

Program Syllabus Booklet

**Bachelor of Business Administration (BBA)
(BBA - 201)**



Session: 2016-17

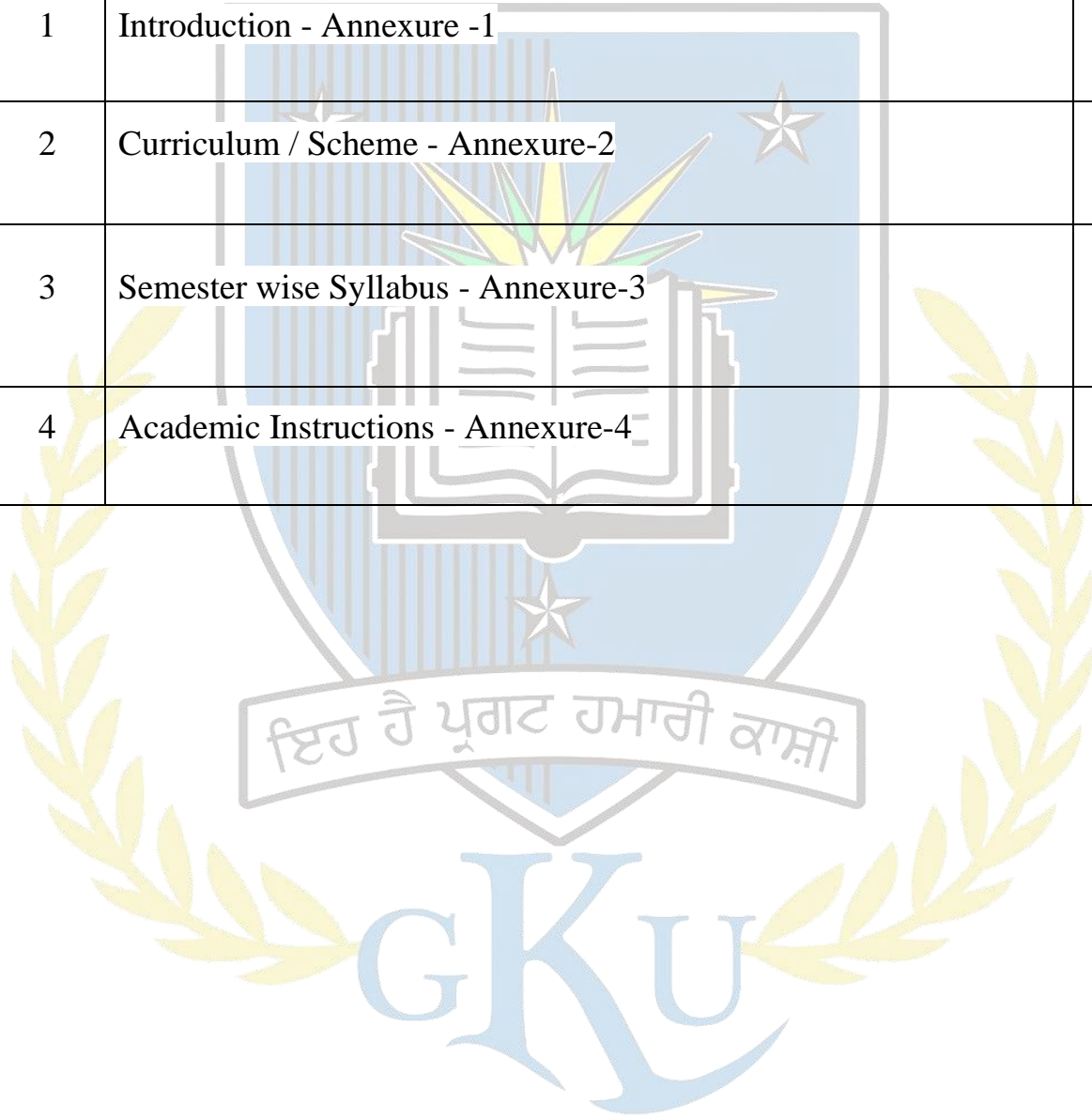
**University College of Commerce & Management
Guru Kashi University**

Talwandi Sabo



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Program: Bachelor of Business Administration (BBA)

Program Code: 201

Bachelor of Business Administration (BBA) provides a head start for candidates to develop management skills. The course takes a student over the core areas of management including marketing, sales, strategy management etc. and it also covers key areas of finance and economics. This program is not just about education, you also learn about personality development. The degree teaches you to be a strong, confident person who is capable of handling teams and run a whole company. Since this program is a professional degree, and most students who graduate start working in the professional world, you will have a great network of people working in different companies. These people can open many doors for you regarding better jobs, and more networking opportunities and you can do the same for them. Networking always leads to better opportunities. Updated knowledge is one of the best advantages to have and you get this through this program. This program is a well-designed course that aims to teach students as much as possible in the business world. The program is also updated according to the latest trends and developments in the industry, giving students a distinct advantage. From best industry practices to the use of technology so, that the students are better equipped with knowledge.

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

GKU

Semester: 1st										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	201101	Principles of Management	T	4	0	0	4	50	50	100
2	201102	Business Mathematics – I	T	4	0	0	4	50	50	100
3	201103	Business Accounting	T	4	1	0	5	50	50	100
4	201104	Micro Economics	T	4	1	0	5	50	50	100
5	201105	Business Communication– I	T	4	1	0	5	50	50	100
6	201106	Introduction to Computers–I Lab	P	0	0	4	2	60	40	100
7	201107	Viva-Voce-I*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				27						



Semester 2 nd										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	201201	Financial Management	T	4	1	0	5	50	50	
2	201202	Macro Economics	T	4	1	0	5	50	50	100
3	201203	Organizational Behaviour	T	4	0	0	4	50	50	100
4	201204	Business Mathematics – II	T	4	1	0	5	50	50	100
5	201205	Business Communication – II	T	4	1	0	5	50	50	100
6	201206	Introduction to Computers – II	P	0	0	4	2	60	40	100
7	201207	Viva-Voce-II*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits								28		

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Semester: 3 rd										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	201301	Cost and Management Accounting	T	4	1	0	5	50	50	100
2	201302	Business Statistics	T	4	1	0	5	50	50	100
3	201303	Human Resource Management	T	4	0	0	4	50	50	100
4	201304	Marketing Management	T	4	1	0	5	50	50	100
5	201305	Production & Operations Management	T	4	0	0	4	50	50	100
6	201306	Seminar on training	P	N A	N A	4	2	60	40	100
7	201307	Viva-Voce-III*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits				27						

Institutional Training will be imparted in the Institute at the end of 2nd semester for 4-Weeks durations



Semester: 4 th										
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	201401	Research Methodology	T	4	1	0	5	50	50	100
2	201402	Operations Research	T	4	1	0	5	50	50	100
3	201403	Business Laws – I	T	4	0	0	4	50	50	100
4	201404	Quality Management	T	4	0	0	4	50	50	100
5	201405	Indian Economy	T	4	0	0	4	50	50	100
6	201406	Management Information System	T	4	0	0	4	50	50	100
7	201407	Viva-Voce -IV*	P	N A	N A	N A	2	NA	100	100
Total No. of Credits									28	

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Semester: 5th

Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks
				L	T	P				
1	A100302	Environment Studies	T	3	0	0	3	50	50	100
2	201501	Business Environment	T	4	1	0	5	50	50	100
3	201502	Project Management	T	4	1	0	5	50	50	100
4	201503	Advertising and Sales Management	T	4	0	0	4	50	50	100
5	201504	Marketing Research	T	4	0	0	4	50	50	100
6	201505	Introduction to Database Management System	T	4	0	0	4	50	50	100
7	201506	Seminar on training	P	N A	N A	N A	2	60	40	100
8	201507	Viva-Voce -V*	P	N A	N A	N A	2	NA	100	100
9	201508	Introduction to Database Management System (Lab)	P	0	0	4	2	60	40	100
Total No. of Credits							31			

Industrial Training after 4th Semester in Summer.



Semester: 6 th											
Sr.	Subject Code	Subject Name	Type of Subject T/P	(Hours Per Week)			No. of Credits	Internal Marks	External Marks	Total Marks	
				L	T	P					
1	201601	Corporate Strategy	T	4	1	0	5	50	50	100	
2	201602	Entrepreneurship	T	4	0	0	4	50	50	100	
3	201603	Services Marketing	T	4	0	0	4	50	50	100	
4	201604	Business Laws – II	T	4	1	0	5	50	50	100	
5	201605	Project Presentation	P	0	0	8	4	60	40	100	
6	201606	Viva-Voce -VI*	P	N A	N A	N A	2	NA	100	100	
Total No. of Credits							24				

* With respect to Semester Courses

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Course Name: Principles of Management

Course Code: 201101

Semester: 1st

Credits – 04

L T P

4 0 0

Course Content

Management and its various functions, Definition of management: nature and scope, organizational objectives, management by objective Planning: nature, purpose and functions, types, steps in planning, Decision making and its process

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: definition, departmentation by function

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs. centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices, Social responsibility and business ethics

References:

- Koontz, Harold & Weihrich, Heinz (2008). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S. P., & DeCenzo, A. D. (2011). *Fundamentals of Management*. Pearson Education, NewDelhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2005). *Great Ideas in Management*. OrientPaperbacks, India



- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2009). *Principles of management*. Washington,DC: Flat World Knowledge.

Course Name: Business Mathematics-1

Course Code: 201102

Semester: 1st

Credits: 04

L T P

4 0 0

Course Content

Set theory, logical statements and truth tables, linear and quadratic equations Permutations and combinations

Differential calculus (including maxima and minima; excluding trigonometric functions)

Matrices: Simultaneous equations by Cramer’s rule, Matrix Inversion method, Gauss Elimination method.

Logarithms: Law of operation, Log tables, compound interest and depreciation.

References:

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, NewDelhi
- Namboodiri, Krishan (1984). *Matrix Algebra: An Introduction (Quantitative Application)*.SagePublishing Inc.
- Branson Richard (2011). *Schaun’s outline of Theory and Problems of Matrix Operations*.McGraw Hill Education
- Don, Eugene & Lerne, Joel (2009). *Schaum’s Outline of Basic Business Mathematics*.McGraw-Hill Education
- Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed,Pearson Education.

Course Name: Business Accounting

Course Code: 201103

Semester: 1st

Credits: 05

L T P

Course Content

Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems, Accounting Standards.

Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement.

Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors.

Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

Final Accounts: Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.

References:

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing
- Bragg M. Steven (2002). *Business Ratios and Formulas*. John Wiley & Sons Publishing

Course Name: Micro Economics

Course Code: 201104

Semester: 1st



Credits: 05

L T P

4 1 0

Course Content

Microeconomics: meaning nature and scope, limitations. Basic concepts of economics, Wants, Need, Demand, Utility, Satisfaction, Value, Price, Wealth, and Income.

Utility:- Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach, Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium

Theory of Demand, Determinants, Types, Laws of demand, Extension & contraction, Increase and decrease in demand, Elasticity's of Demand: Price, Income, Cross & their Measurement. The Concept of Production Function, Law of Variable proportion: total, average and marginal, Iso-quant Curves, Marginal Rate of Technical Substitution. Theory of Cost, Classification of Costs.

Theory of firm and market organization: perfect competition, monopoly, monopolistic competition; perfect competition:- assumptions, properties, price determination; monopoly:- features, sources, price determination; monopolistic:-- assumptions, price under monopolistic competition; oligopoly

References:

- Jain, T R & Grover, M.L (2014). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (1979). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) .*Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2017). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2008). *Managerial Economics*. VK Publications Jain T R: ManagerialEconomics.

Course Name: Business Communication – I

Course Code: 201105

Semester: 1st

Credits: 05

L T P

4 1 0

Course Content



Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application, Press Reports.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

References:

- Hewings, M. (2019). *Advanced English Grammar*. Cambridge University Press.
- Murphy, Herta A & Peck, Charles E (1976). *Effective Business communication*. 2nd Ed, TataMcGraw Hill, New Delhi.
- Pearce, C Glenn (1988). *Business Communication: Principles and Application*. 2nd Ed, JohnWiley, New York.
- Treece, Maira (1987). *Successful Business Communication*. 3rd Ed, Allyn and Bacon, Boston.
- Guffey, M. E., & Loewy, D. (2012). *Essentials of business communication*. Cengage Learning.

Websites links:

- https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf
- <http://www.rapodar.ac.in/pdf/elearn/Business%20Communication%20Semester%20I%20notes.pdf>
- <https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf>

Course Name: Introduction to Computers– I Lab

Course Code: 201106

Semester: 1st

Credits: 02

L T P

Course Content

Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers.

Computer hardware and software. Input/Output devices.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

Introduction to MS-Office

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.

Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in PowerPoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

References:

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley



- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. Addison Wesley.

Course Name: Viva-Voce-I

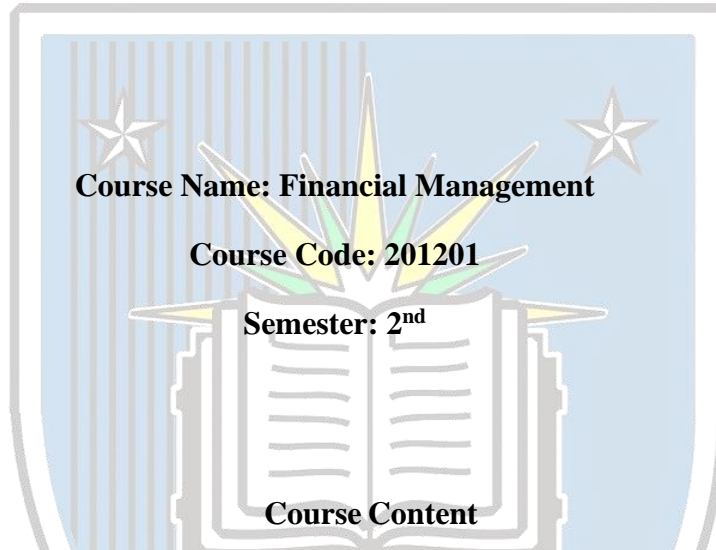
Course Code: 201107

Semester: 1st

Credits: 02

L T P

NA



Credits: 05

L T P

4 1 0

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization., Ratio Analysis; meaning, types, nature and limitations.

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

References:

- Pandey, IM. (2016). *Financial Management*. Vikas Publishing House.



- Chandra, Prasanna. (2007). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (1989). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M.Y & Jain, PK (2015) .*Financial Management and Policy*. Tata McGraw-Hill Company Ltd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2011). *Financial Management and Policy*. Pearson Education India.

Course Name: Macro Economics

Course Code: 201202

Semester: 2nd

Credits: 05

L T P

4 1 0

Course Content

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure.

National income; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets.

Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium.

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Business Cycles and their main Features. Theory of multiplier: Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, relevance of multiplier to developing countries.

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

Money its function and role: Quantity theory of money, Fisher and Cambridge equations. Keynes views about money and prices.

References:



- Sparks R. Gordon, Dornbusch, Rudi & Fischer Stanley. (1982). *Macroeconomics*. McGraw Hill Education
- Branson, WH. (2005). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2013). *Macroeconomics Analysis*. Galgotia Publications
- Dwivedi, D.N. (2003). *Macroeconomics*. McGraw Hill Publication
- Ackley, Gardner. (1978). *Macroeconomic Theory and Policy*. Surjeet Publications

Course Name: Organizational Behaviour

Course Code: 201203

Semester: 2nd

Credits: 04

L T P

4 0 0

Course Content

Introduction: meaning of organizational behaviour and its relevance in today's business environment.

Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect. Learning and its theories, behaviour modification, attitudes, personality; meaning, self-concept, self-esteem, major determinants of personality.

Motivation; types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid.

Inter- personal behaviour in organization:

Transactional analysis

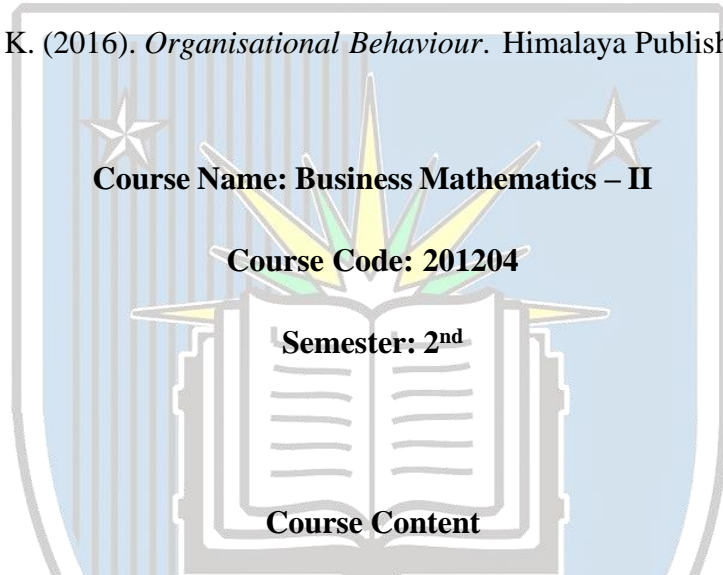
Management conflict

Stress management



References:

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organisational Behaviour*. Himalaya Publishing House



Credits: 05

L T P

4 1 0

Course Content

Binomial theorem, arithmetic and geometric progressions, functions, limitations and continuity, Arithmetic, geometric and harmonic progressions

Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.

Logarithm, Law of operations, log tables, compound interest, documentation

References:

- Sancheti D.C & Kapoor V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, NewDelhi
- Namboodiri Krishan (1984). *Matrix Algebra: An Introduction (Quantitative Application)*. SagePublishing Inc.
- Branson Richard (2011). *Schaun’s outline of Theory and Problems of Matrix Operations*.McGraw Hill Education
- Don Eugene & Lerne Joel (2009). *Schaum’s Outline of Basic Business Mathematics*.McGraw-Hill Education
- Clendenen Gary, Salzman A. Stanley & Miller D. Charles (2011). *Business Mathematics*. Ed,Pearson Education.

Course Name: Business Communication – II

Course Code: 201205

Semester: 2nd

Credits: 05

L T P

4 1 0

Course Content

The concept of effective business communication – definition & importance, Basic model of communication, writing inter-office memorandums, faxes, e-mails, writing effective sales letters – to agents, suppliers, customers etc.

Drafting a CV, writing a job application and other applications, interviews

Paragraph writing, précis making, voice and correct word usage; drafting an advertisement/notice Developing reading, listening and speaking skills, group discussions, extempore speaking.

References:

- Treece, Maira. (1987). *Successful Business Communication*. 3rd Ed. Allyn and Bacon, Boston.
- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill, New Delhi
- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and Personality Development*, ExcelBooks, New Delhi
- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi
- Rai, Urmila & S.M Rai. (2011). *Business Communication*. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hil, New Delhi.

Course Name: Introduction to Computers – II

Course Code: 201206

Semester: 2nd

Credits: 02

L T P

Course Content

Concept of spreadsheet and its use in business management

Excel as a part of Ms-Office, and its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae

Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms. Excel Functions: max, min, Sqrt, sum, sum if, mean, mode, median, and using statistical functions, date, count, Count-if.

MS Access: Creating database, adding, deleting and moving records; Querying: creating, saving and editing; creating and using forms, creating and printing reports.

Internet: A brief history of origin of internet. Various applications of Internet such as email, information gathering, retailing etc

Use of Microsoft Internet Explorer, Use of search engines and e-mail messages

References:

- Saxena, Sanjay (2010). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2000). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (1997). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (1991). *The Computer Book*. Addison Wesley.

Course Name: Viva-Voce-II

Course Code: 201207

Semester: 2nd

Credits: 02

L T P

NA

Course Name: Cost and management accounting

Course Code: 201301

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system.

Material Control, Labour control, Overhead control, Fixed and Variable, direct and indirect. Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation

Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ratio; Break even analysis, margin of safety.

Standard Costing and Variance Analysis: material variance, labor variances.

Ratio Analysis

Funds Flow Statement, Cash Flow Statement

Budgetary Control: Meaning, Classification of budget (fundamentals only).

References:

- Jain, SP & Narang K.L. (2012). *Cost Accounting*. Kalyani Publisher
- Khan M.Y & Jain PK. (2017). *Managements & Cost Accounting*. McGraw Hill Education
- Kedia, Sangeet. (2015). *Cost and Management Accounting*. Pooja Law Publishing Co.
- Datar M. Srikant & Rajan V. Madhav. (2017). *Cost Accounting- A Managerial Emphasis*. Pearson Education
- Drury, C. M. (2013). *Management and cost accounting*. Springer.

Course Name: Business Statistics

Course Code: 201302

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content



Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.

Classification of data, presentation of data: graphic and tabulation.

Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation.

Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis.

Index numbers

Time series analysis, components of time series, moving averages.

Theory of probability: Classical approach, relative frequency approach, subjective approach.

Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and poisson.

References:

- Siegel, Andrew F. (2001). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2008). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (1995). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2017). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

Course Name: Human Resource Management

Course Code: 201303

Semester: 3rd

Credits: 04

L T P

4 0 0

Course Content



Nature, scope, role and importance of HRM, New trends in HRM due to globalization deregulation and technological advancements, HRM in India

Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information.

Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process.

Placement and induction, transfer and promotion

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal

References:

- Rao V.S.P. (2010). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (1997). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2017). *Human Resource Management*. Pearson Education
- K. Aswathappa (2007). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

Course Name: Marketing Management

Course Code: 201304

Semester: 3rd

Credits: 05

L T P

4 1 0

Course Content

Marketing: Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing, marketing environment –marketing management and its environment.



Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior.

Market segmentation: need, concept, mass marketing vs. Segmentation.

Marketing mix: 4ps of products & 7ps of services, components & factors affecting

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging & labeling decisions, Pricing decisions: importance, objectives & strategies, Product promotion: promotion mix and factors affecting.

Distribution: channel decisions, types & factors, physical distribution system & its components

References:

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

Course Name: Production & Operations Management

Course Code: 201305

Semester: 3rd

Credits: 04

L T P

4 0 0

Course Content

Production and operations management; its functions and relationship with other functional areas

Facility location decision, layout decision, product and process layout, Capacity planning, Production planning and control: Planning, scheduling, routing etc. Assembly line balancing, Work Study: Method study and time study, Work simplification.

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs), Supply Chain Management.



Basic concepts of maintenance management and preventive management, Statistical quality control and acceptance sampling

Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

References:

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (1998). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2015). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (1992). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2015). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2017). *Production and operations management*. McGraw Hill Education.

Course Name: Seminar on Training

Course Code: 201306

Semester: 3rd

Credits: 04

L T P

0 0 4

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

The seminar is intended to be an internal paper focused on developing the communication and presentation skills of the students.

The institution should allocate specific topics of general and topical interest and require the students to make a presentation to the entire group. This will encourage the students in improving their breadth of knowledge

Course Name: Viva-Voce-III

Course Code: 201307

Semester: 3rd

Credits: 02

L T P

Course Name: Research Methodology

Course Code: 201401

Semester: 4th

Credits: 05

L T P

4 1 0

Course Content

Research methodology: Meaning, objectives and process of research, Types of Research, Research methods in social sciences, Exploratory, Descriptive and Experimental research; their applications and limitations.

Sampling Design: concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors

Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing

Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications. Questionnaire designing and protesting. The measurement process:

Difficulties in measurement and concepts of validity and reliability.

Attitudes measurement general methods; scaling techniques: Thurston, Likert', and semantic differentials. Report writing and presentation

References:

- Kothari, C.R. (2013). *Research Methodology*. New Age International Publisher
- Rao K.V. (2018). *Research Methodology in Commerce & Management*. Sterling Publishers Private Limited
- Gupta, S.P, and Gupta, M.P (1989) .*Business Statistics*. Sultan Chand & Sons, 7th Edition
- Gupta, S.C and Kapoor, V.K (2004). *Fundamental of Mathematical Statistics*. Sultan Chand & Sons
- Jain, T.R. & Aggarwal, S.C. (2020). *Business Mathematics & Statistics*. VK Global Publications Pvt Ltd



Course Name: Operations Research

Course Code: 201402

Semester: 4th

Credits:05

L T P

4 1 0

Course Content

Introduction: Nature, Meaning and Management Application of Operations research. Modelling,

It's Principal, General Methods of solving models, Scientific Methods, Scope, Rule on Decision Making and development of Operation Research in India.

Linear Programming: Formulation, Graphical solution, Simplex method, Duality, Assignment

Problems: - Minimization & Maximization case, traveling sales man. Transportation Problems: - Initial

Solution, Optimal Solution

Decision Theory: Under Risk, under certainty, Under uncertainty

PERT and CPM: Basic steps in PERT and CPM, Forward and Backward computation, Representation in Tabular form, Slack and Critical path, Difference between CPM and PERT, Float.

References:

- Gupta P.K., Hira and D.S. (1994). *Operation Research*. Sultan Chand & Sons, New Delhi
- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (1990). *Operation Research*. Sultan Chand & sons, NewDelhi
- Mittal, K.V. (1992). *Optimization Methods in Operations Research and System Analysis*. New Age International (P) Ltd., New Delhi
- Sharma, S.D. *Operations Research*. Kedar Nath and Ram Nath, Meerut. 1996.
- Yadav, S.R. 2014. *Operation Research*. Oxford University Press.

Course Name: Business Laws – I



Course Code: 201403

Semester: 4th

Credits: 04

L T P

4 0 0

Course Content

Law of Contract: Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of contract.

Remedies for breach of contract. Concept of Agency and various types of mercantile agents.

Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

Law of Sale of Goods: Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership.

Rights of Unpaid seller and other remedial measures.

References:

- Kapoor, N.D. (2019). *Business Law*. Sultan Chand & Sons, New Delhi
- Kapoor, N.D., (2018). *Elements of Business Law*. Sultan Chand & Sons (P) Ltd.
- Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2014). *Mercantile Law*. Kalyani Publishers
- Kuchhal, M.C. & Kuchhal Vivek. (2018). *Business Law*. Sultan Chand & Sons (P) Ltd. India.
- Bulchandani, K.R. (2017). *Business Law*. Himalaya Publishing House, India.

Course Name: Quality Management

Course Code: 201404

Semester: 4th

Credits: 04

L T P

4 0 0

Course Content



Definition of quality, Quality as a means to success in a competitive and global environment. Quality issues, The customer focus. The power of the customer to choose, Need for customer care and relationship marketing.

Quality leads to profits. Cost of poor quality, Total Employees Involvement (TEI): Empowering employees: team building; quality circles: Reward and Recognition; education and training, Suggestion schemes: Benchmarking and the concept of Kaizen.

Quality Gurus: Deming, Juran, Ishikawa, Crosby and their contribution. Tools of Quality Management. Benchmarking definition, concept, process and types of benchmarking. Quality and Total Quality Management; Excellence in manufacturing/service, factors of excellence. Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. Role of consultants in developing and implementing ISO 9000 quality systems.

References:

- Charantimath, M. Poornima. (2017). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.
- Vijayan, V. & Ramakrishan, H. (2014). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2012). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2015). *Total Quality Management*. New Age International Pvt Ltd

Course Name: Indian Economy

Course Code: A201405

Semester: 4th

Credits: 04

L T P

4 0 0

Course Content

National Income of India: Growth, structure, and interstate variation.
Infrastructure: Physical and social, its role in economic development



Indian planning: Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan.

Agriculture: Production and productivity trends, green revolution, land reforms, rural credit.

Industrial sector: Industrial growth during planning period, industrial policy (liberalization globalization and privatization) Changing profile of public sector

Major economic problems: Population, unemployment, Poverty, inflation, regional imbalances, and inequalities.

Recent trends in foreign trade of India. India and WTO

References:

- Hill, C. W., & Hernández-Requejo, W. (2008). *Global business today* (p. 576). New York:McGraw-Hill Irwin.
- Horaguchi, H. H. (2014). *Collective knowledge management: foundations of internationalbusiness in the age of intellectual capitalism*. Edward Elgar Publishing.
- Daniels, J. R., & Radebaugh, L. E. L., Sullivan, D. (2007). *International Business: Environmentand Operations. 11th edition. Prentice Hall.*
- Sharan, V. (2008). *International Business 2/e, Concepts, Environment And Strategy*. PearsonEducation India.
- Cavusgil, S. T. (2009). *International business: Strategy, management, and the new realities*. PearsonEducation India.

Course Name: Management Information System

Course Code: 201406

Semester: 4th

Credits: 04

L T P

4 0 0

Course Content

Introduction: Definition, characteristics & significance of MIS, Structure and classification of MIS;

Information Concepts: Data Vs Information, types of information, quality of information.

Introduction to Systems, basic concepts, types and elements of system



Decision Making: Simon’s model of decision making, structured & unstructured decisions, Formal Vs. Informal systems.

Design Methodology & Techniques: System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables.

System Design – design methods, detailed system design, design documentation.

System Implementation & testing

Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches.

References:

- Goyal, D. P. (2014). *Management Information Systems: Managerial Perspectives*. VikasPublishing House.
- Davis, G. B., & Olson, M. H. (1984). *Management information systems: Conceptual foundations,structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2006). *Management information systems* (Vol. 6). McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (1978). *Managing management information systems* .Toronto: Lexington Book.
- Laudon, K. C. (2007). *Management information systems: Managing the digital firm*. Pearson EducationIndia.

Course Name: Viva-Voce -IV*

Course Code: 201407

Semester: 4th

Credits: 02

L T P

NA

Course Name: Environment Studies

Course Code: A100302

Semester: 5th

Credits: 03

L T P

3 0 0

Course Content

Unit 1: The Multidisciplinary nature of environmental studies

Definition, scope and importance (2 Lectures)

Need for public awareness.

Unit 2: Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

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

Unit 3: Ecosystems

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



- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)(6 lectures)

Unit 4: Biodiversity and its conservation

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

Unit 5: Environmental Pollution

Definition

- Causes, effects and control measures of :-
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - f. Thermal pollution
 - g. Nuclear hazards
- ill-effects of fireworks

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

(8 lectures)

Unit 6: Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

(7 lectures)

Unit 7: Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.



- Human Rights.
- Value Education.
- HIV / AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

Unit 8: Field work

- Visit to a local area to document environmental and river forest grassland hill mountain.
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

References:

- Misra, S. K., & Puri, V. K. (2011). *Indian economy* (p. 174). Himalaya Publishing House.
- Kapila, U. (2005). *Understanding the problems of Indian Economy*. Academic Foundation.
- Malik, P. L. (1963). *The Industrial Law*. Easter Book.
- Schiffer, M., & Weder, B. (2001). *Firm size and the business environment: Worldwide survey results* (Vol. 43). World Bank Publications.
- Mehta, S. C., Mehta, S. S., & Aun, B. L. (1999). The evaluation of business text books: An international perspective. *Journal of Professional Services Marketing*, 19(2), 141-149

Course Name: Business Environment

Course Code: 201501

Semester: 5th

Credits: 05

L T P

4 1 0

Course Content

Definition, components and overview of Business Environment, Micro and Macro Environment, Concept of Business Cycle, Need to scan the business environment and techniques of scanning the business environment.



Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention..

Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, New economic policies, Aspects of economic reforms and its effects on business, Emerging Economies.

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest. EXIM policy, Competition Law, Consumer Protection Act 1986, Right to Information Act 2005 .

International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European union (EU)

References:

- Craig, T., & Campbell, D. (2012). Organisations and the business environment. Routledge.
- Aswathappa, K. (2009). Essentials of business environment. Himalaya Publishing House.
- Palmer, A., & Hartley, B. (2008). The business environment. McGraw-Hill.
- Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2001). The strategy-focused organization: How balanced scorecard companies thrive in the new business environment. HarvardBusiness Press.
- Schiffer, M., & Weder, B. (2001). Firm size and the business environment: Worldwide surveyresults (Vol. 43). World Bank Publications.

Course Name: Project Management

Course Code: 201502

Semester: 5TH

Credits: 05

L T P

4 1 0

Course Content

The concept of a project, characteristics of a project, phases in the life cycle of a project.



Time Scheduling a Project: Gantt Charts and LOB,

Network Techniques: concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM. Probability of completing a project on time. Crashing a network and concept of PERT cost.

Forms of project organization, project planning and control, human aspects of project management.

Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.

References:

- Walker, A. (2015). *Project management in construction*. John Wiley & Sons.
- Heagney, J. (2016). *Fundamentals of project management*. Amacom.
- Clough, R. H., Sears, G. A., & Sears, S. K. (2000). *Construction project management*. John Wiley & Sons.
- Gido, J., & Clements, J. (2014). *Successful project management*. Cengage Learning.
- Burke, R. (2013). *Project management: planning and control techniques*. John Wiley & Sons.

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ
Course Name: Advertising and Sales Management

Course Code: 201503

Semester: 5th

Credits: 04

L T P

4 0 0

Course content

Marketing communication models. Advertising definition and objectives, advertising copy Advertising its place in marketing – different kinds of advertising: Advertising art & layout, advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials:

Creative copy strategies: Media planning & scheduling.

Sales Management:



Concept and objectives: Management of sales promotion at the consumer, trade & sales force levels: Sales displays & merchandising: Introduction to types of sale quotas: Legal & ethical aspects of advertising.

Measurement:

Measuring Advertising Effectiveness, Deceptive advertising, Advertising Ethics and Unethical

Practices, Role of Advertising Agencies, Legal framework of Advertising

References:

- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.
- Kazmi, S. H. H., & Batra, S. K. (2009). *Advertising and sales Promotion*. Excel Books India.
- Hoyt, C. W. (1929). *Scientific sales management today*. A&C Black.
- Chunawalla, S. A. (2021). *Sales Management*. Himalaya Publishing House Pvt. Ltd.
- Tyagi, C. L., & Kumar, A. (2004). *Advertising management*. Atlantic Publishers & Dist.

Course Name: Marketing Research

Course Code: 201504

Semester: 5th

Credits: 04

L T P

4 0 0

Course Content

Basic concepts: scope, limitations, objectives. Research process.

Research design and its types: exploratory, descriptive and experimental Data collection: primary and secondary.

Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling.

Questionnaire: questionnaire construction, tabulation, coding, editing of data.

Sampling: concepts, types and techniques, estimation of sample size.

Data analysis: tests of significance based on t, f and z distribution and chi-square test; cross tabulation.



Marketing research applications.

References:

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2009). *Marketing Management*. Om Books
- Stanton, J. William. (1986). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (1987). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (1996). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

Course Name: Introduction to Data Base Management System

Course Code: 201505

Semester: 5th

Credits: 04

L T P

4 0 0

Course Content

Introduction: definition of data, uses & need of data in organizations.

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS. Data

Models: The hierarchical model, the network model & the relational model.

Relational Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF,

3NF,BCNF SQL: SQL Database creation & manipulation views & queries.

Data Protection: Recovery, concurrency, security & integrity.

References:

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers



- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

Course Name: Industrial Training (4 Weeks)

Course Code: 201506

Semester: 5th

Credits: 02

L T P

0 0 4

Course Contents

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

Course Name: Viva-Voce -V*

Course Code: 201507

Semester: 5th

Credits: 02

L T P

0 0 4

Course Name: Introduction to Database Management System (Lab)

Course Code: 201508

Semester: 5th

Credits: 02

L T P

0 0 4

Course Content

Introduction: definition of data, uses & need of data in organizations.

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.



Data Models: The hierarchical model, the network model & the relational model.

Relational Databases: Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

SQL: SQL Database creation & manipulation views & queries.

Data Protection: Recovery, concurrency, security & integrity.

References:

- Martin, J. (1976). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (1993). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (1997). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (1997). *An introduction to database systems*. Narosa publishers
- Saxena, S. (1998). *A first course in computers*. Vikas Publishing House.

Course Name: Corporate Strategy

Course Code: 201601

Semester: 6th

Credits: 05

L T P

4 1 0

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

Strategic management: introduction, nature & scope, need, strategic decision making

Mission & objectives: need for explicit mission, components of mission statement,

formulation of mission & objectives and their specificity Social responsibility of business:

Scanning the environment: environment scanning, socio economic, technological, political,

techniques for environmental analysis Industry analysis: porter's approach, environmental

threat & opportunity profile

Internal analysis: value chain analysis, Internal factors; marketing & distribution, r&d &

engineering, production & operations, finance & accounting, corporate resources & personal

factors, analyzing strengths & weaknesses



Strategy formulation & choice: Generic strategy alternatives; stability, expansion, retrenchment, combination, strategy variations, BCG matrix, GE 9 cell matrix, Hofer's model
Implementation & control: Behavioural aspects, strategy evaluation & control

References:

- Freeman, R. E., & Gilbert, D. R. (1988). *Corporate strategy and the search for ethics* (Vol. 1). Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 1988. *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). *Strategic management and business policy* (Vol. 55). Boston, MA: pearson.
- Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2009). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (1992). *Business policy*. Tata McGraw-Hill.

Course Name: Entrepreneurship

Course Code: 201602

Semester: 6th

Credits: 05

L T P

4 1 0

ਇਹ ਹੈ ਪ੍ਰਗਟ ਹਮਾਰੀ ਕਾਸ਼ੀ

Course Content

Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, intrapreneur and manager
Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and kakinada experiment

Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements

Ssi: meaning, importance, characteristics, advantages and problems of ssi. Steps for starting a small industry, guidelines for project report, registration as ssi.

Assistance to ssi: need for incentives & subsidies, need for institutional support, role of government and other institutions.



References:

- Chandra, P. (2017). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi
- Desai, V. (2017). *Project Management and Entrepreneurship*. 2nd Edition, Himalaya Publishing House.
- Fyffe, D. S. (2001). *Project Feasibility Analysis*. John Wiley and Sons.
- Hisrich, R. D, Peters, M.P, and Shephers, D.A. (2016). *Entrepreneurship*. 10th Edition, Tata McGraw.
- Mohanty, Sangram Keshari (2017). *Fundamentals of Entrepreneurship*, Revised Edition, PHILearning Pvt Ltd.

Course Name: Services Marketing

Course Code: 201603

Semester: 6th

Credits: 04

L T P

4 0 0

Course Content

Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications

Service quality: quality and productivity, quality gaps and their closing

Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle

Managing effective service delivery: managing demand and capacity, importance of employees, intermediaries and customer participation in effective delivery, channel selection

Knowledge of buyer's behavior: decision making roles, consumer decision making, consumer evaluation of services

Marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

Quality Issues and Quality Models; Managing Productivity and Differentiation in Services



Organizations; Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing (Case Studies)

References:

- Lovelock, Christopher, Wirtz, Jochen and Chatterjee, Jayanta, “Services Marketing – People, Technology, Strategy”, Pearson Education, New Delhi
- Zeithaml, Valarie A. & Bitner, Mary Jo, “Services Marketing – Integrating Customer Focus Across the Firm”, Tata McGraw Hill, New Delhi
- Rao, K. Rama Mohana, “Services Marketing”, Pearson Education, New Delhi
- Shanker, Ravi, “Services Marketing – The Indian Perspective”, Excel Books, New Delhi
- Rao, K. R. M. (2011). *Services marketing*. Pearson Education India.

Course Name: Business Laws – II

Course Code: 201604

Semester: 6th

Credits: 05

L T P

4 1 0



Course Content

Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, Bill of Exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability. Dishonour of a negotiable Instrument – Liabilities of Banker and drawer for dishonour of a cheque. Hundies.

Law of Insurance: Definition and elements of insurance contract, premium and reinsurance. Basic idea about life, fire, and marine insurance.

Law of carriage: Basic features of law relating to land, air, and sea carriers.

Company Law: Definition and nature of a company, characteristics of a company.

Difference between partnership and company. Formation of Company – Memorandum and articles of association. Issue of prospectus and membership of company, liability of a member.



Share Capital: types of shares, allotment & transfer and purchase by a company of its own shares

Company Management: Appointment and removal of directors. Rights and liabilities of directors Meetings: Statutory meetings, Basic knowledge of various types of resolutions.

Protection of minority shareholders from mismanagement and oppression.

Winding up by court and voluntary winding up.

References:

- Chawla, Garg, and Sareen. (2014). *Mercantile Law*. 7th Ed. Kalyani Publisher
- Bagrial, A. K. (2009). *Company law*. Vikas Publishing House.
- Kapoor, N. D. (2009). *Mercantile Law*. *Sultan Chand & Sons*.
- Hannigan, B. (2018). *Company law*. Oxford University Press, USA.
- Dine, J., & Koutsias, M. (2009). *Company law*. Macmillan International Higher Education

Course Name: Project

Course Code: 201605

Semester: 6th

Credits: 02

L T P

0 0 8

Course Content

The students are required to carry out a project on any management Course and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

Course Name: Viva-Voce -VI*

Course Code: 201606

Semester: 6th

Credits: 02

L T P

NA



Total Number of Course	43
Number of Theory Course	31
Number of Practical Course	12
Total Number of Credits	165





ACADEMIC INSTURCTIONS

Attendance Requirements

A student shall have to attend 75% of the scheduled periods in each course in a semester; otherwise he / she shall not be allowed to appear in that course in the University examination and shall be detained in the course(s). The University may condone attendance shortage in special circumstances (as specified by the Guru Kashi University authorities). A student detained in the course(s) would be allowed to appear in the subsequent university examination(s) only on having completed the attendance in the program, when the program is offered in a regular semester(s) or otherwise as per the rules.

Assessment of a course

Each course shall be assessed out of 100 marks. The distribution of these 100 marks is given in subsequent sub sections (as applicable).

	Internal (50)					External (50)	Total
Component s	Attendant e	Assignment			MST 1	MST2	ETE
		A1	A2	A3			
Weightage	10	10	10	10	30	30	50
Average Weightage	10	10	10	10	30	30	50
							100

Passing Criteria

The students have to pass both in internal and external examinations. The minimum passing marks to clear in examination is 40% of the total marks.