed 5 pages.

**Unit 1**

**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

**Unit 2**

**Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

**Unit 3**

**Ecosystems**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem

- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

#### Unit 4

##### **Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

#### Unit 5

##### **Environmental Pollution**

###### Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

#### Unit 6

##### **Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Waste and reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974

- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

## Unit 7

### Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

## Unit 8

### Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc.

### References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III**  
**SESSION:2022-23**  
**GENDER SENSITIZATION**  
**COURSE CODE: SECG-3532**

**Nature of Course: Audit Course (Value Added)**

The program has been designed to inculcate value of gender equality among students so that they can identify the areas of gender discrimination and raise their voice against gender discrimination and work towards making the society gender neutral.

**Objectives of the Course:**

1. To sensitize students about gender rights, gender roles and relations.
2. To make students aware and capable of realizing their true potential.
3. To ensure equal participation of men and women in all economic, social and political processes.
4. To develop gender prospective to transform the mind set of society.

**Learning Outcomes:**

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

- develop ways to address gender inequalities and promote gender justice
- understand the difference between sex and gender and cultural norms ascribed to boys/men and girls/women.
- evaluate the impact of socially defined gender roles on economic and political participation.
- analyze social problems using a gender lens.
- learn the constitution provisions and laws relating to gender rights.
- understand the importance of comprehensive access to healthcare for all women
- defend themselves against potential attacks and adversities using self-defense techniques.
- engage themselves in critical self-reflection and work for social transformation.

**CURRICULUM**

**Course Code: SECG3531**

**Total contact hours: 30**

<b>MODULE</b>	<b>TITLE</b>	<b>HOURS</b>
<b>1</b>	<b>Introduction to Gender Sensitization</b>	<b>4 Hrs.</b>
<b>2</b>	<b>Workshop in Self Defense Techniques</b>	<b>12 Hrs.</b>
<b>3 I</b>	<b>Cultural Roles and Gender Sensitivity</b>	<b>2 Hrs.</b>

<b>3 II</b>	<b>Gender Dimensions in Economic Participation and wage Gap</b>	<b>2 Hrs.</b>
<b>3 III</b>	<b>Gender Rights: Constitutional Rights &amp; Legal Rights</b>	<b>2 Hrs.</b>
<b>3 IV</b>	<b>Social problems and Issues: Gender Prospective with focus on Indian Society</b>	<b>2 Hrs.</b>
<b>3 V</b>	<b>Gender Issues and Health care system</b>	<b>2 Hrs.</b>
<b>3 VI</b>	<b>Gender and political Participation</b>	<b>2 Hrs.</b>
<b>4</b>	<b>Final Assessment Feedback and Closure</b>	<b>2 Hrs.</b>

#### **EXAMINATION**

- **Total Marks: 25 (Internal Assessment-5; Practical (Workshop in Self Defense Techniques)- 10 marks; Final Exam (Multiple Choice Quiz) – 10 marks)**
- **Total marks: 25 converted to grade for final result**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-2023**  
**PUNJABI (Compulsory)**  
**COURSE CODE: BBRL-4421**

**COURSE OUTCOMES**

**CO1: 'ਪਗਡੰਡੀਆਂ' (ਸਵੈਜੀਵਨੀ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਵੈ ਜੀਵਨੀ ਇਸ ਸਾਹਿਤ ਰੂਪ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।**

**CO2: 'ਫ਼ਾਸਲੇ' (ਨਾਟਕ) ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ 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 ਸ਼ਾਮਿਲ 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।**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER IV**  
**SESSION: 2022-23**  
**PUNJABI (Compulsory)**  
**COURSE CODE: -4421**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA:10

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ  
ਯੂਨਿਟ-I

ਪਗਡੰਡੀਆਂ (ਸਵੈਜੀਵਨੀ) : ਡਾ.ਬਚਿੰਤ 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। ਏਰ 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-2023**  
**BASIC PUNJABI (in lieu of Punjabi compulsory)**  
**COURSE CODE: BBRL-4031**

**COURSE OUTCOMES**

**CO1:** ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਦੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਭਾਸ਼ਾ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਦੇਣ ਤੋਂ ਬਾਅਦ ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੇ ਰੂ ਬ ਰੂ ਕਰਵਾਏ ਜਾਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਾਹਿਤ ਪੜ੍ਹਨ ਲਈ ਉਤਸ਼ਾਹਤ ਕਰਨਾ ਹੈ। ਪੰਜਾਬੀ ਸਾਹਿਤ ਜਗਤ ਦੇ ਨਾਮਵਰ ਕਵੀਆਂ ਦੀਆਂ ਰਚਨਾਵਾਂ ਪੜ੍ਹ ਕੇ ਵਿਦਿਆਰਥੀ ਇਨ੍ਹਾਂ ਦੇ ਜੀਵਨ ਤੇ ਸਾਹਿਤ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

**CO2:** ਵੱਖੋ ਵੱਖਰੀਆਂ ਧਾਰਾਵਾਂ ਨਾਲ ਸਬੰਧਤ ਇਨ੍ਹਾਂ ਕਵੀਆਂ ਦੀਆਂ ਰਚਨਾਵਾਂ ਪੜ੍ਹ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਵੀਨ ਵਿਚਾਰਧਾਰਾ ਬਾਰੇ ਜਾਣਕਾਰੀ ਮਿਲੇਗੀ।

**CO3:** ਲੇਖ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

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



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-23**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-4031**

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA : 10

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ।  
ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ

08 ਅੰਕ

ਯੂਨਿਟ-II

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ।  
(ਸਾਰ )

08 ਅੰਕ

ਯੂਨਿਟ-III

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਸਿਲੇਬਸ ਦਾ ਹਿੱਸਾ ਹਨ।  
(ਕਵੀਆਂ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ)

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਲੇਖ ਰਚਨਾ

ਅਸੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਕੇ ਲਿਖਣਾ

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।

1/1

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION:2022-23**

**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 CODE: BBRL-4431**

**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:-** understand the adoption of new policy by Guru Hargobind and martyrdom of Guru Tegh Bahadur

**CO 2:** To understand the factors leading to the establishment of Khalsa Panth and its impact .

**CO 3:** Have deep insight into the conflict with Mughals and the rise of Banda Singh Bahadur and aftermath.

**CO 4:** Understand the administration under Maharaja Ranjit Singh , also the fairs, festivals and folk music of Punjab.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER- IV**  
**SESSION:2022-23**  
**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 CODE: BBRL-4431**

**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 5<sup>th</sup> question may be attempted from any of the four Units.
4. Each question will carry 8 marks

**UNIT I**

Transformation of Sikhism under Guru Hargobind.  
Martyrdom of Guru Teg Bahadur

**UNIT II**

Creation of Khalsa  
Khalsa and its impact on the Punjab

**UNIT III**

Banda Bahadur and his achievements  
Rise of Misls.

**UNIT IV**

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

**Suggested Readings**

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**Course Code: BBRL-4212**

**COURSE OUTCOMES**

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

**CO 1:** comprehend the basics of grammatical rules governing prepositions and phrasal verbs through the study of “English Grammar in Use” by Raymond Murphy

**CO 2:** develop skills to write an essay on a given topic and enhance their vocabulary through the study of “The Students’ Companion” by Wilfred D. Best

**CO 3:** enhance their reading and analyzing power of texts through guided reading through the study of “Making Connections” by Kenneth J. Pakenham

**CO4:** 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 through the study of the poems in the prescribes text “Moments in Time”

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**Course Code: BBRL-4212**

**Examination Time: 3 Hours**

**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*, 4<sup>th</sup> 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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION: 2022-23**  
**FINANCIAL MANAGEMENT**  
**COURSE CODE: BBRL-4323**

**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: analyze the financial requirements of corporations and different sources of finance along with the calculation of costs of these sources.

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

CO4: acquire in depth knowledge about leverage and working capital concepts & its theories.

# BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

## SESSION: 2022-23 FINANCIAL MANAGEMENT COURSE CODE: BBRL-4323

Examination Time:3Hours

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. 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 on discounted 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”, Mc Graw 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, NewDelhi.

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



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION: 2022-23**  
**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 & also evaluate location alternatives and discuss the importance of product design.

CO2: have the in-depth knowledge of value analysis

CO3: understand the different methods of calculating inventory.

CO4: understand the principles of just-in-time systems and total quality management & also understand importance of quality control.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION: 2022-23**  
**PRODUCTION AND OPERATIONS MANAGEMENT**  
**COURSE CODE: BBRL-4324**

**Examination Time:3Hours**

**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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION:2022-2023**

**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: learn about the importance of ETOP and SWOT analysis in business.

CO3: know the concept of Economic planning and role of NITI Aayog in development

of India.

CO4: know about various policies of government which affects the business.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION: 2022-23**  
**BUSINESS ENVIRONMENT**  
**COURSE CODE: BBRL-4325**

**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. 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: Liberalization; Privatization; Globalization 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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION: 2022-23**

**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, LPP and their practical relevance.

CO2: Have comprehensive understanding of various quantitative techniques like Assignment, Transportation, etc.

CO3: Understand the usage of PERT and CPM in solving the complex problems which are beyond the control of Management.

CO4: Have comprehensive understanding of Inventory Control, Game Theory and their applications in competitive situations.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION: 2022-23**

**OPERATIONS RESEARCH**

**COURSE CODE: BBRL-4326**

**Examination Time:3Hours**

**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**

**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.**



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-2023**  
**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.

CO2: understand the regulatory framework of Insurance in India.

CO3: acquire knowledge about reinsurance and process of underwriting.

CO4: gain in-depth knowledge of various distribution channels in insurance.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**  
**SESSION:2022-2023**  
**FUNDAMENTALS OF INSURANCE**  
**COURSE CODE: BBRL-4327**

**Examination Time:3Hours**

**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. 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](http://www.irda.org)

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV**

**SESSION: 2022-23**

**SOCIAL OUTREACH PROGRAMME**

**AUDIT COURSE (VALUE ADDED)**

**COURSE CODE: SECS- 4522**

**Course Objectives:**

- The Social outreach program proposes to equip the students for community upliftment work.
- It will strive to prepare citizens who will make a marked difference in society.
- The students will be provided with numerous opportunities to build their knowledge and skills on the fundamental values of social fairness and compassion.
- The program will focus on integrating academic work with community services

**Learning Outcomes:**

Upon successful completion of this course, students will be able to

- connect the knowledge gained in the classroom with real-life situations by getting hands-on experience through community services.
- get an opportunity to engage in social service. It will also foster the development of civic responsibility.
- reflect upon larger issues that affect communities through readings and discussions.

- integrate academic learning and community engagement through practical fieldwork.
- develop awareness, knowledge, and skills for working with diverse groups in society.

*Curriculum*

The curriculum involves two aspects:

- A. Students will be introduced to various broad areas in which they can take up projects
- B. The students are expected to be actively engaged in working on any of the project areas listed below as volunteers. Evaluation will be based on consistency, commitment, and results achieved in the areas taken up.

<b>MODULE</b>	<b>TOPIC</b>	<b>HOURS</b>
1.	Sensitizing the students towards Social Issues	3
2.	Collaborating with NGOs	1
3.	Social Extension in villages & literacy drive	1
4.	NSS, Swach Bharat, Unnat Bharat	1
5.	Projects related to Environmental issues/NCC	1
6.	Setting up Empathy Corners	1
7.	Food Adulteration and Medical Camps	1
8.	Medical Camp/ Adulteration Camp / Science Awareness Camp in Villages	1
Total Hours of interactive Sessions		10
Hours for Project Work:		20

*List of Projects Areas under Social Outreach Program:*

- Working as Motivators under the Swatch Bharat Campaign of the Government,
  - Literacy drive: (I). Teaching in the Charitable School Adopted by the College  
(ii). Work on projects undertaken by the Rotary Club of Jalandhar for inducting students into child labor Schools.
  - Enroll as NSS Volunteers for various projects (Cleanliness, Women's health awareness)
  - Counseling camps in villages
  - Tree plantation (i) Maintaining the trees in the park adopted by the college.in Vikas Puri, Jalandhar
- (ii)Enroll in projects undertaken by JCI Jalandhar City
- Enroll in the Gandhian Studies Centre as a Student Volunteer for surveys in villages.
  - Women Empowerment Programmes in collaboration with JCI Jalandhar Grace
  - Generating awareness on voting among the youth.
  - Drug Abuse (Generate awareness among the school children)
  - Environment Awareness (Reduce Pollution, Plant trees, and work as water warriors)
  - Visit Old Age Homes/Orphanages
  - Operating the Empathy Corner outside the college gate and setting up empathy corners in Villages.
  - Hep in Disaster Management/Relief Work
  - Organize Food Adulteration and Medical Camps in Villages
  - Organize Science Awareness Camps in Villages

*Evaluation /Assessment:*

At the beginning of the semester, the students after enrolling for one of the Projects offered will be given deadlines for the project.

- Students will be responsible for recording their hours of service with the faculty and also map the progress of their subjects (children, old people, saplings, etc.).

- The respective departments will monitor the involvement of their students.
- The students will submit a report of the project taken up by them.
- There will be no written examination, The students will be given a grade based on the evaluation of the projects by an evaluation committee, comprising of the Dean of the respective streams, the Head, and two teachers of the concerned department.

**Total Marks: 25 (Internal Assessment: 5 and Project Report: 20) Internal**

Assessment based on the attendance during the Lectures  
Project Report based on the work done by the student.

*Total marks: 25 converted to grade for final result*  
*Grading system:*

90% marks & above: A grade  
80% - 89%

marks : B grade  
70% - 79% marks

: C grade  
60% - 69% marks : D

grade  
50% - 59% marks : E grade

Below 50% marks : F grade (Fail – To repeat Project)

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION:2022-23**  
**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 ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਵਲ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਪੈਰ੍ਹਾ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO4: ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO5: ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।



BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V

SESSION:2022-23

PUNJABI (Compulsory)

COURSE CODE: BBRL-5421

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory:40

CA: 10

ਭਾਠ 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
ਜ਼ਤਿੰਦਰ ਹਾਂਸ	ਰਾਹੂ ਕੇਤੂ	ਈਸ਼ਵਰ ਦਾ ਜਨਮ
ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼	ਅਰਜਨ ਛੇੜ ਗਡੀਰਨਾ	ਕੁਝ ਅਣਕਿਹਾਵੀ
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 ਵਾਕੰਸ਼

(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 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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-2023**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-5031**

**COURSE OUTCOMES**

CO1: ਇਹ ਪਰਚਾ ਵੀ ਸਿਧਾਂਤਕ ਤੇ ਵਿਹਾਰਕ ਗਿਆਨ ਦਾ ਸੁਮੇਲ ਹੈ।

CO2: ਇਸ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੁਰਾਤਨ ਪੰਜਾਬੀ ਲੋਕ ਨਾਚ, ਲੋਕ ਕਲਾਵਾਂ, ਲੋਕ ਗੀਤਾਂ ਨੂੰ ਸਮਝਣ ਦੇ ਕਾਬਲ ਬਣਾਉਣ ਦਾ ਯਤਨ ਹੈ।

CO3: ਇਨ੍ਹਾਂ ਦੇ ਅਧਿਐਨ ਦੇ ਮਾਧਿਅਮ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਪੁਰਾਤਨ ਲੋਕਾਂ ਦੇ ਜੀਵਨ ਨੂੰ ਸਮਝ ਸਕਣਗੇ ਕਿਉਂਕਿ ਆਪਣੀਆਂ ਜੜ੍ਹਾਂ ਦੀ ਪਛਾਣ ਕਰ ਸਕਣ ਦੇ ਬਗੈਰ ਕੋਈ ਵੀ ਕੌਮ ਜਾਂ ਲੋਕ ਆਪਣਾ ਵਰਤਮਾਨ ਜੀਵਨ ਚੰਗੀ ਤਰ੍ਹਾਂ ਬਿਤਾ ਸਕਣ ਦੇ ਸਮਰੱਥ ਨਹੀਂ ਹੋ ਸਕਦੇ।

CO4: ਸਿਧਾਂਤ ਪੱਧਰ ਦੇ ਗਿਆਨ ਤੋਂ ਬਾਦ ਇਸ ਗਿਆਨ ਦੇ ਆਧਾਰ ਤੇ ਪੁਰਾਤਨ ਲੋਕ ਗੀਤਾਂ ਜਾਂ ਲੋਕ ਕਹਾਣੀਆਂ ਦਾ ਵਿਹਾਰਕ ਅਧਿਐਨ ਕਰ ਸਕਣ ਦੇ ਸਮਰੱਥ ਬਣਾ ਸਕਣਾ ਹੈ।

CO4: ਇਸ ਪਰਚੇ ਦਾ ਯਤਨ ਨਿਸਚੈ ਹੀ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀਆਂ ਜੜ੍ਹਾਂ ਪ੍ਰਤੀ ਸੁਚੇਤ ਕਰਨ ਤੇ ਯਤਨ ਨਾਲ ਸੰਬੰਧਿਤ ਹੈ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-2023**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-5031**

	<b>ਪਾਠਕ੍ਰਮ</b> <b>ਯੂਨਿਟ-I</b>	
ਸਾਹਿਤ ਅਤੇ ਲੋਕ ਸਾਹਿਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਲੋਕ ਕਾਵਿ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਲੋਕ ਵਾਰਤਕ ਬਿਰਤਾਂਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		08 ਅੰਕ
	<b>ਯੂਨਿਟ-II</b>	
ਸੁਹਾਗ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਘੋੜੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਸਿੱਠਣੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		08 ਅੰਕ
	<b>ਯੂਨਿਟ-III</b>	
ਗਿੱਧਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਭੰਗੜਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਝੂਮਰ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		08 ਅੰਕ
	<b>ਯੂਨਿਟ-IV</b>	
ਲੋਕ ਖੇਡਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਲੋਕ ਤਮਾਸ਼ੇ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		
ਲੋਕ ਕਲਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)		08 ਅੰਕ

ਅੰਕਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕਲਈਹਦਾਇਤਾਂ

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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION:2022-23**  
**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 students will be able to understand:

CO1: - the causes that led to war between the British and Sikhs that led to the annexation of the Punjab and how the region was put under the control of Board of Administration

CO2: -various agrarian, industrial and educational policies introduced by the British in Punjab

CO3: - analyze and evaluate the socio-religious reforms movements of Punjab

CO4: - factors that led to Gurudwara reform movement and various other freedom struggle movements in which the Punjab played a prominent role

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V  
SESSION:2022-23**

**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**

**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 600 words by selecting Two Questions of equal marks from each Unit.
3. Candidates shall attempt 5 questions in all, by at least selecting One Question from each Unit and the 5<sup>th</sup> question may be attempted from any of the four Units.
4. 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

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-5212**

## **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 characterization in the prescribed play, “All My Sons” by Arthur Miller

**CO 2:** widen their knowledge about various literary devices used in poetry such as tone, style, imagery, figures of speech, symbolism etc. thorough the study of prescribed poems from the text “Poems of Nature and Culture”

**CO 3:** develop the knowledge, skills and capabilities for effective business writing such as formal letter writing, job application and resume writing

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-5212**

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**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**

*Poem of the 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.



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-23**  
**COMPANY LAW**  
**COURSE CODE: BBRL-5323**

**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, MOA and learn the mode to register and fill the documents online.

CO2: learn about AOA, prospectus and related provisions

CO3: able to understand different types of share capital and related provisions and have a clear conceptual understanding about the powers, duties and legal position of directors.

CO4: have in depth knowledge about company meetings and their winding up procedures.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**

**SESSION: 2022-23**

**COMPANY LAW**

**COURSE CODE: BBRL-5323**

**Examination Time:3Hours**

**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**

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, "CompanyLaw".
2. N. D. Kapoor, "Company Law & SecretarialPractice".

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-23**  
**ENTREPRENEURSHIP AND SMALL BUSINESS**  
**COURSE CODE: BBRL-5324**

**COURSE OUTCOMES:**

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

CO1: Understand basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development,

CO2: know about the role of Entrepreneurship Development Programmes in Entrepreneurship.

CO3: understand about the role of Small-Scale Business, growth and diversification strategies in Entrepreneurship.

CO4: understand the national policies for small business and contribution of commercial banks in promoting and servicing small business.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-23**  
**ENTREPRENEURSHIP AND SMALL BUSINESS**  
**COURSE CODE: BBRL-5324**

**Examination Time: 3Hour**

**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 behavior and motivation.

Entrepreneurial Development Programmes-Their relevance and achievements, Role of government in organizing 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 Business Management".
2. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management".
3. Hans Scholl hammer and Arthur H. Kuriloff, "Entrepreneurship and Small Business Management".
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".
5. Sharma, R.A, "Entrepreneurial Change in Indian Industries".
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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**

**SESSION: 2022-23**

**COST ACCOUNTING**

**COURSE CODE: BBRL-5325**

**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, cost concepts, determine material and labor costing.

CO2: Explain and understand contract costing and process costing.

CO3: Assess how cost-volume-profit are related and use CVP analysis as a planning and decision-making tool, other techniques as managerial costing, and standard costing.

CO4: Prepare a budget and use budgetary control and other techniques like standard costing and marginal costing for performance evaluation and cost control.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**

**SESSION: 2022-23**

**COST ACCOUNTING**

**COURSE CODE: BBRL-5325**

**Examination Time: 3Hours**

**Max. Marks:50**

**Theory:40**

**Practical:10**

**Instructions for the Paper Setter:** Eight questions of equal marks (Specified in the syllabus) essay type/ numerical (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, Labor 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 Labor Variances only.

**UNIT-IV**

Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budgets.

**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.**



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-23**  
**MANAGEMENT OF BANKING OPERATIONS**  
**COURSE CODE: BBRL-5326(OPTION CI)**

**COURSE OUTCOMES:**

After passing this course the students will be able to:

CO1: understand the regulatory framework of RBI

CO2: understand the various types of risk & its framework

CO3: have in-depth knowledge of Basel Norms & regulatory framework

CO4: understand the framework of Asset Liability Management

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-23**  
**MANAGEMENT OF BANKING OPERATIONS**  
**COURSE CODE: BBRL-5326(OPTION CI)**

**Examination Time: 3Hours**

**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.***

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-2023**  
**INSURANCE AND RISK MANAGEMENT**  
**COURSE CODE: BBRL-5327(OPTION CII)**

**COURSE OUTCOMES:**

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

CO1: exchange regulatory framework of Insurance in India

CO2: explain the different types of insurance (life and general insurance)

CO3: identify and categorise the various risks

CO4: explain the various risk control measures available and apply the insurance mechanism in risk management

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION: 2022-2023**  
**INSURANCE AND RISK MANAGEMENT**  
**COURSE CODE: BBRL-5327(OPTION C II)**

**Examination 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 Readings:**

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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER -V**

**SESSION: 2022-23**

**SEMINAR**

**COURSE CODE: BBRS-5328**

**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.

CO4: improve presentation skills.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER -V**

**SESSION: 2022-23**

**SEMINAR**

**COURSE CODE: BBRS-5328**

**Max. Marks: 50**

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



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V**  
**SESSION 2022-23**  
**JOB READINESS COURSE**  
**COURSE CODE: SECJ-5551**

**Nature of Course: Audit Course (Value -added)**

**Objectives of the Course:**

It is a specialised programme structured to prepare the students ready and adaptable for their professional career. The students will be able to set goals for themselves with the exposure provided to them during the course. The main purpose of the course is to enhance their life skills, increase their capacities for adapting to professional environment and teaming up. They will learn the importance and art of synergising with others and working in teams. It will help them to realize their potential and set high but realistic goals.

**Learning Outcomes:**

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

- Build confidence and have positive attitude
- Have an overview and exposure of job markets to realize their potential
- Get inputs on critical thinking and leadership qualities
- Comprehend how speaking skills can help them excelling in job interviews
- Acquire knowledge of team work
- Share their ideas in the group and improve their listening skills
- Learn skills of self-introduction to represent themselves and to write a well drafted resume

## CURRICULUM

Course Code: SECJ-5551

Course Credits: 02

Contact Hours: 30

MODULE	TITLE	HOURS
I	Goal Setting and Ambition	2 Hours
II	Positive Attitude and Self Confidence	2 Hours
III	Career Options and Job Markets	2 Hours
IV	Resume Building	4 Hours
V	Presentation Skills	4 Hours
VI	Public Speaking	4 Hours
VII	E-Mail Etiquette and Telephonic Conversation	2 Hours
VIII	Organizational Structure and Corporate Jargons	2 Hours
IX	Personal Interviews	4 Hours
X	Final Assessment, Feedback and Closure	4 Hours

### EXAMINATION

- **Total Marks:** 25 (Exam: 20 and Internal Assessment: 5)
- **Final Exam:** Multiple Choice Quiz and/or practice/mock tests - Marks – 20; Time: 1 to 2 hours depending upon the batch size of 10-20 participants
- **Internal Assessment:** 5 (Assessment: 3; Attendance:2)
  - Comparative assessment questions (medium length) in the beginning and at closure of the programme. Marks: 3; Time: 0.5 hour each at the beginning and end.
- **Total marks:** 25 converted to grade for final result

➤ **Grading system:**

90.1% -100% marks: O grade

80.1% - 90% marks: A+ grade

70.1% - 80% marks: A grade

60.1% - 70% marks: B+ grade

50.1% -60% marks: B grade

45%- 50 % marks: C grade

35%-44.9% marks: P grade

Below 35% marks: F grade

Absent: Ab

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER VI**  
**SESSION:2022-23**  
**PUNJABI (Compulsory)**  
**COURSE CODE: BBRL-6421**

**COURSE OUTCOMES**

CO1: ਕਾਵਿ ਗੌਰਵ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾਵਾਂ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੁਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ਧਰਤੀਆਂ ਦੇ ਗੀਤ(ਸਫ਼ਰਨਾਮਾ)ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਫ਼ਰਨਾਮਾ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਲੇਖ ਰਚਨਾ ਅਤੇ ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO5: ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ,ਕਾਰਕ ਕਿਰਿਆ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ -ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-23**  
**PUNJABI (Compulsory)**  
**COURSE CODE- BBRL-6421**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 50

Theory: 40

CA: 10

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਕਾਵਿ ਗੌਰਵ(ਪਹਿਲੇ ਛੇ ਕਵੀ)(ਸੰਪਾ.ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਮਜੀਤ ਕੌਰ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ,  
(ਸ਼ੇਖ ਫਰੀਦ, 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) ਆਧੁਨਿਕ ਸਾਹਿਤ ਰੂਪ : ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ 8 ਅੰਕ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ :

(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ, ਕਾਰਕ  
(ਅ) ਕਿਰਿਆ ਵਾਕੰਸ਼ : 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 ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-23**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-6031**

**COURSE OUTCOMES**

**CO1:**ਇਸ ਪਰਚੇ ਵਿਚ ਵਿਦਿਆਰਥੀ ਸਭਿਆਚਾਰ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਲੱਛਣ ਸਭਿਆਚਾਰਕ ਪਰਿਵਰਤਨਾਂ ਦੇ ਨਾਲ ਇਸ ਦਾ ਭੂਗੋਲ, ਮਨੋਵਿਗਿਆਨ ਤੇ ਆਰਥਕਤਾ ਨਾਲ ਸੰਬੰਧਾਂ ਬਾਰੇ ਜਾਣਨ ਤੋਂ ਬਾਅਦ ਸਭਿਆਚਾਰ ਤੇ ਸਭਿਅਤਾ, ਸਭਿਆਚਾਰ ਤੇ ਸਾਹਿਤ, ਸਭਿਆਚਾਰ ਤੇ ਭਾਸ਼ਾ ਦੇ ਆਪਸੀ ਸੰਬੰਧਾਂ ਦਾ ਅਧਿਐਨ ਕਰਨਗੇ।

**CO2:**ਇਸ ਤੋਂ ਇਲਾਵਾ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਮੂਲ ਸੋਮੇ ਤੇ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਵੇਕਲੇ ਲੱਛਣਾਂ ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

**CO3:**ਸਾਹਿਤ ਕਿਸੇ ਸਭਿਆਚਾਰ ਦੀ ਪੇਸ਼ਕਾਰੀ ਹੀ ਹੁੰਦੀ ਹੈ ਤੇ ਇਸ ਪਰਚੇ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਅਧਿਐਨ ਕਰਕੇ ਇਸ ਦੇ ਸਜੀਵ ਤੇ ਗੁਣਵਾਨ ਲੱਛਣਾਂ ਤੇ ਪ੍ਰਵਿਰਤੀਆਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-23**  
**BASIC PUNJABI (In lieu of Punjabi Compulsory)**  
**COURSE CODE: BBRL-6031**

**ਪਾਠਕ੍ਰਮ**  
**ਯੂਨਿਟ-I**

ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਪਿਛੋਕੜ  
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੀ ਭੂਗੋਲਿਕ ਸਥਿਤੀ  
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਖੜਵੇਂ ਲੱਛਣ

08 ਅੰਕ

**ਯੂਨਿਟ-II**

ਪੰਜਾਬ ਦੇ ਮੇਲੇ  
ਪੰਜਾਬ ਦੇ ਤਿਉਹਾਰ  
ਪੰਜਾਬ ਦੇ ਪ੍ਰਮੁੱਖ ਧਾਰਮਿਕ ਸਥਾਨ

08 ਅੰਕ

**ਯੂਨਿਟ-III**

ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ  
ਵਿਆਹ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ  
ਮੌਤ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ

08 ਅੰਕ

**ਯੂਨਿਟ-IV**

ਪੰਜਾਬ ਦਾ ਖਾਣ ਪੀਣ  
ਪੰਜਾਬ ਦਾ ਪਹਿਰਾਵਾ  
ਪੰਜਾਬ ਦੇ ਲੋਕ ਵਿਸ਼ਵਾਸ

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।

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-2023**  
**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: BBRL-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 1 (a):** understand the history of Punjab from independence with special reference to partition

**CO 2:** comprehend the causes that led to the formation of New Punjab in 1966 and outcomes of Green Revolution in the Punjab

**CO 3:** understand nature of diaspora and growth of education in Punjab Punjabi literature and Drama in the Punjab after Independence

**CO 4:** understand the drug abuse problem, management and prevention in the Punjab

**CO 4 (a)** understands the problem of drug addiction and Female Feticides in context to the Punjab



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-2023**  
**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: BBRL-6431**

**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 5<sup>th</sup> question may be attempted from any of the four Units.
4. 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. (With Special Reference to Bhai Veer Singh, Shiv Kumar Batalvi)
8. Emerging Concerns: Drug Addiction and Female Feticide (In context to the Punjab)

### Suggested Readings

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER VI**  
**SESSION 2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-6212**

**COURSE OUTCOMES**

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

- CO 1:** comprehend, appreciate and critically analyze a novel through the story of the novel *Train to Pakistan* by Khushwant Singh
- CO2:** analyze and appreciate the dramatic technique, plot development and art of characterization through the study of the prescribed plays from the book *Glimpses of Theatre*
- CO 3:** enhance their writing skills by writing essay on any given topics well as to write report on any incident witnessed

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION:2022-23**  
**ENGLISH (Compulsory)**  
**COURSE CODE: BBRL-6212**

**Examination Time: 3 Hours**

**Max. Marks: 50**  
**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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**

**SESSION:2022-2023**

**INCOME TAX**

**COURSE CODE: BBRL-6323**

**COURSE OUTCOMES:**

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

CO1: Understand the concept of Income Tax Law and the different terms.

CO2: Have the knowledge of latest provisions of Income Tax Act regarding different Heads of Income-Salaries, House Property and Business and Profession.

CO3: Understand the concept of Capital Gains and Other Sources for Assessment of Income.

CO4: Compute tax liability of assessee.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**

**SESSION:2022-2023**

**INCOME TAX**

**COURSE CODE: BBRL-6323**

**Examination Time:3Hours**

**Max. Marks:50**

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

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION 2022-2023**  
**FUNDAMENTALS OF CAPITAL MARKETS**  
**COURSE CODE: BBRL-6324**

**COURSE OUTCOMES:**

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

CO1: understand fundamental concepts, functions and components and instruments of capital market.

CO2: gain in-depth knowledge of mutual funds and derivatives.

CO3: learn about the role of SEBI and regulatory stock exchanges in India.

CO4: understand various stock market indices and listing requirements.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**  
**SESSION 2022-2023**  
**FUNDAMENTALS OF CAPITAL MARKETS**  
**COURSE CODE: BBRL-6324**

**Examination Time:3Hours**

**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. 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](http://www.nseindia.com))
5. [www.sebi.gov.in](http://www.sebi.gov.in),[www.nseindia.com](http://www.nseindia.com),[www.capitalmarket.com](http://www.capitalmarket.com)

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



**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**

**SESSION:2022-23**

**TRAINING AND DEVELOPMENT**

**COURSE CODE: BBRL-6325(OPTION -BI)**

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

CO3: understand the difference between training and development

CO4: understand the various development methods used by the organizations.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI**

**SESSION:2022-23**

**TRAINING AND DEVELOPMENT**

**COURSE CODE: BBRL-6325(OPTION -BI)**

**Examination Time: 3Hours**

**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. Questions may be sub 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**

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. ArmstrongM.A. “Handbook of Human Resource Management Practice”, Cogan Page, London
2. Dayal ,I “Manpower Training in organizations” Prentice Hall of India, NewDelhi.
3. Craig , Robert “Training and Development Handbook” McGraw Hill, NewYork
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.**

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER -VI**  
**SESSION: 2022-23**  
**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 ethical issues which are concerned with human resources and understand governmental regulations affecting employees and employers.

CO2: have in depth knowledge to measure performance and linking it with rewards and compensation.

CO3: Analyze the key issues related to administering the human elements such as diversity, unemployment and changing patterns of work.

CO4: able to understand the recent developed concepts of 21<sup>st</sup> century, E-HRM, HR accounting and auditing.

**BACHELOR OF BUSINESS ADMINISTRATION SEMESTER -VI**  
**SESSION: 2022-23**  
**CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT**  
**COURSE CODE: BBRL-6326(OPTION -BII)**

**Examination Time: 3Hours**

**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 21<sup>st</sup> 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 Human Resources", PHI, New Delhi.
3. Tanuja Agarwal, "Strategic Human Resource Management", Oxford University Press, New Delhi.

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