

# MATA GUJRI COLLEGE, FATEHGARH SAHIB

## BACHELOR OF BUSINESS ADMINISTRATION (BBA 1st Year)

(2018-19 )

(SEMESTER-I)

Subject	Paper Code	Title of Paper	Contact Hours Per Week				Examination Scheme Marks			Credits
			L	T	P	Total	Internal	External	Total	
AEC I	BBA-101	Environmental and Road Safety Awareness	2	-	-	2	15	35	50	2
Language	BBA-102	Punjabi	3	-	2	5	40	60	100	4
	BBA-102 A	Basic Punjabi								
SEC	BBA-103	Workshop on Computer Applications	-	-	5	5	50	-	50	2
Core I	BBA- 104	Financial Accounting	3	-	2	5	40	60	100	4
Core II	BBA-105	Theory and Practice of Management	3	-	2	5	40	60	100	4
GE	BBA-106	Any one from the List of Generic Electives	3	-	2	5	40	60	100	4
	BBA-107	Seminar on General Management	-	-	2	2	50	-	50	1
		<b>Total</b>					<b>275</b>	<b>275</b>	<b>550</b>	<b>21</b>

**The minimum number of marks required to pass each semester examination will be 35% in each paper and 40 % in the aggregate of the semester examination**

**(SEMESTER II)**

Subject	Paper Code	Title of Paper	Contact Hours Per Week				Examination Scheme Marks			Credit
			L	T	P	Total	Internal	External	Total	
AEC I	BBA-201	Communication Skills in English	3	-	2	5	40	60	100	4
Language	BBA-202 or BBA-202 (A)	Punjabi or Basic Punjabi	3	-	2	5	40	60	100	4
SEC	BBA-203	Workshop on Internet and E-Commerce	-	-	4	4	50	-	50	2
Core I	BBA- 204	Business Economics-I	3	-	2	5	40	60	100	4
Core II	BBA-205	Cost Accounting	3	-	2	5	40	60	100	4
GE	BBA-206	Any one from the List of Generic Electives	3	-	2	5	40	60	100	4
	BBA-207	Viva-Voce	-	-	-	-	-	50	50	1
		<b>Total</b>					<b>250</b>	<b>350</b>	<b>600</b>	<b>23</b>
<b>Drug abuse problem, Management and Prevention (Qualifying Paper)</b>										

**The minimum number of marks required to pass each semester examination will be 35% in each paper and 40 % in the aggregate of the semester examination**

**List of Generic Elective / Interdisciplinary Course**

<b>Subject Code</b>	<b>Subject Name</b>
<b>BBA-GE (I)</b>	Professional Ethics
<b>BBA-GE (II)</b>	Entrepreneurship Development
<b>BBA-GE (III)</b>	Corporate Communication
<b>BBA-GE (IV)</b>	Managing small and Medium Business Enterprises
<b>BBA-GE (V)</b>	Organizational Behavior
<b>BBA-GE (VI)</b>	Insurance Management
<b>BBA-GE (VII)</b>	Business Mathematics & Statistics
<b>BBA-GE (VII)</b>	India's Diversity & Business

**Total: 50 Marks**  
**External Evaluation: 35 Marks**  
**Internal Evaluation: 15 Marks**  
**Total L/T/P: 35**  
**Time: 1:30 hrs.**

**Total Pass marks: 18 Marks**  
**Pass marks in internal: 12 Marks**  
**Pass marks in internal: 6 Marks**  
**Total Credits: 2**

### INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B and C. Each of sections A and B will have 04 questions from the respective Unit of the syllabus. Each question shall carry 6.5 marks. Section C will consist of 09 short answer type questions of 01 mark each.

### INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

### UNIT 1

1. **The multidisciplinary nature of environment studies.** Definition, scope and importance. Need for public awareness.
2. **Natural resources**-Renewable and Non renewable resources. Role of an individual in conservation of natural resources for sustainable development.
3. **Ecosystem and its components**-Producers ,Consumers and Decomposers. Food chain, Food Web and ecological pyramid.
4. **Biodiversity**-Definition , types, Hotspots of biodiversity,importance and conservation of biodiversity.

### UNIT-II

5. **Social Issues and Environment**-Climate changes, Global Warming, Acid Rain, and Ozone Layer depletion. Population Explosion -Family welfare program.
6. **Environmental pollution**-definition causes ,types, Effects & Control measure. Introduction to Environment Laws in India: Environmental protection Act, Air and Water Act(Prevention and control of pollution).
7. **Road Safety Awareness**-Concept and Significance of road safety, Traffic Signs and Rules, how to obtain licence, Role of First aid in Road safety.
8. **Stubble burning**: Its meaning: Why Stubble burning , Alternatives to Stubble Burning, Environmental and Health effects/Hazards, Policies to control Stubble burning.

**SUGGESTED READINGS :**

1. Carson, R.2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil.M., & Guha,R.1993. This Fissured Land : An Ecological History of India.Univ. of California press.
3. Gleeson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993. Water in Crisis.Pacific Institute for Studies in Dev. Environment & Security Stockholam Env. Institute,Oxford Univ.Press.
5. Groom , Martha J., Gary K. Meffe, and Carl Ronald Carroll.Principles of Conservation Biology.Sunderland : Sinauer Associates, 2006.
6. Grumbine,R.Edward, and Pandit,M.K.2013. Threats from India's Himalays dams. Science,339:36-37.
7. McCully,P.1996. Rivers no more: the environmetal effects of dams (pp.29-64). Zed Books.
8. McNeill,John R. 2000. Something New Under the Sun : An Environmental History of the Twentieth Century.
9. Odum, E.P., H.T & Andrews, J.1971. Fundamentals of Ecology.Philadelphia : Saunders.
10. Pepper,I.L., Gerba ,C.P & Brusseau,M.L.2011. Environmental and Pollution Sciences.Academic Press.
11. Rao, M.N. & Datta,A.K.1987. Waste Water Treatment.Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R.2012,Environment. 8Th edition. John Wiles & Sons.
13. Rosencranz, A., Divan, S., & Nobie, M.L. 2001. Environmental law and policy in India. Tripathi 1992
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S. Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

ku~l AMk : 100

ivSy ivcoN pws hox lel AMk : 35 ilKqI

pRliKAw : 60 AMk

ilKqI pRliKAw ivcoN pws hox lel AMk : 21

AMdrUnl mulWkx : 40 AMk

AMdrUnl mulWkx ivcoN pws hox lel AMk : 14

smW : iqMn GMty

krYift : 05

**pwTkRm dw audyS**

au`qr AwDuink smyN dl zrUrq hY ik ividAwRqI qknkl is`iKAw dy nwl-nwl Awpxl mwq-BwSw nwl vl juVy rihx ijs nwl auh Awpxy smwijk dwiery iv`c sihjqw nwl ivcr skx, ies lel swfy islybs dw mu`K audyS ividAwRqIAW nUM pMjwbl BwSw dy mu`F qoN jwxU krwauNdy hoey ausdy ivAwkrnk p`KW nwl vl rwbqw kwiem krwauxw hY,qW jo auh swrIAW ivAwkrnk iekweIAW iv`c pRbln ho skx[ividAwRqI Awpxy smwj,vwqwvrx Aqy s`iBAwcwr nwl sMbMDq iviSAW/sm`isAwvW bwry soc skx Aqy auhnwN pRqI Awpxy isrjxwqmk pRqIkRm pyS kr skx[ies dy nwl hl auh isrjxwqmk swihq nwl vl piricq hoxgy[

**islybs Aqy pwT-pusqkW**

**XUuint pihlw:**

1. eyhu hmwrw jlvxw (nwwl): fw.dllp kOr itvwxw[
2. inbMD rcnw: smwijk, vwqwvrx Aqy siBAwcwrk ivSy nwl sMbMDq[

**XUuint dUjw**

**3.ivAwkrn:**

- (a) pMjwbl Dunl-ivauNq,sÍr,ivAMjn,aucwrn sQwn qy aucwrn ivDI Anuswr DunIAW dw vrglkrn[
- (A) Sbd SRyxlAW: nWv, pVnWv, ikirAw, ivSySx, ikirAw-ivSySx, sMbMDk, Xojk, ivsimk,pRSn sUck Sbd[
4. qknkl Sbdwvll, AMgRyzl qoN pMjwbl ivc Anuvwd (sUcl nwl n`QI hY)[

**AMk-vMf Aqy pypr sYtr lel hdwieqW**

1. XUint pihly ivcoN nwwl dw ivSw-vsquU/swr/lyKk dw Xogdwn bwry pRSn pu`iCAw jwvygw[  
(do ivcoN ie`k) (10)
2. XUint pihly dy dUjy pRSn ivc ikxy iek ivSy `qy inbMD ilKx lel ikhw jwvygw[  
(iqMn ivcoN ie`k) (10)
3. XUint dUjy dy qljy pRSn ivc `a` Aqy `A` ivAwkrn vwly dovyN BwgW ivcoN do pRSn pu`Cy jwxgy  
Aqy ividAwRQIAW ny dovW ivcoN ie`k pRSn krnw hovygw[  
(10)
4. XUint dUjy dy cOQy pRSn ivc qknlkl Sbdwvll nwl sMbMDq koel bwrHW Sbd dy ky koel ds  
krn lel ikhw jwvygw[ (10)
5. eyhu hmwrw jlvxw (nwwl) Aqy ivAwkrn vwly Bwg ivcoN sMKyp au`qrW vwly pRSn pu`Cy  
jwxgy,  
ividAwRQIAW ny swry pRSn dy sMKyp au`qr dyxy hoxgy[ hryk pRSn dy do AMk hoxgy[  
(10×2=20)

### ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

1. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਬਾਹਰੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ, 1973.
2. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ (ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦਾ ਵਿਸ਼ਾ  
ਕੋਸ਼), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2000.
3. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ, 2008.
4. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਸਿਧਾਂਤਕ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
5. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਸ੍ਰੋਤ ਤੇ ਬਣਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 1996.
6. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਰੂਪ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
7. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਨ, (I, II ਅਤੇ III), ਪੰਜਾਬੀ ਭਾਸ਼ਾ  
ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1999.





**ku`l AMk : 100****ilKqI pRliKAw : 60 AMk****AMdrUnl mulWkx : 40 AMk****smW : iqMn GMty****ivSy ivcoN pws hox lel AMk : 35****ilKqI pRliKAw ivcoN pws hox lel AMk : 21****AMdrUnl mulWkx ivcoN pws hox lel AMk : 14****krYift : 05****islybs Aqy pwT-pusqkW****XUint pihlw**

1. gurmukI vrnmwIw qy lyKx pRbMD  
 (a) A`Kr is`iKAw : qrlbvwr Aqy Bulwvyn A`Kr rUp qy lyKx dy inXm (A) A`Kr bxqr : A`Kr
2. gurmukI A`Kr qy pMjwbl DunIAW dw pRbMD  
 (a) svr Aqy ivAMjn : vrglkrn dy isDWq Aqy aucwrn, svr sUck A`KrW qy DunIAW dl pCwx qy vrqoN  
 (A) ivAMjn sUck A`KrW qy DunIAW dl pCwx qy vrqoN, lgw-mwqrW dl pCwx Aqy vrqoN, lgwKrW dl pCwx Aqy vrqoN

**XUint dUjw**

3. ilpl dy A`KrW dl pCwx Aqy vrqoN dy inXm  
 (a) pUry Aqy pYr ivc pYx vwly A`KrW dl pCwx Aqy vrqoN, svr sUck A`KrW dl pCwx Aqy vrqoN, svr vwhkW dl pCwx Aqy vrqoN,  
 (A) mwqrw Aqy svr vwhkW dl sWJI vrqoN, mwqrw dl ivAMjn sUckW nwl vrqoN
4. pMjwbl Sbdwvll nwl jwx-pCwx  
 (a) igxql, h&qy dy idn, mhlinAW dy nW,  
 (A) rMgW dy nW, pSU pMCIAW dy nW, &IW-sbzIAW dy nW, GrylU vsqW dl Sbdwvll

**AMk-vMf Aqy pypr sYtr lel hdwieqW**

1. XUint pihlw iv`coN gurmukI vrxmwIw qy ilKx pRbMD nwl sMbMiDq pRSn pu`iCAw jwvygw [ (do ivcoN iek) 15 AMk
2. dUjw pRSn gurmukI A`Kr qy pMjwbl DunIAW dy pRbMD nwl sMbMiDq hovygw [ (do ivcoN iek) 15 AMk
3. XUint dujy ivcoN ilpl dy A`KrW dl vrqoN dy inXmw nwl sMbMiDq pRSn pu`iCAw jwvygw (do ivcoN iek) 15 AMk

**4. cOQw pRSn pMjwbl Sbdwvll nwl jwx-pCwx bwry puiCAw jwvygw[**

**(do ivcoN iek) 15 AMk**

**not: ividAwrQI pihll vwr gurmukI is`K rhy hn ho skdw hY ik ividAwrQI pMjwbl BwSw qoN  
Anjwx hox, so ividAwrQIAW dy p`Dr nUM iDAwn ivc r`iKAw jwvy [**

**shwiek pusqk sUcl**

1. AwE pMjwbl is`Kley, siqnwm isMG sMDU, pbllySn ibaUro, pMjwbl XUnlvrstl, pitAwlw, 2009
2. gurmukI is`Ko, siqnwm isMG sMDU, pbllySn ibaUro, pMjwbl XUnlvrstl, pitAwlw, 2011
3. pMjwbl is`Kley, slqw rwm bwhrl, pbllySn ibaUro, pMjwbl XUnlvrstl, pitAwlw, 2002
4. pMjwbl igAwn sl. fl. (kMipaUtr AYpIlySn tU-Irn AYNf tlc pMjwbl), pbllySn ibaUro, pMjwbl XUnlvrstl, pitAwlw, 2011
5. Teach Yourself Punjabi, Hradev Bahri, Publication Bureau, Punjabi University, Patiala, 2011
6. A Start in Punjabi, Henry A. Gleason and Harjeet Singh Gill, Publication Bureau, Punjabi University, Patiala, 1997
7. Introductory Punjabi, Ujjal Singh Bahri and Paramjit Singh Walia, Publication Bureau, punjabi University, Patiala, 2003

**BBA-103 WORKSHOP ON COMPUTER APPLICATIONS**

**Total: 50 Marks**  
**Internal Evaluation: 50 marks**  
**LTP: 45**

**Total Pass marks: 18 Marks**  
**Pass marks in internal: 18 Marks**  
**Total Credits: 2**

**Objective:** To provide the foundation skills of office automation techniques using document processing tools and to give an experience needed for creation of professional and academic documents.

### **UNIT-I**

**Computer:** Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices,

**Computer Memory:** RAM, ROM, Number system and its Inter Conversion, Application of Computer in various fields,

**Introduction to Operating System-**Functions, Working with files and folders, Understanding the control panel, Opening and exiting Windows application, Copying and moving information between windows.

### **UNIT-II**

**Office Automation :** Introduction, Today's office, need for office automation, its advantages, disadvantages and office automation tools.

**Word Processing :** Formatting Text, Pages, Lists, Tables, Mail Merge Web Designing

**Spreadsheets:** Worksheets, Formatting data, creating charts and graphs, using formulas and functions, macros, Pivot Table

**Presentation Tools:** Adding and formatting text, pictures, graphic objects, including charts, objects, formatting slides, notes, hand-outs, slideshows, using transitions, animations

**Text Books:**

1. Office the Complete Reference by Stephen L. Nelson
2. Office 2000 Complete by Amy Romanoff and Shery Bunnilli
3. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.

**BBA-104 FINANCIAL ACCOUNTING**

**Total: 100 Marks**

**Total Pass marks: 35 Marks**

**External Evaluation: 60 Marks**

**Pass marks in external: 21 Marks**

**Internal Evaluation: 40 Marks**

**Pass marks in internal: 14 Marks**

**Total Credits:-4**

**Total L/T/P: 55**

**Objective:** - The aim is to provide an understanding of the basic principles of accounting. The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**Course Syllabus**

**Unit I**

Introduction to Accounting: Meaning Objectives Basic Accounting Terms. Accounting Principles: Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts, Origin of Transactions Source Documents and Vouchers Accounting Equations Rules of Debit and Credit Recording of Transactions: Book of Original Entry-Journal, Special Purpose Journal, Ledger Posting from Journal and ledger Balancing, Subsidiary Books. Trial Balance: Meaning, Objectives and Preparations of trial balance, Errors: Types of Errors and Rectification of errors, Bank Reconciliation Statement, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure

**Unit II**

Understanding the meaning of Final Accounts, Preparation of Final Accounts- Manufacturing account, Trading account, Profit & loss account and Balance sheet, Difference between Profit & loss account and Balance sheet, Final Accounts with and without adjustments. Rectification of errors: Classification of errors, Location of Errors, Suspense account. Depreciation: concept, causes, Methods for providing Depreciation (Fixed installment method, Diminishing Balance Method)

**Recommended Texts:**

1. S.N. Maheshwari, An Introduction to Accountancy, Vikas Publication
2. Mukherjee & Hanif, Fundamentals of Accounting, Tata McGraw Hill
3. Khatri, Financial Accounting, Tata McGraw Hill.
4. Libby, Financial Accounting, Tata McGraw Hill
5. Guruprasad Murthy, Financial Accounting, Himalaya Publishing.

**Instructions:**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

**Total: 100 Marks**  
**External Evaluation: 60 Marks**  
**Internal Evaluation: 40 Marks**  
**Total Credits:-4**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 21 Marks**  
**Pass marks in internal: 14 Marks**  
**Total L/T/P: 55**

**Objective:** - The course aims at providing basic understanding of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

### Course Syllabus

#### **Unit-I**

Introduction: Definition, nature, scope, importance, functions of management and manager, managerial roles and skills. Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioural approach, Systems approach, Contingency approach. Planning: Nature, scope and objectives of planning, types of plans, planning process, business forecasting, concept and process of MBO. Decision-Making: Importance, types, process, approaches and decision making conditions.

#### **Unit-II**

Organising: Concept, nature, types, process and significance, principles of an organization, span of control. Departmentation; Delegation; centralization and Decentralization. Staffing: Concept, nature and importance of staffing. Controlling: Nature, scope, control process, tools and techniques of control. Modern management techniques: introduction to various latest techniques: kaizen, six sigma, just in time management, total quality management.

#### **Recommended Texts:**

1. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill
2. Stephen Robbins & Coulter Mary, Management, Pearsons
3. V S P Rao & V H Krishna, Management, Excel Books
4. Heinz Weihrich & Harold Koontz, Management (A Global Perspective), Tata McGraw Hill
5. K Ghuman & Kashwathappa, Manangement, Tata McGraw Hills
6. Richy W.Griffin, Management, AITBS

#### **Instructions**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III., Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

**BBA-107 SEMINAR ON GENERAL MANAGEMENT**

**Total: 50 Marks**

**Internal Evaluation: 50 Marks**

**Total Credits:-1**

**Total Pass marks: 18 Marks**

**Pass marks in internal: 18 Marks**

**Total L/T/P: 22**

The seminar is intended to be an internal paper focused to develop the presentation skills of the students. The specific topics related to general management areas will be allotted to the students. Each student is required to submit a write up on the allotted topic to the teacher concerned. Prepared report should be presented. This will help the students in improving their presentation skills.

**Total: 100 Marks**

**Total Pass marks: 35 Marks**

**External Evaluation: 60 Marks**

**Pass marks in external: 21 Marks**

**Internal Evaluation: 40 Marks**

**Pass marks in internal: 14 Marks**

**Total Credits:-4**

**Total L/T/P: 55**

Objective:- The overall objective of this course is to familiarize the students with communication concepts and processes in the organization.

### **Course Syllabus**

#### **Unit-I**

Imaginative Use of Parts of Speech. How to Plan Paragraph Writing. How to Change Direct into Indirect Speech and Vice Versa. Sentence Connectors and Cohesion. Substitution and Ellipsis. Sentence variation and Rewriting of Sentences. Imaginative Features. Idioms and Phrases. Letter writing Précis and Comprehension, Paraphrasing and Expansion, Descriptive writing, Report writing, Script writing for Announcement, Comparing etc.

#### **Unit-II**

Language and Society, Style and Registers. Language and Communication Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a Communication of Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

### **Recommended Texts:**

1. N, Krishnaswamy; Modern English(Macmillan-India)
2. R.O. Neil: English in Situations (OUP)
3. Ed Viola Huggins: What to say when (BBC London)
4. Geoffrey Boughton: Success with English: The Penguin Course: Course Book-I
5. Slexander Baird: Success with English: The Penguin Course, A first reader.
6. S.P. Jain: The Art of Broadcasting.
7. Corl Warren: Radio News Writing.

### **Instructions**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III,, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participa

**(BBA-202) pMjwbl lwzml**

ku~l AMk : 100

ivSy ivcoN pws hox lel AMk : 35

ilKqI pRliKAw : 60 AMk

ilKqI pRliKAw ivcoN pws hox lel AMk : 21

AMdrUnl mulWkx : 40 AMk

AMdrUnl mulWkx ivcoN pws hox lel AMk : 14

smW : iqMn GMty

krYift : 05

**pwTkRm dw audyS**

bl.bl.ey. Bwg pihlw dy pwTkRm dw mnorQ ivedAwRQIAW nMU pMjwbl swihq pVHn dl jwg lwauxw Aqy auhnW AMdr rcnwqmk rUcIAW pYdw krnw hY[smkwll pMjwbl vwrqk dy sMdrB iv`c pMjwb, pMjwbl Aqy pMjwbl dy gorv dl gwQw ibAwn krdl pusqk 'coxvyN pMjwbl inbMD' ivedAwRQIAW nMU smkwll iv`c cl rhy vwrqk dy v`K-v`K sMdrBW bwry igAwn aupl`bD krwaux dy nwl-nwl auhnW nUM Awpxl Amlr ivrwsq nMU pCwnx Aqy auhnW dl soc dy idsh`dy ivSwl krn ih`q Aihm Xogdwn pwvvygl[mnu`K dIAW ivvhwirk loVW nUM mu`K r`Kdy hoey ic`TI-p`qr nUM ies pwTkRm ivc r`iKAw igAw hY[ivedAwRQIAW dy p`Dr nUM iDAwn iv`c r`Kdy hoey ivAwkrn vwly Bwg dy AMqrgq BwSw vMngIAW, aup-BwSwvW qy auhnW dy pCwx icMnHW nUM pwTkRm iv`c Swiml klqw igAw hY[lok-myly qy iqauhwrW nwl jwxkwrl pRdwn krn lel igAwnl gurid`q isMG dl pusqk 'myrw ipMf' dy ku`J ih`sy nUM pwTkRm dw ih`sw bxwieAw igAw hY[

islybs Aqy pwT-pusqkwN

XUuint pihlw

1. coxvyN pMjwbl inbMD (sMpw. fw. joigMdr isMG puAwr, fw. prmjlk isMG is`DU), pMjwbl XUnlvristl, pitAwlw[
2. (a) BwSw vMngIAW: BwSw dw tkswll rUp, BwSw Aqy aup-BwSw dw AMqr Aqy pMjwbl dIAW pRmu`K aup-BwSwvW Aqy auhnW dy pCwx-icMnH[  
(A) pMjwbl Sbd-joVW dy inXm[

XUuint dUjw

3. A^bwr dy sMpwdk nwl sMbMDq p`qr/ d&qrl ic`TI p`qr[
4. lok-myly Aqy iqauhwrW nwl sMbMDq pYrw-rcnw (igAwnl gurid`q isMG duArw ricq pusqk 'myrw ipMf' dy pMnw nMbr 164 qoN 221 q`k[

**AMk-vMf Aqy pypr sYtr lel hdwieqW**



1. XUint pihlw dl 'coxvyN pMjwbl inbMD' pusqk ivcoN ikxy ie`k lyK dw ivSw-vsquU/swr bwry pRSn[ (do ivcoN ie`k) 15 AMk
2. ivAwkrn dy ADwr auqy vrnwxqmk pRSn[ (do ivcoN ie`k) 10AMk
3. XUint dUjy ivcoN p`qr ilKx lel ikhw jwvy[ (do ivcoN ie`k) 10 AMk
4. cOQy pRSn ivc iek pYrw-rcnw krnl hovygl[ (do ivcoN ie`k) 05 AMk
5. XUint qljy ivc pihly XUint nwl sMbMDq 'coxvyN pMjwbl inbMD' pusqk Aqy ivAwkrn vwly Bwg ivcoN sMKyp au`qrwN vwly 10(06+04) pRSn pu`Cy jwxgy, hryk pRSn dy 02 AMk hoxgy[ (10×2=20)

**shwiek pusqk-sUcl**

1. sMGw, suKivMdr isMG, pMjwbl BwSw ivigAwn, pMjwbl BwSw Akwdml, jIMDr, 1999.
2. hrklrq isMG Aqy aujl isMG bwhrl, BwSw ivigAwn qy pMjwbl BwSw, lwhOr bu`k Swp,luiDAwxw, 1984.
3. hrklrq isMG Aqy igAwnl lwl isMG, kwlj pMjwbl ivAwkrx, pMjwb styt tYkst bu`k borf, cMfigV,1999.
4. igAwnl gurid`q isMG, myrw ipMf, swihq pRkwSn, pMjwbl Bvn, luiDAwxw, 2009.
5. puAwr, joigMdr isMG Aqy hor, pMjwbl BwSw dw ivAwkrn-11, pMjwbl BwSw Akwdml, jIMDr.
6. brwV, bUtw isMG, pMjwbl ivAwkrn, sohl pblIkySn, pitAww,1995.

**(BBA-202) pMjwbl (mu`Flw igAwn)**

**ku`l AMk : 100  
AMk**

**ivSy ivcoN pws hox lel AMk : 35 ilKqI pRIiKAw : 60  
ilKqI pRIiKAw ivcoN pws hox lel AMk : 21**

AMdrUnl mulWkx: 40 AMk  
smW : iqMn GMty

AMdrUnl mulWkx ivcoN pws hox lel AMk : 14  
krYift : 05

islybs Aqy pwT-pusqkwn

**XUuint pihlw**

1. Sbd pRbMD : Sbd joV dl vrqoN
  - (a) do-A~Krl SbdW dy Sbd joV
  - (A) iqMn-A~Krl SbdW dy Sbd joV
  - (e) bhU-A~Krl SbdW dy Sbd joV
2. SbdW dIAW SRyxIAW qy ivAwkrxk vrgW dl pCwx
  - (a) SbdW dIAW SRyxIAW dy isDWq, pCwx qy vrqoN  
(nWv, pVnWv, ivSySx, ikirAw, ikirAw-ivSySx)
  - (A) ivAwkrxk vrgW dl pCwx qy vrqoN  
(ilMg, vcn, purK, kwl)

**XUuint dUjw**

3. Sbd bxqrW Aqy ivAwkrxk iekwelAW dw isDWq qy vrqoN
  - (a) pMjwbl Sbd bxqrW dw isDWq pCwx qy vrqoN  
(Agyqr, ipCyqr, smws)
  - (A) ivAwkrxk iekwelAW dw isDWq pCwx qy vrqoN  
(vwkMS, aupvwk qy vwk)
3. ivSrwm icMnHW dl pCwx qy vrqoN

AMk-vMf Aqy pypr sYtr lel hdwieqW

1. XUint pihlw dy pihly pRSn ivc (a, A, e) BwgW ivcoN pRSn pu`Cy jwx[  
(do ivcoN ie`k) (15)
2. XUint pihlw dy dUjy pRSn dy vl (a,A) do Bwg hn ienHW dohW BwgW ivcoN do pRSn  
pu`Cy  
jwx[ (do ivcoN iek) (15)
3. XUint dUjy ivcoN (a,A,e) BwgW ivcoN pRSn pu`Cy jwx[ (do ivcoN ie`k) (15)
4. cOQw pRSn ivSrwm icMnHW dl pCwx qy vrqoN bwry pu`iCAw jwvy[ieh pRSn lwzml  
hovygw[  
(15)

not : ivedAwRQI pihll vwr gurmuKI is`K rhy hn ho skdw hY ik ivedAwRQI pMjwbl BwSw qoN  
Anjwx hox, so ivedAwRQIAW dy p`Dr nUM iDAwn ivc r`iKAw jwvy [

**BBA-203 WORKSHOP ON INTERNET & E-COMMERCE**

**Total: 50 Marks**

**Total Pass marks: 18 Marks**

**Internal Evaluation: 50 marks**  
**LTP: 45**

**Pass marks in internal: 18 Marks**  
**Total Credits: 2**

**Objective:** To provide the conceptual and practical skills to the students about design of web pages as well as to give experience needed for entry into the web design and development field. Upon completion, the students should be able to design web pages using basic Web tools.

### UNIT-I

**Introduction to Internet:** WWW, HTTP, Web pages, Web Browsers, URL, Search Engines.

**Overview of Electronic Commerce:** Concept, features, and functions of e-commerce, Firewall and Network Security, E payment.

**Introduction to HTML:** HTML tags and attributes paired and unpaired tags, Text-formatting tags-bold, italic, underline, strike, superscript, subscript, font face, font size, font color. Marquee tag, Creating external and internal links, using images as links. **Ordered and unordered lists:** Lists, unordered Lists, Ordered Lists, Nested Lists, Image Tag and Its Attributes, Using Image as a Link, Image Maps.

### UNIT-II

**Tables:** Table creation in HTML, Width of the Table and cells, cells spanning multiple row and columns, colouring cells, column specification, presenting information in tables, table attributes.

**Forms:** Introduction, form elements, different control types with input Elements, button Elements, textarea Elements, drop down list, action attributes and method attributes. **CSS:** Introduction to CSS.

**Javascript:** Introduction to JavaScript, Script tag, declaring variables in JavaScript, operators in JavaScript, arithmetic operators, assignment operators, comparison operators, logical operators, conditional operators, Conditional statements, if statement, if-else statement, Introduction to Functions-Inbuilt and User defined functions, Events in JavaScript.

#### Text Books:

1. Bharat Bhasker, Electronic Commerce–Framework technologies and Applications, Tata McGraw Hill Publications
2. HTML–The complete Reference
3. HTML 4.0 Unleashed by Rick Darnell; Tech Media Publications

## BBA-204 Business Economics-I

**Total: 100 Marks**  
**External Evaluation: 60 Marks**  
**Internal Evaluation: 40 Marks**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 21 Marks**  
**Pass marks in internal: 14 Marks**

2018-19

**Total Credits:-4**

**Total L/T/P: 55**

**BBA-205 Cost Accounting**

**Total: 100 Marks**  
**External Evaluation: 60 Marks**

**Total Pass marks: 35 Marks**  
**Pass marks in external: 21 Marks**

**Internal Evaluation: 40 Marks**  
**Total Credits:-4**

**Pass marks in internal: 14 Marks**  
**Total L/T/P: 55**

**Objective:** - The objective of this course is to make the students understand the basic of costing methods and techniques. Further the course aims at equipping students with problem solving skills and to enable students to apply knowledge in decision making.

**Course Syllabus**

**Unit-I**

Cost Accounting: The concept, nature and scope of cost accounting, Cost- Analysis: Elements of cost, Cost sheet; Prime Cost, Works Cost, Cost of production and Total Cost and Cost of Sales. Cost Classification. Material Control and Techniques of material control; Level Setting, Economic Ordering Quantity, Just in Time Inventory System, ABC Analysis and VED Analysis. Labour: Items of Labour cost, Computation & Control.

**Unit-II**

Methods of Costing: Job, Batch, Contract Costing and Process costing; Meaning, Basic features, applications, procedure of accounting and advantages. Comparison of Job costing with Process, Batch & Contract Costing. Cost Volume profit Analysis: Elements, Marginal cost equation, P/V Ratio, Break Even Point, Margin of Safety, effects of price & quantity changes on P/V Ratio and Break Even Point.

**Recommended Texts:**

1. Khan & Jain, Cost Accounting, Tata McGraw Hill
2. Jawahar, Cost Accounting, Tata McGraw Hill
3. Wilson, Cost Accounting, Himalya publications
4. Gupta, Sharma, Ahuja, Cost Accounting, FK publications
5. Nigam & Jain: Principles & Practices, PHI Learning

**Instructions:**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

**BBA-207**

**VIVA-VOCE**

2018-19

**External Evaluation: 50**

**Credits: 1**

Every student will have to appear for viva examination at the end of second semester. Viva Voce examination is based on syllabus of all subjects of relevant semester. Each student is required to face a board composed of one external examiner and one internal examiner.

List of Generic Elective / Interdisciplinary Course

**BBA-GE (I)**

**PROFESSIONAL ETHICS**

**External Evaluation: 60**

**Total Lectures- 55**

**Internal Evaluation: 40**

**Credits-4**

**Objective:** - The objective of this course is to make the students aware about the concept ethics and relevance of professional ethics in real business world.

**Course Syllabus**

**Unit I**

Introduction to Ethics : Meaning and Nature of Ethics, Moral and Ethics, Moral Development (Kohlberg's 6 stages of Moral Development), importance of Ethics, types of Ethics, Causes of Unethical Behaviour, Area of Professional Ethics :Meaning, Nature and Importance of Professional Ethics, Types of Professional Ethics, Factors influencing Professional Ethics, Corporate Ethics – Ethical Behavior & Audit of Ethical Behavior, Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behaviour, Concept of CSR.

**Unit II**

Functional Ethics :Meaning of Functional Ethics, Types of Ethics According to Functions of Business, (Marketing, HRM, Purchase, Selling & Distribution), Patents, Copy-Rights, Intellectual Property Rights, Trade Marks and Business Ethics, Ethical Challenges for Managers in the 21<sup>st</sup> Century, Business Ethics in Global Economy: Concept of Globalisation, Global Business Network, Developing Business Ethics in Global Economy, Marketing Ethics in Foreign Trade: Role of Business Ethics in a Developing Civilised Society.

**Recommended Texts:**

1. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
2. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi
3. D. Senthil Kumar & A. Senthil Rajan ,Business Ethics & Values (Himalaya Publishing House
4. Joseph W. Weiss, Business Ethics,Thomson south – western.
5. B P Banerjee, Foundations of Ethics and Management, Excel Books.

**Instructions:**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

**External Evaluation: 60****Internal Evaluation: 40****Total Lectures- 55****Credits-4**

**Objective:-** The objective of this course is to learn about entrepreneurship and its developmental aspect in India.

### Course Syllabus

#### **Unit-I**

Entrepreneurship : Entrepreneurship and Enterprise Importance and relevance of the entrepreneur, Factors influencing entrepreneurship ,Entrepreneur: Introduction to Entrepreneur, Pros and Cons of being an entrepreneur , Challenges of women Entrepreneurs, Types of Entrepreneurs , Characteristics of a successful entrepreneur, Entrepreneurial competencies :Factors affecting entrepreneurial growth , Role of entrepreneur in economic Development, Business Opportunities: Identification of Business Opportunities.

#### **Unit-II**

Business venture: Concept of Business Venture. The Start-Up Process; Concept, Plan, Implementation, Government Polices: Government Policies and Formalities in Setting-Up a Unit. Basic Requirements Regarding Registration, Factory Act. Goods and Services Tax (GST): Introduction, Components, Advantages and Registration process Business incubation: Meaning, Setting up of Business Incubation Centre, Sick Industry: Meaning and definition of a sick industry, Causes of industrial sickness. Preventive and remedial measures for sick industries

#### **Recommended Texts:**

1. Kanka, S.S.: Entrepreneurial Development, Sultan Chand.
2. Chandra ,Prasanna: Project Planning, Analysis, Selection, Implementation and
3. Desai, Vasanth: Dynamics of Entrepreneurial Development, Himalaya.
4. Gupta, C.B. & Sreenivasan N.P: Entrepreneurial Development, Sultan Chand.
5. Dollinger, Mark. J: Entrepreneurship – Strategies and Resources, Pearson Edition.
6. Pareek ,Udai and Rao ,T.V:Developing Entrepreneurship

#### **Instructions:**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks



## BBA-GE (III) CORPORATE COMMUNICATION

**External Evaluation: 60**  
**Total Lectures- 55**

**Internal Evaluation: 40**  
**Credits-4**

**Objective:-** The objective of this course is to explore the emergence of corporate Communication in business.

### Course Syllabus

#### **Unit-I**

Communication process, Elements of an effective communication strategy, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

#### **Unit-II**

Communication budget, measuring communication effectiveness, ethical issues in corporate communication, managing and co-ordinating integrated marketing communication.

### **Recommended Texts:**

1. Michael B. Goodman, Corporate communication: Theory and practice, State University of New York Press, Albany.
2. Paul A. Argenti and Janis Forman, The power of corporate communication: Crafting the voice and image of your business, McGraw-Hill Publishers.
3. Paul A. Argenti, Corporate Communication, McGraw-Hill / Irwin.
4. Alan T. Belasen, The Theory and Practice of Corporate Communication: A Competing Values Perspective, Sage Publications.

### Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

## BBA-GE (IV) MANAGING SMALL MEDIUM BUSINESS ENTERPRISES

**External Evaluation: 60**

**Internal Evaluation: 40**

**Total Lectures- 55**

**Credits-4**

**Objective:** - The objective of this course is to teach about the importance and management of small and medium business.

### **Course Syllabus**

#### **Unit-I**

Understanding Ownership Structure: Definition of small scale, medium scale and large scale enterprises, role of small enterprises in economic development, policies governing SMEs, Steps in setting up a small unit, Sources of finance for SME's, Setting up of a small Business Enterprise-; Rationale for Small & medium enterprise; Objective; Scope; Role of SME in Economic Development of India, Opportunity: Identifying business opportunity in various sectors, Registration: SME Registration; NOC from Pollution Board; machinery and equipment selection.

#### **Unit-II**

Institutional Supporting Small Business-Central / State level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business plans and overview of different aspects Report: project report preparation; project planning and scheduling using networking techniques of PERT / CPM; Methods of Project Appraisal Social Entrepreneurship-Definition, importance and social responsibilities-NGOs SME: Problems of SMEs and prospects, Causes and Symptoms of sickness – cures of sickness, Govt. policies on revival of sickness and remedial measures, Turnaround strategies for SMEs, SWOT analysis.

### **Recommended Texts:**

1. Vasant, Desai; Entrepreneurship, Himalaya Publishing House
2. I.M.Pandey, Venture Capital –The Indian Experience, Prentice Hall of India.
3. B.C.Tandon, Environment and Entrepreneur; Chug Publications, Allahabad.
4. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York.

### **Instructions**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

1. \_\_\_\_\_  
 3. \_\_\_\_\_  
 5. \_\_\_\_\_  
 7. \_\_\_\_\_

2. \_\_\_\_\_  
 4. \_\_\_\_\_  
 6. \_\_\_\_\_  
 8. \_\_\_\_\_

## BBA-GE (V) ORGANISATIONAL BEHAVIOUR

**External Evaluation: 60**

**Internal Evaluation: 40**

**Total Lectures- 55**

**Credits-4**

**Objective:** - The objective of this course is to learn about the practical aspect of organizational behavior in management.

### Course Syllabus

#### Unit-I

Organisation Behaviour: meaning, scope and importance. Understanding and Managing individual behaviour; Personality: Determinants of personality and theories; Decision-making: Meaning and Process, Learning: Definition & Theories: Trait Behavioral, Situational. Management by Objectives: Meaning and Process.

#### Unit-II

Understanding and Managing Group Processes- Interpersonal and Group dynamics, Motivation: Types and Theories: Maslow, Herzberg, McGregor's X and Y Theory. Leadership: concept, nature, styles and theories, difference between leadership & management, leadership development, successful leadership v/s effective leadership. Communication: meaning, Process, types, communication network, barriers, essentials of effective communication system.

#### **Recommended Texts:**

1. L.M. Parsad : Principle and practice of management, Sultan Chand & Sons.
2. L.M. Parsad : Organisational Behaviour, Sultan Chand & Sons.
3. Koontz & Wehrich : Essentials of Management, Tata McGraw-Hill.
4. C.B. Gupta : Modern Business Organisation and Management, Sultan Chand & Sons.

### Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I, II and III. Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

## BBA-GE (VI)      INSURANCE MANAGEMENT

**External Evaluation: 60**

**Internal Evaluation: 40**

**Total Lectures- 55**

**Credits-4**

**Objective:-** The course designed will appraise the students regarding the new trends in insurance management and its importance in every sector.

### Course Syllabus

#### Unit-I

Introduction to risk insurance, risk and treatment of risk. Recent changes in Insurance Sector, The Structure and operation of the insurance business: Insurance contract fundamentals, underwriting, rating, reinsurance and other functions. Working of GIC in India: Types of risk assumed and specific policies and ECGC. Health Insurance: Individual health insurance. Group health Insurance, insurance marketing/ insurance claim settlement. Motor insurance. Multi-line and All -Line Insurance such as Rural insurance etc.

#### Unit-II

Introduction: Need for security against: economic difficulties; Risk and uncertainty; individual Value system; Individual life insurance, Nature and use of life insurance; important life insurance policies issued by the Life Insurance Corporation of India, ICICI Prudential, HDFC Standard; Life Insurance annuities. Important legal Provisions and judicial pronouncements in India. Life Insurance Salesmanship: Rules of agency : Essential qualities of an ideal insurance salesman.

#### **Recommended Texts:**

1. General Insurance by Bickhaupt and Magee published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin-Dorsey Limited, Georgetown, Ontario
2. Gupta, O.S., Life Insurance, Frank Brothers, New Delhi.
3. Mishra, M.N., Insurance Principles and Practices, Delhi, Vikas Publishing House.

### Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into two units, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

**External Evaluation: 60****Internal Evaluation: 40****Total Lectures- 55****Credits-4**

**Objective:-** Objective of the course is to have a general understanding of mathematical & statistics and learn how to apply this knowledge in areas relevant to business.

### Course Syllabus

#### **UNIT – I**

**Matrices:** Introduction, Types of matrices, Operations on matrices ( Addition, Subtraction, multiplication), Transpose & Inverse of a Matrix. Cramer’s rule& Matrix Inverse Method. Simple and Compound Interest, Arithmetic Progression & Geometric Progression. **Statistics:** Introduction, importance and scope of statistics. **Measures of Central Tendency:** Mean ,Median, Mode and Quartiles.

#### **UNIT–II**

**Measures of Dispersion:** Range, Quartile deviation, Mean deviation and Standard Deviation.

**Correlation Analysis:** Introduction, types of correlation, Measurement of Correlation: Karl Pearson’s coefficient of correlation, Spearman’s rank correlation. **Regression Analysis :** Introduction, utility, Method of Least Squares, Coefficient of Regression, Standard error of estimate, Coefficient of Determination.

#### **Recommended Texts:**

1. Ajay Goel & Alka Goel : Mathematics & Statistics(Taxmann’s)
2. C.B. Gupta : An introduction to Statistical Methods (Vikas)
3. R.S. Bhardwaj : Business Statistics (Excel Books)
4. Elhance, Veena Elhance& B.M. Aggarwal: Fundamentals of Statistics (Kitab Mahal)

#### **Instructions**

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

## BBA-GE (VIII) INDIA'S DIVERSITY & BUSINESS

**External Evaluation: 60**

**Internal Evaluation: 40**

**Total Lectures- 55**

**Credits-4**

**Objective:-** To learn about the india's diversity and business psychology of Indians.

### Course Syllabus

#### UNIT-I

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources. Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions.

#### UNIT-II

People, Livelihood and Occupational Diversity; Traditional livelihoods and their nature agriculture, crafts, industry and services; Region, occupation and employment. Linkages between Diversity and India's Socio-economic challenges; Regional variations in terms of geographic and socio-economic factors-trends and emerging options; Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development; Diversity and Business.

#### Recommended Texts:

1. Bhatt, B. L. India and Indian Regions: A Critical Overview" in David E.
2. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'.
3. Bill Aitken, Seven sacred rivers, Penguin Books,
4. Bose NK Unity in Indian Diversity in Desai AR Rural Sociology in India reprinted.
5. Chakravarti AK Regional Preferences for Food: Some Aspects of Food
6. Habit Patterns In India in Grover N and KN Singh (eds),
7. Gardey, Transforming Human Resource Management Systems to Cope with Diversity,

#### Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks