



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT
AND COMMERCE**

**OUTLINES OF TESTS SYLLABI AND COURSES
OF READING**

FOR

**BACHELOR OF BUSINESS ADMINISTRATION
(1ST Year, 2nd year and 3rd year)**

For the Examinations 2013

Instructions for Paper Setters

B.B.A. Class

Ist Year

For Paper 1)

For Paper 2) already given.

For Papers 3-7

Section A

Examiner will set 6 questions from entire syllabus and students shall attempt 4 questions. Each question carry 4 marks.

Section B

Examiner will set 4 questions from Unit 1 of syllabus. Student shall attempt 2 questions.. Each question carry 16 marks.

Section C

Examiner will set 4 questions from Unit II of the syllabus. Student shall attempt 2 questions. Each question carry 16 marks.

For Computer Paper (Paper 8)

Examiner will set 9 questions and students are required to attempt 5 questions. Each question carry 10 marks.

2ND Year

For Papers 1-6

Section A

Examiner will set 6 questions from entire syllabus and student shall attempt 4 questions. Each question carry 4 marks.

Section B

Examiner will set 4 questions from Unit 1 of the syllabus. Student shall attempt 2 questions. Each question carry 16 marks.

Section C

Examiner will set 4 questions from Unit II of the syllabus. Students shall attempt 2 questions. Each question carry 16 marks.

For Computer Paper (Paper 7)

Examiner will set 9 questions and students are required to attempt 5 questions. Each question carry 10 marks.

3rd Year

For all papers same instructions may be followed as for BBA Ist year (Paper 3-7) except for Paper 3 (Project Report & Viva).

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION - 2013
(B.B.A.)**

NOTE :

1. A unit should be of 30 students.
2. 80 percent marks shall be assigned to external examination and 20 percent to internal assessment. In the papers relating to computers, the division of marks shall be as follows:

Written Test	:	50 marks
Practical	:	30 marks
Internal Assessment	:	20 marks

The Internal Assessment mentioned as above be divided as under:-

HST (House Examination)	:	10 marks
Written Assignments	:	05 marks
Class Participation	:	05 marks

3. Case Study and tutorial system of imparting instructions shall be followed. A unit shall be divided into two tutorial groups.
4. Work load shall be 5 theory + 1 tutorial period per week.

BACHELOR OF BUSINESS ADMINISTRATION 1st YEAR

	<i>Title of the paper</i>	<i>Marks</i>
1.	English & Business Communication Skill	100
2.	* Punjabi/History & Culture of Punjab	50
3.	Organization & Management	100
4.	Quantitative Techniques	100
5.	Business Laws-I	100
6.	Business Economics	100
7.	Basic Accounting	100
8.	Computers (Fundamentals of Information Technology) (On the job training during summer vacation 4 to 6 weeks)	100
9.	** Environmental and Road Safety Education	70

BACHELOR OF BUSINESS ADMINISTRATION 2nd YEAR

1.	Business Laws-II	100
2.	Marketing Management	100
3.	Human Resource Management	100
4.	Financial Management	100
5.	Production & Operations Management	100
6.	Business Environment	100
7.	Computer (Operating Systems and P.C. Software) (On the job training during summer vacation 4 to 6 weeks)	100

* The following categories of the students shall be entitled to take option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- (i) Students who have not studied Punjabi upto class 10th.
- (ii) Wards of and Defence Personnel and Central Government employee/employees who are transferable on all India bases.
- (iii) Foreigners.

** This is a compulsory qualifying paper, which the students have to study in the B.B.A./B.A./ B.Sc./B.Com. 1st year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.

THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-

External Evaluation	80 marks
Internal Assessment	20 marks
Written Assignment 5 marks	
Class Participation 5 marks	
House Examination 10 marks	

The Convener, Undergraduate Board of Studies in Commerce has given further clarification for awarding 10 marks in each paper (internal assessment for practical work) as under:

The contents in practical would be from the curriculum.

Teacher should assign some project or practical work to students. Students should be guided to carry on field work and collect primary data (wherever possible). Whatever project work/practical work/assignment is submitted by the student, should be evaluated by the class teacher of the college and marks be awarded accordingly. Further work of the student should be preserved for at least one year, which can be inspected by the University at any time.

In English paper, the assignment could be in the form of Business Letters/Public Notice/Tenders/ Precis etc.

BACHELOR OF BUSINESS ADMINISTRATION 3rd YEAR

<u>Sr.No.</u>	<u>Titles</u>	<u>Marks</u>
1.	Entrepreneurship Development	100
2.	Computer Based Information System	100
3.	Project Report & Viva	100

Any two groups of the following :

Group A

1.	Insurance Management	100
2.	Banking Law & Management	100

Group B

1.	Organization Behavior	100
2.	Industrial Relations & Labor Legislation	100

Group C

1.	International Marketing	100
2.	Sales & Distribution	100

Division of marks in each paper :

1.	Internal Assessment	20
2.	External Examinations	80

In Computer Exams.

1.	Internal Assessment	20
2.	External Examinations	50
3.	Practical Exams.	30

**SYLLABI AND COURSES OF READING FOR THE EXAMINATION OF BBA
FIRST YEAR EXAMINATION OF 2013**

PAPER-1: ENGLISH & BUSINESS COMMUNICATION SKILLS

Objectives:

The objective of teaching English to the commerce students is to create general awareness among them about contemporary issues, sensitizing them to the questions of globalization, poverty, development, caste, race and gender. It is with this aim in mind that the new text has been selected and it is hoped that the objectives of the course will not only be reflected but also realized through necessary shift in the teaching practices, design of the question paper and mode of evaluation.

Note:

- (i) There will be one paper of 80 marks, 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text-specific and Unit II shall deal with different aspects of communications and language learning skills.
- (iii) For Unit I, the prescribed text is **Musings on Vital Issues**, ed., P. J. George (Orient Blackswan, Hyderabad, 2010) which shall replace the existing text **Ten Mighty Pens**, Ed. M. K. Kalia, OUP. It may be pointed out here that only certain sections of this text containing nine prose essays on contemporary issues and a play are prescribed. Poetry has been deleted completely. The relevant sections, however, are as follows:
 - I The Social Costs of Economic Globalization, *Vandana Shiva*
 - II Human Rights and Legal Responsibilities, *Nani A. Palkivala*
 - III I Have a Dream, *Martin Luther King*
 - IV Twelve Million Black Voices, *Richard Wright*
 - V Tune in to the Voice of Deprived, *Aruna Roy*
 - VI Joothan, *Omprakash Valmiki*
 - VII Girl, *Jamaica Kinchaid*
 - VIII Why I want a Wife *Judy Brady*
 - IX More than 100 Million Women are Missing, *Amartya Sen*
 - X Mother's Day (A Play), *J. B. Priestley*
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

Business Communication: It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, and significance of positive attitude in improving communication.

Writing Skills: This section shall focus on business précis-writing, letters of all kinds; curriculum vitae, short, formal reports (not exceeding 200 words); tender notices, auction notices, public notices; memos relating to sales/marketing, and advertising relating to product promotion etc.

Modern Forms of Communication: Here special emphasis shall be given to teaching the format of e-mails, fax messages, telegrams, audio-visual aids and power-point presentations. Apart from this, the students shall also be given basic lessons in effective listening, non-verbal communication, how to prepare for an interview and group discussion etc.

Practical work:

Teacher should assign some project or practical work to the students. This should be in the nature of guided activity, which the students shall have to complete under the direct supervision of the teacher. The students may be given projects on a variety of subjects relating to their discipline i.e. business, commerce, accounts etc. Preferably, they should be given minor projects (to be completed within less than two weeks, and length not exceeding 20 pages) in consultation with teachers of commerce. However, the evaluation of the projects should be done only by the Language Teachers, who must keep all the basic criteria of good writing in mind while doing so.

(Note: In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100).

Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Section I (It is text-based and corresponds to unit I in the syllabus)

Q.1. It shall consist of five short questions (not exceeding 100-120 words), out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text **Musings on Vital Issues**, and cover a wide range of issues, topics and problems. It shall consist of **12 marks**.

Q.2. It shall consist of two long questions (not exceeding 300-350 words), out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text **Musings on Vital Issues**. This shall carry **10 marks**.

Note: The question 1 & 2 should be so designed as to cover all the chapters prescribed, as well as the major issues and problems listed therein.

Q.3. It shall consist of an **Unseen Passage for Comprehension** (not more than 800 words), with minimum five question at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc. This question shall be of **12 marks**.

Q.4. It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column. This shall carry **6 marks**.

Section II (Based upon Unit II)

Q.5 (a) The students shall be asked to write a short survey report on a situation, incident, business problem, or the possibility of starting a new commercial venture (in about 150-200 words). The students shall be given an internal choice in this question. This question shall carry **8 marks**.

Q.5 (b) This question shall be on memos, notices/advertisements of various types (as mentioned in the syllabus). It 'll carry **4 marks**.

Q.6. This question shall test a student's ability to write business letters of various kinds (in not more than 250 words). Again, there will be internal choice here and the question will be of **8 marks**

Q.7. This will test a student's ability to write a Précis. A passage of about 200 words shall be given and the students shall have to write a précis of about 70 words (including the title). This question shall carry **10 marks**.

Q.8. This question shall test a student's understanding of various aspects of business communication and modern forms of communication. It shall be divided into two parts:

- (a) Two short questions are to be attempted (in not more than 100-120 words each) on different aspects of business communication. It 'll carry **6 marks**.
- (b) Definitions/format of modern forms of communication to be tested. This shall again carry **4 marks**.

Suggested Readings :

1. *Business Communication*, Ed. Om.P.Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan, 2010.
2. *Textbook of Business Communication*, Anjali Kalkasr, R.B. Suryawanshi, Amlanjyoti Sengupta, Hyderabad: Orient Blackswan, 2010.
3. *50 Ways to Improve Your Business English... without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan, 2006.

PAPER-II: PUNJABI

Max. Marks : 50 marks.
Written : 45 marks.
Internal Ass. : 05 marks.
Time : 3 hrs.

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| 1. A book of Punjabi. | 15 marks |
| 2. Essay writing on National and International Problems. | 7 marks |
| 3. Business Correspondence (Letters and Telegrams) | 5 marks |
| 4. Practical Grammar (Correct-Incorrect words, Sentences, Punctuation, Idioms) | 8 marks |
| 5. Translation of Business Advertisement from English to Punjabi | 5 marks |
| 6. Vocabulary of Business Administration | 5 marks |

Courses:

1. Katha Bodh out of 18 chapters only 12 chapters, 1,3,6,7,8,9,10,11,12,13,14 &17 are in the syllabus, and others are deleted.
2. List of words attached.

Themes and Units :

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| 1. Two questions from the book Katha Bodh (With internal choice.) | 15 marks |
| 2. Four topics may be given, on one of which an essay be asked to be written. | 7 marks |
| 3. Two subjects may be given, a letter of telegram on one of which may be asked to be written. | 5 marks |
| 4. Questions may be set in three parts | 8 marks |
| (a) Correct-Incorrect | 3 marks |
| (b) Punctuation | 3 marks |
| (c) Sentence Making | 2 marks |
| 5. A piece of business advertisement may be given for translation. | 5 marks |
| 6. 10 words may be given and the students be asked to give each word's meaning in Punjabi | 5 marks |

Suggested Reading:

College Panjabi Viakaran by Harkirat Singh published by Punjab State University Text Book Board, Chandigarh.

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ਵਪਾਰ ਪ੍ਰਬੰਧ ਦੀ ਸ਼ਬਦਾਵਲੀ

Absorption - ਸਮਾਈ
Abnormal Returns -ਅਸਾਧਾਰਣ ਆਮਦਨ
Absolute Priority – ਨਿਰਪੇਖ ਤਰਜੀਹ
Accelerated Depreciation-ਤੇਜ਼ੀ ਨਾਲ ਘਸਾਈ
Accounts Payable-ਦੇਣਯੋਗ ਲੇਖੇ
Accounts Receivable-ਲੈਣਯੋਗ ਲੇਖੇ
Accrued Interest-ਉਪਚਿਤ ਵਿਆਜ
Accrual Based Accounting-
Acid Test Ratio-ਤੁਰੰਤ ਅਨੁਪਾਤ
Acquisition- ਅਭਿਗ੍ਰਹਿਣ, ਕਬਜ਼ਾ ਕਰਨਾ
Accounting Earnings-ਲੇਖਾ ਲਾਭ
Accounting Liquidity-ਲੇਖਾਗਤ ਤਰਲਤਾ
Acquiree -ਮਕਬੂਜ, ਉਹ ਫਰਮ ਜਿਸ ਉੱਤੇ ਕਬਜ਼ਾ ਹੋਵੇ
Acquirer-ਕਾਬਜ਼
Acquisition of assets-ਸੰਪਤੀ ਦਾ ਅਭਿਗ੍ਰਹਿਣ
Acquisition of Stock-ਭੰਡਾਰ ਦਾ ਅਭਿਗ੍ਰਹਿਣ
Active Market-ਸਰਗਰਮ ਮੰਡੀ
Advertising -ਇਸ਼ਤਿਹਾਰ, ਵਿਗਿਆਪਨ
Advertising media-ਵਿਗਿਆਪਨ ਸਾਧਨ
Aggregate-ਸਮੁੱਚ
Agribusiness-ਖੇਤੀ-ਵਪਾਰ
Allocation of Resources-ਸਰੋਤਾਂ ਦੀ ਵੰਡ
Alternative Cost-ਵਿਕਲਪੀ ਲਾਗਤ
Amortization of Debts - ਕਰਜ਼ਿਆਂ ਦਾ ਕਿਸ਼ਤਵਾਰ ਭੁਗਤਾਨ
Amortization of Fixed Assets-ਅਚਲ ਸੰਪਤੀ ਦੀ ਕਿਸ਼ਤਵਾਰ ਪੂਰਤੀ
Annual report-ਸਲਾਨਾ ਰਿਪੋਰਟ
Annuity-ਵਾਰਸ਼ਿਕੀ
Appreciation-ਮੁੱਲ ਵਾਧਾ
Apprenticeship-ਸ਼ਾਗਿਰਦੀ
Arbitrage-ਮਧਿਅਸਥਤਾ, ਵਿਚੋਲਗੀ, ਇਕੋ ਸਮੇਂ ਖਰੀਦ ਅਤੇ ਵੇਚ
Assets-ਸੰਪਤੀ
Asset/Liability management-ਲਹਿਣੇ ਅਤੇ ਦੇਣੇ ਦਾ ਪ੍ਰਬੰਧ
Asset/liability statement-ਲਹਿਣੇ ਅਤੇ ਦੇਣੇ ਦਾ ਚਿੱਠਾ
Asset based financing-ਸੰਪਤੀ ਆਧਾਰਤ ਵਿੱਤੀ ਸਹਾਇਤਾ
Associated Companies-ਸੰਮਿਲਤ ਕੰਪਨੀਆਂ

Auction Markets-ਨਿਲਾਮੀ ਮੰਡੀ

Average- ਔਸਤ
Average Productivity- ਔਸਤ ਉਤਪਾਦਕਤਾ
Average revenue- ਔਸਤ ਆਮਦਨ
Balance Sheet- ਸ਼ੇਸ਼ ਸਾਰਣੀ
Balanced budget-ਸੰਤੁਲਿਤ ਬਜਟ
Bank Account-ਬੈਂਕ ਖਾਤਾ
Barriers to Entry-ਦਾਖਲੇ ਉੱਤੇ ਰੋਕਾਂ
Bilateral Agreement-ਦੋ ਧਿਰੀ ਸਮਝੌਤਾ
Blue Collar Worker-ਜਿਸਮਾਨੀ ਕਿਰਤ ਕਰਨ ਵਾਲੇ ਕਾਮੇ
Board of Directors-ਡਾਇਰੈਕਟਰਾਂ ਦਾ ਬੋਰਡ
Bond Yield-ਰਿਣ-ਪੱਤਰ ਲਾਭ
Break-Even-Point - ਸਮਾਨ-ਬਿੰਦੂ
Branded Good-ਟਰੇਡ ਮਾਰਕ ਵਾਲੀਆਂ ਵਸਤਾਂ
Business Consultants-ਵਪਾਰ ਸਲਾਹਕਾਰ
Business Relations-ਵਪਾਰਕ ਸਬੰਧ
Business Equipment-ਵਪਾਰਕ ਸਮੱਗਰੀ
Business Forecasting-ਵਪਾਰਕ ਪੂਰਵ ਅਨੁਮਾਨ
Business-Services-ਵਪਾਰ-ਸੇਵਾਵਾਂ
Business Solutions-ਵਪਾਰਕ ਗੁੰਝਲਾਂ ਦਾ ਹੱਲ
Capacity-ਸਮਰੱਥਾ
Capital Account-ਪੂੰਜੀਗਤ ਖਾਤਾ
Capital Expenditure-ਪੂੰਜੀਰੂਪ ਖਰਚ
Capital Formation-ਪੂੰਜੀ-ਨਿਰਮਾਣ
Capital Gains- ਪੂੰਜੀ ਰੂਪ ਲਾਭ
Capital Goods- ਪੂੰਜੀ ਰੂਪ ਵਸਤਾਂ
Capital Intensive Technique-ਪੂੰਜੀ ਪ੍ਰਧਾਨ ਕਾਰਜ ਵਿਧੀ
Capital Market-ਪੂੰਜੀ-ਮੰਡੀ
Cartel- ਕਾਰਟਲ
Cash based Accounting- ਨਕਦ ਆਧਾਰਿਤ ਲੇਖਾਕਾਰੀ
Cash Flow- ਨਕਦੀ ਦਾ ਵਹਾਓ
Circulating Capital- ਮਾਰਕੀਟ ਵਿੱਚ ਲੱਗੀ ਪੂੰਜੀ
Collateral-ਸਹਿਭਾਗੀ ਜਾਂ ਜੱਦੀ ਸੰਪਤੀ
Company- ਕੰਪਨੀ
Competition- ਪ੍ਰਤਿਯੋਗਤਾ
Conciliation-ਸਮਝੌਤਾਕਾਰੀ
Convenience Goods-ਸੌਖ ਨਾਲ ਹਾਸਲ ਵਸਤਾਂ
Corporate Image Advertising- ਨਿਗਮ ਬਿੰਬ ਵਿਗਿਆਪਨ

Corporation- ਨਿਗਮ

Corporate Business- ਨਿਗਮ ਵਪਾਰ

Cost of Goods- ਵਸਤਾਂ ਦੀ ਲਾਗਤ

Cost of Production- ਉਤਪਾਦਨ ਦੀ ਲਾਗਤ

Current Assets- ਚਲੰਤ ਸੰਪਤੀ

Current Liabilities- ਚਲੰਤ ਦੇਣਦਾਰੀਆਂ

Debenture- ਡੀਬੈਂਚਰ

Debt Service- ਕਰਜਾ ਸੇਵਾ

Debt Management- ਰਿਣ-ਪ੍ਰਬੰਧ

Deferred Payment- ਰੋਕੇ ਹੋਏ ਭੁਗਤਾਨ

Deflation- ਮੁੱਦਰਾ ਵਿਸਫੀਤੀ

Demonstration Effect- ਪ੍ਰਦਰਸ਼ਨੀ ਪ੍ਰਭਾਵ

Depreciation- ਮੁੱਲ ਘਟਾਈ

Depression- ਆਰਥਿਕ ਮੰਦਾ

Direct Sales Method- ਉਤਪਾਦਕ ਦੁਆਰਾ ਸਿੱਧਾ ਵਿੱਕਰੀ-ਪ੍ਰਬੰਧ

Disinvestment- ਵਿਨਿਵੇਸ਼

Dividend- ਲਾਭ-ਅੰਸ਼

Distribution Channel- ਵਿਤਰਣ-ਪ੍ਰਣਾਲੀ

Economic Indicator- ਆਰਥਿਕ ਸੂਚਕ

Economic System- ਆਰਥਿਕ ਪ੍ਰਬੰਧ

Economic Sanctions- ਆਰਥਿਕ ਰੋਕਾਂ

Entrepreneur- ਉੱਦਮੀ

Equity- ਇਕੁਇਟੀ

Established Procedure-ਸਥਾਪਿਤ ਵਿਧੀ

Establishment- ਅਮਲਾ, ਸਥਾਪਨਾ

Estimate of Expenditure- ਖਰਚ ਅਨੁਮਾਨ

Executive Committee- ਕਾਰਜਕਾਰੀ ਕਮੇਟੀ

Feasibility-ਸੰਭਾਵਨਾ

Fiscal Policy- ਵਿੱਤੀ ਨੀਤੀ

Fiscal Year- ਵਿੱਤੀ ਸਾਲ

Fixed Assets-ਸਥਾਈ ਸੰਪਤੀ

Fixed Costs-ਸਥਾਈ ਖਰਚੇ

Foreign Exchange- ਵਿਦੇਸ਼ੀ ਮੁੱਦਰਾ

General Procedure- ਆਮ ਕਾਰਜ-ਵਿਧੀ

Governing Body- ਅੰਤਰੰਗ ਸਭਾ

Gross Profit- ਕੁਲ ਲਾਭ

Hierarchy- ਪਦਵੀ ਤਰਤੀਬ

Hoarding-ਜ਼ਖੀਰਾਬਾਜ਼ੀ

Human Capital- ਮਨੁੱਖੀ ਪੂੰਜੀ

Human Resources- ਮਨੁੱਖੀ ਸੰਸਾਧਨ

Impersonal Service- ਗੈਰ ਸ਼ਖਸੀ ਸੇਵਾਵਾਂ

Incumbent- ਪਦਧਾਰੀ

Income Statement- ਆਮਦਨ ਚਿੱਠਾ

Inflation- ਮੁੱਦਰਾ ਸਫੀਤੀ

Infrastructural Facilities- ਬੁਨਿਆਦੀ ਸਹੂਲਤਾਂ

Innovation-ਨਵੀਨਕਾਰੀ

Installation Goods- ਸਥਾਪਤੀ ਵਸਤਾਂ

International Monetary Fund- ਅੰਤਰਰਾਸ਼ਟਰੀ ਮੁੱਦਰਾ ਕੋਸ਼

Intangible Assets- ਅਸਬੂਲ ਲੈਣਦਾਰੀਆਂ

Investment- ਨਿਵੇਸ਼

Investment Function- ਨਿਵੇਸ਼ੀ ਪ੍ਰਕਾਰਜ

Joint Venture-ਸਾਂਝਾ ਉੱਦਮ

Labour Intensive Technique- ਕਿਰਤ ਪ੍ਰਧਾਨ ਕਾਰਜ ਵਿਧੀ

Labour Organisation- ਕਿਰਤੀ ਸੰਗਠਨ

Laissez Fair- ਖੁੱਲ੍ਹੀ ਵਿਵਸਥਾ

Liabilities- ਦੇਣਦਾਰੀਆਂ

Licensing Agreement- ਲਸੈਂਸ ਸਮਝੌਤਾ

Limited Company- ਲਿਮਟਿਡ ਕੰਪਨੀ

Liquid Capital- ਹਾਜ਼ਰ ਸੰਪਤੀ

Liquidity- ਤਰਲਤਾ

Localization of Industry- ਉਦਯੋਗਿਕ ਸਥਾਨੀਕਰਣ

Long Term Assets- ਦੀਰਘਕਾਲੀ ਸੰਪਤੀ

Long Term Liabilities- ਦਾਰਘਕਾਲੀ ਦੇਣਦਾਰੀਆਂ

Magnate- ਸਿਰਮੌਰ

Major-Head- ਮੁੱਖ ਮੱਦ

Management- ਪ੍ਰਬੰਧ

Manager- ਪ੍ਰਬੰਧਕ

Managing Director- ਪ੍ਰਬੰਧਕੀ ਨਿਰਦੇਸ਼ਕ

Managing Partner- ਪ੍ਰਬੰਧਕੀ ਹਿੱਸੇਦਾਰ

Market- ਮੰਡੀ

Market Fluctuation- ਬਾਜ਼ਾਰ ਦਾ ਉਤਰਾਅ ਚੜ੍ਹਾਅ

Market Share- ਬਾਜ਼ਾਰ ਵਿੱਚ ਹਿੱਸਾ

Marketable Goods- ਵਿਕਣਯੋਗ ਵਸਤਾਂ

Mechanization- ਮਸ਼ੀਨੀਕਰਨ
 Mediation- ਵਿਚੋਲਗੀ
 Mercantilism- ਵਪਾਰਵਾਦ
 Merger-ਸਮਿਲਨ
 Mixed Economy- ਮਿਸ਼ਰਿਤ ਅਰਥ-ਵਿਵਸਥਾ
 Monopoly- ਏਕਾਧਿਕਾਰ
 National Income- ਰਾਸ਼ਟਰੀ ਆਮਦਨ
 Net Investment- ਨਿਰੋਲ ਨਿਵੇਸ਼
 Net Profit- ਨਿਰੋਲ ਲਾਭ
 Oligopoly- ਗੁੱਟ ਅਧਿਕਾਰ
 Open Market Operations- ਖੁੱਲ੍ਹਾ ਮੰਡੀ ਵਿਹਾਰ
 Partnership- ਹਿੱਸੇਦਾਰੀ, ਸਾਂਝੀਦਾਰੀ
 Perfect Monopoly- ਪੂਰਨ ਏਕਾਧਿਕਾਰ
 Personal Service- ਸ਼ਖਸੀ ਸੇਵਾਵਾਂ
 Planned Economy-ਸੁਯੋਜਿਤ ਅਰਥ ਵਿਵਸਥਾ
 Price War- ਕੀਮਤ ਯੁੱਧ
 Production- ਉਤਪਾਦਨ
 Production Capacity- ਉਤਪਾਦਨ ਸਮਰੱਥਾ
 Productivity- ਉਤਪਾਦਕਤਾ
 Profit Margin- ਲਾਭ ਅੰਸ਼
 Proprietary Technology-ਸੰਪਤੀ ਰੂਪ ਤਕਨਾਲੋਜੀ
 Protective Duty-ਸੁਰੱਖਿਆ ਕਰ
 Public Sector-ਸਾਰਵਜਨਿਕ ਖੇਤਰ
 Quotas- ਕੋਟੇ
 Quotation- ਮੁੱਲ ਸੂਚੀ
 Recession- ਆਰਥਿਕ ਮੰਦੀ ਦਾ ਦੌਰ
 Redemption- ਮੁਕਤ ਹੋਣਾ
 Revenue- ਆਮਦਨ
 Sales Promotion- ਪ੍ਰਚਾਰ ਕਰਕੇ ਵਿੱਕਰੀ ਵਧਾਉਣਾ
 Seasonal Variation- ਮੌਸਮ ਅਨੁਸਾਰ ਅੰਤਰ
 Service Conditions-ਸੇਵਾ ਹਾਲਤਾਂ
 Service Goods-ਸੇਵਾ ਵਸਤਾਂ
 Shares- ਸ਼ੇਅਰ, ਹਿੱਸੇ
 Sinking Fund- ਰਿਣ ਨਿਵਾਰਣ ਕੋਸ਼

Skill Formation- ਕੌਸ਼ਲ ਨਿਰਮਾਣ
 Slump- ਮੰਦਾ
 Social Security Programme-ਸਮਾਜਿਕ ਸੁਰੱਖਿਆ ਪ੍ਰੋਗਰਾਮ
 Sole Proprietorship- ਏਕਲ ਮਾਲਕੀ
 Speciality Goods- ਵਿਸ਼ੇਸ਼ਗ ਵਸਤਾਂ
 Speculative Motive-ਸੱਟਾ ਸੁਭਾਵੀ ਮੰਤਵ
 Staple Good- ਪ੍ਰਮੁੱਖ ਵਪਾਰਕ ਵਸਤ
 Statutory Company- ਕਾਨੂੰਨ ਅਧੀਨ ਸਥਾਪਿਤ ਕੰਪਨੀ
 Stock Exchange- ਰਾਸ ਦੀ ਮੰਡੀ, ਸ਼ੇਅਰ ਬਾਜ਼ਾਰ
 Subsidiary Company- ਸਹਾਇਕ ਕੰਪਨੀ
 Strategic Relationships- ਨੀਤੀਗਤ ਸਬੰਧ
 Syndicate- ਸਿੰਡੀਕੇਟ
 Trademark- ਮਾਰਕਾ
 Tariff- ਦਰ ਸੂਚੀ
 Tax Equity- ਕਰ ਸਮਨੀਤੀ
 Technology- ਤਕਨਾਲੋਜੀ
 Terms of Payment- ਭੁਗਤਾਨ ਦੀਆਂ ਸ਼ਰਤਾਂ
 Terms of Trade- ਵਪਾਰ ਦੀਆਂ ਸ਼ਰਤਾਂ
 Trade Barriers- ਵਪਾਰਕ ਰੁਕਾਵਟਾਂ
 Trade Union- ਟਰੇਡ ਯੂਨੀਅਨ
 Under Employment- ਅਲਪ ਰੁਜ਼ਗਾਰ
 Productive Expenditure- ਅਣ-ਉਪਜਾਊ ਖਰਚ
 Unproductive Labour- ਅਣ-ਉਪਜਾਊ ਕਿਰਤ
 Vertical Integration-ਸਮਰੂਪ ਸੰਘਟਨ
 Wages- ਮਜ਼ਦੂਰੀ
 Wage Goods- ਮਜ਼ਦੂਰੀ ਵਸਤਾਂ
 Wholesale Sales Method- ਥੋਕ ਵਿੱਕਰੀ ਢੰਗ
 Working Capital- ਚਲੰਤ ਪੂੰਜੀ

OR

PAPER II: HISTORY AND CULTURE OF PUNJAB

Max. Marks : 50 marks
Written : 45 marks
Internal Ass : 05 marks
Time : 3. 00 hrs.

One Paper

General Instructions:

1. In all, nine questions will be set. Each question will carry 9 marks.
2. First question shall be Short Answer type containing 15 short questions spread over the whole syllabus. Candidates will attempt nine questions out of the fifteen questions in about 25 to 30 words each. Each short question will carry 1 mark totaling 9x1=9 marks. The first question is **compulsory**.
3. Rest of the paper shall contain 4 units. Each unit shall have two essay type questions and the candidate shall attempt one question from each unit - 4 in all.
4. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment. The paper setter must put note (4) in the question paper.

HISTORY AND CULTURE OF PUNJAB 1200-1849 A.D.

UNIT-I

1. Society in the Punjab during the Afghan rule.
2. The Punjab under the Great Mughals.
3. Salient feature of the Bhakti movement and Sufism in the Punjab.

UNIT-II

4. Guru Nanak: His teachings ;concept of Langar and Sangat.
5. Development of Sikhism (1539-1581): Contributions of Guru Angad Dev, Guru Amar Das and Guru Ram Das for the development of Sikhism.
6. Transformation of Sikhism: Compilation of Adi-Granth; Martyrdom of Guru Arjan Dev; Guru Hargobind's New Policy.

UNIT-III

7. Martyrdom of Guru Tegh Bahadur; foundation of the Khalsa by Guru Gobind Singh.
8. Banda Bahadur and his achievements; Sikh struggle for sovereignty from 1716 to 1765; role of Dal Khalsa, Rakhi, Gurmata and Misls.
9. Ranjit Singh's rise to power: civil and military administration; relations with the British.

UNIT-IV

10. Social change with special reference to the position of women.
11. New developments in language, literature, architecture in the Punjab during the Medieval Period.
12. Famous Folk tales of Medieval Punjab.

Suggested Readings:

1. Singh, Kirpal, *History and Culture of the Punjab*, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala, 1990 (3rd edn.)
N.B. The required detail and depth would conform to the treatment of the subject in the above survey This book will also form the basis of the short answer questions).
 2. Grewal, J.S., *The Sikhs of the Punjab, The New Cambridge University History of India*, Orient Longman, Hyderabad, 1990.
 3. Singh, Khushwant, *A History of the Sikhs*, Vol.1:1469-1839, Oxford University Press, Delhi,1991.
 4. Singh., Fauja (ed.), *History of the Punjab*, Vol.II, Punjabi University.Patiala,1972.
 5. Chopra, P.N. ; Puri, B.N., and Das, M.N.A Social Cultural & Economic History of India, Vol.II, Macmillan, Delhi,1974.
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Note: The following categories of the students shall be entitled to take the option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- (a) Students who are not domiciled in Punjab and have not studied Punjabi upto class 10th.
- (b) Ward of/and Defense Personnel and Central government employee/employees who are transferable on all India basis.
- (c) Foreigners.

PAPER III: ORGANISATION AND MANAGEMENT

Max. Marks : 100
Ext. Assessment: 80
Int. Assessment : 20
Time : 3 hours

UNIT- I

INTRODUCTION:

Nature and Scope of Business, Business Systems, Objectives of Business, Organizing a Business, Forms of ownership organization, Sole proprietorship, Partnership. Company promotion and Management location and size of a Business Unit, Business combination.

Management: Definitions, Meaning, Importance, Principles, Management as an art or science or both, Management as a Profession, Scientific Management and Rationalization.

Functions, Process of Management

Planning: Meaning, Significance, Types, Elements - Objectives, Policies, Rules, Procedures, Programmes, Decision Making.

UNIT-II

Organizing: Nature and purpose of Organizing, Types of organization structure, Process of organizing, Delegation, Decentralization and Departmentation.

Staffing: Meaning, Nature and Functions of Personnel Management, Selection, Training and Development, Performance Appraisal, Supervision, Span of Supervision.

Directing : Communication, Motivation, Leadership.

Controlling: Nature and Process of Control, Control Techniques, Coordinating.

PAPER IV: QUANTITATIVE TECHNIQUES

Max. Marks : 100
Int. Assessment : 20
Ext. Assessment : 80
Time : 3 hours

UNIT-I

Limit and continuity of functions, Derivatives, Repeated Derivatives, Theory of maxima and minima single variable, Integration of Algebraic, Logarithmic and Exponential functions.

Integration by parts, Integration using Partial fraction.

Determinants and Matrices, Inverse of a Matrix, Solution of System of Linear Equations using Cramer's Rule, Method, Matrix Inverse. Gauss Reduction Method, Linear Programming graphical and simplex methods.

UNIT-II

Introduction, Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Measures of Central Tendency, Mean, Median, Mode, Measure of dispersion. Range quintile deviation, Mean, Average deviation and Standard deviation.

Probability Theory: Addition, Multiplication Rule, Bayesian Probability, Distribution, Binomial. Poisson, Normal Sampling and Sampling techniques.

Regression Correlation, Karl Pearson's and Rank Correlation Methods, use of Regression analysis, Regression equation (two variables only).

Time series analysis, Trend analysis using moving average and regression analysis, seasonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.

PAPER-V : BUSINESS LAW-I

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time: : 3 hours

UNIT-I

Law of Contract: Definition & Nature of Contract, Offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of object and consideration, Contingent contracts, Performance and Discharge of contract, Quasi-Contracts, Remedies for Breach of Contract, Indemnity, Guarantee, Bailment and Pledge, Agency.

Partnership Act, Definition & Nature of Partnership, Relation of Partners, Interest, Relation of Partners to Third Parties, Incoming & Outgoing Partners. Dissolution of Firms.

UNIT-II

Law of Sale of Goods Act: Contract of sale of goods, Conditions and Warranties, Transfer of Ownership, Performance of Contracts.

Remedial Measures.

Factories Act 1948: Object, Definitions, Approval, Licensing and Registration of Factories, Inspecting Staff, Health, Safety and Welfare, Working Hours of Adults, Employment of woman, Employment of young persons, Leave with wages, Penalties and Procedures.

Salient Features of RTI Act - Right to Information (Sec.3), Obligation of Public Authorities (Sec.4), Request for Obtaining Information (Sec.6), Disposal of Request (Sec.7), Exemption from Disclosure of Information (Sec.8), Grounds for Refection (Sec.9).

PAPER–VI : BUSINESS ECONOMICS

Max. Marks : 100
Ext. Assessment: 80
Int. Assessment : 20
Time : 3 Hrs.

UNIT-I

Business Economics: Nature, Scope and Objectives, Demand analysis, Determinants of Individual and Market Demand, Empirical estimation of demand, Concepts and measurements of price, income and cross elasticities of demand.

Production Function: Laws of production in short & long run.

Economics of scale, Short run & long run cost functions. Managerial use of cost functions.

Break even analysis, Supply functions & its determinants. Revenue curves and their relationship with Elasticity of Demand.

UNIT-II

Equilibrium of firm under various market conditions. Perfect Competition, Monopoly, Monopolistic, Oligopolistic.

Profit, sales, growth & utility maximization

Capital Budgeting & Capital Rationing

Profit Dynamic Theory, Risk Theory and Uncertainty Theory. Innovation Theory of Profit.

PAPER VII : BASIC ACCOUNTING

Max. Marks	: 100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 Hrs.

UNIT-I

Financial Accounting - Introduction to Accounting, Meaning, Process cycle, Advantages of Accounting, Generally Accepted Accounting Principles and Practice (GAAP), Incorporate Financial Reporting. Form and Content of Income Statement and Balance Sheet.

Accounting Mechanics - Dual concept, Accounting equations, Affect of transactions on accounting equations, Recording of transactions in journal, Cash Book, Subsidiary Books and Bank books. Ledger Posting, Bank reconciliation Statement, Bills of Exchange, Rectification of Errors. Depreciation Accounting.

UNIT-II

Preparation of Financial Statement, Trial balance and adjustments, Errors disclosed and concealed by Trial balance, Profit & Loss accounting. Single Entry System and Accounting for non-trading organizations (professionals and non-profit organizations).

PAPER VIII: COMPUTERS (FUNDAMENTALS OF INFORMATION TECHNOLOGY)

1. Introduction to Information Technology (IT):

Introduction, Applications of IT in Business and Industry.

Education and Training, Science, Engineering and Maths.

2. Basics of Computer:

Types of computers, Anatomy of a computer, Introduction to the concepts of Bit, Byte, Word, Microprocessor, Chips, ROM, RAM, Buses, Ports, Hardware, Software, Operative System, System software, Application software, Typical configuration of a Pentium computer.

3. Input, Output and Memory:

Various input devices including keyboard. Mouse, Joystick, Scanners, Cameras.
Various output devices including Monitors, Printers and Plotters.

4. Primary and Secondary Memory:

Volatile and non-volatile memory, Extended and Expanded memory, Movable and Non-removable secondary storage-tapes, Disks, CDROM, DVD, Comparison of these devices based on technology and speed, Introduction to Multimedia - Application, Video, Audio graphics presentation devices.

5. Fundamentals of Internet Technology:

Network applications, Concepts of bandwidth frequency, Local area networks and wide area network, Internet, WWW, E-mail, Telnet and FTP, Browsing and Search engines.

References:

1. (Chapters 1-6 and Chapter 10) from “Information Technology” by Dennis P. Curtin, Kim Foley, Kunal Sen and Cathleen Morin, Tata Mc Graw Hill Edition.
2. Computer Science : Theory and Application by Balagurusamy and B. Sushila
3. Computers Today by Sauders
4. Computers Fundamentals by P.K. Sinha
5. Fundamentals of Computers by V. Rajaraman

Paper-IX : ENVIRONMENT AND ROAD SAFETY EDUCATION

Max. Marks : 50

(25 hr. course)

UNIT I (ENVIRONMENT)

1. Environment Concept :

Introduction, concept of biosphere—lithosphere, hydrosphere, atmosphere; Natural resources—their need and types; principles and scope of Ecology; concepts of ecosystem, population, community, biotic interactions, biomes, ecological succession.

2. Atmosphere :

Parts of atmosphere, components of air; pollution, pollutants, their sources, permissible limits, risks and possible control measures.

3. Hydrosphere :

Types of aquatic systems. Major sources (including ground water) and uses of water, problems of the hydrosphere, fresh water shortage; pollution and pollutants of water, permissible limits, risks and possible control measures.

4. Lithosphere :

Earth crust, Soil—a life support system, its texture, types, components, pollution and pollutants, reasons of soil erosion and possible control measures.

5. Forests :

Concept of forests and plantations, types of vegetation and forests, factors governing vegetation, role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban forests, Chipko Andolan.

6. Conservation of Environment :

The concepts of conservation and sustainable development, why to conserve, aims and objectives of conservation, policies of conservation; conservation of life support systems—soil, water, air, wildlife, forests.

7. Management of Solid Waste :

Merits and demerits of different ways of solid waste management—open, dumping, landfill, incineration, resource reduction, recycling and reuse, vermicomposting and vermiculture, organic farming.

8. Indoor Environment :

Pollutants and contaminants of the in-house environment; problems of the environment linked to urban and rural lifestyles; possible adulterants of the food; uses and harms of plastics and polythene; hazardous chemicals, solvents and cosmetics.

9. Global Environmental Issues :

Global concern, creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, dangers associated and possible solutions.

10. **Indian Laws on Environment :**
Indian laws pertaining to Environmental protection : Environment (Protection) Act, 1986; General information about Laws relating to control of air, water and noise pollution. What to do to seek redressal.
11. **Biodiversity :**
What is biodiversity, levels and types of biodiversity, importance of biodiversity, causes of its loss, how to check its loss; Hotspot zones of the world and India, Biodiversity Act, 2002.
12. **Noise and Microbial Pollution :**
Pollution due to noise and microbes and their effects.
13. **Human Population and Environment :**
Population growth and family welfare programme, Human Health, HIV/AIDS, Human rights.
14. **Social Issues :**
Environmental Ethics : Issues and possible solutions, problems related to lifestyle, sustainable development; Consumerisms and waste generation.
15. **Local Environmental Issues :**
Environmental problems in rural and urban areas, Problem of Congress grass & other weeds, problems arising from the use of pesticides and weedicides, smoking etc.

Practicals :

Depending on the available facility in the college, a visit to Vermicomposting units or any other such non-polluting eco-friendly site or planting/caring of vegetation/trees could be taken.

Note : Above 15 topics to be covered in 25 hour lectures in total, with 2 lectures in each topics from 2 to 11 and one each for the topics 1 and 12 to 15.

UNIT II (ROAD SAFETY)

1. Concept and Significance of Road Safety.
2. Role of Traffic Police in Road Safety.
3. Traffic Rules.
4. Traffic Signs.
5. How to obtain Driving License.
6. Traffic Offences, Penalties and Procedures.
7. Common Driving mistakes.
8. Significance of First-aid in Road Safety.
9. Role of Civil Society in Road Safety.
10. Traffic Police-Public Relationship.

Examination Pattern :

- Seventy multiple choice questions (with one correct and three incorrect alternatives and no deduction for wrong or un-attempted question).
- The paper shall have two units: **Unit I (Environment) and Unit II (Road Safety)**.
- Unit I shall comprise of 50 questions with minimum of 2 questions from each topics 1, and 12 to 15 and minimum of 4 questions from topics 2 to 11.
- Unit II shall comprise of 20 questions with minimum of 1 question from each topics 1 to 10.
- The entire syllabus of Unit I is to be covered in 25 hours and that of Unit II is to be covered in 10 hours.
- All questions are to be attempted.
- Qualifying Marks 33 per cent i.e. 23 marks out of 70.
- Duration of examination : 90 minutes.
- The paper setters are requested to set the questions strictly according to the syllabus.

Suggested Readings

1. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt. Ltd., New Delhi.
2. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

Websites:

- (a) www.chandigarhpolice.nic.in
- (b) www.punjabpolice.gov.in
- (c) www.harvanapolice.gov.in
- (d) www.hppolice.nic.in

SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION

SECOND YEAR

PAPER I : BUSINESS LAWS-II

Max. Marks	:	100
Int. Assessment	:	20
Ext. Assessment	:	80
Time	:	3 hours

UNIT-I

Company Law: Definition, Kinds of companies, Promotion of company, Provisions of Companies Act regarding Memorandum of Association, Articles of Association, Prospectus, Membership & Directors.

UNIT-II

Tax Law: Definition, Basis of charge, Exempted income, Steps involved in calculation of total income, Calculation of incomes under various heads of income.

PAPER –II : MARKETING MANAGEMENT

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 Hours

UNIT-I

Marketing: Definition of Marketing, Importance, Modern marketing concepts, Marketing process, Strategic planning and marketing and selling, Types of Organization, Marketing environment with special reference to India & its new economic policies.
Marketing Segmentation: Targeting & Positioning, Marketing mix elements.

Product Management: Features, Classification, Policies, Product planning & development, Product mix, Product diversification. Product elimination, Modification and Product failures.

Branding and Packaging.

Pricing Management: Importance, Objective, Factors, Pricing policies, Kinds of pricing, Methods of pricing.

UNIT-II

Promotional activities, Communication & Promotion, Promotion mixes & strategies, Forms of promotion and sales promotion.

Advertising: Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, Advertising copy, Objections against advertising.

Personal selling and Sales management: Objectives, Importance, Qualities. Types of salesmen, Sales forecasting, Motivation, Compensation.

Channels of Distribution: Types, Middlemen, Elimination of middlemen. Service rendered by middlemen, Physical distribution. Consumer protection and consumerism.

PAPER –III : HUMAN RESOURCE MANAGEMENT

Max. Marks :100
Int. Assessment : 20
Ext. Assessment : 80
Time : 3 hours

UNIT-I

Introduction, Nature, Scope, Evolution of personnel management, Relevance of HRM, Challenges faced by Modern Personnel Specialist, Organization of Personnel Department, Personnel Policies, Principles of Personnel Management, Acquisition of Human Resources, Job Analysis and Job Description, Job Redesigning, Job Enlargement and Job Enrichment, Human Resource Planning, Recruitment and Selection Process, Psychological Tests and Interview, Placement Induction and Promotions, Meaning, Purpose and methods of Performance Appraisal. Meaning, Process, Limitations and Benefits of MBO, Concept, process and methods of job evaluation, Nature and Role of incentives, individual and organization wide incentive system, Non Financial incentives, Nature and significance of Fringe Benefits.

UNIT-II

Training: Conceptual aspects, Training and Learning, Training objectives, Training process, policies, Plans designing training programmes, Methods of training, Evaluation of training effectiveness. Significance of training, nature, significance of principles of wages and salary administration.

Development: What is development, Difference between training and development, Objectives of development, Development process, Define development needs evolving development policies, Preparing development plans, Designing development programmes.

Development Methods, Case studies, Role play, Sensitivity training in basket exercise, Business games, Transaction analysis, Behavior modelling, Evaluation of development effectiveness.

PAPER –IV : FINANCIAL MANAGEMENT

Max. Marks	: 100
Int. Assessment	: 20
Ext. Assessment	: 80
Time:	: 3 hours

UNIT-I

Functions and Goals: What is finance, what are finance function, what does the financial manager do, Financial goals, Profit vs Wealth, How finance functions are organized . Relationship of finance with other business functions. Cost of capital: Concept Components, Weighted average. Cost of capital, Equity share capital, Retained earnings, Cost of equity issuing.

Capital Budgeting Techniques: Pay back period, NPV, IRR, Accounting Rate of return. Working Capital Management: Meaning, Classification, Need, Factors Determining working capital management of working capital, Estimation of Working capital requirements, Functioning of working capital.

UNIT-II

Receivables Management - Meaning, Factors influencing size of receivables, Forecasting, Objectives and Dimensions of receivables management, Forming credit policy, Length of credit and executing credit policy, Financing investment in receivables, Formulating and executing collection policy.

Cash Management: Nature of cash, motives of holding cash, Cash planning, Managing cash flows, Methods of accelerating cash inflows, Showing cash outflows, Investment of surplus fund, Inventory Management EOQ. Determination of Level of Safety Stocks. Dividend Policy & Practice: Issues in Dividend Policy, Dividend theories-Walter's model, Gordon model, M.M. Approach, Factors influencing dividend decision. Forms of Dividend. Bonus issue and right issue.

PAPER V : PRODUCTION & OPERATIONS MANAGEMENT

Max. Marks :100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 hours.

UNIT-I

Concept of Production, Types of production system, Strategic planning and forecasting, Production process analysis and planning , Capital investment, Capacity planning, Revenue budget and cost of production, Profitability analysis, Break-even analysis, CPM, PERT. Plant Location and Layout.

Methods of Improvement and Work simplification: Basic Concept, Method of study of production.

UNIT-II

Work Measurement and Production Standard, Work measurement. Time study. Purchasing Decisions - Basic concepts, Decision making process, Inventory control decisions, Purchase order Qty & EOQ Models decisions, Material requirement planning, Just in Time. Make or buy decisions: Basic concepts, Functional Analysis, Factor Analysis or Techniques, Standardization: Introduction, Objectives, Standardization by functions, divisions & levels, Implementation and Maintenance of standards.

PAPER VI: BUSINESS ENVIRONMENT

Max. Marks : 100
Int. Assessment: 20
Ext. Assessment : 80
Time : 3 hours

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.

The process of environmental scanning. The scanning of some consumer goods industries. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc.

The key elements of economic environment. Economic system and economic planning in India. Objectives, strategies and evaluation of various Five year plans. The relevance of planning in the market oriented economy.

The changing dimensions of various Industrial policies in India particularly after 1980.

Monetary policy and its relevance to business, Fiscal Policy in India -The taxation system. The Public debt and the role of deficit financing.

The importance of Union budget. The evaluation of latest budgets. The concept, philosophy and performance of public sector in India. The debate of privatization of Public Sector in India.

UNIT-II

The key elements of Political environment. The relationship between business and government. The Economic roles of Government. The role of Government machinery, particularly the legal environment in India. The licensing system, the introductory framework of some of business laws i.e. FEMA, SEBI, the latest company law bill, the Consumer Protection Act, 1986. The changing dimension of regulatory framework in India and its impact of Indian business environment.

The components of social and cultural environment. The salient feature of Indian culture and values. The changing role of Indian family system. Emergence of middle class and its influence on business. The role of T.V. on Indian culture and values. The need for social responsibility of business; the ecological Issues and Indian business.

The International business environment. The role and importance of MNC's in India. The foreign direct investment in India. The role of non-resident Indians. The changing dimension of foreign trade policy. The devaluation of Indian rupee and its impact on Indian business.

The technological environment. The technology policy, the role of Research & Development in Business. The import of technology and problems associated with it. The debate of sophisticated technology and the problems of unemployment.

PAPER VII : COMPUTER OPERATING SYSTEMS AND PC SOFTWARE

Max. Marks	: 100
Ext. Assessment	: 90
Int. Assessment	: 10
Time	: 3 hours
L	P
30	30

1. Disk Operating System (Dos):

Introduction, Features of Dos, Booting process, Internal and External dos commands including file and directory commands such as DIR, MD, RD, REN, COPY, FORMAT, PATH, XCOPY, TREE, MORE

2. Window Operating System:

Introduction to Graphical User Interface (GUI), Features of windows operating system, Concept of desktop, Taskbar, Start button, Help button, Scroll bars, Minimizing and maximizing buttons; Functions of My computer, Recycle bin, Windows explorer; Creating folders and short cuts.

3. Word Processing Software: MS-Word:

Introduction and applications of word processing, Features of MS-Word, Creating, Opening, Saving and Inserting files, Editing Documents, Formatting documents, Inserting pictures, Creating graphs, Using tools such as spelling and grammar check; Using Mail Merge.

4. Spreadsheet Software: MS-Excel:

Introduction and applications of spreadsheet, Creating, Opening and saving worksheet, Entering information including text, numeric, formula, date and time; Using built-in functions including mathematical, statistical, date and time and financial functions, Formatting worksheet, Protecting cells, Printing worksheet, Creating 2D and 3d graphics, Concept of workbook.

5. Relational Data Base Management System Package (Ms-Access):

Introduction to database and data base management system (DBMS), Applications of DBMS, Features of MS; Access, Creating tables, Use of Import and Export facility, creating queries, form design and report design.

6. Introduction and applications of presentations, Software features of Ms-Power point, Introduction to Virus detections, Prevention and anti-virus packages.

References:

1. Chapter 1 and Chapter 2 Unit II and Units IV-IX of “A Book of Windows Based Computer Courses” by Gurvinder Singh and Rachpal Singh, Kalyani Publishers Rs. 195.
2. Rapidex Computer Course (Windows Edition) by Vikas Gupta, Pushpak Mahal, Rs. 149/-
3. P.C. Software Made Simple by R.K. Texali, Tata McGraw Hill.
4. Compact Guide to Windows, Word and Excel by Ron Mansfield, BPB publication.

SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION THIRD YEAR

Max. Marks	: 100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 hours

PAPER-I : ENTREPRENEURSHIP DEVELOPMENT

Objectives:

- To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development.
- To help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
- To motivate students to put for entrepreneurship and self-employment as alternate career options.

UNIT-I

Entrepreneurship and Economic Development. Definition of Entrepreneurship. Need for Entrepreneurship, Difference between entrepreneur and self employed person, Entrepreneur and Entrepreneurship, Role of Entrepreneur, Linkage between Entrepreneur and Economic Development, Entrepreneurial Motivation: Establish Entrepreneurial Competencies the essential ones only : 15-20 of them, Entrepreneurial Motivation, Defreezing with the Help of Micro-lab, Data Collection about self. Administering Behavioral Games and Exercise for Explaining Desired Entrepreneur Behavior, Career Counselling.

UNIT-II

Exposure to Enterprise Support System at District, State and National Level: District Level Activities and Functions of District Industry Centers (KVIC etc.). State Level State Financial Corporations, State Small Industries and Export Corporations, Commercial Banks National Level: Small Industries Development Bank of India. National Small Industries Corporations, National Research Development Corporation. Project Identification and Project Design: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal, Project Appraisal and Documentation : Appraisal Criteria and the various formalities requiring clearance for availing financial support.

Suggestions for Teaching/Testing:

1. The subject comprises many disciplines. Therefore, assistance of outside field expertise needs to be taken, Collaborative teaching is essential.
2. The question paper should include objective type as well as descriptive type questions.
3. Internal Assessment:
Internal Assessment would largely depend upon learners regularity and punctuality in class, participation in class discussion, completion of given assignment(s), conduct of mintmarket survey and preparation of a brief business plan for a proposed/suggested project. Evaluation of market survey work and business plan should be jointly done by the teacher concerned and the expert from District Industries Center/Commercial banks.

Note: Teachers must remember that the learners are not expected to execute the project proposal prepared by them in the Entrepreneurship Development paper. The project proposal is merely a tool to give them confidence in preparing a plan for entrepreneurial venture.

Paper -II: Computer Based Information Systems

Max. Marks	: 100
Ext. Assessment	: 90
Int. Assessment	: 10
Time :	:3 hours.
L	P
45	15

1. System Life Cycle :

System concepts, General system model, System, Data, information, System Life Cycle phases planning, Analysis, Design and Implementation, Introduction to Case tools.

2. Concepts of Computer Based Systems model, Computer based information system, Introduction to Management Information System, Decision Support System and Knowledge Based Systems.

3. Accounting Information System :

Characteristics, Sample system, Sub system for filling customer order, Ordering replenishment stock, Performing general ledger processes; features and use of Accounting Information System Package-TALLY.

4. Marketing Information System :

Basic concepts, Model, Subsystems including, Marketing Research, Marketing Intelligence, Product, Place, Promotion and Pricing subsystems.

5. Manufacturing Information System :

Model and subsystem including, Accounting information, Industrial Engineering, Inventory, Quality and Cost subsystem.

6. Financial Information System :

Model and subsystems including, Forecasting, Funds management and control subsystem.

7. Human Resources Information Systems :

Model, Subsystems including, Human resources research, Human resources intelligence, HRIS data base, HRIS output.

8. Fundamentals of Electronic Commerce :

Electronic Data Interchange, Electronic Commerce Methodology: Electronic Commerce Technology, Security.

References:

1. Chapter 17,18,19,20,22,23,24,25,27,29,30,31,32 from “Computer Systems Today” by Suresh K. Basaudra, Wheeler Publishing.Rs-320/-

Group A

PAPER – I : INSURANCE MANGEMENT

Max. Marks :100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 Hrs

UNIT-I

Definition & Nature of Insurance, Evaluation of Insurance Contract, Motor Insurance, Burglary & Personal Accident Insurance, Misc. forms of insurance, Rural insurance in India, Urban non-traditional insurance, Emerging insurance, Business scans in India, Nature of life insurance contract, Principles, Classification, Amenities, Policy conditions, Salient feature of TRDA.

UNIT-II

General Insurance in India. Organization and Management of general insurance, Insurance and Taxation. Nature of Marine insurance in contract, Marine insurance policies, Policy conditions, Premium calculation, Marine Losses, Nature & use of Fire Insurance, Fire insurance contract, Kinds of policies & conditions, Rate fixation in Fire Insurance.

PAPER –II : BANKING LAW & MANAGEMENT

Max. Marks : 100
Ext. Assessment : 80
Int. Assessment : 20
Time : 3 hours.

UNIT-I

Banking Regulation Act 1949, A study of Negotiable Instrument Act 1881, Banker & Customer relations, Banks as Borrowers, Employment of Funds, Guarantees, Advances secured by collateral securities, Goods & Bank balance sheet, Innovative Banking.

UNIT-II

Structure of Money & Capital Markets, Role of Financial Institutions in capital formation, Commercial Banks, Organization, Structure & Functions, Process of multiple credit creation, Sources & uses of bank funds, Liquidity Concepts, Instruments & Procedures. Profitability of Banks. The issue of NPAs & capital adequacy.

Group B

Paper – I : Organisational Behaviour

Max. Marks	:100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 hours

UNIT-I

Introduction to Human Behavior in organization, Individual Behavior, Personality: Meaning, Self Concepts, Self esteem, Determinants of personality. Perception, Nature and importance, Perceptual selectivity. Stereotyping halo effect etc.

Attitude and Behavior - Modification, Motivation, Types of motivation, Theories of motivation given by Maslow, Herzberg, Alderfer's, MCgregor, Vroom and Porter Lawyer, Inter Personal Behavior.

UNIT-II

Leadership (Leadership styles, Trait approach, Behavioral approaches.

Group Dynamics: Types of groups, Group norms, and roles, Group cohesiveness, Group development.

Management of conflict. Stress management, Organizational Communication. (Importance, Process Barriers.)

Note: CASE STUDIES FOR EACH TOPIC MUST BE DISCUSSED IN THE CLASS.

PAPER –II : INDUSTRIAL RELATIONS & LABOUR LEGISLATION

Max. Marks	:100
Ext. Assessment	: 80
Int. Assessment	:20
Time	: 3 Hrs

UNIT-I

Industrial Relations: Concepts, Objectives, Approaches, Participant, Essentials of effective Industrial Relations, Industrial Conflicts: Nature, Form, Causes, Effects, Grievance administration concept, Procedure, Guidelines, Discipline, Approaches.

UNIT-II

Industrial Disputes Act 1947, Trade Unions Act 1926, Payment of Wages Act, 1936, Laws relating to Social Security, Employees State Insurance Act 1948, Compensation Act 1923, Employees Provident Fund Act, 1951. The Employment (Standing Order) Act, 1946.

Group-C

PAPER- I : INTERNATIONAL MARKETING

Max. Marks :100
Ext. Assessment : 80
Int. Assessment : 20
Time :3 hours

UNIT-I

Introduction, Framework of International Marketing, Basis of International trade, Trends in world trade, Foreign trade & Economic growth, Identifying foreign markets, New Techniques in International Marketing, Multi-Nationals, Role of International Marketing, India's trade policies, Trends in India's foreign trade.

UNIT-II

Export Marketing: Product Planning & Marketing plan for export policies, Decision & EXIM policy. Export costing pricing and finance, Export document and procedures, Export assistance, Methods of payment, Assistance and incentives given for Indian exports. Export promotion in India and foreign trade organizations, Export management and personal selling.

PAPER- II : SALES AND DISTRIBUTION

Max. Marks	:100
Int. Assessment	:20
Ext. Assessment	:80
Time	: 3 Hrs

UNIT-I

Management & Importance of Sales Force. Functions of sales manager, Recruitment & Selection, Training & Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota, Sales and Cost analyses, uses and methods.

UNIT-II

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport, Transportation rates of pricing, Distribution control & performance evaluation. Inventory Management, Inventory control, Role under conditions of certainty & uncertainty. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing.

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