

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

Bachelor of Business Administration (B.B.A)

(Semester: I, III & V)

(Under Continuous Evaluation System)

Session: 2020-21



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2020-21

Semester I							
Course Code	Course Name	Course Type	Marks				Examination time (in Hours)
			Total	Ext.		CA	
				L	P		
BBRL-1421 BBRL-1031 BBRL-1431	Punjabi(Compulsory) ¹ Basic Punjabi ² Punjab History & Culture	C	50	40	-	10	3
BBRL-1212	English (Compulsory)	C	50	40	-	10	3
BBRL-1323	Basic Accounting	C	50	40	-	10	3
BBRL-1324	Business Organization & System	C	50	40	-	10	3
BBRL-1175	Managerial Economics-I	C	50	40	-	10	3
BBRL-1107	Business Communication	C	50	40	-	10	3
BBRM-1126	Computer Applications for Business-I	C	50	25	15	10	3+1
AECD-1161	*Drug Abuse: Problem Management and Prevention (Compulsory)	AC	50	40	-	10	3
SECF-1492	*Foundation Course	AC	25	20	-	05	1
Total			350				

C-Compulsory

AC-Audit Course

¹ Special paper in lieu of Punjabi (Compulsory).

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

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

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEAR DEGREE

PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION

SESSION: 2020-21

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

C-Compulsory

AC-Audit

Course

¹ Special paper in lieu of Punjabi (Compulsory).

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

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

KANYA MAHA VIDYALAYA, JALANDHAR (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE DEGREE
PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION
SESSION 2020-2021

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

C-COMPULSORY

¹Special paper in lieu of Punjabi (Compulsory).

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

Session 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester I

PUNJABI (COMPULSORY)

COURSE CODE-BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-1421

COURSE OUTCOMES:

CO1 d' ozr (eftsk Gkr) Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo eftsk gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j? sK fe T[j nkX[fBe d"o ftu uZb ojhnK ekft XkokoT ns/ ethnK pko/ frnkB jkf;b eo ;eD.

CO2:fj; dk j'o wB'oE eftsk dh ftnkfynk, ftPb/PD s/ w[bzeD dh gqfefonk s'A ikD{ eokT[Dk th j? sK fe T[j ;wekbh ;wki dhnK ;wZf;nktK Bz{ ;wM ;eD ns/ nkb'uBkswe fdqPNh pDk ;eD.

CO3;;z;ko dhnK gqf;X j;shnK ihtBh dh ftXk Bz{ f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo ihtBh Bz{ gVQD dh o[uh Bz{ g?dk eoBk j? ns/ ihtBh irs Bkb i'VDk j?.

CO4:g?oQk ouBk ns/ g?oQk gVQ e/ gqPBK d/ T[so d/D dk wBo'E ftfdnkoEhnK dh p[ZXh B{z shyD eofdNk T[BK dh fbyD gqfsGk B{z T[iKro eoBk j?.

CO6: X[Bh ftT[As gVQD Bkb ftfdnkoEh X[BhnK dh T[ukoB gqDkbh s'A tke| j'Dr/.

Session 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester I

PUNJABI (COMPULSORY)

COURSE CODE-BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-1421

;wKL 3 xzN/

Maximum Marks: 50

Theory: 40

CA: 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

d' ozr (eftsk Gkr) (;zgkH jofizdo f;zx fYb'A ns/ gqhsW f;zx ;or'Xhnk), r[o{ BkBe d/t :{Bhtof;Nh, nzfwqs;o.

(ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ\$;ko)

8 nze

:{fBN-II

;z;ko dhNk gqf;X j;shNk (ihtBh BzL 1 s'A 9 se)

(;zgkH fgqzH s/ik f;zx, joBkw f;zx Pkw),gzikph ;kfjs gqekPB, nzfwqs;o.

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 nze

:{fBN-III

(T) g?oQk ouBk (fszB ftu'A fJe)

(n) g?oQk gVQ e/ gqPBK d/ T[so.

8 nze

:{fBN-IV

(T) gzikph X[Bh ftT[As L gfoGkPk s/ T[ukoB nZr

(n) ;to, ftNZiB

8 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bklwh j?. gzikK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)/ BACHELOR OF SCIENCE (HONOURS)AGRICULTURE/ BACHELOR OF SCIENCE (HONOURS)MATHEMATICS/ BACHELOR OF ARTS (HONOURS) ENGLISH/ BACHELOR OF COMMERCE (HONOURS) BACHELOR OF SCIENCE (HONOURS) PHYSICS SEMESTER-I

BASIC PUNJABI

In lieu of Punjabi (Compulsory)

**COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BOEL/BOML/ BACL/BCOL/BOPL-1031**

Course outcomes:

CO1:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD dk w"ek gqdkB eoBk j?.

CO2:fJ; ftu ftfdnkoEh B{z pkohephBh Bkb GkPk dk nfXn?B eotkfJnk ikt/rk.

CO3:ftfdnkoEhnK B{z gzikph Ppd ouBk s'A ikD{ eotkfJnk ikt/rk.

CO4:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK B{z fBZs tos'A dh gzikph Ppdktbh pko/ dZ;Dk j?.

CO5:w[ZYbh gzikph gVQkT[D dk wB'oE ftfdnkoEhnK dk Ppd x/ok ftPkb eoBk j?.

CO6:ftfdnkoEhnK B{z gzikph ftu j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfbnK d/ BK, oZ[sK d/ BK, fJe s'A ;" sZe frDsh PpdK ftu f;ykT[Dk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION/BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) / BACHELOR OF SCIENCE (FASHION DESIGNING) / BACHELOR OF SCIENCE. (HOME SCIENCE) / BACHELOR OF COMPUTER APPLICATIONS/BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)/ BACHELOR OF SCIENCE (BIO-TECHNOLOGY)/ BACHELOR OF SCIENCE (HONOURS)AGRICULTURE/ BACHELOR OF SCIENCE (HONOURS)MATHEMATICS/ BACHELOR OF ARTS (HONOURS) ENGLISH/ BACHELOR OF COMMERCE (HONOURS) BACHELOR OF SCIENCE (HONOURS) PHYSICS SEMESTER-I

BASIC PUNJABI

In lieu of Punjabi (Compulsory)

COURSE CODE -BARL/BSML/BSNL/BCSL/BECL/BCRL/BBRL/BJML/BFDL/
BHSL/BCAL/BITL/BBTL/BOEL/BOML/ BACL/BCOL/BOPL-1031

;wK L 3 xzN/

Maximum Marks: 50

Theory: 40

CA: 10

gkm eqw

:{fBN-I

g?Ash nZyoh, nZyo eqw, g?o fpzdh tkb/ toD ns/ g?o ftu g?D tkb/ toD ns/ wksqtK (wZ[Ybh
ikD gSkD) brkyo (fpzdh, fNZgh, nZXe) L gSkD ns/ tos'A .

08nze

:{fBN-II

gzikph Ppd pDso L wZ[Ybh ikD gSkD (;kXkoB Ppd, ;z:[es Ppd, fwPos Ppd, w{b
Ppd, nr/so ns/ fgS/so)

08nze

:{fBN-III

fBZs tos'A dh gzikph Ppdktbh L pkiko, tgko, foPs/Bks/, y/sh ns/ j'o XzfdnK nkfd Bkb
;zpZxs.

08 nze

:{fBN-IV

j|s/ d/ ;Zs fdBK d/ BK, pkoQK wjhfbnK d/ BK, oZ[sK d/ BK, fJe s'A ;" se frDsh PpdK ftu .

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d'
gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ eZ[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bklwh j?. gzikK gqPB fe;/ th ;?ePB ftu'A
ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK
ftu eo ;edk j?.

Bachelor of Arts/ Bachelor of Science (Medical) / Bachelor of Science (Non Medical) / Bachelor of Science(Honours) Maths/ Bachelor of Science (Honours) Physics/Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration/ Bachelor of Arts (Journalism & Mass Communication) / Bachelor of .Science (Fashion Design) / Bachelor of Science (Home Science) / /Bachelor of Computer Application /Bachelor of Science(Information Technology)/ Bachelor of Science (Bio Technology) / Bachelor of Arts (Honours.)English / Bachelor of Commerce (Financial Services) Three year degree course/ Bachelor of Science Information Technology (with Specialization in Data Science)

(Semester-I)

Session 2020-21

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

Course Code: BARL-1431/ BSML-1431/ BSNL-1431/ BOML-1431/ BOPL-1431/ BCSL-1431/

BECL-1431/ BCRL-1431/ BBRL-1431/ BJML-1431/ BFDL-1431/ BHSL-1431/ BCAL-1431/ BITL-

1431 / BBTL-1431/BOEL-1431/ BCFL-1431 / BIDL-1431

COURSE OUTCOMES

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

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

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

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

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

Bachelor of Arts/ Bachelor of Science (Medical) / Bachelor of Science (Non Medical) / Bachelor of Science(Honours) Maths/ Bachelor of Science (Honours) Physics/Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration/ Bachelor of Arts (Journalism & Mass Communication) / Bachelor of .Science (Fashion Design) / Bachelor of Science (Home Science) / /Bachelor of Computer Application /Bachelor of Science(Information Technology)/ Bachelor of Science (Bio Technology) / Bachelor of Arts (Honours.)English / Bachelor of Commerce (Financial Services) Three year degree course/ Bachelor of Science Information Technology (with Specialization in Data Science)

**(Semester-I)
Session 2020-21**

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

**Course Code: BARL-1431/ BSML-1431/ BSNL-1431/ BOML-1431/ BOPL-1431/ BCSL-1431/
BECL-1431/ BCRL-1431/ BBRL-1431/ BJML-1431/ BFDL-1431/ BHSL-1431/ BCAL-1431/ BITL-
1431 / BBTL-1431/BOEL-1431/ BCFL-1431 / BIDL-1431**

Examination Time: 3 Hours

**Max. Marks: 50
Theory: 40
C A: 10**

Instructions for the Paper Setters

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

Unit-I

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

Unit-II

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

Unit-III

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

UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

Suggested Readings

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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester I**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-1212

COURSE OUTCOMES:

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

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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester I**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-1212

Max. Marks: 50

Theory: 40

CA: 10

Examination Time: 3 Hrs

Instructions for the Examiner:

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

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

(1x10=10)

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

(2x5=10)

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

(6+2x2=10)

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

(6+2x2=10)

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Texts Prescribed:

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

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

Course Outcomes:

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

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

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

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

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

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

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

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

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

References/ Textbooks:

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

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

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

Course Outcomes:

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

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

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

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

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

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

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

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

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

References/ Textbooks:

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

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

Bachelor of Business Administration Semester – I
Session 2020-21
Course Code: BBRL-1175
Managerial Economics- I

Course Outcomes:

After passing this course, students will be able to:

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

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

Bachelor of Business Administration Semester – I

Session 2020-21

Course Code: BBRL-1175

Managerial Economics- I

Time: 3 Hours

M. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter :

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

Unit – I

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

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

Unit – II

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

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

Unit – III

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

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

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

Unit – IV

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

Suggested Readings:

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

Bachelor of Business Administration Semester I
Session 2020-21
Course Code: BBRL-1107
Course Title: Business Communication

Course Outcomes:

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

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

CO2: Learn effective business writing and business communication.

CO3: Develop and deliver effective presentations.

CO4: Acquire interpersonal communication skills that maximise team effectiveness.

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

Bachelor of Business Administration Semester I
Session 2020-21
Course Code: BBRL-1107
Course Title: Business Communication

Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

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

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

References/ Textbooks:

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

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

Bachelor of Business Administration (Semester – I)
(Session 2020-21)
Course Code: BBRM-1126
COMPUTER APPLICATIONS FOR BUSINESS- I

COURSE OUTCOMES

After passing this course the student will be able to:

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

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

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

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

Bachelor of Business Administration (Semester – I)
(Session 2020-21)
COURSE CODE: BBRM-1126
COMPUTER APPLICATIONS FOR BUSINESS- I

Examination Time: 3+3 Hours

Max. Marks: 50

Theory:25
Practical: 15
CA:10

Instructions for Paper Setter -

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

UNIT- I

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

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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

References / Textbooks:

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

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

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester III

PUNJABI (COMPULSORY)

COURSE CODE- BARL/BSML/BSNL/BCSL/BECL/BCRL /BBRL-3421

COURSE OUTCOMES

CO1: u'Dt/ gzikph fBpzX Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo ਵਾਚਤਕ ਗੁਸ਼ fdbu;gh, ;{M Bz{ g?dk eoBk j?.

CO2: 'wK wzr eodk j?' fJeKrh ;zrqfj Bz{ f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo fJeKrh gVQD dh o[uh Bz{ g?dk eoBk j? ns/ fJ; ;kfjs o{g Bkb Bkb i'VDk j?.

CO3: ;zy/g ouBk eoB Bkb ftfdnkoEh nkgDh rZb B{z ;zy/g ftu efjD dh iku f;ZyDr/ ns/ fJj fdwkrh e;os ftu ;jkJh j't/rh.

CO4: b/y ouBk dk wB'oE ftfdnkoEhnK dh p[ZXh B{z shyD eofdNk T[BK dh fbyD gqfsGk B{z T[iKro eoBk j?.

CO5: w{b ftnkeoDe fJekJhnK L gfoGkPk ns/ tzBrhnK (GktzP, Ppd, tkezP, T[gtke ns/ tke)Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo GkPk dh nwhoh ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester III

PUNJABI (COMPULSORY)

COURSE CODE- BARL/BSML/BSNL/BCSL/BECL/BCRL /BBRL-3421

;wK L 3 xzN/

Maximum Marks: 50

Theory: 40

CA: 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

u'Dt/ gzikph fBpzX (i'frzdo f;zx g[nko,gowihs f;zx f;ZX{}), gzikph :{Bhtof;Nh,gfNnkbk.

xo dk fgnko, T[wo bzwh j' ;edh j?,nZEO{, g[okDk gzikp, fJzrb?Av dk ;'rh ;'wtko,fyvkoHnK d/ tfjw.

(gkmeqw dk fjZ;k jB)

(ftPk t;s{\$;ko)

8 nze

:{fBN-II

;wK wzr eodk j? (fJeKrh ;zrqfj) (ਸੰਪਾ. ਵੇਵਲ ਧਾਲੀਵਾਲ) u/sBk gqekPB,b[fXnkDk.

(ftPk t;s{\$;ko)

8 nze

:{fBN-III

(T) ;zy/g ouBk (gq?;h)

(n) b/y ouBk

8 nze

:{fBN-IV

w{b ftnkeoDe fJekJhnK L gfoGkPk ns/ tzBrhnK (GktzP, Ppd, tkezP, T[gtke ns/ tke)

8 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bklwh j?. gzikK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER–III

Basic Punjabi (In lieu of Punjabi Compulsory)

COURSE CODE- BARL/BSML/BSNL/BCSL /BECL/BCRL /BBRL-3031

Course outcomes

CO1:ivAwkrxk iekwelAW Bz{ gVQkT[D dk wB'oE ftdnkoEhnK nzdo gzikph GkPk dh nwhoh dk ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk ns/ gzikph GkPk B{z f;ykT[D dh gqfefonk ftu gk e/ fJe j'o GkPk f;ZyD d/ w"e/ gqdkB eoBk j?.

CO2:g?oQk ouBk d/D dk wB'oE ftdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BQK dh fbyD gqfsGk B{z T[ikro eoBk j?.

CO3:xo/b{ ns/ d|soh fuZmh gZso fbyD dk wB'oE ftdnkoEhnK B{z fJ; ebk ftu fBg[zB eoBk j? I

CO4:nykD ns/ w[jktfonK dh tos'A Bkb rZbpks ftu gogZesk nkT[Adh j?.fJj ftdnkoEhnK dh rZbpks ftu fByko fbnkT[D dk ezW eoBr/.

CO5: g?oQk gVQ e/ gqPBK d/ TZ[so d/D dk wB'oE ftdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[ikro eoBk j?.

CO6::zy/g ouBk eoB Bkb ftdnkoEh nkgDh rZb B{z ;zy/g ftu efjD dh iku f;ZyDr/ ns/ fJj fdwkrh e;os ftu ;jkJh j't/rh.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER-III

Basic Punjabi (In lieu of Punjabi Compulsory)

COURSE CODE- BARL/BSML/BSNL/BCSL /BECL/BCRL /BBRL-3031

smW: 3 GMty

Maximum Marks: 50

Theory: 40

CA : 10

gkm eqw

:{fBN-I

ivAwkrxk iekwelAW dl pCwx Aqy vrqoN; vwkMS, aupvwk Aqy vwk

:{fBN-II

gqekoih gzikph L g?oQk ouBk,fuZmh gZso

:{fBN-III

I.nykD

II. w[jkto/

:{fBN-IV

I.g?oQk ADwirq pRSn

II. sMKyp rcnw

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/..;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo :{fBN ftu'A d' gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ ea[Zb gzi gqPB eoB/ jB. jo Gkr ftu'A fJe gqPB bklwh j?. gzik gqPB fe;/ th Gkr ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ nZm nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g-gqPBK ftu eo ;edk j?.

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester III**

Bachelor of Arts / Bachelor of Science (Medical) / Bachelor of Science (Non-Medical) / Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration

(Semester III)

Session 2020-21

COURSE TITLE: PUNJAB HISTORY AND CULTURE (FROM 1000-1605 A. D.)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BARL-3431/BSML-3431/BSNL-3431/BCSL-3431/BECL-3431/BCRL-3431/BBRL-3431

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

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

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

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

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

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

Bachelor of Arts / Bachelor of Science. (Medical) / Bachelor of Science (Non Medical) / Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration

(Semester III)

Session 2020-21

COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1000-1605 A. D.)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BARL-3431/BSML-3431/BSNL-3431/BCSL-3431/BECL-3431/BCRL-3431/BBRL-3431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

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

Unit -1.

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

Unit-II:

3. Bhakti Movement and Impact on Society of Punjab

4. Sufism in Punjab

Unit-III:

5. Guru Nanak: Early Life and Teachings

6. Concept of *Sangat*, and *Pangat*

Unit-IV:

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

Suggested Readings:

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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester III**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-3212

COURSE OUTCOMES

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

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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester III**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-3212

Max. Marks: 50

Examination Time: 3 Hrs

Theory: 40

CA: 10

Instructions for the Examiner:

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

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

(10x1=10)

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

(1x6+4x1=10)

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

(2x5=10)

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

(2x3=6)

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

(1x4=4)

Unit I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units 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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF
COMMERCE/ BACHELOR OF BUSINESS ADMINISTRATION Semester III**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-3212

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 2019-20
Course Code: BBRL-3173
STATISTICS FOR BUSINESS

Course Outcomes:

After passing this course students will be able to:

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

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

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

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

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

Time: 3 Hours

M. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter :

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

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

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

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

Suggested Readings:

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
COURSE CODE: BBRL-3324

Course Outcomes:

After passing this course the student will be able to:

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

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

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

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
COURSE CODE: BBRL-3324

Time: 3 hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

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

Unit I

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

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

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

UNIT II

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

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

UNIT III

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

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

UNIT IV

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

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

Suggested Readings:

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
FUNDAMENTALS OF MARKETING MANAGEMENT
COURSE CODE: BBRL-3325

Course Outcomes:

After passing this course the student will be able to:

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

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

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
FUNDAMENTALS OF MARKETING MANAGEMENT
COURSE CODE: BBRL-3325

**Time: 3
hours**

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

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

UNIT I

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

UNIT II

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

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

UNIT III

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

UNIT IV

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

Suggested Readings:

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
INDIAN FINANCIAL SYSTEM
COURSE CODE: BBRL-3326

Course Outcomes:

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

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

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

CO3: understand the operations of secondary market mechanism.

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
INDIAN FINANCIAL SYSTEM
COURSE CODE: BBRL-3326

Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

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

UNIT I

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

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

UNIT II

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

UNIT III

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

UNIT IV

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

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

Suggested Readings:-

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

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
MANAGEMENT ACCOUNTING
COURSE CODE: BBRL-3327

Course Outcomes:

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

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

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

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

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

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

CO6: explain how management accounting contributes to financial reporting.

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

SESSION 2020-21
BACHELOR OF BUSINESS ADMINISTRATION SEMESTER III
MANAGEMENT ACCOUNTING
COURSE CODE: BBRL-3327

Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

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

UNIT I

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

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

UNIT II

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

UNIT III

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

UNIT IV

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

Suggested Readings:

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

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

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester V

PUNJABI (COMPULSORY)

COURSE CODE- BARL/BSML/BSNL/BCSL/BECL/BCRL /BBRL-5421

COURSE OUTCOMES

CO1: u'DthnK gzikph ejkDhnK Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo ejkDhnK gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j?.

CO2: Bktb J/j[jwkok ihtDk (dbhg e"o fNtkDk)Bz{ f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo Bktb gVQD dh o[uh Bz{ g?dk eoBk j? ns/ fJ; ;kfjs o{g Bkb Bkb i'VDk j?.

CO3: g?oQk ouBk eoB Bkb ftfdnkoEh nkgDh rZb B{z efjD dh iku f;ZyDr/ ns/ fJj fdwkrh e;os ftu ;jkJh j't/rh.

CO4: ;ob nzro/lh g?oQ/ dk gzikph ftu nB[tkd dk wB'oE ftfdnkoEhnK dh p[ZXh B{z shyD eofdnK T[BK dh fbyD gqfsGk B{z T[ikro eoBk j?.

CO5: gzikph X[Bh ftTaa[As, tkekswe i[rsK L w/b s/ nfXeko,ekoe s/ ekoeh ;zpzX Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo GkPk dh nwhoh ns/ pkohehnK Bz{ ;wMD bJh tZyo/ - tZyo/ f;XKsK dk ftek; eoBk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

Semester V

PUNJABI (COMPULSORY)

COURSE CODE- BARL/BSML/BSNL/BCSL/BECL/BCRL /BBRL-5421

;wK L 3 xzN/

Maximum Marks: 50

Theory: 40

CA: 10

gkm eqw ns/ gkm g[;seK

:{fBN-I

u'DthnK gzikph ejkDhnK

(;zgkH vkH ofwzdo e"o, gpbhe/PB fpT{o', r{o{ BkBe d/t :{Bhtof;Nh, nzfwqs;o, 2018)

**b/ye ejkDh
nihs e"o fBT{ :hno**

fizdo ;"oh

;[yihs jlko ejkDhnK dk pkg

ifszdo jK; okj{ e/s{

gq/w gqekP noiB S/V rvhoBk

uzdB B/rh joy ;'r

i;ftzdo f;zx y{ j yks/

r[od/t f;zx o[gkDk PhPk

ejkDh ;zrqfj

w"s nbh pkp/ dh

i\w

w? fJzi[nkJ/ eodh jK

JhPto dk iBw

e[M nDfejk th

joy ;'r

y{ j yks/

PhPk ns/ j'o ejkDhnK

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 nze

:{fBN-II

Bktb L J/j[jwkok ihtDk (dbhg e"o fNtkDk)

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

8 nze

:{fBN-III

brgr 200 PpdK ftu g?oQk ouBk

;ob nzro/lh g?oQ/ dk gzikph ftu nB[tkd

8 nze

:{fBN-IV

ftnkeoD L

(T) Bkt tkezP

(n) w/b s/ nfXeko

8 nze

nze tzv ns/ gohfyne bJh jdkfJsK

1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.

2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bklwh j?. gzikK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.

3H jo/e gqPB d/ 08 nze jB.

4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

SESSION 2020-21

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER-V

Basic Punjabi (In lieu of Punjabi Compulsory)

COURSE CODE- BARL/BSML/BSNL/BCSL /BECL/BCRL /BBRL-5031

COURSE OUTCOMES

Co1: 'kfjs d/ ozr' g[[[;se d/ eftsk Gkr Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo eftsk gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j? sK fe T[j nkX[fBe d"o ftu ub ojhnK ekft XkokoT ns/ ethnK pko/ frnkB jk;b eo ;eD. fJ; dk j'o wB'oE eftsk dh ftnkfynk, ftPb/PD s/ w[bzeD dh gqfefonk s'A ikD{ eokT[Dk th j? sK fe T[j ;wekbh ;wki dhnK ;wZf;nktK Bz{ ;wM ;eD ns/ nkb'uBkswe fdqPNh pDk ;eD.

Co2: 'kfjs d/ ozr' g[[[;se d/ ejkDh Gkr B{z f;b/p; ftu PkfwB eo e/ ftfdnkoEhnK nzdo ejkDh gVQD dh o[uh Bz{ g?dk eoBk j? ns/ ejkDh irs Bkb i'VDk j?.

CO3: pj[s/ PpdK dh EK fJe Ppd ns/ pj[nkoEe Ppd Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo ftnkeoD gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j?.

CO4: ;wkBoEe Ppd, fto'XkoEe Ppd Bz{ gVQkT[D dk wB'oE ftfdnkoEhnK nzdo ftnkeoD gqsh fdbu;gh, ;{M Bz{ g?dk eoBk j?.

SESSION 2020-21
BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL) / BACHELOR OF SCIENCE (NON MEDICAL) / BACHELOR OF SCIENCE (COMPUTER SCIENCE) / BACHELOR OF SCIENCE (ECONOMICS) / BACHELOR OF COMMERCE / BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER-V

Basic Punjabi (In lieu of Punjabi Compulsory)
COURSE CODE- BARL/BSML/BSNL/BCSL /BECL/BCRL /BBRL-5031

;wK L 3 xzN/

Maximum Marks: 50
Theory: 40
CA: 10

gkm eqw
 :{fBN-I

;kfjs d/ ozr (;zgkHvk wfjb f;zx),Gkr gfjbk(eftsk),oth ;kfjs gqekPB,nzfwqs;o.
 GkJh tho f;zx(;wK,uPwk)
 gq'Hg{oB f;zx(gzikp B{z e{eK w?A,jb tkj[D tkb/)
 gq'Hw'jB f;zx(wK,e'Jh nkfJnk ;kv/ ftjV/)
 (eftsktK f;b/p; dk fjZ;k jB)

(;ko)

08 nze

:{fBN-II

;kfjs d/ ozr (;zgkHvk wfjb f;zx),Gkr gfjbk(ejKDh),
 oth ;kfjs gqekPB,nzfwqs;o.
 g/wh d/ fBnkD/,e[bch,x'NDk (ejkDhnK f;b/p; dk fjZ;k jB)

(;ko)

08 nze

:{fBN-III

(T) pj[s/ PpdK dh EK fJe Ppd

(n) pj[nkoEe Ppd

08 nze

:{fBN-IV

(T) ;wkBoEe Ppd

(n) fto'XkoEe Ppd

08 nze

nze tzv ns/ gohfyne bJh jdkfJsK

- 1H gqPB gZso d/ uko ;?ePB j'Dr/.;?ePB A-D sZe d/ gqPB :{fBN I-IV ftu'A g[ZS/ ikDr/. jo ;?ePB ftu d' gqPB g[ZS/ ikDr/.
- 2H ftfdnkoEh B/ e[b gzi gqPB eoB/ jB. jo ;?ePB ftu'A fJe gqPB bklwh j?. gzikK gqPB fe;/ th ;?ePB ftu'A ehsk ik ;edk j?.
- 3H jo/e gqPB d/ 08 nze jB.
- 4H g/go ;?ZN eoB tkbk i/eo ukj/ sK gqPBK dh tzv nZr'A tZX s'A tZX uko T[g gqPBK ftu eo ;edk j?.

Bachelor of Arts /Bachelor of Science (Medical) / Bachelor of Science (Non- Medical)/ Bachelor of Science (Computer Science) / Bachelor of Science (Economics) / Bachelor of Commerce / Bachelor of Business Administration

(Semester-V)

Session 2020-21

Course Title: Punjab History and Culture (From 1849-1947 A.D)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BARL-5431/ BSML-5431/ BSNL-5431/ BCSL-5431/ BECL-5431/ BCRL-5431/ BBRL-5431

COURSE OUTCOMES:-

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

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

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

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

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

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

Bachelor of Arts /Bachelor of Science (Medical) /Bachelor of Science (Non- Medical) /Bachelor of Science (Computer Science) /Bachelor of Science (Economics) /Bachelor of Commerce /Bachelor of Business Administration

(Semester-V)

Session 2020-21

Course Title: Punjab History & Culture (From 1849-1947 A.D.)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BARL-5431/ BSML-5431/ BSNL-5431/ BCSL-5431/ BECL-5431/ BCRL-5431/ BBRL-5431

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setters

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

Unit- I

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

Unit-II

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

Unit-III

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

Unit-IV

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

Suggested Readings

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

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF COMMERCE/**

BACHELOR OF BUSINESS ADMINISTRATION Semester V

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-5212

COURSE OUTCOMES

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

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

BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF COMMERCE/
BACHELOR OF BUSINESS ADMINISTRATION Semester V

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-5212

Max. Marks: 50

Theory: 40

CA: 10

Examination Time: 3 Hrs

Instructions for the Examiner:

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

(5x2=10)

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

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

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

Unit I

All My Sons by Arthur Miller

Unit II

Poems of Nature and Culture

William Wordsworth: The World is Too Much with Us

Gordon Lord Byron: She Walks in Beauty

P.B. Shelly: Ozymandias

Alfred Lord Tennyson: In Memoriam

Mathew Arnold: Dover Beach

Wilfred Owen: Strange Meeting

Robert Graves: The Portrait

W.H. Auden: The Unknown Citizen

Ted Hughes: The Thought-Fox

Sylvia Plath: Mirror

Rabindranath Tagore: False Religion

Nissim Ezekiel: Night of Scorpion

Unit III

Formal letter, Job Application and Resume Writing

**BACHELOR OF ARTS / BACHELOR OF SCIENCE (MEDICAL)/ BACHELOR OF SCIENCE (NON MEDICAL)/
BACHELOR OF SCIENCE (COMPUTER SCIENCE)/ BACHELOR OF SCIENCE (ECONOMICS)/ BACHELOR OF COMMERCE/
BACHELOR OF BUSINESS ADMINISTRATION Semester V**

Session 2020-21

ENGLISH (COMPULSORY)

Course Code: BARL/BSML/BSNL/BCSL/BECL/BCRL/ BBRL-5212

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.

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5323
Course title: Company Law

COURSE OUTCOMES:

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

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

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

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

CO5: grasp the latest emerging issues that may arise.

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5323
Course title: Company Law

Time: 3 Hours

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

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

UNIT-I

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

UNIT-II

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

UNIT-III

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Managerial Remuneration. Women Directors.

UNIT-IV

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

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

Suggested Readings:

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

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

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5324
Course Title: Entrepreneurship and Small business

COURSE OUTCOMES :

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

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

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5324
Course Title: Entrepreneurship and Small business

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

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

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Suggested Readings:

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

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

BBA Semester –V
Session 2020-2021
Course Code: BBRL-5325
Course Title: Cost Accounting

COURSES OUTCOMES:

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

- CO1: Describe how cost accounting is used for decision making and performance evaluation. CO2: Explain the basic concepts of cost and its ascertainment & allocation.
- CO3: Demonstrate how material, labour and overhead costs are determined.
- CO4: Assess how cost-volume-profit are related and use CVP analysis as a planning and decision- making tool.
- CO5: Prepare a budget and use budgetary control and other techniques like standard costing and marginal costing for performance evaluation and cost control.

BBA Semester –V
Session 2020-2021
Course Code: BBRL-5325
Course Title: Cost Accounting

Time : 3 HoursMax. 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). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unit-I

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

Unit-II

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

Unit-III

Marginal Costing – Meaning and various concepts - Fixed Cost Variable Cost, Contribution,
P/V Ratio, Break Event Point, Margin of Safety.
Standard Costing- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing,
Variance Analysis – Material and Labour Variances only.

Unit-IV

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

Suggested Readings:

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

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

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5326(OPTION CI)
Course Title: Management of Banking Operation

COURSE OUTCOMES:

After passing this course the students will be able to:

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

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

Co3: become aware of various banking innovations after nationalization.

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

BBA Semester -V
Session 2020-2021
Course Code: BBRL-5326(OPTION CI)
Course Title: Management of Banking Operation

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type / Numerical (in equal proportion) are to be set, two in each of the four Sections (A-D). 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.

BBA Semester –V
Session 2020-2021
Course Code: BBRL-5327(OPTION CII)
Course Title: Insurance and Risk management

COURSE OUTCOMES :

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

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

CO3: identify and categorise the various risks

CO4: explain the various risk control measures available CO5:

apply the insurance mechanism in risk management

BBA Semester –V
Session 2020-2021
Course Code: BBRL-5327(OPTION CII)
Course Title: Insurance and Risk management

Time: 3 Hours

Max.Marks:50
Theory:40
CA:10

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

UNIT I

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

Unit II

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

Unit III

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

Unit IV

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

Suggested Reading :

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

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

