



Bachelor of Business Administration (BBA)

Ordinances, Scheme & Syllabus

2023-2024



DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management & Commerce
Program: Bachelor of Business Administration

Ordinance of the Program

1. Duration of Course

The duration of course shall be four academic years consisting of eight (8) semesters i.e. two semesters in each year. The duration of each semester will be 18-20 weeks with ninety (90) teaching days.

2. Maximum Period for Passing BBA

The candidate must pass all the subjects of the semesters of BBA in eight (8) years. If the candidate fails to pass all the subjects of the course within stipulated period, his/her registration will be cancelled.

3. Eligibility for Admission

10+2 examination in any stream from a recognized Board

4. Medium of Instructions

The medium of instruction during the course and examinations shall be English

5. Multiple Entry & Exit as per NEP:

Student who successfully complete One Year/2 semesters and leave the program will be Awarded Certificate in Business Administration, Student who complete Two Year/4 semesters and leave the program will be awarded Diploma in Business Administration and Student who successfully complete Three Years/6 semesters and leave the program will be awarded Bachelor Degree in Business Administration and Student who successfully complete Four Year/8 semester and leave the program will be awarded Bachelor (Honours) with Research Degree in Business Administration

6. Apprenticeship/Internship Embedded Degree for BBA as per NEP

45 days Industrial Training to be conducted at the end of 2nd semester, 4th semester & 6th semester for BBA. Summer Industrial Training of 4-6 weeks in relevant industry after 2nd semester, 4th semester and 6th semester examination during summer break respectively. Training reports by the student to be submitted within one week of start of 3rd semester, 5th semester and 7th semester respectively. Viva-Voce examination to be held within 3 weeks of the start of 3rd semester, 5th semester and 7th semester respectively.

7. Examination Schedule, Examination Fee and Examination Forms

The examination of Odd semesters shall ordinarily be held in the month of December and that of even semesters in the month of May, or such other dates as may be fixed by the competent authority.

The candidates will be required to pay examination fees as prescribed by the University from time to time.

The Examination Form must reach in the office of the Controller of Examinations as per the schedule notified, from time to time.

The Examination Forms must be countersigned by the Director/Head of the Department along with the following certificates:

- I. That he/she has been on the rolls of the University Teaching Department during the academic term preceding the end semester examination;

- II. That he/she has attended not less than 75% lectures delivered to that class in each paper; and

- III. That he/she has a good moral character

The shortage in the attendance of lectures of the candidate may be condoned by the Vice-Chancellor on the recommendations of the Head of the Department as per rules.

8. Re-admission

In case name of a student is struck off from the rolls due to non-payment of fee or continue absence from classes in any subject for one month and he/she will be re-admitted after payment of admission fee as prescribed by the university from time to time. However, the student will be allowed to appear in the end semester examination of that paper(s) only after attending the required lectures/practicals delivered to that paper(s). However, if a student falls short of attendance along with the next batch of students.

9. Scheme of Examinations

The examination in each semester shall be conducted according to the syllabus prescribed for the semester. The end semester examination for each paper shall be of three hours duration.

10. Minimum pass marks

The minimum number of marks required to pass in each semester shall be 40% marks in each in Theory and Practical/Laboratory/Seminar/Viva-Voce paper and in Internal Assessment, separately.

11. Grading of performances

a. Letter grades and grade points allocations:-

Based on the performances, each student shall be awarded a final letter grade at the end of the semester for each course. The letter grades and their corresponding grade points are given hereunder:-

Percentage of marks obtained	Letter Grade	Performance	Grade Point
91 – 100	O	Outstanding	10
81 – 90	A ⁺	Excellent	9
75 – 80	A	Very Good	8
71 – 74	B ⁺	Good	7
61 – 70	B	Above average	6
51 – 60	C	Average	5
40 – 50	P	Pass	4
Less than 40	F	Fail	0
Absent	Ab	Fail	0

Grades O, A⁺, A, B, B⁺, C and P are pass grades

A student who fails in any end semester examination shall be assigned a letter grade 'F' and a corresponding grade point of zero. A student who remains absent for any end semester examination shall be assigned a letter grade of 'Ab' and a corresponding grade point of zero. The student who have scored F & Ab grades should reappear in due course.

b. Computation of SGPA and CGPA

The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) will be computed as follows:-

- a) The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

- b) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

- c) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

c. Conversion Formula

Percentage of marks can be calculated as: $CGPA \times 9.5$

12. Award of Division

The division shall be awarded on the basis of Letter Grade as follows:

Letter Grade A, A+ and O, provided the candidate must have passed all the Semester Examinations in the first available attempt.	First Division with Distinction
Letter Grade B+, A, A+ and O	First Division
Letter Grade B	Second Division
Letter Grade C and P	Pass

13. Internal Assessment of failed candidate

The internal assessment award of a candidate who fails in the external examination shall be carried forward to the next Examination, if passed in Internal Assessment.

14. Grace Marks

The grace marks of 1% of total marks of the semester shall be given to a candidate to his best advantage so as to enable him to pass in one or more written papers, to make up aggregate to pass the examination/paper or for changing the result from FAIL to COMPARTMENT/PASS. If a fraction works out to be half or more, it shall be counted as one mark and fraction less than half shall be ignored

- a) If a candidate appears in an examination to clear re-appear/compartments paper, the grace marks of 1% will be given only on the total marks of that particular paper.

15. Re-evaluation

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

16. Re-checking

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

17. Special examination

A Special Examination will be conducted for those students who are passing out but having re-appear (s) in the last semester and/or in the lower semesters. The special examination will be conducted within one month of the declaration of final semester result. The student shall have to pay prescribed fee for Special Examination.

18. Re-appear/Supplementary examination

In case of re-appear examination, the University will adopt even/odd semester examination or open semester system. The student will be eligible to appear in the re-appear papers of odd semester along with the odd semester regular examinations of subsequent batches and re-appear of even semester's paper of the even semester regular examinations in the case of even/odd semester examination. The student will be eligible to appear in the re-appear papers of all semesters (even/odd) along with regular examinations of open semester examinations. Controller of Examination will implement any of the above examination system with the approval of the Vice-Chancellor.

19. Mercy Chance

The candidate will be given maximum two chances to appear in the supplementary examinations. After that, mercy chance may be given by the Vice-Chancellor on the recommendations of the Director of the concerned school on payment of a special fee.

20. Syllabus for re-appear candidates

A student who obtains re-appear(s) in a subject will be examined from the same syllabus which he/she studied as a regular student.

21. Promotion Criteria

22.1 A candidate who joins First Semester of BBA may on completing attendance requirements appear in 1st semester examination. He/she shall be allowed to continue his/her studies in the 2nd Semester even if he/she does not clear any paper of the 1st semester and on completing attendance requirements may appear in the 2nd Semester examination.

22.2 A candidate shall not be eligible to join 3rd Semester of BBA, if he/she has yet to clear more than 50% papers of First and Second Semesters taken together. A candidate who has cleared 50% or more papers of BBA 1st and 2nd Semesters taken together may join 3rd Semester and on completing attendance requirements may take 3rd Semester Examination. He/she shall be allowed to continue his/her studies in the 4th Semester even if he/she does not clear any paper of the 3rd Semester and on completing attendance requirements may appear in 4th semester examination.

22.3 A candidate shall not be eligible to join 5th Semester of BBA if he/she has yet to clear more than 50% papers of 3rd and 4th Semesters taken together. A candidate who has cleared 50% or more papers of BBA 3rd and 4th Semesters taken together may join 5th Semester and on completing attendance requirements may take 5th Semester Examination. He/she shall be allowed to continue his/her studies in the 6th Semester even if he/she does not clear any paper of the 5th Semester and on completing attendance requirements may appear in 6th Semester examination.

22. Division Improvement

A candidate who has passed BBA examination from this University may re- appear for improvement of division in one or more subjects in the succeeding semesters with regular candidates in order to increase the percentage for obtaining higher division. However, final

year candidates who have passed an examination of the University may re-appear for improvement of performance under special examination as per rules of the university.

23. Migration to this University

24.1 Migration to this University will be allowed only after completion of the 1st year and is applicable only to those students who are eligible to register for 3rd semester.

24.2 Migration shall be allowed after completion of the second semester but before start of the 3rd semester.

24.3 The candidates shall not be allowed to change his/ her discipline of study in the process of migration.

24.4 Migration to an affiliated College /Institute of the University from other recognized universities will be allowed 15 days prior to of the start of the 3rd semester. The following conditions shall be applied:-

24.4.1. The candidate should have passed all the courses of the first year of the University from where he/she wants to migrate.

24.4.2. The courses studied by the candidate in first year must be equivalent to the courses offered in this University. Deficiency, if any, should not be of more than two subjects. The candidate would be required to furnish an undertaking that he/she will attend classes and pass these courses (found deficient). The institute and the University where the student is studying and the Institute, to which migration is sought, have no objection to the migration.

24.4.3. There is a vacant seat available in the discipline in the college in which migration is sought.

24.5. Power of Relaxation: Notwithstanding the existing Migration Rules, the Vice-Chancellor, after obtaining an undertaking/affidavit from the candidate, to his satisfaction, to be recorded in writing, shall be authorized to consider the migration for the cases that are not otherwise covered under the above Migration Rules, with the approval of the Chancellor.

24. Migration to any other University

25.1. Migration to any other University will be allowed 15 days prior to of the start of the 3rd semester.

25.2. The candidate seeking migration from this University shall be apply for the approval of his migration to the University within 15 working days after passing the 2nd Semester/First Year Examination.

25.3. The Director/Head of the department concerned of the University will issue “No

Objection Certificate” after the candidate has paid all the fees due for the remaining period of the full session as well as the annual dues as per rules. In addition to the above, Migration fee as prescribed by the University shall be charged from such candidates.

25.4. If a candidate, on completion of any course, applies for Migration Certificate, the same shall be issued on receipt of fee prescribed for Migration Certificate and on completion of other formalities etc.

25. Award of Detail Marks Card

Each candidate of First Year BBA (i.e. Semester-I & Semester-II), Second Year (i.e. Semester-III & Semester-IV) and Third Year (i.e. Semester-V & Semester- VI) and Fourth Year (I.e. Semester- VII & Semester- VIII) on successfully completion of course and passing all the papers of each semester, shall be supplied Detail of Marks Cards indicating CGPA score and Division obtained by him/her in the examination.

26. Award of Degree

The degree of Bachelor of Computer Applications (BBA) stating the CGPA score and Division, will be awarded to the candidate who has successfully completed the course and passed all the papers of all the semesters. The degree will be awarded at the University Convocation. However, a degree in absentia can be issued before the convocation, on completion of required formalities and payment of prescribed fee.

REGULATION FOR SKILL DEVELOPMENT NETWORK (SDN)

SDN courses started with effect from session 2022-23 in line with of National Education Policy 2020. This revised regulation for SDN courses will be applicable for students of with effect from 2023-24 onwards as mentioned in para 10 for UG and diploma Program only, will not be applicable for PG Programs of Non-Council Programs. However old batch students may continue SDN courses with Skill Development Network and certificates will be issued by them

- 1) **Communications:** Separate mail ID *sdn@deshbhagatuniversity.in* for SDN created for all correspondences.
- 2) **Mode of delivery:** Online by Skill Development Network
- 3) **Scheme and Syllabi:** Scheme and Syllabi will be issued by Skill Development Network and University ordinance will be followed.
- 4) **Delivery of Lecture:** SDN courses will be reflected on time tables and teachers will be allocated to monitor the progress and responsible for completion of the course and submit awards at examination branch in time. Four periods in a week to be allotted for SDN courses in a semester.
- 5) **Facilities:** Computer labs will be allotted during SDN periods for those students not having laptop/PC/smart phones.
- 6) **Capacity Building:** Faculty Development Program on SDN course delivery to be conducted by Skill Development Network before start of the semester.
- 7) **Applicability:** SDN to be made mandatory as skill enhancement course under CBCS in all non-council Programs as follow.

Sem	Course Code	Course Name	L	T	P	C
1 st	DESF-101	Employability Skills Foundation	0	0	4	2
3 rd	DESI-301	Employability Skills Intermediate	0	0	4	2
5 th	DESA-501	Employability Skills Advance	0	0	4	2

8) Total Marks for SDN Courses: 100 Marks

a) Internal Assessment (Formative Assessment): 40 Marks

- i) Best of two Formative Assessments: 30 Marks
- ii) Attendance: 10 Marks

- iii) Internals to be prepared by subject teachers and submitted at examination branch as per academic calendar along with other courses of the department duly verified by concerned Director.

b) External Assessment (Summative Assessment) : 60 Marks

- i) Summative Assessments to be conducted online by Skill Development Network.
- ii) Award list of students to be submitted by SDN network by mail at coe@deshbhagatuniversity.in within 10 days of online external examination.

9) Minimum Pass Marks:

- i) Candidates to pass in internal and external separately as applicable to other courses of the programs in the departments.
- ii) Certificates will be issued from Skill Development Network, to those candidates obtained 70% or more aggregate marks duly signed by competent authority of both organizations.
- iii) Credits will be reflected on DMCs of students after successful completion of the course.

10) Re-appear Examinations:

- i) Re-appear examinations will be conducted by the University on suitable mode.
- ii) Students are permitted to take the examinations only once. If a student needs to reappear in SDN examinations, need to apply for the same to HOD within due date and access the test for a second attempt will be given by SDN network. Date of examinations will be notified by Controller of Examinations.
- iii) If any student not cleared in second attempt also he/she will be allowed for re-appear examinations after filling re-appear examination forms and paying fees as per rules of the university.
- iv) Reappear examinations for third and subsequent attempts will be conducted by the University in suitable mode. Syllabi issued by SDN will be followed.
- v) The pass marks for the re Appear examination will as per the regulation of the concern program.

11) All other regulations of the respective programs will also be followed for SDN courses.

12) Directors/Principals/HODs of respective departments to update the status and give feedback to Office of Director Academics on fortnightly

(U/S 2(f) and 12B of the UGC Act 1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA First Year – First Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exams Hrs.
1	BBAP-101	Marketing Principles and Management	Theory	40	60	100	3	0	0	3	3
2	BBAM-102	Micro Economics	Theory	40	60	100	3	0	0	3	3
3	BBAL-103	Commercial Law	Theory	40	60	100	3	0	0	3	3
4	BBAS-104	Business Statistics	Theory	40	60	100	3	0	0	3	3
5	BBAM-105	Principles and Practices of Management	Theory	40	60	100	3	0	0	3	3
6	DBHY-101	Health & Wellness, Yoga Sports	Practical	40	60	100	1	0	2	2	3
7	DBSF-101	Employability Skills Foundation	Practical	40	60	100	0	0	4	2	2
8	XXXX	Elective –I (Any One)	Theory	40	60	100	3	0	0	3	3
Total				320	480	800	19	0	6	22	
Elective –I (Any One)											
9	DBLP-101	*Language-I Punjabi	Theory	40	60	100	3	0	0	3	3
	DBLH-101	*Language-I Hindi									
	DBLU-101	*Language-I Urdu									

Optional Elective--(Any One)											
10	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

NCC: National Cadet Corps

NSS: National Service Scheme

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

***The student can opt any language subject out of Punjabi/Hindi/Urdu.**

Course Code : **BBAM-101**
Title of the Course : **Marketing Practices and Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to familiarize the students with the fundamentals of marketing including marketers’ perspectives and their market orientations while sensitizing them about the dynamic and volatile marketing environment to enable them to take better marketing decisions.

After completion of this course, student would be able to:

CO1: Understand the marketing concepts and its evolution
CO2: Analyze the market based on segmentation, targeting and positioning
CO3: Know the consumer behaviour and their decision making process
CO4: Make decisions on product, price, promotion mix and distribution

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager	8
	Types of Marketing Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. Digital Marketing	6
	Marketing Mix Meaning – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.	9
Unit-II	Types of Channels- Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising.	8
	Market Segmentation- Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation.	9
	Marketing Information System & Marketing Research Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research	5
Total Hours		45

Reference Books:

- Marketing Management By Philip Kotler (2012) - www.philkotler.com
- Marketing Management Cravens By Hills-Woodruff (1987) - <https://trove.nla.gov.au/version/15604749>
- Marketing - A Managerial Introduction By Gandhi (1985) - DOI:10.1016/0167-8116(87)90016-4
- Management Information Systems By Davis-Olson (1984) - <https://trove.nla.gov.au/version/22866690>
- Consumer Behavior By Schiffman-Kanuk (1991) - <https://trove.nla.gov.au/work/6251305>
- Principles and practice of Marketing By John Frair (1986) - <https://trove.nla.gov.au/version/21853633>

Course Code : **BBAM-102**
Title of the Course : **Micro Economics**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the principles and concepts of micro economics and its various components

Course Outcomes: Student will be able to

CO1: Understand Micro Economic concepts and inculcate an analytical approach to the subject matter.
CO2: Describe various economic theories to understand the demand and supply forces.
CO3: Apply economic reasoning to solve business problems by understanding various micro variables in the economy.
CO4: Understand market forms and attain knowledge about normal & super profit and shut down point of the firms and industry.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Micro Economics: Meaning, Nature & Scope, Difference between Micro & Macro Economics	5
	Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement.	4
	Consumer Behavior: Utility Approach- Law of diminishing Marginal Utility and Law of Equi-Marginal Utility, Utility Analysis and Consumer's Equilibrium.	3
	Indifference Curve Approach: Concept, Properties, Income, Substitution and Price Effects, Indifference Curve Analysis and Consumer's Equilibrium.	3
	Theory of Production: Production Function, Law of Variable Proportion and Law of Returns to Scale.	4
	Theory of Cost: Concept of total cost, average cost and marginal cost, short-run and long-run costs (traditional and modern theories)	4
Unit-II	Concept of Revenue: Total revenue, average revenue and marginal revenue, Relationship between average revenue, marginal revenue and elasticity of demand.	3
	Market Forms: Perfect Competition: Features and equilibrium of firm and industry under perfect competition, Price and Output determination (Short run and long run).	4
	Monopoly: Features, Price and Output determination under monopoly (short run and long run), Concept of Monopoly Power, Discriminating Monopoly.	5
	Monopolistic Competition: Features, Price and Output determination under monopolistic competition (short run and long run), Difference between selling costs and production costs, Concept of Excess Capacity.	10
	Total Hours	45

Reference Books:

- Ahuja H.L, Advanced Economic Theory, S. Chand, New Delhi (2007) – www.schandpublishing.com
- Koutsoyianni, Modern Micro Economics (1975) - 10.1007/978-1-349-15603-0
- Stonier and Hague, A Textbook of Economic Theory (1954) - DOI: <https://doi.org/10.1017/S1373971900103981>

Course Code : **BBAL-103**
Title of the Course : **Commercial Law**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the provisions of various commercial laws to undertake lawful business

Course Outcomes: Student will be able to

CO1: Describe fundamentals of Company Law and provisions of the Companies Act of 2013.
CO2: Understand concepts involving in company law and provisions of Indian contract act.
CO3: Acquaint with Introduction, Objective Commencement & Application and redressal agencies of Consumer protection act.
CO4 : Understand rights prescribed under Right to Information act its definitions, Right to Information & Obligations and functions of Public Authorities

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	M	M	W	W	S	M
CO2	M	M	M	S	M	M	W	W	S	W	M	W
CO3	M	S	M	M	M	W	M	M	S	M	M	M
CO4	S	W	S	S	S	M	M	W	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Indian Contract Act, 1872: Definition & Nature of Contract, Classification	5
	Offer & Acceptance: Definition, essential elements	4
	Consideration; Definition, essential elements of consideration	4
	Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts	5
	Partnership Act (1932): Nature and characteristics, Registration of Partnership firms, Types, Rights, Duties and Implied Authority Discharge of Contract; Contingent Contracts; Quasi Contracts	5
	Remedies for Breach of Contract Special Contracts: Indemnity & Guarantee; introduction, definition, difference between each other.	5
Unit-II	Bailment & Pledge; introduction, right and duties of bailor and bailee, pawner and pawnee.	3
	Contract of Agency: introduction, creation, relationship between principle, agent and third party	4
	Right to Information Act, 2005: Definitions, Right to Information & Obligations of Public Authorities, The Central & State Information Commission, Power & Functions of the Information Commissions, Appeal & Penalties.	5
	The Consumer Protection Act, 1986: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.	5
	Total Hours	45

Reference Books:

- Business Laws– Balchandani
- Business Laws - S.D. Geet and M.S. Patil
- Business Laws – Gulshan Kapoor (2018)
- Business and Commercial Laws - Sen and Mitra (2018)
- An Introduction to Mercantile Laws -N.D. Kapoor
- Business Laws -N.M. Vechalekar (1998)
- Business Laws -M.D. Mulla (2015)
- Company Law – Avtar Singh (1982)
- Bare Text of the relevant Act

Course Code : **BBAS-104**
Title of the Course : **Business Statistics**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the principles and concepts of statistics in the business. The objective of this course is to familiarize the students with fundamental statistical tools which can help them in analysing the business data. This course will provide students with hands-on experience to use statistical tools in order to make scientific decisions even in uncertain business environment

Course Outcomes: Student will be able to:

CO1: Understand principles and concepts of business statistics to analyze and interpret statistical data.
CO2: Describe index numbers, regression analysis, correlation and other tools to compare numeric variables.
CO3 : Learn the basic concepts of statistical tools which enable them to understand basic business policies
CO4: Use applications of various statistical tools.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	S	M	W	W	W	M	W	W	S	M
CO2	M	S	M	S	M	M	W	W	M	M	M	M
CO3	M	S	S	S	M	M	W	M	S	M	M	S
CO4	S	M	S	M	S	M	W	W	M	W	S	W

Unit	Course outlines	Hour(s)
Unit-I	Statistics: Introduction, importance and scope of statistics.	10
	Measures of Central Tendency: Mean, Median, Mode	9
	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.	8
Unit-II	Regression Analysis: Introduction, Utility, Difference between correlation & regression, Method of least Squares, Regression Equations, Regression lines, regression coefficients.	8
	Index Numbers: Introduction, Types of Index Numbers, Price index numbers, Quantity index numbers, Problems, Cost of living Index, Test on Index Numbers	10
	Total Hours	45

Reference Books:

- C.B. Gupta : An Introduction to Statistical Methods (Vikas) – (2004) – www.vikaspublishing.com, ISBN: 9788125916543
- R.S. Bhardwaj : Business Statistics (Excel Books) – (1999), www.sapnaonline.com, ISBN: 8174466797, 9788174466792
- Ajay Goel and AlkaGoel : Mathematics and Statistics (Taxmann's) – (2014), www.taxmann.com, ISBN : 978818478227
- J.K. Sharma – Business Statistics – Pearson Publications (2006), www.oreilly.com, ISBN: 9788177586541
- P. Navaneetham – Business Statistics & Mathematics (2007) – wepdf.com
- P.R. Vittal – Business Statistics & Mathematics (2012), routemybook.com, ISBN: 9789381430552
- Gupta, S.P. & Gupta, M.P. Business Statistics (2010) – URI: <http://hdl.handle.net/123456789/346>

Course Code : **BBAP-105**
Title of the Course : **Principles and Practices of Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of management and thoughts in the business world.

Course Outcomes: Student will be able to...

CO1: Understand the concept & functions and importance of management and its applications to achieve organizational goals.
CO2: Describe principles, functions and different management theories for smooth running of business.
CO3: Demonstrate knowledge of authority, delegation and Responsibility
CO4: Exhibit various styles of leadership.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	M
CO2	S	M	M	S	W	M	W	W	M	M	W	W
CO3	M	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	W	W	S	M

Unit	Course outlines	Hour(s)
	Management: Meaning, Definition, Nature & Scope of Management Process, Role & Importance of Manager, Levels of Management, Management- Art or Science, Management as a Profession.	8

Unit-I	Evolution of Management Thought: Contribution of F.W. Taylor, Henry Fayol, Elton Mayo, Chesterd Bernard, Peter Drucker, Various Approaches to Management Thought	6
	Functions of Management: Planning, Organizing, Staffing, Co-coordinating, Controlling , Management by Objective (MBO)	9
Unit-II	Authority & Delegation: Decentralization, Concept of Centralization & decentralization, Difference between Authority & power, Uses of Authority, Responsibility, Line & Staff Relationship.	8
	Recent Trends in Management: Social Responsibility of Management- Environment Friendly Management, Management of Change, Management Crisis, TQM, Stress Management, International Management	9
	Leadership: Nature, types & styles of Leadership.	5
	Total Hours	45

Reference Books:

- Essentials of Business Environment by K. Aswathappa (Himalayan Publication House) – (2014) – www.himpub.com
- Principles & Practices of Management by Dr. L. M. Parsad (Sultan Chand Publications) – (2014) – books.rediff.com, ISBN: 9788180548918
- Essentials of Management: Horold Koontz and ItinzWeibrich (McGraw Hills International) – (1908) - <https://trove.nla.gov.au/work/11330741>
- Principles and Practices – Chabbra, T.N. Dhanpat Raj & Co., New Delhi (2014) – www.sapnaonline.com, ISBN: 9788177002157
- Management Theory and Practice – Gupta, C. B; Sultan Chand and Sons, New Delhi (2014) – koha.cbe.ac.tz, ISBN: 8122415067 (ISBN13: 9788122415063)
- Management Principles and Practices – Murgan, M.S.: New Age International Publishers (2008) – www.amazon.com, ISBN-10: 8122415067, ISBN-13: 978-8122415063

Course Code : DBHY-101
 Title of the Course : Health & Wellness, Yoga Sports

L	T	P	Credits
1	0	2	2

Units	Course outlines
Unit-I	<p>Health: Introduction, Concept and Factors influencing health</p> <p>Health Education: Introduction, Objectives, Importance, Scope, Principles, Practice of Health Education, Planning & Evaluation in Health Education Programmes.</p>
	<p>Health Services: Organisation and Administrative Set Up of Health Services in India</p> <p>Health Problem in India: Problems Related to Communicable Diseases: (HIV- AIDs, Hepatitis, Malaria, Rabies and Tetanus).</p>
	<p>Health instructions: Types, Role of Teacher, Health Instructions at Primary, Middle & Secondary Stage and their Methods to Imparting Health Instruction.</p>
Unit-II	<p>Wellness: Concept, definition, differences between fitness and wellness</p> <p>Components of wellness: Quality of life and healthy life style approach, self management skills to adhere to healthy life style behavior, SMART Goal evaluation fixation, stress Management, relevant fitness swallower issues.</p> <p>Disease prevention and control, Communicable disease and non communicable disease,</p>
Unit-III	<p>Yoga: Introduction, Historical background and Origin of Yoga, Meaning and Concept of Yoga and its relationship with Physical Education and Sports.</p> <p>Yoga in present global scenario: Yoga as a Science; and recent advances in Yoga.</p>
	<p>Pranayama: meaning, types and its importance.</p> <p>Asanas: Asanas- meaning , types,principles, Techniques of asanas and effects of asanas on various systems of the body-circulatory, respiratory and digestive system.</p> <p>Meditation: Meaning, definition, types and techniques of meditation.</p> <p>Yoga and Treatment: Therapeutic and Corrective Values of Yoga Practices special reference to disease like: Diabetes, Asthma, Constipation, Obesity, Cervical, Gastric and Acidity.</p>
	<p>PRACTICAL - SELECTED GAMES</p> <p>SURYA NAMASKARA,SELECTED YOGASANAS</p> <p>1. Kukkutasana 2. Uttana-Kurmasana</p> <p>3. Simhasana</p> <p>4. Matsyendrasana 5. Paschimottanasana</p> <p>6. Dhanurasana</p>

Unit -IV	7. Matsyasana	8. Baddha-Padmasana	
		9. Gorakshasana	
	10. Uttana-Mandukasana	11. Garudasana	12. Ushtrasana
	13. Bhujangasana	14. Chakrasana	15. Sarvangasana
	16. Mayurasana	17. Sirshasana	18. Sankatasana
	19. Setubandhasana	20. Konasana	21. Trikonasana
	22. Karanpedasana	23. Pada- angushthasana.	
	24. Ashwathasana		

Recommended Books:-

- Ashton, D: Administration of Physical Education for Women, New York: The Ronald Press Company, 1968.
- Kamlesh, M.L. and Sangral, M.S. : History and Principles of Physical Education, Prakash Brothers, 1983.
- Wuest and Bucher: Foundations of Physical Education and Sports, B.I. Publications Pvt. Ltd., New Delhi.
- William, H.F. : Physical Education and Sports in Changing Society, Surjeet Publication, Delhi.
- Warner, W. K Hoeger and Sharon, A Hoeger : Fitness & Wellness. wordworth Publications
- Debnath, Monica "Basic Core Fitness through Yoga and Naturopathy" (2006-07) Sports Publication, G-6,23/23B EMCA House, Ansari Road, Darya Ganj New Delhi
- Yogeswar, "Text Book of Yoga", (2004) Penguin Books.
- Harvey, Paul "Yoga for Everybody", (2001) Tucker Slingsby Publisher Ltd.
- Sharma, Lalita "All You Wanted to Know About Yoga", (1991) Sterling Publisher Pvt. Ltd.
- Sarawati, S Satyananda "Asana, Pranayam, Mudra and Bandhas".
- Pandey, P.K. and Gongopadhay, S. R. "Health Education for School Children", Friends Publication, Delhi.
- Park, J.E. and Park, K, "Text Book of Community Health for Nurses", (1982) Asrani Publisher, Jabalpu.
- Park, J.E. and Park, K. "Text Book of Preventive and Social Medicine", (1985) Bnasidar Bhanot, Publisher, Jabalpur.
- Singh, Ajmer., Bains, Jagdish., Gill, Jagtar Singh. and Brar, Rashpal Singh "Essential of physical Education" (2017). Kalyani Publisher, Ludhiana, Punjab.

Course Code : DBLP-101
 Title of the Course : Punjabi (Language-I)

L	T	P	Credits
3	0	0	3

ਕੁੱਲ ਘੰਟੇ : 100 ਸਮਾਂ : 3 ਘੰਟੇ

ਬਾਹਰੀ ਮੁਲਾਂਕਣ : 60 ਘੰਟੇ

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 40 ਘੰਟੇ

ਪਾਸ ਹੋਣ ਲਈ ਘੰਟੇ : 21 ਘੰਟੇ

ਸਿਲੇਬਸ

L	T	P	Credits	Weekly Load
3	0	0	3	3

Course Outcomes :

- [CO-1] ਸਾਹਿਤ ਦੀ ਇਤਿਹਾਸਕਾਰੀ; ਪੰਜਾਬੀ ਸਾਹਿਤ ਇਤਿਹਾਸਕਾਰੀ ਸੰਭਾਵਨਾਵਾਂ ਦੇ ਮਸਲੇ ਨੂੰ ਜਾਣਨਗੇ
- [CO-2] ਵਿਦਿਅਕ ਅਤੇ ਪੰਜਾਬੀ ਨਾਟਕ ਦੇ ਨਿਯਮਾਂ, ਥੀਮਾਂ, ਜਣਨੀਤੀਆਂ ਅਤੇ ਮੁੱਖ ਵਿਦਿਅਕ ਸਮਝ ਪ੍ਰਦਰਸ਼ਤ ਕਰਨਗੇ
- [CO-3] ਵਿਦਿਅਕ ਅਤੇ ਪੰਜਾਬੀ ਕਹਾਣੀ ਦੇ ਨਿਯਮਾਂ, ਥੀਮਾਂ ਦੀ ਸਮਝ ਪ੍ਰਦਰਸ਼ਤ ਕਰਨਗੇ
- [CO-4] ਵਿਹਾਰਿਕ ਅਧਿਐਨ ਦੀ ਸਪੱਸ਼ਟਤਾ ਹਾਸਿਲ ਕਰਨਾ।

CO/PO Mapping												
(S/M/W indicates strength of correlation) S - Strong, M - Medium, W - Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	S	M	S	M	M	M
CO2	S	S	M	S	M	M	S	M	M	M	M	M
CO3	S	S	S	S	M	M	S	M	S	S	M	M
CO4	S	S	S	S	S	M	S	M	M	S	S	S

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

ਭਾਗ—ੳ

ਗਲਪ (ਨਾਟਕ/ ਕਹਾਣੀ) : ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਪ੍ਰਵਿਰਤੀਆਂ/ਕਾਵਿਧਾਰਾਵਾਂ ਤੇ ਪ੍ਰਾਪਤੀਆਂ
ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਿਰਤੀ ਅਤੇ ਤੱਤ

ਕਥਾ ਰੰਗ : ਸੰਪਾਦਕ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ, ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾਂ

ਭਾਗ—ਅ

ਵਿਅਕਰਨਕ ਇਕਾਈਆਂ ਅਤੇ ਪੰਜਾਬੀ ਧੁਨੀ-ਵਿਉਂਤ, ਸਵਰ, ਵਿਅੰਜਨ,

ਸ਼ਬਦ-ਸ਼੍ਰੇਣੀਆਂ ਅਤੇ ਰੂਪਾਂਤਰਨ : ਨਾਵ, ਪਤਨਾਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਪ੍ਰਸਨ ਸੂਚਕ
ਸ਼ਬਦ

ਭਾਗ—ੲ

ਉਪਰੋਕਤ ਸਿਲੇਬਸ ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਚਿੱਤਰਾਂਵਾਲੇ ਪ੍ਰਸ਼ਨ

ਸਹਾਇਕ ਮੁਸਤਕਾਂ

1. ਕੇਸਰ ਸਿੰਘ ਕੇਸਰ, ਕਾਵਿ ਚਿੰਤਨ (I ਅਤੇ II), ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ.
2. ਰੇਸ਼ਨ ਲਾਲ ਆਹੂਜਾ ਤੇ ਗੁਰਦਿਆਲ ਸਿੰਘ ਟੁੱਲ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਨਾਟਕ, ਲਾਹੌਰ ਬੁੱਕ ਸਾਪਲੁਸ਼ਿਆਣ.
3. ਸਬਿੰਦਰਜੀਤ ਸਿੰਘ ਸਾਗਰ, ਪੰਜਾਬੀ ਨਾਟਕ ਦਾ ਇਤਿਹਾਸ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ, 1998
4. ਹਰਕੀਰਤ ਸਿੰਘ ਅਤੇ ਬਾਹਰੀ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਲਾਹੌਰ ਬੁੱਕ ਸਾਪਲੁਸ਼ਿਆਣ.
5. ਜੇਗਿੰਦਰ ਸਿੰਘ ਪੁਆਚ (ਸੰਪਾ), ਭਾਸ਼ਾ ਵਿਗਿਆਨ: ਸੰਕਲਪ ਤੇ ਦਿਸ਼ਾਵਾਂ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ.
6. ਵਾਰਤਕ ਅੰਕ, ਖੋਜ ਪੱਤ੍ਰਿਕਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ
7. ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ, ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾਂ, ਕਥਾ ਰੰਗ, ਪੇਪਰਜ਼ ਬੁੱਕ ਡੀਪੂ, ਪਟਿਆਲਾ.
8. ਜੋਤੀ ਸਰਮਾ ਪੰਜਾਬੀ ਵਿਅਕਰਨ, ਵਾਰਿਸ ਸ਼ਾਹ ਫਾਊਂਡੇਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ

Course Code : DBLH-101
Title of the Course : Hindi (Language-I)

L	T	P	Credits
3	0	0	3

कुल अंक : 100
आंतरिक मूल्यांकन : 40 अंक
समय : 3 घण्टे

पास प्रतिशत : 35
लिखित परीक्षा : 60 अंक

1. हिंदी साहित्य का इतिहास : केवल आदिकाल और भक्तिकाल

हिन्दी साहित्य की इतिहास लेखन परंपरा

आचार्य रामचन्द्र शुक्ल का काल विभाजन

आदिकाल

नामकरण , परिस्थियां , प्रवृत्तियां , मुख्य काव्य धाराएं , मुख्य रचनाएं , मुख्य कवि या रचनाकार

भक्तिकाल

नामकरण , परिस्थियां , प्रवृत्तियां , मुख्य काव्य धाराएं , मुख्य रचनाएं , मुख्य कवि या रचनाकार

2. व्याकरण खण्ड

केवल परिभाषा और भेद व उदाहरण सहित

संज्ञा

सर्पनाम

क्रिया

वि शेषण

क्रिया-वि शेषण

3. शकं पांव , उपन्यास : भगवतीचरण वर्मा, राजपाल एण्ड सन्ज, दिल्ली।

सहायक ग्रन्थ

आधार पुस्तक : हिंदी साहित्य का इतिहास : आचार्य रामचन्द्र शुक्ल

1. हिन्दी व्याकरण : कामता प्रसाद गुरु, किताब घर, दिल्ली

2. शकं पांव , उपन्यास : भगवतीचरण वर्मा, राजपाल एण्ड सन्ज, दिल्ली।

Course Code : DBLU-101
Title of the Course : Urdu (Language-I)

L	T	P	Credits
3	0	0	3

Section A

(سوال ۱)

مندرجہ ذیل اصناف کے متعلق سلیبس میں دی گئی کتاب اردو زبان و ادب میں سے ایم۔ سی۔ کیو سوال جواب پوچھے جائیں گے۔

۱۔ ناول

۲۔ انشائیہ

Section B

(سوال ۲، ۳، ۴، ۵، ۶)

مندرجہ ذیل اسباق کے متعلق سوالات کے جوابات اور مشکل الفاظ کے معنی پوچھے جائیں گے۔ دیئے گئے کسی پانچ سوالات میں سے تین کے

جوابات دینے ہوں گے۔

۱۔ خلائی سفر ۲۔ نصوص کی بیماری ۳۔ داروفا کی پانچویں گھی میں

۳۔ ہندوستان میں اسلامی حکومت کے تھان کا اثر ۵۔ اردو زبان و ادب

۶۔ آؤتاش کھیلیں

Section C

(سوال ۷، ۸، ۹)

۷. مندرجہ ذیل اسباق میں سے کسی ایک کا خلاصہ یا مرکزی خیال لکھنا ہوگا۔

۱۔ خلائی سفر ۲۔ نصوص کی بیماری ۳۔ داروفا کی پانچویں گھی میں

۴۔ ہندوستان میں اسلامی حکومت کے تھان کا اثر ۵۔ اردو زبان و ادب

۶۔ آؤتاش کھیلیں

۸. دیئے گئے سات الفاظ میں سے کسی پانچ کے معنی بتا کر محاوروں میں استعمال کرنا ہوگا۔

۹. مندرجہ ذیل منوات میں سے کسی ایک پر مختصر نوٹ لکھنا ہوگا۔

تدارک، عید کا ہوا، وچ ایل، سائنس کے کرشمے، کمپیوٹر، منطقی

Recommended Books :

۱۔ اردو نصاب (حصہ دوم) اینڈ پبلیکیشن بک ہاؤس، ملی گڑھ

۲۔ اردو زبان و ادب بھارتیہ، مایہ کوٹہ۔

۳۔ اردو زبان و ادب از شیخ احمد

Course Code : **DBSF-101**
Title of the Course : **Employability Skills Foundation**

L	T	P	Credit s
0	0	4	2

Course Outcomes:

The course is designed to Achieve superior outcomes of placement, retention and progression of students through 21' century employability skills' training and assessment.

Skills development network shall provide Vocational curricula and e-content for high quality employability and work skills training through an online learning platform



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA First Year – Second Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max. Marks	L	T	P	C	Exam Hrs.
1	BBAB-201	Basic Accounting	Theory	40	60	100	3	0	0	3	3
2	BBAE- 202	Macro Economics	Theory	40	60	100	3	0	0	3	3
3	BBAT-203	Industrial Training	Practical	--	100	100	0	0	8	4	N.A
4	DBUI-101	Understanding India	Theory	40	60	100	3	0	0	3	3
5	DBBC-101	Basics of Computer	Theory	40	60	100	3	0	0	3	3
6	DBTH-101	Tourism and Hospitality	Theory	40	60	100	3	0	0	3	3
7	XXXX	Elective –II (Any One)	Theory	40	60	100	3	0	0	3	3
Total				240	460	700	18	0	8	22	
Elective –II (Any One)											
8	DBLP-102	*Language -II Punjabi	Theory	40	60	100	3	0	0	3	3
	DBLH-102	*Language -II Hindi									
	DBLU-102	*Language -II Urdu									
Optional Elective–(Any One)											
9	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable
NCC:National Cadet Corps,
NSS: National Service Scheme

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

Summer Industrial Training of 4-6 weeks in a relevant Industry after 2nd Semester Examinations during summer break. Training report by the student to be submitted within one week of start of 3rd Semester. Viva-Voce examination to be held within 3-weeks of the start of 3rd semester.

The students who successfully complete ONE year/ 2 Semesters with training and leave the program, will be awarded Certificate in Business Administration.

Course Code : **BBAB-201**
Title of the Course : **Basic Accounting**

L	T	P	Credit
3	0	0	3

Course Outcomes:

This course aims to give an insight into the basics of Accounting Concepts and Principles to Prepare to Students to have the foot hold in Accounts and to enable the students to prepare different kinds of Financial Statements.

Upon completion of this course, the student will be able to:

CO1: Understand different accounting concepts and conventions.
CO2: Prepare financial statements in accordance with generally accepted accounting principles (GAAP).
CO3: Be familiar with the rules governing accounting transactions.
CO4: Analyze financial statements with the help of various tools and techniques of accountancy

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Basics of Accounting: Accounting, Accountancy and Book-Keeping, need, development and definition of accounting, Persons interested in accounting, Objectives of accounting, Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts.	9
	Branches of accounting, Accounting Principles, Classification of Income; Classification of expenditure, accounting equations.	8
	Accounting Cycle: Journal book, Rules of debit and credit, Compound journal entry, Opening entry, Relationship between journal and ledger, Rules regarding posting, Trial balance, cash book, Subsidiary books.	9
Unit-II	Depreciation: Concept of depreciation: Causes of depreciation; Depreciation, Depreciation accounting; Methods of recording depreciation Fixed Instalment Method and Diminishing Balance Method Provisions and Reserves	10
	Final Accounts: Trading account; Profit and loss account; Balance sheet; Adjustment entries Final Accounts adjustments (Closing Stock ,Outstanding Expenses Outstanding Incomes, Prepaid Expenses Income, Received in Advance, Depreciation, Interest on Capital ,Interest on Drawings, Bad Debts, Provision for Bad Debts, Provision for Discount on Debtors, Provision for Discount on Creditors)	9
	Total Hours	45

Reference Books:

- R L Gupta and Radhaswamy, Advanced Accountancy, Volume II S. Chand, 2015, www.sultanchandandsons.com
- Maheshwari and Maheshwari, Advanced Accountancy, Volume II, 2018, www.vikaspublishing.com, ISBN: 978935271857
- Shukla, Grewal and Gupta, Advanced Accounts, Volume II, S. Chand, 2017, books.google.com, ISBN: 9352533135, 9789352533138
- Hanif and Mukherjee, Corporate Accounting, 2015, www.sapnaonline.com, ISBN: 9780070604292
- TMH Tulsian, P C, Advanced Accounting, Volume 1, 2000, www.gettextbooks.com, ISBN-13: 978-0-07-462483-8, ISBN: 0-07-462483-0

Course Code : **BBAE-202**
Title of the Course : **Macro Economics**

L	T	P	Credit
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of concepts of macro economics and its implications in the economy.

Course Outcomes: Student will be able to.

CO1: Describe basic concept of Macro Economics and its application.
CO2: Understand Gross National Product (GNP), Net National Product (NNP) ,Income at Factor cost or National Income at Factor Prices ,Per Capita Income , Personal Income (PI) ,Disposable Income etc.
CO3: Explain the concept, importance and determination of consumption and investment in the economy
CO4: Understand definition, types, consequences, causes and measures to control inflation in the economy

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	S	S	M	S	M	W	W	W	S	W	M	M
CO3	S	S	M	S	M	W	W	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Macro Economics: Meaning, Scope & Importance	8
	National Income: Meaning, Related Aggregates, Methods of Measurement of National Income, Problems of Measurement particularly in Underdeveloped countries	6
	Determination of Income and Employment: Classical Theory of Employment, Says Law of Market, Keynesian Theory of Income, Output & Employment, Effective Demand.	9
Unit-II	Consumption Function: Concept, Importance and Determinants of Consumption	8
	Investment Function: Meaning, Types, Marginal Efficiency of Capital, Multiplier: Meaning & Working of Multiplier, Interaction between Multiplier & Accelerator,	9
	Inflation: Meaning, types, causes, consequences & measures to control inflation	5
	Total Hours	45

Reference Books:

- Ahuja H.L, Macro Economics: Theory and Policy, S. Chand, NewDelhi (2015), www.schandpublishing.com, ISBN: 9789385401350
- Koutsoyiannis, Modern Macroeconomics (1975), www.palgrave.com, ISBN:978134915603
- Stonier and Hague, A Textbook of Economic Theory (2016),DOI: <https://doi.org/10.1017/S1373971900103981>

Course Code : **BBAT-203**
Title of the Course : **Industrial Training**

L	T	P	Credit
0	0	8	4

Summer Industrial Training of 4-6 weeks in a relevant Industry after 2nd Semester Examinations during summer break. Training report by the student to be submitted within in one week of start of 3rd Semester. Viva-Voce examination to be held within 3-weeks of the start of 3rd semester.

Course Code : **DBUI-101**
Title of the Course : **Understanding India**

L	T	P	Credit
3	0	0	3

Unit	Course outlines	Hour(s)
Unit-I	Indus Valley Civilization: Extent, Period and Downfall Rigvedic Period: Social, Religious, Economic and Political Life of the People.	8
	Caste system: Origin and Growth, Gupta Period: Foundation, Development of Literature, Art, Science & Technology	6
	Foundation of Turks Empire: Invasions of Mehmud Gazni and Mohammad Gouri	9
Unit-II	Advent of the Mughals: Foundation of Mughal Empire, Development of Art & Architecture. Establishment & Expansion of British Empire Battle of Plassey & Buxar	8
	Administrative Reforms: Cornwallis, William Bentick and Dalhousie Uprising of 1857: Political, Social, Religious, Economic and immediate causes, failure & Results.	9
	Indian National Movement: Role of Revolutionaries, Role of Mahatma Gandhi, Independence & Partition	5
	Total Hours	45

Suggested Readings

1. R.S. Tripathi : Prachin Bharat ka Itihas
2. V.C. Pandey: Political and Cultural History of India
3. R. N. Mookherji: Ancient India
4. N. N. Ghosh: Early India
5. R.C. Majumdar: An Advanced History Of India
6. A.L. Srivastava: The Delhi Sultnate
7. S.R. Sharma: Mughal Empire in India
8. IshwariParsad: A History of Modern India
9. P.E. Roberts: History of British India
10. J.S. Grewal: Cambridge History of India

Course Code : DBBC-101
Title of the Course : Basics of Computer

L	T	P	Credit
3	0	0	3

Course Outcomes:

The course is designed to understand the basic concepts of computerCourse

Outcomes: Student will be able to.

CO1: Know about the basic functioning of various parts of computer system from hardware point of view and interfacing of various peripheral devices used with the system.
CO2: Learn about the operating systems
CO3: Learn the basics of MS Word/Excel/PowerPoint's
CO4: Learn the Basics of Internet

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	S	S	M	S	M	W	W	W	S	W	M	M
CO3	S	S	M	S	M	W	W	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information; Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and	8

	checking power supply.	
	Operating Computer using GUI Based Operating System: What is an Operating System; Basics of Popular Operating Systems; The User Interface, Using Mouse; Using right Button of the Mouse and Moving Icons on the screen, Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application, Viewing of File, Folders and Directories, Creating and Renaming of files and folders, Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup; Common utilities	6
	Understanding Word Processing: Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document. Using Spread Sheet: Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet.	9
Unit-II	Introduction to Internet, WWW and Web Browsers: Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet; connecting to internet; What is ISP; Knowing the Internet; Basics of internet connectivity related troubleshooting, World Wide Web; Web Browsing softwares, Search Engines; Understanding URL; Domain name; IP Address; Using e-governance website	8
	Communications and collaboration: Basics of electronic mail; Getting an email account; Sending and receiving emails; Accessing sent emails; Using Emails; Document collaboration; Instant Messaging; Netiquettes.	9
	Making Small Presentation: Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts.	5
	Total lectures	45

Reference Books:

Computer Basics Absolute Beginner's Guide by Michael Miller
Basic Computer Knowledge by John Maluth

Course Code : DBTH-101
Title of the Course : Tourism and Hospitality

L	T	P	Credit
3	0	0	3

Units	Course outlines	Lecture(s)
Unit-I	Introduction- Tourism, The relationship between leisure, recreation and tourism Travel Lingo,	5
	Classification of tourism in terms of: Destination visited – International tourism and domestic tourism Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc.	5
	Mode of travel arrangement – Inclusive travel and Independent travel	5
Unit-II	Motivation of Travel- Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc. Cultural motivations: pilgrimage tourism, cultural curiosity etc. Interpersonal Motivation: meeting new people, VFR, etc Status and Prestige motivation: business motivation	10
Unit-III	CLASSIFICATION OF HOTELS <ul style="list-style-type: none"> • Size • Star • Location & clientele • Ownership basis • Independent hotels • Management contracted hotel • Chains • Franchise/Affiliated • Supplementary accommodation • Time shares and condominium 	10
Unit -IV	PRACTICAL - Identify the front office equipments. Fill up various performas. Handle telephone and welcome guests.	10

Recommended Books:-

- Bhatia – International Tourism Mgt. ShahshiK Prabha- Tourism Education
- Jagmohan Negi -Tourism Industry - An Introduction Kamra – Basics of Tourism

Course Code : DBLP-102
 Title of the Course : Punjabi (Language-II)

L	T	P	Credits
3	0	0	3

ਕੁੱਲ ਅੰਕ : 100
 ਬਾਹਰੀ ਮੁਲਾਂਕਣ : 60 ਅੰਕ
 ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 40 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ
 ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 21 ਅੰਕ

L	T	P	Credit	Weekly Load
3	0	0	3	3

ਸਿਲੇਬਸ

Course Outcomes :

- CO -1 ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੇ ਵਿਭਿੰਨ ਸੰਕਲਪਾਂ ਦੇ ਰੂਬਰੂ ਕਰਾਉਣਾ
- CO2]ਪੰਛਮੀ ਤੇ ਭਾਰਤੀਕਾਵਿ ਸ਼ਾਸਤਰ ਦੇ ਵੱਖ ਵੱਖ ਸੰਕਲਪਾਂ ਦੀ ਜਾਣਕਾਰੀ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਦੇਣੀ। ਭਾਰਤੀ ਅਤੇ ਪੰਛਮੀ ਰਸ ਸਿਧਾਂਤ ਅਤੇ ਅਲੰਕਾਰਾਂ ਨਾਲ ਵਾਕ ਫੀ ਅਤ ਕਰਾਉਣੀ।
- CO -3 ਇਕਾਂਗੀ ਯਾ ਤਰਾ ਵਿਚਲੀਆਂ ਇਕਾਂਗੀਆਂ ਨੂੰ ਸਮਝਣਾ ਤੇ ਵਿਚਾਰ ਕਰਨਾ

CO/PO Mapping												
(S/M/W indicates strength of correlation) S - Strong, M - Medium, W - Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	S	M	S	M	M	M
CO2	S	S	S	S	M	M	S	M	M	M	M	M
CO3	S	S	S	S	S	M	S	M	S	S	M	M
CO4	S	S	S	S	S	M	S	M	M	S	S	S

ਪਾਠਕ੍ਰਮ

ਤਾਕ—ੳ

ਸਿਧਾਂਤ, ਇਤਿਹਾਸ ਪ੍ਰਵਿਰਤੀਆਂ/ਕਾਵਿਯਾਰਾਵਾਂ ਤੇ ਪ੍ਰਾਪਤੀਆਂ

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ (1901—2000), ਸੰਪਾ. ਡਾ. ਯੋਗਰਾਜ ਅਤੇ ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ

ਕਵਿਤਾ ਦੇ ਰੂਪ : ਗੀਤ, ਗਜ਼ਲ, ਵਾਰ ਅਤੇ ਖੁੱਲ੍ਹੀ ਕਵਿਤਾ: ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਿਰਤੀ ਅਤੇ ਤੰਤ

ਤਾਕ ਅ

ਇਕਾਂਗੀ ਯਾਤਰਾ (ਇਕਾਂਗੀ ਸੰਕ੍ਰਿਹਿ) ਸੰਪਾ. : ਡਾ. ਰਘਬੀਰਸਿੰਘ ਤੇ ਡਾ. ਸਤੀਸ਼ ਕੁਮਾਰਵਰਮਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

ਭਾਰਤੀਕਾਵਿਸ਼ਾਸਤਰਾਨਾਲ ਸੰਬੰਧਤ ਮੂਲ ਸੰਕਲਪ: ਪੁਨੀ (ਅਭਿਯਾ, ਲਕਸ਼ਣਾਵਿਅੰਜਨਾ) ਰਸ (ਭਾਵ, ਸਥਾਈਭਾਵ, ਸਾਧਾਰਨੀਕਰਨ) ਤੇ ਅਲੰਕਾਰ (ਉਪਮਾ, ਰੂਪਕ, ਅਤਿਕਥਨੀ, ਅਨੁਪਾਸ, ਵਿਸ਼ਟਾਂਤ)

ਤਾਕ ਏ

ਉਪਰੋਕਤਸਿਲੇਬਸ ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂਵਾਲੇ ਪ੍ਰਸ਼ਨ

ਸਹਾਇਕ ਪੁਸ਼ਤਕਾਂ

1. ਕਰਮਜੀਤ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਾਵਿ ਯਾਰਾਵਾਂ ਦੇ ਵਿਚਾਰਧਾਰਾਈ ਆਧਾਰ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ
2. ਸਤਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਕਾਵਿਰੂਪ ਅਧਿਐਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ
3. ਬਲਜੀਤ ਕੌਰ, ਪੰਜਾਬੀ ਰੰਗਮੰਚ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਤੇ ਇਤਿਹਾਸ, ਈਪਕ ਪਬਲਿਸ਼ਰਜ਼
4. ਹਰਿਭਜਨ ਸਿੰਘ ਭਾਟੀਆ, ਵੀਹਵੀਂ ਸਦੀ ਦੀ ਪੰਜਾਬੀ ਆਲੋਚਨਾ ਦਾ ਸਰੂਪ, ਭਾਰਤੀ ਸਾਹਿਤ ਅਕਾਦਮੀ, ਦਿੱਲੀ
5. ਹਰਿਭਜਨ ਸਿੰਘ ਭਾਟੀਆ, ਚਿੰਤਨਪੁਨਰਚਿੰਤਨ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ, 2010
6. ਸੁਖਦੇਵ ਸਿੰਘ, ਡਾ. ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਕਾਵਿ-ਸ਼ਾਸਤਰ, ਆਰਸੀ ਪਬਲਿਸ਼ਰਜ਼ਦਿੱਲੀ, 1997
7. ਸੁਖਦੇਵ ਸਿੰਘ, ਡਾ. (ਸੰਪਾ.), ਮਾਰਕਸਵਾਦੀ ਸਾਹਿਤ ਚਿੰਤਨ: ਸਮਕਾਲੀ ਸਰੋਕਾਰ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਅਕਾਡਮੀ, ਲੁਧਿਆਣਾ, 2003
8. ਕਰਨੈਲ ਸਿੰਘ ਥਿੰਦ (ਸੰਪਾ.), ਸਾਹਿਤ ਅਧਿਐਨ ਪ੍ਰਣਾਲੀਆਂ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ
9. ਕੁਲਵੰਤ ਸਿੰਘ, ਨਵਆਲੋਚਨਾ: ਬਦਲਦੇ ਪਰਿਪੇਖ, ਰਵੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ, 2010
10. ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼ਸਿੰਘ, ਭਾਰਤੀ ਕਾਵਿ-ਸ਼ਾਸਤਰ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪਲੁਧਿਆਣਾ

Course Code : DBLH-102
Title of the Course : Hindi (Language-II)

L	T	P	Credits
3	0	0	3

संकाय -सभी संकायों के लिए
Subject - Hindi Language 2
Code: DBLH-201

पाठ्यक्रम

कुलअंक: 100
आंतरिकमूल्यांकन: 40 अंक
लिखितपरीक्षा: 60 अंक

पास प्रतिशत: 35
आंतरिक मूल्यांकन में पास होने के कुल अंक: 14
लिखित परीक्षा में पास होने के लिए कुल अंक: 21
समय 3 घण्टे

पाठ्यक्रम

1. हिन्दी भाषा का अध्ययन

- क. हिन्दी का स्वरूप परिचय, हिंदी की उपभाषाओं की बोलियों का सामान्य परिचय, पश्चिमी हिंदी और पूर्वी हिंदी की पारस्परिक तुलना।
- ख. अवधि का साहित्यिक भाषा के रूप में विकास, अवधि की ध्वन्यात्मक एवं रूपात्मक संरचना
- ग. ब्रजभाषा का साहित्यिक भाषा के रूप में विकास, अवधि की ध्वन्यात्मक एवं रूपात्मक संरचना

1. मानक हिंदी

- क. मानक हिन्दी और खड़ी बोली में अंतर
- ख. मानक हिंदी की ध्वनियां
- ग. मानक हिंदी में भाव्य भंडार
- घ. मानक हिंदी की रूप संरचना—संज्ञा, सर्वनाम, विशेषण, क्रिया, क्रिया विशेषण, उपसर्ग, प्रत्यय एवं अव्यय
- ङ. मानक हिंदी की वाक्य संरचना—वाक्य की परिभाषा, वाक्य के प्रकार
- छ. हिंदी राजभाषा के रूप में

अध्ययन के लिए सहायक पुस्तकें:

1. बाबूराम सक्सेना— सामान्य भाशाविज्ञान, हिंदी साहित्य सम्मेलन, इलाहाबाद।
2. भोलानाथ तिवारी— भाशाविज्ञान, किताबमहल, इलाहाबाद।
3. देवेन्द्रनाथ भार्मा— भाशाविज्ञान की भूमिका, राधाकृष्ण प्रकाशन, नई दिल्ली।
4. विवनाथ प्रसाद— भाशा, मोतीलाल बनारसीदास, दिल्ली।
5. सुनीति कुमार चटर्जी— भारतीय आर्य भाशाएं और हिंदी।

Course Code : DBLU-102
Title of the Course : Urdu (Language-II)

L	T	P	Credits
3	0	0	3

Section A

(سوال ۱)

مندرجہ ذیل اصناف کے متعلق کتاب اردو شاعری ایک مطالعہ میں سے ایم سی۔ کیو سوال جواب پوچھے جائیں گے۔

- ۱۔ غزل
- ۲۔ نظم

Section B

(سوال ۲، ۳، ۴، ۵)

مندرجہ ذیل نظموں کے متعلق حالات کے جوابات اور مشکل الفاظ کے معنی پوچھے جائیں گے۔

- ۱۔ اہتا
- ۲۔ تاج محل
- ۳۔ کشمیر
- ۴۔ قومی گیت
- ۵۔ ٹار میں تیری گلیوں پر

Section C

(سوال ۷، ۸، ۹)

7. شاعری کی دو اصناف غزل یا نظم میں سے کسی ایک پر مختصر نوٹ لکھنا ہوگا۔

(معنی، تعریف، آغاز و ارتقا)

8. مندرجہ ذیل نظموں میں سے کسی ایک کا خلاصہ یا مرکزی خیال لکھنا ہوگا۔

(دی گئیں تین نظموں میں سے کسی ایک کا مرکزی خیال یا خلاصہ لکھنا ہوگا۔)

- ۱۔ اہتا
- ۲۔ تاج محل
- ۳۔ کشمیر

۴۔ قومی گیت

۵۔ ٹار میں تیری گلیوں پر

9. مندرجہ ذیل شہروں کی غزلوں کے شعاری آسان الفاظ کی تخریج کرنی ہوگی۔

(دیئے گئے پانچ اشعار میں سے کسی تین کی تخریج کرنی ہوگی۔)

- ۱۔ مرزا غالب
- ۲۔ فیض احمد فیض
- ۳۔ جگر مراد آبادی

Recommended Books :

- ۱۔ اردو نصاب (حصہ دوم) ایچ کیشنل بک ہاؤس، ملی گڑھ
- ۲۔ اردو شاعری ایک مطالعہ براؤن سز ماہر کولہ
- ۳۔ اردو ادب کی تاریخ ایچ کیشنل بک ہاؤس، ملی گڑھ



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA Second Year– Third Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exams Hrs.
1	BBAF-301	Financial Management	Theory	40	60	100	3	0	0	3	3
2	BBAP-302	Production and Operation Management	Theory	40	60	100	3	0	0	3	3
3	BBAB-303	Banking and Insurance	Theory	40	60	100	3	0	0	3	3
4	DBES-101	Environmental Science	Theory	40	60	100	3	0	0	3	3
5	DBAI-101	Artificial Intelligence	Theory	40	60	100	4	0	0	4	3
6	DBCW-101	Creative Writing and Literature	Theory	40	60	100	3	0	0	3	3
7	DESI-301	Employability Skills Intermediate	Practical	40	60	100	0	0	4	2	2
Total				280	420	700	19	0	4	21	
Optional Elective–(Any One)											
8	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable, EVS: Environment Studies, NCC:National Cadet Corps, NSS: National Service Scheme

For NCC/NSS: -These are Elective Subjects and Students will be selected for these courses on the Basis of Availability of Seats.

Course Code : **BBAF-301**
Title of the Course : **Financial Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

To help the students to develop cognizance of the importance of Financial Management in corporate valuation. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.

Upon completion of this course, the student will be able to:

CO1: Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.
CO2: Analyze the complexities associated with management of cost of funds in the capital Structure
CO3: Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.
CO4: Demonstrate how risk is assessed

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	S	S	S	M	S	S	M	M
CO2	S	S	M	S	S	S	S	M	S	S	M	M
CO3	S	S	M	S	S	S	S	M	S	S	M	M
CO4	S	S	M	S	S	S	S	M	S	S	M	M

Unit	Course outlines	Hour(s)
UNIT-I	Financial Management : Financial goals; Profit vs. wealth maximization; Finance functions; investment, financing, and dividend decisions, Financial planning	10
	Cost of Capital: Significance of cost of capital; Calculating cost of debt, preference shares, equity capital and retained earnings; Combined (weighted) cost of capital.	10
UNIT-II	Capital Budgeting: Introduction, meaning, Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index; NPV and IRR comparison Capital rationing.	10
	Working Capital: introduction, meaning, nature of working capital, significance of working Capital, Operating cycle and factors determining of Working Capital requirements	8
	Management of Working Capital: Management of cash, Management of receivables, Management of inventories.	7
	Total Hours	45

Reference Books:

- Van Home J.C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2008, www.academia.edu
- Van Home J.C: Fundamentals of Financial Management; Prentice Hall of India, New Delhi, 2008, www.amazon.in
- Khan M.Y. and Jain P.K: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi, 2011, www.abebooks.com, ISBN 10: 007106785X / ISBN 13: 9780071067850
- Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi, 1984, <https://trove.nla.gov.au/work/18663832>
- Pandey I.M: Financial Management: Vikas Publishing House, New Delhi, www.vikaspublishing.com, ISBN: 9789325982291
- Brigham E.F, Gapenski L.C., and Ehrhardt M.C: Financial Management -Theory and Practice; Harcourt College Publishers, Singapore.

Course Code : **BBAP-302**
Title of the Course : **Production and Operation Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like operation management, facility location & layout, capacity planning, production planning and control, quality management, inventory management etc.

Course outcome: Students will be able to:

CO1: Understand the importance of product design and development in competitive environment.
CO2: Conduct facility planning by making location and layout decision.
CO3: Understand quality management practices followed by the companies.
CO4: Explain the importance purchasing management and inventory management in Production process.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	S	S	S	S	M	M	W	M	S	W	M	S
CO 2	S	S	S	S	M	M	W	M	S	W	M	M
CO 3	S	S	S	M	S	M	M	S	S	M	M	S
CO 4	S	S	M	M	S	M	W	W	M	W	M	M

Unit	Course outlines	Hour(s)
Unit-I	Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems. Product – Process Mix.	
	Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions.	6
	Production Planning & Control (PPC) –Concepts, Objectives, Functions. Work Study – Productivity: Method Study; Work Measurement.	7
Unit-II	Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure.	5
	Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis.	8
	Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance Sampling.	9
	Total Hours	45

Reference Books:

- Nair Production & Operations Management, 1stEdition,TataMcGraw, 2004, biblio.co.uk, ISBN : 0074622935
- Adam and Eben, Production & Operations Management, 5thEdition, Prentice Hall India, 1986, www.amazon.in , ISBN-10: 0137248733, ISBN-13: 978-0137248735
- Krajewski&Ritzman, Operations Management, 5thEdition,Pearson, 1999, www.pearson.com
- Buffa & Sarin Modern Production/Operations Management, 8thEdition, JohnWiley, 1987, www.amazon.com, ISBN-10: 0471857823, ISBN-13: 978-0471857822
- Chary Production & Operations Management, 2ndEdition, Tata McGrawHill, 2012,www.abebooks.com, ISBN 10: [1259005100](https://www.isbn-international.org/number/1259005100) / ISBN 13: [9781259005107](https://www.isbn-international.org/number/9781259005107)

Course Code : BBAB-303
Title of the Course : Banking and Insurance

L	T	P	Credit
3	0	0	3

Course Outcomes:

This Course provides the knowledge about various concepts like Indian Banking system & structure, types of accounts and customers. It introduce Insurance, Insurance documents, Role and responsibilities IRDA, Provisions of Insurance Act 1938.

Upon completion of this course, the student will be able to:

CO1: Gain institutional and practical knowledge of Banking and Insurance.
CO2: Attain knowledge about the structure and new emerging trends in Indian banking system
CO3: Asses and analyze the working of Insurance companies according to the prescribed provisions given by the Insurance Regulatory and Development Authority of India
CO4 : Describe Key functions & role of Banking & Insurance in economy

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Indian Banking System: Introduction and structure, types of banks, functions of banks, role of commercial banks in economic development.	8
	Reserve Bank of India: Role and functions and techniques of credit control (Qualitative and Quantitative techniques). Recent Monetary policy of RBI.	7
	Banking Sector Reforms: Latest developments in banking sector in India, Emerging Trends in Banking: Concept of E-Banking, Mobile Banking, Electronic Fund Transfer-(RTGS & NEFT) and Core Banking.	8
Unit-II	RBI Guidelines On Internet Banking, Challenges faced by Indian Banking, Revised NPA Norms-Grievance Mechanism and Banking Ombudsman.	7
	Insurance: meaning definition and its nature and scope of insurance, Functions of Insurance, classification of insurance, principles of insurance.	8
	Importance of Insurance, Features of Life and Non-Life Insurance regulatory and development authority Introduction, main provision, Duties , power and functions of IRDA Act.	7
	Total Lectures	45

Reference Books:

1. J.N. Jain & R.K. Jain: Modern Banking and Insurance, Regal Publications
2. A. Ranga Reddy, C. Rangarajan: Rural Banking and Overdues Management, MittalPublications
3. Madhu Vij: Management of Financial Institutions in India, Anmol Publications.
4. U.C. Patnaik: Rural Banking in India, Anmol Publications.
5. Vasanth Desai: Nature and Problems of Commercial Banking in India, HimalayaPublishing House.
6. V.K. Gupta: Management of Financial Institutions in India, Radha Publications

Course Code : **DBES-101**
Title of the Course : **Environmental Science**

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: Developing an attitude of concern for the environment.
CO2: Motivating public to participate in environment protection and environment improvement.
CO3: Acquiring skills to help the concerned individuals in identifying and solving environmental problems
CO4: Striving to attain harmony with Nature.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	W	W	S	W	M	W	S	M	S	S
CO2	S	M	M	S	S	W	M	W	S	M	M	S
CO3	S	M	M	S	S	W	M	W	S	M	M	S
CO4	S	M	M	S	S	W	M	W	S	M	M	S

Unit	Course outlines	Lectures
1.	The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness.	2
2.	Renewable and Non-renewable Resources Natural resources and associated problems. (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. (d) Food resources: World food problems, changes caused by agriculture and	8

	<p>overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, Case studies.</p> <p>(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.</p> <p>(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>Role of an individual in conservation of natural resources.</p> <p>Equitable use of resources for sustainable lifestyles.</p>	
3.	<p>Eco systems</p> <p>Concept of an ecosystem.</p> <p>Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem.</p> <p>Ecological succession.</p> <p>Food chains, food webs and ecological pyramids.</p> <p>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)</p>	6
4.	<p>Biodiversity and Its Conservation</p> <p>Introduction, definition: genetic, species and ecosystem diversity. Biogeographical classification of India.</p> <p>Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.</p> <p>Biodiversity at global, National and local levels. India as a mega-diversity nation.</p> <p>Hot-spots of biodiversity.</p> <p>Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.</p> <p>Endangered and endemic species of India.</p> <p>Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>	8
5.	<p>Environmental Pollution</p> <p>Definition</p> <p>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</p> <p>Solid waste management: Causes, effects and control measures of urban and industrial wastes.</p> <p>Role of an individual in prevention of pollution. Pollution case studies.</p> <p>Disaster management: Floods, earthquake, cyclone and landslides.</p>	8
6.	<p>Social Issues and the Environment</p> <p>From unsustainable to sustainable development. Urban problems related to energy.</p> <p>Water conservation, rain water harvesting, watershed management.</p> <p>Resettlement and rehabilitation of people; its problems and concerns. Case studies.</p> <p>Environmental ethics: Issues and possible solutions.</p> <p>Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.</p>	6

	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.	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.	3
8.	Field Work Visit to a local area to document environmental assets—river/forest/grassland/hill/ mountain. Visit to a local polluted site— Urban/Rural/Industrial/Agricultural.Study of common plants, insects, birds. Study of simple ecosystems—pond, river, hill slopes, etc.	5
	Total lectures	45

Recommended Texts:

- Environmental Studies For Undergraduate Courses by Erach Bharucha

Reference Books:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd.Bikaner.
- BharuchaErach, the Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad -380013, India, Email: mapin@icenet. Net (R).
- Carter, W. nick (1992). Disaster Management: A Disaster manager's handbook. ADBPublication, Manila.
- De A.K., Environmental Chemistry, Wiley EasternLtd.
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Sharma B.K., 2001. Environmental Chemistry.Geol Publ. House,Meerut
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication(TB)
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances andStandards, Vol I and II, Enviro Media

Course Code : **DBAI-101**
Title of the Course : **Artificial Intelligence**

L	T	P	Credits
4	0	0	4

Course Outcomes:

CO1: Understand and implement Natural versus Artificial Intelligence
CO2: Apply Reasoning under certainty and AI Language.
CO3: Implement Artificial Intelligence techniques. Clarification in the Concepts of Non-Monotonic reasoning: Truth Maintenance Systems
CO4: Manage projects in multidisciplinary environments for the society.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	W	W	S	W	M	W	S	M	S	S
CO2	S	M	M	S	S	W	M	W	S	M	M	S
CO3	S	M	M	S	S	W	M	W	S	M	M	S
CO4	S	M	M	S	S	W	M	W	S	M	M	S

Unit	Course Outlines
Unit I	Introduction to AI: Definitions, Basic Elements of AI, Application Areas
	Natural versus Artificial Intelligence, Turing test for the systems.
	Problem Formulation: Defining problem as a state space search, Problem reduction, problem characteristics, Production Systems. Blind Search Techniques: Depth First Search & Breadth First Search
	Heuristic Search Techniques: Hill climbing, Best First Search & Optimal A* search
Unit II	Reasoning under certainty: Introduction to Monotonic Reasoning, Logics: Syntax & Semantics of Propositional logic, Syntax & Semantics of First Order Predicate Logic (FOPL)
	Well Formed Formulae (Wffs), Conversion to Clausal Form, Substitution, Unification & its algorithm, Resolution.

Unit III	Reasoning under uncertainty: Introduction to Non-Monotonic Reasoning, Concepts of Non-Monotonic reasoning: Truth Maintenance Systems (TMS)
	Default Reasoning & Closed World Assumptions. Logics for non-monotonic reasoning: Modal Logics, Temporal Logics & Fuzzy Logics.
	Knowledge Acquisition, Knowledge Organization & Knowledge Representation.
	Knowledge Representation Schemas: Semantic Nets
Unit IV	Learning in AI: Definition, types of learning.
	Expert System: Architecture and components of an expert system, Applications.
	Natural language processing: Features of natural language, Steps in Natural Language Processing

TEXT BOOKS:

1. E. Rich and K. Knight, "Artificial Intelligence", Tata McGraw Hill Publications
2. Dan W. Patterson, "Introduction to Artificial Intelligence and Expert Systems", PHI.

REFERENCE BOOKS :

- 1.E. Charnaik and D. McDermott, "Introduction to artificial Intelligence", Addison-Wesley Publishing Company.
2. Nils J. Nilson, "Principles of Artificial Intelligence", Narosa Publishing Co.
- 3.M. Chandwick and J.A. Hannah, "Expert Systems for Personal Computers", Galgotia Publications Pvt. Ltd.

Course Code : DBCW-101
Title of the Course : Creative Writing and Literature

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: To acquaint the learners with ideas related to the art of creative writing.
CO2: To help learners understand the principles of creative writing
CO3: To hone the creative and critical faculties of the learners.
CO4: To give practice to the learners of the various forms of creative writing.

Unit	Course outlines	Lecture(s)
Unit-I	Reference to the Context from poetry and prose. Two out of four passages to be attempted. Poetry Section: Song 36 from Gitanjali From Home coming Myriad-Winged Bird I Know Why the Caged Bird Sings	10
	Short Questions from poetry to be attempted in 50-60 words. Prose Section: Spoken English and Broken English Principles of Good Writing The Conjuror's Revenge I Have A Dream	10
	Essay Type Questions from prose to be attempted in 100-150 words.	10
Unit-II	1. Paragraph Writing: One out of three to be attempted 2. Letter Writing: One out of two to be attempted 3. Comprehension of passage from prose text 4. Grammar: Tenses, Voice, Determiners, Modals, Antonyms 5. Translation from Punjabi/Hindi to English.	15
	Total Lectures	45

References Book :

1. Abrams, M.H. *Glossary of Literary Terms*. Wadsworth Publishing Company, 2005.
2. Bell, James Scott. *How to Write Dazzling Dialogue*. Compendium Press, 2014.
3. Bell, Julia and Magrs, Paul. *The Creative Writing Course- Book*, Macmillan, 2001

Course Code : **DESI-301**
Title of the Course : **Employability Skills Intermediate**

L	T	P	Credits
0	0	4	2

Course Outcomes:

The course is designed to Achieve superior outcomes of placement, retention and progression of students through 21' century employability skills' training and assessment.

Skills development network shall provide Vocational curricula and e-content for high quality employability and work skills training through an online learning platform



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DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA Second Year – Fourth Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs.
1	BBAB-401	Business Environment	Theory	40	60	100	3	0	0	3	3
2	BBAH-402	Human Resource Management	Theory	40	60	100	3	0	0	3	3
3	BBAR-403	Operation Research	Theory	40	60	100	3	0	0	3	3
4	BBAC-404	Company Law	Theory	40	60	100	3	0	0	3	3
5	BBAS-405	Strategic Management and Business Policy	Theory	40	60	100	3	0	0	3	3
6	BBAD- 406	Digital Marketing	Theory	40	60	100	3	0	0	3	3
7	BBAT-407	Industrial Training	Practical	--	100	100	0	0	8	4	N.A
8	DBCE-101	Community Engagement and service	Practical	40	60	100	0	0	2	1	3
Total				280	520	800	18	0	10	23	
Optional Elective–(Any One)											
9	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

**NCC:National Cadet Corps,
NSS: National Service Scheme**

For NCC/NSS: -These are Elective Subjects and Students will be selected for these courses on the Basis of Availability of Seats.

Summer Industrial Training of 4-6 weeks in a relevant Industry after 4thSemester Examinations during summer break. Training report by the student to be submitted within in one week of start of 5thSemester.Viva-Voce examination to be held within 3-weeks of the start of 5thsemester.

After the successful Completion of Two years / 4 Semesters with training and leave the program, Student will be Awarded Diploma in Business Administration

Course Code : **BBAB-401**
Title of the Course : **Business Environment**

L	T	P	Credit
3	0	0	3

Course Outcomes:

This Course is designed to analyse the overall business environment and evaluate its various components in business decision making and provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager’s social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

Upon completion of this course, the student will be able to:

CO1: Identify and evaluate the complexities of business environment and their impact on the business.
CO2: Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
CO3: Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.
CO4: Understand the Industrial functioning and strategies to overcome challenges in competitive markets.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Business Environment: Definition, significance and nature of business environment; Elements of environment: internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.	10
	Economic Environment of Business: Significance and	9

	elements of economic environment. Economic systems and business environment. Political environment, How it effects the business.	
Unit-II	International Environment: Multinational corporations: Foreign collaborations and Indian business; Non-resident Indians and corporate sector;	9
	International economic institutions: WTO, World Bank, IMF and their importance to Indian Economy. Economic planning in India;	8
	Government Policies: Industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization.	9
	Total Hours	45

Reference Books:

- Francis Cherunilam : Business Environment (2018)
- K. Ashwathapa : Business Environment (2014)
- RudraDutt: Indian Economy (1970)
- Kuchhal S.C. : Industrial Economy of India (1969)

Course Code : **BBAH-402**
Title of the Course : **Human Resource Management**

L	T	P	Credit
3	0	0	3

Course Outcomes:

This Course is designed to give an overview of various concepts related to Human Resources management involving planning, placement and training, significance of performance appraisal and methods of compensation.

Upon completion of this course, the student will be able to:

CO1: Understand the key components of managing people in organizations.
CO2: Describe the nuances of human resource management systems.
CO3: Manage HR practices as competitive tool for organizational excellence.
CO4: Evaluate the process of recruitment and selection.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Basic concepts of Human Resource Management: Meaning, Definition, Features, Importance and Functions of Human Resource Management, Scope of HR, HR manager Skills, Qualities, SWOT Analysis.	7
	Human Resource Planning Management: Meaning, Definitions, Features, Steps.	4
	Job Analysis- Meaning, Process, Job Enlargement, Job Description, Job Enrichment.	4
	Recruitment: Meaning, Definition, Features & Sources of recruitment.	3
	Selection: Meaning, Definition, Steps of selection	3
	Interview: Meaning, Types of Interview.	3
Unit-II	Placement & Induction: Meaning, Definition, Features, Steps Concept and Nature of Objectives:	5
	Performance Appraisal: Meaning, Process, Methods, Importance.	5
	Industrial Disputes- Meaning, Definition, Types of Strikes, Disputes Settlement Machinery.	4
	Trade Union- Meaning, Definition, Types of Trade union, Theories of trade union. Industrial Relation: Meaning, Definitions, Features, Theories of Industrial Relations, importance of industrial relation, Factors affecting the industrial relation.	7
	Total Hours	45

Reference Books:

- Gomez Meja, et al., Managing Human Resource, Delhi, Pearson Education (2003)
- Dessler, Gary, Human Resource, Delhi, Pearson Education (2003)
- Aswathappa, Human Resource & Personnel Management' New Delhi, Tata McGraw Hill (2005)
- Pattanayak, Biswajeet, HRM, New Delhi, PHI (2001)

Course Code : **BBAR-403**
Title of the Course : **Operation Research**

L	T	P	Credit
3	0	0	3

Course Outcomes:

To create impact selected statistical tools and techniques for an effective resource management upon completion of this course; the student will be able to:

CO1: Explain the meaning and scope of operation research
CO2: Exhibit practical understanding to Linear programming problems
CO3: Describe and solve practical transportation and assignment problems
CO4: Display knowledge of network analysis

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Operation Research: Meaning, History, Operation research in India, Features, Approaches of O.R, Application, Techniques and Limitation of O.R. Linear programming problems (LPP) (formulation and graphic and Simplex method	9
	Assignment Problems: Introduction, Minimization and Maximization problems, Travelling Salesman problems, unbalanced assignment problems.	10
	Transportation Problems: Meaning, Assumptions, Terminology, Methods; Feasible solution (NWCM, LCM, VAM), Optimal solution (Stepping stone method, MODI method), Unbalanced Transportation problem, Degeneracy	9
Unit-II	Sequencing Problems: Introduction, assumptions, types, Processing 'N' jobs through one machine, two machines. Network analysis- PERT and CPM: introduction, meaning, history of PERT and CPM analysis, objectives of network analysis	8
	Game Theory: Introduction, Significance, Limitations, Strategies, Pure strategies Practical's, Mixed Strategy: - Practical's (Odds method, dominance method, sub-game method, equal gain method).	9
	Total Hours	45

Reference Books:

- Operations Research: P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi(2001)
- Operations Research: H.A. Taha, Prentice Hall of India, New Delhi (1999)
- Operations Research: C.K. Mustafi, New Age International Pvt. Ltd., New Delhi(2000)
- Operations Research for Management: M.P. Gupta & J. K. Sharma, Mayoor Paperbacks, Delhi (2000)

Course Code : **BBAC-404**
Title of the Course : **Company Law**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Companies Act, 2013.

Course Outcomes: Student will be able to.

CO1: Acquire knowledge and develop understanding of the necessary framework of companies with reference to various provisions or company act-2013
CO2: Understand the importance of doctrine of ultra virus and doctrine of indoor management
CO3: Exhibit knowledge about the meaning, kinds, process and raising of share capital under Companies act 2013
CO4: Describe the definition, appointment procedure, rights and duties of directors, members and shareholders

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction: Definition & nature of Company, types of Companies Characteristics of a Company, Concept of Lifting of Corporate Veil, Emerging Types of Companies	8
	Formation of Company: Promotion & Registration, Pre- incorporation Contract and Provisional Contracts.	6
	Prospectus: Memorandum of Association, Articles of Association, Doctrine of Constructive Notice, Doctrine of Ultravires, Doctrine of Indoor Management, Prospectus-Meaning and Statement in Lieu of Prospectus, Red-Herring Prospectus.	9
Unit-II	Share Capital – Share capital, Allotment of shares, definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares	8
	Members and Shareholders – Their Rights and Duties. Management – Directors, Classification of Directors, Disqualification, Appointment, Legal Position, Powers and Duties, Disclosures of Interest, Removal of Directors, Board Meetings, Other Managerial Personnel and Remuneration, Digital Signatures of Directors.	9
	Winding Up -Concept and Modes.	5
	Total Hours	45

Reference Books:

- Fernando. A.C, Corporate Governance-Principles, Policies and Practices, Pearson Education, New Delhi (2006)
- Prakash Pandya & R. Balakrishnan, Compliance Guide to Corporate Governance, Taxmann's Allied Services Ltd (2010)
- Joshi Vasudha, Corporate Governance, The Indian Scenario, Foundation Books (2004)
- Solomon Hill, Corporate Governance and Accountability, Lis Nexis, UK(2000)

Course Code : **BBAS-405**
Title of the Course : **Strategic Management and Business Policy**

L	T	P	Credit
3	0	0	3

Course Outcomes: The major focus of the course is about “strategy” and how the applications of strategic management, including analysis, formulation and execution are employed to lead an organization to sustainable success.

Course outcome: Students will be able to

CO1: Understand the strategic issues and policy decisions facing businesses and how current management concepts address these issues.
CO2: Elaborate on how strategic plans and policies are integrated, implemented and controlled and to comprehend the culture and ethical factors that influence these management activities.
CO3: Analyze new knowledge and use existing knowledge to conduct strategic and competitive analysis using various tools (e.g., five forces model, SWOT analysis, Portfolio matrix models) in a variety of industries
CO4: Evaluate the formulation of business and corporate level strategies, the different business and corporate strategic types, alternative actions, and make sound strategic decisions using what-if analysis.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	W	M	S	W	M	S
CO2	S	S	S	S	M	M	W	M	S	W	M	M
CO3	S	S	S	M	S	M	M	S	S	M	M	S
CO4	S	S	M	M	S	M	W	W	M	W	M	M

Unit	Course outlines	Lecture (s)
Unit- I	Defining Strategic Management, Characteristics of Strategic Management Types and Hierarchy, Formulation of Strategy: Various Stages and Components of Strategic Management,	6
	Determination of various objectives like corporate, divisions and departmental objectives: Vision, Mission and Purpose	5
	Environmental Scanning: Internal & External environment, Types of Strategies, Guidelines for crafting strategies, Tailoring strategies to fit specific Industry.	6
	Strategic Analysis and Choice: Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile – Strategic Advantage Profile,	7
Unit- II	Corporate Portfolio Analysis SWOT Analysis, Synergy and Dysergy – GAP Analysis,	5
	Porter’s Five Forces Model of Competition, Mc Kinsey’s 7s Framework, GE 9 Cell Model,	5
	Distinctive competitiveness – Selection of matrix while considering all models discussed above, Implementation of strategy:	6
	Analysis and development of organizational policies- marketing, production, financial, personnel and management information system, Strategy implementation: Issues in implementation – Project implementation – Procedural implementation.	5
	Total Hours	45

Reference Books:-

- Lawrence R. Jauch, William F. Glueck, Business Policy and Strategic Management, McGraw-Hill, 5th Edition.
- John A. Pearce II, R.B. Robinson, Jr., Strategic Management, 3rd Edition, A.I.T.B.S. Publications, Delhi.
- Fred R. David, Strategic Management - Concepts and Cases, Pearson Education, 10th Edition, 2005.

Course Code : **BBAD- 406**
Title of the Course : **Digital Marketing**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course will enable the student to demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

After completion of this course student would be able to:

CO1: Analyse the confluence of marketing, operations, and human resources in real-time delivery.
CO2: Comprehend the importance of conversion and working with digital relationship marketing.
CO3: Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
CO4: Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Digital Marketing and its Significance, Traditional Marketing Vs Digital Marketing, Digital Marketing Process, Website Planning and Development: Types of websites, Website Planning and Development : Keywords,	7
	Understanding Domain and Webhosting, Building Website/Blog using CMS Word Press, Using Word Press Plug-ins, Introduction to Search Engine Optimization	7
	Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy and Monitoring, Email – Automization,	8
Unit- II	Pay Per Click Advertising: Introduction, Pay Per Click Advertising: Google Ad word, Types of Bidding strategies, Designing and Monitoring search campaigns, Designing and Monitoring Display campaigns, Designing and Monitoring Video campaigns, Designing and Monitoring Universal App Campaigns	8
	Google Analytics : Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions, Traffic Behavior and preparing Reports, Social Media Marketing : Introduction and Significance	7
	Facebook Marketing : Introduction Types of Various Ad Formats, Setting up Facebook Advertising Account, Under standing Facebook Audience and its Types, Facebook Advertising Campaigns, Working with Facebook Pixel, Twitter Marketing: Basics, Designing Twitter Advertising Campaigns, Introduction to LinkedIn Marketing :Developing digital marketing strategy in Integration form	8
	Total lectures	45

References Books:

- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Campaigns by Ian Dodson, Wiley, 1st edition
- Digital Marketing for Dummies by Ryan Deiss and Russ Henne berry, For Dummies.

Course Code : **BBAT-407**
Title of the Course : **Industrial Training**

L	T	P	Credit
0	0	8	4

Summer Industrial Training of 4-6 weeks in a relevant Industry after 4th Semester Examinations during summer break. Training report by the student to be submitted within in one week of start of 5th Semester. Viva-Voce examination to be held within 3- weeks of the start of 5th semester.

Course Code : **DBCE-101**
Title of the Course : **Community Engagement**

L	T	P	Credit s
0	0	2	1

Course Outcomes:

After completing this course student will be able to Gain an understanding of rural life, culture and social realities, appreciate significant contributions of local communities to Indian society and economy, learn to value the local knowledge and wisdom of the community, Identify opportunities for contributing to community’s socio-economic improvements

CO1: To develop an appreciation of rural culture, life-style and wisdom amongst students
CO2: To learn about the status of various agricultural and rural development programm
CO3: To understand causes for rural distress and poverty and explore solutions for the same
CO4: To apply class room knowledge of courses to field realities and there by improve quality of learning

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Module	Course outlines	Lecture(s)
1.	Appreciation of Rural Society Rural life style, rural society, caste and gender relations, rural values with respect to community, nature and resources, elaboration of“ soul of India lies in villages’ (Gandhi),rural infrastructure	8
2.	Understanding rural economy & livelihood Agriculture, farming, landownership, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural markets	8
3.	Rural Institutions Traditional rural organizations, Self-help Groups, Panchayati raj institutions (Gram Sabha, Gram Panchayat, Standing Committees), local civil society, local administration	8
4.	Rural Development Programmes History of rural development In India, current national programmes: Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swatchh Bharat, PMA was Yojana, Skill India, Gram Panchayat Decentralized Planning, NRLM, MNREGA, etc.	8
	Total Lectures	32

Reference Books:

- Singh, Katar, Rural Development: Principles, Policies and Management, Sage Publications, New Delhi, 2015.
- A Handbook on Village Panchayat Administration, Rajiv Gandhi Chair for Panchayati Rajstudies, 2002.
- M.P.Boraian, Best Practices in Rural Development, Shanlax Publishers, 2016.

Journals:

- Journals of Rural development,(published by NIRD & PR Hyderabad)
- Indian Journal of Social Work,(byTISS,Bombay)
- Indian Journal of Extension Education (by Indian Society of Extension Education)
- Journal of Extension Education (byExtension Education Society)
- Kurukshetra (Ministry of Rural Development, GoI)
- Yojana (Ministry of Information and Broadcasting GoI)



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA Third Year – Fifth Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exams Hrs.
1	BBAC-501	Corporate Strategy	Theory	40	60	100	3	0	0	3	3
2	BBAE-502	Event Management	Theory	40	60	100	3	0	0	3	3
3	BBAI-503	Indian Financial System	Theory	40	60	100	3	0	0	3	3
4	BBAC-504	E-Commerce	Theory	40	60	100	3	0	0	3	3
5	BBAC-505	Consumer Behavior	Theory	40	60	100	2	0	2	3	3
6	DESA-501	Employability Skills Advance	Practical	40	60	100	0	0	4	2	2
7	XXXX	Elective – III (Any One)	Theory	40	60	100	3	0	0	3	3
Total				280	420	700	17	0	6	20	
Elective – III (Any One)											
8	BBAE-506/ BBAE- 507	Finance	Theory	40	60	100	3	0	0	3	3
	BBAE-508/ BBAE- 509	Marketing									
	BBAE-510/ BBAE- 511	Human Resource Management									
	BBAE-512/ BBAE- 513	Business Analytics									
Optional Elective–(Any One)											
9	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Choose any one elective course from the following

Elective-III

Finance	
BBAE-506	Stock Market Operations
BBAE- 507	Financial Derivatives

Marketing	
BBAE-508	Brand and Product Management
BBAE- 509	Rural Marketing

Human Resource Management	
BBAE-510	Industrial Relations and Labor Laws
BBAE- 511	Compensation & Reward Management

Business Analytics	
BBAE-512	Introduction to Business Analytics using MS Excel
BBAE- 513	Big Data Fundamentals

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable,

NCC:National Cadet Corps, NSS: National Service Scheme

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

Course Code : **BBAC-501**
Title of the Course : **Corporate Strategy**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Income tax act

Course Outcomes: Student will be able to:

CO1: Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
CO3: Integrate and apply knowledge gained in formulation and implementation of strategy from holistic and multi-functional perspectives.
CO4: Analyze & resolve malfunctioning & variance in strategic implementation through control mechanism

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Strategic Management: Introduction, Nature & Scope, Need, Level at which Strategy Operates, Strategic Decision Making, Process of Strategic Management.	8
	Strategic Intent: Vision, Mission, Business Definition, Business Model Goals & Objectives. Strategy Formulation & process.	6
	Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest).	4
Unit-II	Organizational Appraisal: Dynamics of Internal Environment, Organizational Capability Factors, Methods and Technique Used for Organizational Appraisal.	5
	Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy.	5
	Business Level Strategy: Concept, Porter's Generic Business Strategy.	5
	Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix, Industry Analysis, Porter's Approach.	4
	Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioural Implementation, Resource Allocation)	5
	Strategic Evolution and Control: An Overview, Technique of Strategic Evolution and Control	3
	Total Hours	45

Reference books:

- Azhar Kazmi: Business Policy, Tata McgrawHill
- Jouch&Gluck: Strategic Management & Business Policy, Tata McgrawHill
- Wheelen& Hunger: Strategic management & Business Policy, PearsonEducation
- Pearce & Robinson: Strategic ManagementAITBS Hill &Manikutty, Strategic Management, CengageLearning

Course Code : **BBAE-502**
Title of the Course : **Event Management**

L	T	P	Credit
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Introduction to planning and management of events, Types of events The concept of events and event vision, Leadership, Even Industry, Concept of sponsorship, Event Planning.

Course outcome: Students will be able to

CO1: Acquire an understanding of the role and purpose of special events in the organizations.
CO2: Describe and execute techniques and strategies to organize successful events.
CO3: Exhibit competencies required to promote, implement and conduct events.
CO4: Acquire the knowledge and competencies to evaluate and make budget requirements.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	W	W	S	M	W	S	S
CO2	S	S	M	M	M	W	W	M	S	W	M	M
CO3	S	S	S	W	M	W	W	M	S	S	S	S
CO4	S	M	M	W	W	M	M	M	M	M	S	M

Unit	Course outlines	Hour(s)
Unit- I	Introduction to Planning and management of events, size of events, types of events, the event team and code of ethics.	10
	The concept of event and event vision, event and marketing, events and corporate public relations, product differentiation, promotion and events. Leadership: Leadership Nature, Types, Styles & Qualities.	6
	Event industry, designing transitional strategy, events and positioning, positioning principles, safety and security of events, event relations and conceptualization, management of relations and document design.	7
Unit-II	Concept of Sponsorship: Sources of Sponsorship, Sponsorship Planning.	5
	Event Planning: Choosing the site, Developing the Site, Arranging Catering, The need and frill of event financial management, events and objects, events and facts, managing events	8
	The budget, Break-even point, cash flow analysis, profit and loss statement, balance sheet, Sources of raising short and long term finance and its cost.	9
	Total Hours	45

Reference Books:

- Event Management & Marketing, Kalai Selvan N, ICFAI
- Event Management, Glenn A J Bowdin, 2006, www.academia.edu
- Event Marketing, N.K Sahni, Kalyani Publisher
- Financial Management, Khan & Jain, Tata McGraw Hill, 2007, books.google.co.in
- Financial Management, JM Panaday, Vikas Publication, 2015, www.vikaspublishing.com, ISBN: 9789325982291

Course Code : BBAI-503
Title of the Course : Indian Financial System

L	T	P	Credits
3	0	0	3

Course Outcomes:

After successful completion of this programme the learners should be able to: Bird's view of the Indian Financial System and in the context of Global Indian Banking System, the constitutions, structure, objectives and working of Indian Financial System, the role and working of capital market, money market, SEBI, RBI and other financial institutions in India.

Upon completion of this course, the student will be able to:

CO1: Exhibit understanding of the operations and developments in financial markets in India.
CO2: Gain an insight into the functioning and role of financial institutions in the Indian Economy
CO3: Understand the different components of a financial system and their role.
CO4: Describe the instruments, participants and operation of the money market

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	W	W	S	M	W	S	S
CO2	S	S	M	M	M	W	W	M	S	W	M	M
CO3	S	S	S	W	M	W	W	M	S	S	S	S
CO4	S	M	M	W	W	M	M	M	M	M	S	M

Unit	Course outlines	Lecture(s)
UNIT-I	Financial System: Meaning, Nature, Structure, Role of the Financial system, Financial system and Economic Development, An Overview of Indian Financial system: Financial Institution: Central Bank, organization and functions	10
	Financial Services: nature, types, regulatory framework and major problems faced by Indian financial service sector. Merchant Banking, Mutual Funds	10
	Commercial Banks: Meaning, functions and recent developments in commercial banking, Credit Creation	7
UNIT-II	Financial Markets: Meaning, Nature, Structure, Significance of financial market. Money Market: Meaning, constituents, functions of money market, money market institutions, recent trends in Money Market	10
	Capital Market: Primary Market, Secondary Market, Functions of Capital Market, Methods of issue, stock in primary market	8
	Total lectures	45

Reference Books

- V. Avadhani, Capital market management, Himalaya publishing Home (2011)
- H.R. Machiraju, Merchant banking, third Edition, New age international publishers (2007)
- RuddarDatt& K.P.M. Sundharam, Indian Economy, Fortieth Revised Edition, S. Chand &Co. Ltd. (1970)
- M.Y. Khan, Indian financial system, Fourth Edition, Tata McGraw Hill (1980)

Course Code : **BBAC-504**
Title of the Course : **E-Commerce**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to familiarize students with the basic concepts of E-Commerce and its growing applicability in the business world of today.

Course Outcomes: Student will be able to:

CO1: Understand the basic concepts of E-Commerce
CO2: Analyze the impact of E-commerce on business models and strategy.
CO3: Explain the process that should be followed in building an E-commerce presence.
CO4: Identify the key security threats in the E-commerce environment.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	E-Commerce: Introduction, Definition, Benefits, Role of Internet in E-commerce, Impact of E-Commerce on Business Models (Goal Congruence, Value Chain, ICDDT Business Strategy Model), E-Commerce Security, Implications for Accounting Profession	7
	Regulatory Environment: Cryptography Issues, Privacy Issues (Children's Issues, Adults Rights) Web Linking (Inappropriately Referencing a Linked Site, Displaying Information Without Proper Rights, Linking using Framing, Linking using Trademarks in Key Meta Tags, Unauthorized Display of a Registered Trademark Linking to Illegal Files), Domain Name Disputes, Internet Sales Tax, Electronic Agreements & Digital Signatures, Internet Service Providers & International Libel Laws	8
	Electronic Data Interchange (EDI), E-Commerce & Internet: Traditional EDI systems (Origin, Non EDI Systems, Value Added Networks, Partially & Fully Integrated EDI Systems, Benefits of EDI Systems, Data Transfers & Standards, Financial EDI, EDI Systems & Internet, Internet Trading Relationship & its Benefits, Impact of EDI – Internet on the Accounting Profession	6
Unit-II	Risks of Insecure Systems: Risks Associated with Internet Transactions. Internet Associated Risks (Risks to Customers, Risks to Selling Agents), Intranet Associated Risks (Sabotage by Former Employees, Threats from Current Employees), Social Engineering, Risk Associated with Business Transaction Data Transferred between Trading Partners, Risks Associated with Confidentially-Maintained Archival, Master File & Reference Data, Risks Associated with Viruses & Malicious Code Overflows.	7
	E-Commerce & Payment Mechanisms: Set Protocol, SET vs. SSL, Magnetic Strip Cards, Smart Card: E-checks, E-Cash	5
	Intelligent Agents: Definition, Capabilities of Intelligent Agents, Agent Societies, Intelligent Agents & E-Commerce (Online Information Chain, Business to Business, Transaction Negotiation). Limitations of Agents.	6
	Web Based Marketing: 'Business, Marketing & IT Strategy, Congruence, The 4Ps Applied to Internet Marketing, 5th P. Internet Marketing Techniques. Online Advertising Mechanism', Web Site Design Issue Impact of Intelligent Agents on Marketing Techniques.	6
	Total Hours	45

Reference books:

1. E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi.
2. E-Business Revolution by Daniel Amar.
3. E-Commerce, A Manager, Guide by Ravi Kalakota and Andrew B. Whinston.
4. New Directives in E-Commerce by Charles Steinfield, Jaico Publication House, New Delhi.
5. E-Commerce in Indian Banking by T.M. Bhasin Authors Press, New Delhi.

Course Code : **BBAC-505**
Title of the Course : **Consumer Behavior**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The purpose of this course is to introduce students to consumers to understand consumer behavior in an informed and systematic way. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior. Course Outcomes: Student will be able to..

CO1: Demonstrate how knowledge of consumer behavior can be applied to marketing.
CO2: Identify and explain factors which influence consumer behavior
CO3: Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
CO4: Define and analyze process of buying decision.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	M	W	M	S	M	S	S
CO2	S	S	M	S	S	W	W	W	M	W	M	M
CO3	S	M	M	S	M	W	M	W	S	M	M	M
CO4	S	S	S	S	S	M	M	M	M	W	M	M

Unit	Course outlines	Hour(s)
Unit-I	Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models	9
	Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.	10
Unit-II	Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o-graphic.	12
	Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers’ responsibilities. The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.	14
	Total Hours	45

Reference Books

- Bennet And Kassarjian, Consumer Behaviour, Prentice Hall Of India, New Delhi
- Michael R. Solomon, Consumer Behaviour, Phi Learning Private Limited, New Delhi, 2011
- Ramanuj Majumdar, Consumer Behaviour, Prentice Hall Of India, New Delhi, 2011
- Loudon And Della Bitta, Consumer Behaviour: Concepts And Applications, Tata McgrawHill. New Delhi, 2007
- Berkman & Gilson, Consumer Behaviour: Concepts And Strategies, Kent Publishing Company.
- Efraim Turban, Jae Lce, David King, & I-I. Michael Chung: Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.

Course Code : **BBAE– 506**
Title of the Course : **Stock Market Operations**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Indian stock markets, Primary Market, Secondary Market, SEBI Act 1992, Investor protection, clearing and Settlement, Depository Operations.

Student will be able to:

CO1: Explain the working of Indian stock market.
CO2: Understand the practical aspects of primary and secondary market operations.
CO3: Understand different techniques of evaluating the investments
CO4: Demonstrate practical knowledge of stock market operations.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Indian Stock Markets: Introduction, history, evolution, growth of stock markets in India. Stock Exchange: Meaning, role, functions, overview of major stock exchanges in India- NSE, BSE, O.T.C.E.I.	10
	Primary Market: Features, types, intermediaries, presence scenario of primary markets. Secondary Market: Meaning, features, market intermediaries, regulating authorities, trading, types of trading	6
	Clearing and Settlement: Introduction, meaning, transaction cycle, settlement process, settlement agencies, risk in settlement, settlement cycle, securities and fund settlement, shortage handling, risk containment.	8
Unit-II	SEBI Act 1992: Definition, objectives, management of the board, constitution, powers, functions, role of SEBI, SEBI stock broker and sub-broker rules and regulations 1992.	7
	Portfolio Theory: Risk-Return Analysis, systematic and unsystematic risk and risk measurement Investor Protection: Introduction, investor awareness, investor grievances, investor protection fund, right and responsibilities of investors.	5
	Depository operations: Introduction to depository system, definition of depository and depository participant, features of .Depository Act 1996, benefits of depository system, dematerialization and electronic transfer of shares.	9
	Total Hours	45

Reference books:

- Depository operations (modules) workbook by NSE India Ltd. (2020)
- Capital market (modules) workbook by NSE India Ltd. (2020)
- Financial institutions and markets by L.M. Bhole (1999)
- Indian capital market by H.S. Sidhu.

Course Code : **BBAE- 507**
Title of the Course : **Financial Derivatives**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

Upon completion of this course, the student will be able to:

CO1: Demonstrate an understanding of the risk management approaches and techniques.
CO2: Ability to solve problems requiring pricing derivative instruments and hedge market risk based on numerical data and current market trends.
CO3: Understand global conventions of valuing financial derivatives.
CO4: Ability to understand the risk management needs of clients and effectively communicate solutions comprising financial derivatives.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	M	M	S	M	S	M
CO2	S	S	S	S	M	M	M	M	S	M	S	M
CO3	S	S	S	S	M	M	M	M	S	M	S	M
CO4	S	S	S	S	M	M	M	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Definition – Types – Participants and functions – Development of exchange traded derivatives – Global derivatives markets – Exchange traded vs. OTC derivatives markets – Derivatives trading in India – L.C.Gupta Committee J.R.Varma committee-Requirements for a successful derivatives markets	9
	Futures: Introduction – Futures terminology – Key features of futures contracts – Futures vs. Forwards – Pay off for futures – Equity futures in India – Index futures – Stock futures – Futures trading strategies – Hedging – Speculation – Arbitrage – Spread trading.	6
	Options: Introduction – Options terminology – Types – Options pay off – Equity options contracts in India – Index options – Stock options – Options trading strategies – Hedging – Speculation – Arbitrage – Straddle – Strangles – Strips and straps – Spread trading.	10
Unit-II	The cost of carry models for stock and index futures – Cash price and futures price , arbitrage opportunity. : Futures and options trading system – Trader workstations – contract specification-specification for stocks and index eligibility for trading Charges. Clearing entities and their role –clear mechanism-adjustment for corporate actions-Open position calculation.	8
	Margining and settlement mechanism-Risk Management-SPANMechanics of SPAN-Overall portfolio margin requirement	7
	Interest rate options-caps-floors-collars-swaptions-hedging-credit derivatives-credit risk management, Currency futures and options-trading strategies. Weather, energy and insurance derivatives-Real options-Derivative mishaps-lessons.	5
	Total Hours	45

Reference Books:

- John Hull, Options, Futures and other Derivatives, Pearson Education
- S.L.Gupta, Financial Derivatives, Prentice Hall.
- Parameshwaran, Financial Derivatives, Mcgraw Hill.
- D. C. Patwari, Options and Futures- An Indian Perspective, Jaico Publishing House.
- Punithavati Pandian, Security Analysis and Portfolio Management, Vikas Publishing House.
- Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGrawHill.
- Sanjeev Aggarwal, A Guide to Indian Capital Markets, Bharat Publishing.

Course Code : **BBAE-508**
Title of the Course : **Brand and Product Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Product Concepts, Understanding brands, Brand personality, Brand Customer Relationship, Brand Management areas.

Student will be able to:

CO1: Apply the fundamental concepts of product and brand development and management.
CO2: Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
CO3: Explore key components of brand positioning and how these components work together in creating brand strategy.
CO4: Design specific strategies to grow and sustain brand equity over the long-term.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	S	S	W	M	S
CO3	S	M	S	S	M	S	S	M	S	M	S	S
CO4	S	M	S	M	S	M	S	S	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages,	10
	Product Evaluation Product Positioning: Concept, Product Differentiation, And segmentation New Products: New Product Categories, Organization for Product Management, prototyping, New Product Development Process, test marketing.	6
Unit-II	Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms,	7
	Selecting brand names Brand Awareness-Types of Brand Awareness, Brand Image- Types of Associations, and Brand Identity.	5
	Brand Personality- Meaning, Definition, Features, Types. Brand Positioning- meaning, Definition, Characteristics Steps, Creating Core Brand Values,	8
	Brand-Customer Relationship, Brand Extensions, Brand Management Areas	9
Total Hours		45

Reference books:

- C.Merle Crawford, New Product Management (2005)
- Donald Lehmann Product Management, Tata Mac Graw Hill, (2004)
- Keller, Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity (2013)

Course Code : **BBAE- 509**
Title of the course : **Rural Marketing**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing and development practices in Indian context.

CO1: Develop understanding of issues in rural markets
CO2: Gain Conceptual knowledge about rural marketing with special reference to Indian context.
CO3: Develop understanding of distribution channels, marketing strategies, etc. in the context of rural markets in India
CO4: Analyse opportunities and emerging challenges in the upcoming rural markets.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Unit	Course outlines	Hour(s)
Unit-I	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets	9
	Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets	11
Unit-II	Rural Market Environment. Rural Demand and Rural Market Index. Rural Marketing and Problems in Rural Marketing	6
	Rural Marketing Strategies with special reference to: Rural Market segmentation. Product Strategies. Pricing Strategies. Distribution Strategies. Promotion Strategies. Marketing Communication in Rural Markets. Marketing Research	7
	Economic of selling in rural markets. Formulation of rural marketing policies. FMCG sector in Rural India, concept and classification of consumer goods,	12
	Total Hours	45

Reference Books:

- Kashyap Pradeep & Raut Siddhartha, Rural Marketing Biztantra Publishers(2009)
- Dogra B. &Ghuman K., Rural Marketing Concepts and Practices, Tata McGraw-Hill(2010)
- Krishna macharyulu C.S.G. & Rama krishnan Lalitha, Rural Marketing Text &Cases, Pearson Education (2011)

Course Code : **BBAE-510**
Title of the Course : **Industrial Relations and Labor Laws**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Industrial disputes Act 1947, The Trade Union Act 1926, The Factories Act 1948, The Payment of wages act 1936, The Workmen's compensation Act 1923 The payment of Gratuity Act 1972 etc.

Course outcome: Upon completion of course, student will be able to:

CO1: Understand judicial setup of labor laws.
CO2: Outline the important causes & impact of Industrial disputes.
CO3: Describe the provision of wage legislations, in reference to payment of wages Act 1936, Minimum wages Act 1948 & Payment of Bonus act 1965.
CO4: Understand provision of social security legislations, in reference to Employees State Insurance act 1948, Employees provident Fund act 1952, Payment of Gratuity act 1972.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	M	M	M	S	W	S
CO2	S	S	W	S	W	S	W	M	W	S	W	M
CO3	S	S	W	S	W	S	W	M	M	M	W	S
CO4	S	M	W	S	W	M	M	M	M	M	W	S

Unit	Course outlines	Hour(s)
Unit I	Industrial Relations Legislation: The Industrial Dispute Act, 1947; The Industrial Employment (Standing Orders) Act, 1946; The Trade Union Act, 1926;	10
	Laws relating to Discharge, Misconduct, Domestic Enquiries, Discipline Action.	6
	Protective legislation: The Factories Act, 1948; The Payment of Wages Act, 1936; The Minimum Wages Act, 1948; The Payment of Bonus Act, 1965; The Equal Remuneration Act, 1976; The Contract labor (regulation and abolition) Act, 1970.	7
Unit II	Social security legislation: The workmen's compensation Act, 1923; The employee's state insurance Act, 1948;	5
	The employees' provident funds and miscellaneous provisions Act, 1952;	8
	The maternity benefit Act, 1961; The payment of gratuity Act, 1972	9
	Total	45

Reference Books:-

- Indian Law Institute, Labour Law and Labour Relations-Cases and Material, Bombay, Tripathi (1987)
- S.N. Mishra, Labour and Industrial Laws, Allied Publications, New Delhi (2001)
- Debi S. Saini, Redressal of Labour Grievances, Claims and Disputes, Oxford & IBH, New Delhi (1994)
- H.L. Kumar, Labour & Industrial Law in 2 volumes with free case law reference (2002-007)

Course Code : **BBAE-511**
Title of the Course : **Compensation & Reward Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

Upon completion of this course, the student will be able to

1. Recognize how pay decisions help the organization achieve a competitive advantage.
2. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
3. Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues.
4. Design rational and contemporary compensation systems in modern organizations.

CO1: Recognize how pay decisions help the organization achieve a competitive advantage
CO2: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations
CO3: Demonstrate comprehension by constructing a compensation system encompassing;
CO4: Understand .Design rational and contemporary compensation systems in modern organizations.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	M	M	M	S	W	S
CO2	S	S	W	S	W	S	W	M	W	S	W	M
CO3	S	S	W	S	W	S	W	M	M	M	W	S
CO4	S	M	W	S	W	M	M	M	M	M	W	S

Unit	Course outlines	Hour(s)
Unit I	Introduction to Compensation Management. Nature and Objectives of Compensation. Factors affecting Compensation Policy. Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages.	10
	Understanding Elements of Compensation Structure, Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, Stock Options. Understanding Salary Slip	6
	Understanding the Basics of Social Security, Concept of Social Security : Laws relating to Social Security, Introduction to Provident Fund,	7
Unit II	Employees State Insurance, Gratuity, Superannuation , Bonus , Reward Systems, Retirement, VRS / Golden Handshake, Case Studies	5
	Performance Management System, Introduction to Performance Management and Objectives of Performance Management Determinants of Performance . Diagnosing the causes of Poor Performance. Implementing Performance Management System	8
	Title of the Topic: Performance Appraisal Organizational uses of Performance Appraisal Methods of Appraisal, Traditional Methods and Modern Methods, Shift from Performance Appraisal to Potential Appraisal, Appraisal Interview	9
	Total	45

Reference Books:-

1. Compensation planning, George T Mulkovich & Jerry Newmann, McGraw Hill Publication
2. Compensation and reward management, B. D. Singh, Excel Publication
3. Aswathappa, K. (2001). Human resource & personal management (text & cases). New Delhi: Tata McGraw-Hill.
4. Mamoria, C. B., & Gankar, S.V. (2002). Personal management (text & cases). New Delhi: Tata McGraw-Hill.
5. Rao, T. V. (2015). Performance Management: Toward organizational excellence. Sage

Course Code : **BBAE-512**
Title of the Course : **Introduction to Business Analytics using MS Excel**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the Implementation of Business Analytics in Management domain and Understand the spreadsheet software
 Course Outcomes: Student will be able to:

CO1: Understand about the Business Analytics
CO2: Understand the domain and decision making using the tools of Business Analytics
CO3: Create model using the knowledge of MS Excel
CO4: Understand the basic features and environment of MS Excel

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction to Business Analytics Introduction to business Analytics, Business Analytics Applications, Importance and Evolution of Business Analytics, Classification of Business Analytics.	5
	Business Analytics for Management decisions, Framework of Business Analytics, Scope and framework of Business Analytics.	6
	Variables for Business Analytics, Data handling in Business Analytics, Decision Models, Problem solving and decision making.	6
Unit-II	Experiment with Worksheets and Workbooks Create a workbook, Import data from a delimited text file, Add a worksheet to an existing workbook, Copy and move a worksheet, Search for data within a workbook, Navigate to a named cell, range, or workbook element, Insert and remove hyperlinks, Change worksheet tab color, Rename a worksheet, Change worksheet order, Insert and delete columns or rows.	10
	Change workbook themes, Adjust row height and column width, Insert headers and footers, Hide or unhide worksheets, Hide or unhide columns and rows, Customize the Quick Access toolbar, Modify document properties, Display formulas, Inspect a workbook for hidden properties or personal information, Inspect a workbook for accessibility issues, Inspect a workbook for compatibility issues	10
	Formula and Functions Insert references, Perform calculations by using the SUM, MIN and MAX functions, Perform calculations by using the COUNT function, AVERAGE function, Perform logical operations by using the IF function, SUMIF function, AVERAGEIF function, Perform statistical operations by using the COUNTIF function, Format text by using RIGHT, LEFT, and MID functions UPPER, LOWER, and PROPER functions.	8
Total Hours		45

Reference books:

1. Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, Wiley
2. Business Analytics: Data Analysis and Decision Making, Cengage

Course Code : **BBAE-513**
Title of the Course : **Big Data Fundamentals**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the concepts of Big data and its importance and the concept of data ingestion, fundamental concepts and tools of Hadoop

Course Outcomes: Student will be able to:

CO1: Exemplify the role of various tools of hadoop and recognize their impact in business decisions.
CO2: Develop the skills that will help them to solve complex real-world problems in decision support.
CO3: Explain the meaning and objective of Hadoop tools
CO4: learn the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction : Explain what Big Data is, Describe the complete open-source Hadoop ecosystem and its near-term future directions, Describe the major challenges of data, explain how the growth of interconnected devices contributes big data.	6
	List real-life examples of Big Data, List the types of Big Data, Identify Big Data use cases, Describe the evolution from traditional data processing to big data processing.	6
	Introduction to Hortonworks Data Platform (HDP): Describe the functions and features of HDP, List the IBM value-add components, explain what IBM Watson Studio is, give a brief description of the purpose of each of the value-add components, Understand the basic need for a big data strategy in terms of parallel reading of large data files and internode network speed in a cluster.	10
Unit-II	Storing and querying data: List the characteristics of representative data file formats including flat/text files CSV XML JSON and YAML, List the characteristics of the four types of NoSQL datastores, Describe the storage used by HBase in some detail, Describe and compare the open-source programming languages Pig and Hive, List the characteristics of programming languages typically used by Hbase	12
	Loading data with Sqoop : List some of the load scenarios that are applicable to Hadoop Understand how to load data at rest, understand how to load data from common sources such as a data warehouse relational database web server or database logs, explain what is Sqoop Describe how Sqoop can be used to import data from relational systems into Hadoop and export data from Hadoop into relational systems.	11
	Total Hours	45

Reference books:

1. Gelman, Andrew, and Jenifer Hill. Data Analysis using Regression and Multilevel/Hierarchical Models 1st ed. Cambridge, UK Cambridge University Press, 2006. ISBN 9780521867061
2. Gelman, Andrew, John B Carlin, Hal S Stern and Donald B. Rubin, Bayesian Data Analysis, 2nd ed. New York: Chapman & Hall 2003, ISBN: 9781584883883
Bigdata Analytics Shankarmani wiley 2017, 2nd Edition

Course Code : **DESA-501**
Title of the Course : **Employability Skills Advance**

L	T	P	Credits
0	0	4	2

Course Outcomes:

The course is designed to Achieve superior outcomes of placement, retention and progression of students through 21' century employability skills' training and assessment.

Skills development network shall provide Vocational curricula and e-content for high quality employability and work skills training through an online learning platform

(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)



DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration
Session: 2023-24
BBA Third Year – Sixth Semester

S.No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exams Hrs.
1	BBAS-601	Stress Management	Theory	40	60	100	3	0	0	3	3
2	BBAG-602	Goods and Services Tax	Theory	40	60	100	3	0	0	3	3
3	BBAO-603	Organizational Development and Change	Theory	40	60	100	3	0	0	3	3
4	BBAE-604	Entrepreneurship & Start-up Management	Theory	40	60	100	3	0	0	3	3
5	BBAB-605	Business Ethics & Corporate Governance	Theory	40	60	100	2	0	2	3	3
6	BBAT-606	Industrial Training	Practical	-	100	100	0	0	8	4	N.A
7	XXXX	Elective – IV (Any One)	Theory	40	60	100	3	0	0	3	3
Total				240	460	700	17	0	10	22	
Elective – IV (Any One)											
8	BBAE-607/ BBAE-608	Finance	Theory	40	60	100	3	0	0	3	3
	BBAE -609/ BBAE –610	Marketing									
	BBAE –611/ BBAE – 612	Human Resource Management									
	BBAE –613/ BBAE – 614	Business Analytics									

Optional Elective–(Any One)											
9	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A

**Choose any on elective course from the following
Elective-IV**

Finance	
BBAE-607	Global Capital Market
BBAE- 608	Security Analysis and Portfolio Management

Marketing	
BBAE -609	Marketing of Services
BBAE –610	Advertising Management

Human Resource Management	
BBAE –611	International Human Resource Management
BBAE – 612	Training and Development

Business Analytics	
BBAE –613	Descriptive Analytics
BBAE – 614	Database Management System

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

NCC: National Cadet Corps , NSS: National Service Scheme

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

Summer Industrial Training of 4-6 weeks in a relevant Industry after 6thSemester Examinations during summer break. Training report by the student to be submitted within in one week of start of 7thSemester. Viva-Voce examination to be held within 3-weeks of thestart of 7th semester.

After the successful Completion of Three years /6 Semesters with training and leave the program, Student will be Awarded Diploma in Bachelor of Business Administration

Course Code : **BBAS-601**
Title of the Course : **Stress Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course aims to help the students understand how to cope with stress at work place
 Course outcome: Upon completion of this course, students will be able to.

- | |
|---|
| C01: Analyze the symptoms, causes and effects of personal and academic stressors in order to implement appropriate stress management techniques. |
| C02: Describe different models of stress. |
| C03: Discuss personality traits, life events and stress , coping style and strategies of stress |
| C04: Understand concept and importance of time management. |

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	S	W	M	M	S	M	S
CO2	S	S	M	M	M	W	W	W	W	W	W	M
CO3	M	S	S	S	M	M	W	M	W	M	M	S
CO4	S	S	M	M	M	S	W	W	S	S	M	S

Unit	Course outlines	Lecture(s)
Unit I	Meaning and concept of Stress, Hans Selye Model of Stress, Physiological Stress, Bounce Back Model of Stress, Models of Stress, GAS Model, Causes of Stress,	10
	Symptoms and Types of Stress. of Stress, Consequences and effect of Stress on Individual Health.	6
	Personality: Meaning, nature of Personality, Personality Traits, Theories of Personality and stress, Life events and Stress, Organizational role stress, Meaning, concept and Types of Role	7
Unit II	Stressors, Coping styles or strategies, Moderators of stress, counteracting stress, spirituality and stress.General stress Interventions- types of Interventions.	
	Time management: Concept of Time Management, Importance of time management.	5
	Managing Stress, Stress Tolerance Level and Managing Stress in Individual,	8
	Managing stress in organization, Stress Audit. Relevant case studies related to the topics should be discussed.	9
	Total lectures	45

Reference Books:

- Dutta, P.K., Stress Management, Himalaya Publication (2015)
- D.M. Pestonjee Stress And Coping : An Indian Experience, Sage Publication(1988)
- Udai Pareek: Making Organizational Roles Effective(1993)
- Udai Pareek Handbook of HRD Tools (2009)

Course Code : **BBAG-602**
Title of the Course : **Goods and Services Tax**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Goods and Services Act.

Upon completion of the course, student will be able to:

CO1: Learn the concepts indirect tax and GST from the pre-GST period to post- GST period.
CO2: Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.
CO3: Comprehend the principles of taxation, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.
CO4: Describe the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	W	M	M	W	S	W
CO2	M	M	M	S	S	W	M	W	S	M	M	M
CO3	S	S	M	S	M	W	W	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Tax Structure in India , Direct and Indirect Taxes, Overview of Goods and Services Tax, Implementation of GST, Reasons for GST	8
	Introduction , Pros and cons of GST, Registration procedure under GST, CGST/ SGST Act, 2017	6
	Classes of officers under GST, their appointment and powers	4
	Levy and collection of CGST/ SGST; Composition Levy scheme; Time and Value of supply, valuation in GST (basics), Tax invoice, credit and debit notes.	5
Unit-II	IGST Act, 2017 : Definitions, Supplies in the course of inter-State trade or commerce, Supplies in the course of intra-State trade or commerce	4
	Levy and collection of IGST , power to grant exemption from tax.	6
	Place of supply under IGST ; Input tax credit; Returns under GST	4
	Refund of tax ; offenses and penalties, Prosecution and Appeals under GST	3
	GST Portal : GST Eco system, GST suvidha provider.	5
	Total Hours	45

Reference Books:

- The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12th April, 2017) published in The Gazette of India (2017)
- Taxmann's GST Ready Reckoner Updated till 18th June (2017)
- Taxmann's GST Manual-Enforced w.e.f. (2017)
- GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.
- Goods and Services Tax in India --- Notifications by Government of India, GST Bill (2012)
- Integrated Goods and Services Tax Act (2017)

Course Code : **BBAO-603**
Title of the Course : **Organizational Development and Change**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like organization change, Organization culture, Organization development, Intervention, Organization effectiveness, stress management, importance of leadership, TQM & OD and organizational transformation.

Upon completion of this course, the student will be able to:

C01: Understand the importance of change in organization to meet the competition indynamic environment.
C02: Explain the reason and symptoms of resistance to change and also describe thestrategies to overcome resistance.
C03: Understand the importance of organization culture, organization development and organization effectiveness.
C04: Assess and analyze the symptoms, causes and effects of stress.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course outlines	Hour(s)
Unit-I	Organizational change: Meaning and definition of change, features of organizational change, need for change, pre-requisites of change, change process, forces for change(internal and external forces), Resistance to change: Meaning, Definition and causes for resistance to change (individual and organizational), symptoms of resistance to change, how to overcome resistance change.	10
	Organizational development: Meaning Definition and features of organizational development, objectives, importance and limitation of organizational development, process of OD	6
Unit-II	Interventions: Definition, types of intervention, Team interventions, OD intergroup development interventions, structural interventions comprehensive interventions.	7
	Organizational effectiveness: meaning, increasing effectiveness of OD, factors affecting organizational effectiveness, problems in measurement of effectiveness.	9
	Leadership and organizational development: Meaning and importance of leadership, errors made by leaders in leading change, role of change agents, types of change agents, selection of change agent	13
	Total Hours	45

Reference Books:

- Francis Cherunilam : Business Environment (1985)
- K. Ashwathapa : Business Environment (2014)
- Rudra Dutt: Indian Economy (1970)
- KuchhalS.C. : Industrial Economy of India (1969)
- Ghose P.K. : Government & Industry

Course Code : **BBAE – 604**
Title of the Course : **Entrepreneurship & Startup Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The primary objective is to make students familiar with the fundamentals of entrepreneurship and to understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up

Course outcome: Students will be able to :

CO1: Familiarize with fundamentals of entrepreneurship and it's role in economic development.
CO2: Develop a start-up Enterprise with Big Idea Generation.
CO3: Analyze start-up capital requirement by analyzing legal factors
CO4: Develop mind set for a career as an entrepreneur.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics: Leadership, Risk taking, Decision making, Motivation, Innovation. Theories of Entrepreneurship; Foundations of Entrepreneurship Development;	7
	Role of entrepreneurship in economic Development; Factors impacting emergence of entrepreneurship; Types of Entrepreneurs, Characteristic of successful entrepreneurs; Entrepreneurship process; Entrepreneurial challenges	6
	Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship	5
Unit- II	Startups & Its Financial Issues Introduction- Meaning – Features – Types of Startups – Ideation – Design Thinking, Entrepreneurship Lessons for Startups, 3 Pillars to Initiate startup (Handholding, Funding & Incubation). Startup Financial issues: feasibility Analysis- The cost & Process of Raising capital – Unique Funding issues of a High tech Ventures – funding with equity – Financing with debt – funding strategies with bootstrapping – Crowd funding – Venture Capital.	10
	Incubation Support to startups Introduction- Meaning & definition of Incubation support – Objectives & Functions of Incubation Centers - Services Types – Incentives for Incubators – Role of Incubators in startup Policy, List of Major Startups Incubators in India - Case studies on Startups	8
	Government Initiatives for Startups in India Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE –SAMRIDDHI Scheme – Mudra Scheme (Sishu, Kishore & Tarun) – ATAL Innovation Mission – MSME Multiplier Grants Scheme – Credit Guarantee fund trust for micro & small business – Software Technology Park – Venture Capital Assistance Scheme – Single Point Registration scheme – M-SIPS – Self Employment & Talent Utilization (SETU)	9
	Total lectures	45

Reference Books:

- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
- Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
- S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's

Road Map, 2e, Routledge, 2017.

- Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009
- Balaraju, Theduri, Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, New Delhi (2004)
- David, Otes, A Guide to Entrepreneurship Jaico Books Publishing House, Delhi (2004)
- Taneja, Entrepreneurship, Galgotia Publishers (2004)

Course Code : **BBAB-605**
Title of the Course : **Business Ethics & Corporate Governance**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like organization change, Organization culture, Organization development, Intervention, Organization effectiveness, stress management, importance of leadership, TQM & OD and organizational transformation.

Upon completion of this course, the student will be able to:

C01: Understand the importance of change in organization to meet the competition indynamic environment.
C02: Explain the reason and symptoms of resistance to change and also describe thestrategies to overcome resistance.
C03: Understand the importance of organization culture, organization development and organization effectiveness.
C04: Assess and analyze the symptoms, causes and effects of stress.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course outlines	Hour(s)
Unit-I	Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders' Protection, Corporate Governance and Business Ethics	10
	Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, Initiatives in India	10
Unit -II	Major Corporate Governance Failures: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.	9
	Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, Corporate Governance in Public Sector Undertakings.	8
	Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.	8
	Total Hours	45

Reference Books:

- Francis Cherunilam : Business Environment (1985)
- K. Ashwathapa : Business Environment (2014)
- Rudra Dutt: Indian Economy (1970)
- KuchhalS.C. : Industrial Economy of India (1969)
- Ghose P.K. : Government & Industry

Course Code : **BBAT-606**
Title of the Course : **Industrial Training**

L	T	P	Credit
0	0	8	4

Summer Industrial Training of 4-6 weeks in a relevant Industry after 5th Semester Examinations during summer break. Training report by the student to be submitted within one week of start of 6th Semester. Viva-Voce examination to be held within 3-weeks of the start of 6th semester

Course Code : **BBAE-607**
Title of the Course : **Global Capital Market**

L	T	P	Credits
3	0	0	3

Course Outcomes:

Upon completion of this course, the student will be able to:

CO1: Understand the basic theories and concept of Global Capital Markets
CO2: Analyze European, Japanese US markets and financial reforms
CO3: Develop an understanding of working of multilateral financial institutions
CO4: Understand export credit systems and challenges

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	S	W	S	M
CO2	S	S	M	S	M	M	S	M	S	W	S	M
CO3	S	S	M	S	M	M	S	M	S	W	S	M
CO4	S	S	M	S	M	M	S	M	S	W	S	M

Unit	Course outlines	Lecture(s)
Unit I	Introduction: Type of Global Capital Markets, Theoretical benefits, advantages, Problems of supranational capital markets. The Structure of Global Financial Markets: Money Markets- Advantages of Money Markets Understanding Bond Markets-Advantages with Bonds-Types of Bond Market Instruments ,The Eurocurrency Market: Advantages and risk, Origin and history the market, Euro market centers, Euro market mechanism and instruments, Market participants, Eurocurrency Interest rate, Crisis and the market, recent development.	15
	European Markets: Monetary policy of the ECB, developments in money market, bond markets, equity markets, and derivatives markets since the start of the monetary union. The American Markets: Introduction to US Money Markets-Instruments of	15
Unit II	Money markets, Various Types of Municipal Securities The US Equity Markets Banking Regulations, Japanese Markets: General Background of Japanese Markets- Japanese Banking Structure Financial Sector Reforms in Japan.	
	Multilateral Financial Institutions: World Bank Group- Detailed Study of World Bank, International Development Association (IDA)- International Finance Corporation (IFC)- Multilateral Investment Guarantee Agency (MIGA)-International Center for Settlements of Investment Dispute (ICID); International Monetary Fund (IMF)- Main Areas of Activities Funding Avenues-Lending Activities-The Process of IMF Lending-Other IMF Facilities Regional Development Banks; OPEC- AFDB-EBRD-ADB. Export Credits: The Origin and Growth of Export Credits: How Exports are Financed, How Interest on Export Credits is Calculated, Role of Export Credit Insurance.	15
	Total Lectures	45

Reference Books:-

- Financial Markets: A Beginners' Module, Workbook from NSE
- Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.
- Dalton, John M: How the stock Markets works,3rd edition,2001, New York Institute of Finance
- International Corporate Finance - Jeff Madura, Cengage Learning, 10/e 2012.
- International Finance Management – Eun & Resnick, 4/e, Tata McGraw Hill.
- International Financial Management – Apte P. G, 6/e, TMH, 2011.
- International Financial Management – Madhu Vij, Excel Books, 2010.

Course Code : **BBAE- 608**
Title of the Course : **Security Analysis and Portfolio Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims to make the students aware of security analysis and portfolio management. Upon completion of this course, the student will be able to:

CO1: Know the risk return associated with different investments
CO2: Gain the knowledge about capital market and various investment avenues
CO3: Understand different techniques of evaluating the investments
CO4: Analyze and understand the investment decisions and portfolio performance

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	M	M	S	M	S	M
CO2	S	S	S	S	M	M	M	M	S	M	S	M
CO3	S	S	S	S	M	M	M	M	S	M	S	M
CO4	S	S	S	S	M	M	M	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Investment: Concepts of investment, Objectives of investment, Types of Investment – Equity Shares, IPO/ FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices, Investment v/s speculation.	9
	Risk and Return: meaning, types, measurement of risk, rate of return, Capital Asset Pricing Model, Arbitrage Pricing Theory. Financial Assets.	6
	Security Analysis: Fundamental Analysis- meaning, objectives, fundamental analysis framework: economic analysis, industrial analysis, company analysis.	10
Unit-II	Technical Analysis- Introduction, assumptions, technical vs.fundamental analysis, Dow Theory. Efficient market theory: meaning, random walk theory, efficient market hypothesis.	8
	Portfolio Management: Meaning, Importance and approaches of Portfolio Management Portfolio analysis, Portfolio evaluation and revision techniques.	7
	Portfolio theory: Markowitz Model, Capital Asset Pricing Model, Single-index model, Arbitrage Pricing theory. Market Efficiency and behavioral finance.	5
	Total Hours	45

Reference Books:

- Reily and Brown, Investment Analysis and Portfolio Management, Cengage, New Delhi(2012)
- Bodie, Kane, Marcus and Mohanty, Investments, Tata McGraw Hill, New Delhi, (2015)
- Fisher DE and Jordon RJ, Security Analysis and Portfolio Management, PHI, New Delhi(1995)
- Hirt and Block, Fundamentals of Investment Management, Tata McGraw Hill, New Delhi(2009)
- A. Avdhani ‘Security Analysis and Portfolio Management’ Himalaya Publications (2014)
- Preeti Singh ‘Investment Management’ Himalaya Publications (2006)

Course Code : **BBAE -609**
Title of the Course : **Marketing of Services**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims at providing knowledge about various concepts of marketing of services like unique characteristics of services. Consumer Behavior in Services Marketing; Services Marketing Mix and Gaps Model; Service Design and Service Delivery; Strategy for Services

Upon completion of this course, the student will be able to:

CO1: Examine the nature of services, and distinguish between products and services.
CO2: Identify the major elements needed to improve the marketing of services.
CO3: Describe & evaluate pricing strategies
CO3: Explain roles of relationship marketing and customer service in adding value to the customer's perception of a service.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Services, Growth of service sector economy, Service, Characteristics, Service Classification, Service Marketing Mix. Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service. Building Customer Relationships. Service recovery and recovery strategies Service development and design: Challenges of service design, types of new services, New service development process.	8
	Marketing of Tourism: Travel and Transport Services. Tourism Marketing, Hotel Marketing.	7
	Marketing of Financial Services: Bank Marketing. Marketing Professional Services: Hospital Services, Consultancy Services	8
Unit-II	Marketing of Education and Training Services: Education Marketing Services Training Services Marketing. Delivering and performing service through Employees, Intermediaries and Customer Participation.	5
	Managing Demand and Capacity, Waiting Line Strategies Integrated Services Marketing Communications and Services marketing triangle.	8
	Pricing of services: Pricing approaches, Pricing Strategies Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps.	9
	Total Hours	45

Reference Books:

- Zeithmal, V. A. and Bitner, M. J., Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 4th Edition (2005)
- Lovelock, Christopher H., Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi, 5th Edition (2006)
- Shankar Ravi, Service Marketing, Excel Books, New Delhi (2002)

Course Code : **BBAE-610**
Title of the Course : **Advertising Management**

L	T	P	Credits
3	0	0	3

Course Outcomes: The course introduce students to the basic steps in advertising and helps to understand the creation of ad campaign, designing advertising message and discuss current legal and ethical standards related to the practice in advertising.

Student will be able to:

CO1: Describe the nature and scope of Advertising as a discipline of marketing.
CO2: Acquire understanding of the process of communication and the impact of the elements of the communication mix on advertising.
CO3: Develop promotional objectives, promotional budget and media plan.
CO4: Explain the methods to evaluate the effectiveness of an advertising campaign.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	S	S	W	M	S
CO3	S	M	S	S	M	S	S	M	S	M	S	S
CO4	S	M	S	M	S	M	S	S	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Meaning, nature, scope and classification, Key players in advertising, role of advertising and its importance, surrogate advertising, puffery in advertising.	10
	Advertising's role in Marketing Mix, Integrated marketing communication, AIDA Model, Laivdge – Stenier Model of communication,	6
Unit-II	Setting goals and advertising objectives, concept of DAGMAR in setting objectives, Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.	7
	Planning and managing creative strategies, creative approaches, Building Advertising Program: Message, Theme, advertising appeals, art of copywriting, Guidelines for copywriting, Copywriting for print, Audio, TV and outdoor media, advertising layout	5
	how to design and produce advertisements, Advertising Budget: nature a Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing, Advertising, Advertising agencies: history, role, importance, organizational structure, functions, selection of agency, client agency relationship, compensation strategies.nd methods of advertising appropriation.	8
	Advertising agencies: history, role, importance, organizational structure, functions, selection of agency, client agency relationship, compensation strategies.nd methods of advertising appropriation	9
	Total Hours	45

Reference books:

- Belch, G. E. & Belch, Advertising and Promotion, Tata McGrawHill.
- Wells W., Burnet J. and Moriarty S, Advertising: Principles &Practice,Pearson Education.
- O' Guinn, T. and Allen, C. 'Advertising Management with Integrated Brand Promotion'CengageLearning
- Aaker, D A, Myers and Batra, Advertising Management, PearsonEducation
- S. A. Chunawalla, Foundation of Advertisement Theory and Practices,Himalaya Publica

Course Code : **BBAE-611**
Title of the Course : **International Human Resource Management**

L	T	P	Credits
3	0	0	3

Course Outcomes:

Upon completion of this course, the student will be able to:

CO1: Identify and Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment
CO2: Define, explain and compare perspectives and theories related to IHRM
CO3: Make use of an in-depth understanding of research in IHRM to critically analyze theories, perspectives, and practical problems facing contemporary firms
CO4: Systematically illustrate, define, categorize, and analyze a broad range of issues and problems facing MNCs in their IHRM activities

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	S	W	S	M
CO2	S	S	M	S	M	M	S	M	S	W	S	M
CO3	S	S	M	S	M	M	S	M	S	W	S	M
CO4	S	S	M	S	M	M	S	M	S	W	S	M

Group	Course outlines	Lecture(s)
Group-A	Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model. SHRM: Evolution of MNE's, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.	15
Group-B	International Workforce planning and staffing: International labor market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.	15
Group-C	Developing Global Mindset: Global Leadership, Cross cultural context and international assignees, Current scenario in international training and development, training & development of international staff, types of expatriate training, sensitivity training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.	15
	Total lectures	45

Reference Books:-

- International Human Resource Management, Peter Dowling and Denice Welch, Cengage Learning
- International Human Resource Management, Tony Edwards, Pearson Education
- Global Human Growth Model, M.N Rudra basavaraj, Himalaya
- International Human Resource Management, Monir Tayeb, Oxford

Course Code : **BBAE-612**
Title of the Course : **Training and Development**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course provides students with an overview of the role of Training and Development in Human Resource Management. The key elements covered include: needs analysis, program design, development, administration, delivery and program evaluation. Other topics include adult learning theory, transfer of training, career planning, counseling, training techniques, budgeting and trends in training.

After completion of this course, student would be able to.

CO1: Develop an understanding of the evolution of training & development from a tactical to a strategic function
CO2: Learn how design a training module and execute it
CO3: Evaluate training materials for trainees of different experiential levels
CO4: Identify and describe learning styles and also relate learning styles to activity types and tasks

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Group	Course outlines	Lecture(s)
Group-A	Conceptual Framework of Training I- Introduction to Training Development and Education, Objectives of training, Areas of training, Drawbacks and problem of training, Significance of Training, Training Manual, Learning and Learning Styles, Learning process : A Few Good Learning Theories	7
	Conceptual Framework of Training-II- Adult Learning, Learning styles elements and profiles, Principles of Effective Training and Learning, Effective Training, Collection of Articles.	7
Group-B	Methods and Styles of Training - Introduction to Training Methods and Techniques, Sensitivity Training, On the Job Training, Basic Teaching and Presentation Skills. Training Methods, Criteria for Method Selection and Relationship between principles of teaching and learning methods, Computer Based Training (CBT).	8
	Management Training & Development Management Development- Employee Training & Coaching, Mentoring and Coaching, ROI of Management Training, Training Practices, Train the Trainer, Training For Diversity	8
	Evaluation of Training -Introduction, concept and principles, Evaluation of Training, Evaluating Training and Results.	7
	Methods of Evaluation & Training Assessment –Program Evaluation, Planning the Program Evaluation, Levels of Evaluation Methods of Evaluation, Feedback and Assessment, Evaluating Training Staff, Assessing the ROI of Training, Tutorial.	8
	Total lectures	45

Reference Books:

- Human Resource Management by K. Ashwa Thapa, Publisher: Himalaya Publishing House (2011)
- Human Resource Management by V. S. P Rao, Publisher: Excel Publishing House (2006)
- Human Resource management by L. M Prasad, Publisher: Sultan Chand Publishing House (2014)
- Training, Needs, Analysis, and Evaluation by Frances and Roland Bee, Publisher: IPDLondon (1999)
- Art of Training and Development in Management by Leslie Rae, Publisher : CrestPublication (2007)

Course Code : **BBAE –613**
Title of the Course : **Descriptive Analytics**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the how analytics provided a solution to industries using real case studies, how a business analysis software works, and its architecture and Summarizing Reports for Analysis

Course Outcomes: Student will be able to:

CO1: Understand and critically apply the concepts and methods of business analytics.
CO2: Learn how to experiment, fix, prepare and present data quickly and easily
CO3: Explain the meaning and objective of business intelligence tool for managing and analyzing data.
CO4: Understand and Form relationships in your data model and learn data visualization best practices

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Analytics Overview : The history of analytics and how it has changed today. Understanding how to analyze unstructured data. Understanding how analytics is making the world smarter. Understanding where the future of analytics lies. Explaining why successful enterprises need business analytics.	6
	Defining various types of analytics. Explaining how analytics supports retail companies. Understanding how analytics can reduce crime rates and accidents.Explaining the use of analytics in law enforcement and insurance companies. Comprehend how big data and analytics can help in understanding consumer/customer behavior.	6
	Business Intelligence using Tools: Power BI – Advantages and Scalable Options, History – Power View, Power Query, Power Pivot, Business Analyst Tools, MS Cloud Tools, Power BI Installation and Cloud Account, Power BI Cloud and Power BI Service, Power BI Architecture and Data Access, Sample Reports and Visualization Controls. Power BI Cloud Account Configuration. Understanding Desktop & Mobile Editions, Report Rendering Options and End User Access, chart report types and properties, stacked bar chart, stacked column chart, clustered bar chart, clustered column chart	10
Unit-II	IBM Cognos Analytics : Demonstrating how to apply business intelligence. Learning how to access content, use reports, and create dashboards. Group, format, and sort list reports. Describing the various options for aggregating data.. Creating filters to narrow the focus of reports. Examining detail filters and summary filters. Determining when to apply filters on aggregate data. Formatting and sort crosstab reports. Creating charts containing peer and nested columns. Presenting data using different chart type options.	12
	Summarize report information: Passing parameter values to filter the data in drill-through targets, Modifying existing report structures. Applying horizontal formatting. Specifying print options for PDF reports, Describing Active Reports, and their value. Saving Active Reports. Creating Active Reports , Converting existing reports to Active Reports	11
	Total Hours	45

Reference books

1. IBM Cognos Business Intelligence V10.1 Handbook, An IBM Redbooks publication
2. IBM Cognos Business Intelligence by O'Reilly
3. A Practical Guide to Self-Service Data Analytics with Excel 2016 and Power BIDesktop (2nd Edition)

Course Code : **BBAE – 614**
Title of the Course : **Database Management System**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the importance of database technology in today’s environment and to use this technology to manage their own data requirements , how of database design and their applications.

Course Outcomes: Student will be able to:

CO1: Understand the role of Database managementsystem applicable in an organization.
CO2: Analyze the role of keys in designing thedatabase.
CO3: Interpret languages of data and architecture ofDBMS.
CO4: Understand and construct the security systemrelevant to database management system.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction: Data Base Management System: Introduction, Advantages and Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.	10
	Languages of Data and DBMS Architecture : DDL and DML. E,R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.	8
Unit-II	File Handling: Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF.	12
	System Devices and Security System: Input and Output devices, offline storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	15
	Total Hours	45

Reference books:

1. Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.
2. Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, McGrawHill, Company, Higher Education.
3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus
For
Program: Bachelor of Business Administration (Hons. With
Research)
Session: 2023-24
BBA Fourth Year – Seventh Semester

S.No.	Course Code	Course Name	Course Type							C	Exams Hrs.
				Internal	External	Total	L	T	P		
1	BBAB-701	Business Analytics	Theory	40	60	100	4	0	0	4	3
2	BBAR-702	Research Ethics	Theory	40	60	100	4	0	0	4	3
3	BBAR-703	Research Methodology	Theory	40	60	100	4	0	0	4	3
4	BBAM-704	Marketing Research	Theory	40	60	100	4	0	0	4	3
5	BBAS-705	Seminar	Practical	-	100	100	2	0	4	4	N.A
Total				160	340	500	18	0	4	20	

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

Course Code : **BCOM-701**
Title of the Course : **Business Analytics**

L	T	P	Credits
4	0	0	4

Course Outcomes:

This Course aims at providing the overview of various concepts related to Business Analytics, Evolution, Architecture, Benefits, Future of Business Analytics, Data Modeling Concepts, Types and Techniques Data Warehouse: Definition, Architecture, Development and Implementation issues7

Upon completion of this course, the student will be able to:

CO1: Recognize, understand and apply the language, theory and models of the field of business analytics
CO2: Critically analyze, synthesize and solve complex unstructured business problems.
CO3: Understand and critically apply the concepts and methods of business analytics
CO4: Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	M	S	S	M	M
CO2	S	S	S	M	S	S	S	M	S	S	M	M
CO3	S	S	S	M	S	S	S	M	S	S	M	M
CO4	S	S	S	M	S	S	S	M	S	S	M	M

Unit	Course outlines	Lecture (s)
Unit-I	Business Analytics: Definition, Evolution, Architecture, Benefits, Future;	9
	Business Analytics as Solution for Business Challenges, Effective Predictive Analytics, Integrating Analytics in Business Processes.	6
	Unstructured Data Analytics: Balanced Scorecard, Dashboards, KPI based on Dashboard and Scorecard, LOFT effect, Data Quality, Master Data Management, Data Profiling.	10
Unit-II	Data Modelling: Concepts, Data Modelling Types and Techniques,	8
	Multidimensional modelling: measures, dimensions, attributes and hierarchies, Schemas, Data Marts, Data Integration: Extraction, Transformation and Load Processes.	7
	Data Warehouse: Definition, Architecture, Development and Implementation issues, Introduction to OLTP and OLAP, Data Mining:	5
	Total Hours	45

Reference Books

- Jean Paul Isson and Jesse S. Harriott, 'Win with Advanced Business Analytics', 1st Edn., John Wiley & Sons, 2012.
- Cindi Howson, 'Successful Business Intelligence: Unlock the Value of Bi & BigData', 2nd Edn., Tata McGraw Hill, 2013.
- Efraim Turban, Ramesh Sharda, Dursun Delen and Daid King, 'Business Intelligence: A Managerial Approach', 1st Edn., Pearson, 2013.
- Brian Larson, 'Delivering Business Intelligence with Microsoft SQL Server 2012', 3rd Edn., Tata McGraw Hill, 2012

Course Code : **BBAR-702**
Title of the Course : **Research Ethics**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to provide students with knowledge, general competence, and analytical skills in Research & Publication Ethics.

Student will be able to:

CO1: Develop understanding on ethical issues related to Research
CO2: Build a strong foundation for future research work in a systematic manner
CO3: To identify research misconduct and predatory publications.
CO4: Get familiar with current research trends

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to philosophy: definition, nature and scope, concept, branches	10
	Ethics: definition, moral philosophy, nature of moral judgments and reactions.	8
	Ethics with respect to science and research - Intellectual honesty and research integrity - Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) -	10
Unit-II	Redundant Publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data.	7
	Use of plagiarism software like Turnitin, Urkund and other open source software tools	10
	Total lectures	45

Reference books:

- Nicholas H. Steneck. Introduction to the Responsible Conduct of Research. Office of Research Integrity. 2007. Available at: <https://ori.hhs.gov/sites/default/files/rcrintro.pdf>
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; David B. Resnik Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019. ISBN : 978-81-939482-1-7.
- Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bijorn Gustavii: How to write and illustrate scientific papers? Cambridge University Press.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, Mc Graw Hill, 2008.
- Graziano, A., M., and Raulin, M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007.

Course Code : **BBAR-703**
Title of the Course : **Research Methodology**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept like Introduction to Research, Sampling Design, Hypnosis, Testing of Hypothesis, Collection methods, Statistical Analysis of Data , Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4: Have basic awareness of data analysis-and hypothesis testing procedures.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Research: Nature, Objectives, Types & Utility, Process of Research. Research Problem, Research Design,	10
	Sampling Design: Types & Size of the sample, Measurement scales sources of error in measurement.	7
	Hypothesis: Meaning, Nature, Importance, Types, Criteria for Construction of Hypothesis. Testing of Hypothesis: Procedure, Measuring power of test, Type I & Type II errors	8
Unit-II	Data. Collection Methods: Primary Sources: Observation, Interview, Questionnaire, Schedules, Survey. Secondary Sources: Types and Sources of locating secondary distributions, data.	5
	Literature Review: Its need and significance in Research, Sources of Literature Review, APA & MLA styles of Thesis writing, Meaning of Bibliography/References	8
	Synopsis: Steps involved in writing synopsis, Report Writing: Mechanics of report writing, preliminary pages, Main body, appendices.	7
	Total lectures	45

Reference books:

- C. R. Kothari, Research Methodology, New Age International Publisher Edition (2012)
- S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi (2017)
- GC Beri, Business Statistics, Tata Mcgraw Hill Publication (2010)
- JK Sharma, Business Statistics, Pearson Education, New Delhi (2006)

Course Code : **BBAM-704**
Title of the Course : **Marketing Research**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept like Introduction to Research, Sampling Design, Hypnosis, Testing of Hypothesis, Collection methods, Statistical Analysis of Data , Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Understand and critically discuss the marketing research process.
CO2: Know and critically discuss the various philosophical debates surrounding research in marketing/business studies. Understand and apply the various methodologies and methods of marketing research.
CO3: Understand the various methodologies and methods of marketing research
CO4: Critically assess the relative benefits and costs of specific methods of data collection, data analysis and presentation of data.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Marketing Research-Basic understanding - Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues, Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues.	15
	Branches of Marketing Research - Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. Advertising Research - What to Test, When to Test. Media Research - Functions of Media Research. Motivational Research - Meaning uses & Limitations. Techniques - Marketing Research in India.	10
Unit-II	Marketing Research Proposal & Design & Scales of Measurement - Marketing Research Proposal – Meaning, Elements of Research Proposal. Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design. Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.	15
	Sampling in Marketing Research & Marketing Research Report - Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.	5
	Total lectures	45

Reference books:

- Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
- Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
- Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

Course Code : BBAS-7045

Title of the Course : SEMINAR

L	T	P	Credit s
2	0	4	4

Every student will have to appear for Seminar at the end of the semester. This Seminar is based on students' specialization; each student is required to face a board composed of one external examiner, allotted guide and the HOD/Director of the department.



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)
DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme & Syllabus

For

**Program: Bachelor of Business Administration (Hons. With
Research)**

Session: 2023-24

BBA Fourth Year – Eighth Semester

S.No.	Course Code	Course Name	Course Type							C	Exams Hrs.
				Internal	External	Total	L	T	P		
1	BBAS-801	Advanced Statistics	Theory	40	60	100	4	0	0	4	3
2	BBAA-802	Application of Statistical Software-SPSS	Practical	40	60	100	4	0	4	6	N.A
3	BBAD-803	Dissertation	Practical	--	100	100	6	0	12	12	N.A.
Total				80	220	300	14	0	16	22	

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

After the successful completion of 4 years/ 8 semesters student will be awarded Bachelor's Degree in Business Administration (Hons). [BBA (Hons)]

Course Code : **BBAS– 801**
Title of the Course : **Advanced Statistics**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept Statistical Analysis of Data ,Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4: Have basic awareness of data analysis-and hypothesis testing procedures.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course outlines	Lecture(s)
Unit-I	Time Series and Forecasting: Introduction, components of time series analysis, measurement of secular trend, and measurement of seasonal variations, measurement of cyclical variations.	8
	Statistical Decision Theory: Decision environment, Expected profit under certainty, risk and uncertainty, Utility theory.	10
	Application of Probability and probability distributions in business decision making: probability Theory; Classical, relative and subjective probability, Addition and multiplication probability models; Conditional probability and Baye's Theorem. Probability Distributions: Binomial, Poisson, and Normal distributions: characteristics and applications.	7
Unit-II	Statistical Estimation and Testing; Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests	10
	Parametric Test : Z-test, t-test, F-test, One way ANOVA, Pearson's Coefficeint Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed— Rank tests; Kruskal—Wallis test.	10
	Total lectures	45

Reference books:

- Chou-Ya-Lun: Statistical Analysis, Holt, Rinchart and Winslon.
- Hooda, R.P: Statistics for Business and Economics, Macmillan India Ltd. New Delhi.
- Heinz, Kohler: Statistics for Business and Economics, Harper Collins.
- Hien, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, New Jesery,India,
- Delhi.
- Lawrence B. Morse: Statistics for Business and Economics, Harper Collins.
- Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall of India,Delhi.

Course Code : **BBAA-802**
Title of the Course : **Application of Statistical Software- SPSS**

L	T	P	Credits
4	0	4	6

Course Outcomes: Students’ familiarity with the tool box of statistical software. Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS). Which lead to better understanding of data analysis and processing the results.

Course Outcomes: Student will be able to:

CO1: Students’ familiarity with the tool box of statistical software.
CO2: Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS)
CO3: A strong theoretical and empirical foundation in statistical analysis.
CO4: Understand the research data analysis

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course Outlines	Lecture(s)
Unit- I	SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	20
	SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	10
Unit -II	Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptive - Compare Means - Frequencies for Categorical Data.	7
	Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired Samples T Test, Independent Samples T Test, One-Way ANOVA.	8
	Total lectures	45

Reference and Books

- IBM 2016, IBM Knowledge Center: SPSS Statistics, IBM, viewed 18 May 2016, <https://www.ibm.com/support/knowledgecenter/SSLVMB/welcome/>
- HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.
- SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.
- Using IBM SPSS statistics for research methods and social science statistics, William

Course Code : BBAD-803

Title of the Course DISSERTATION

L	T	P	Credits
6	0	12	12

In the Eighth semester every student is required to submit a Dissertation as per his/her relevant area of specialization. The Dissertation work will be done as per provided instructions. The project shall be carried out under the supervision of Faculty Member. The report shall be signed by the faculty member. Evaluation will be carried out by the guide and through viva-voce, for which a group of experts including the guide would assign marks.

DETAIL OF TOTAL CREDITS

Detail of Total Credits	
Semester	Total Credits of Semester
1	22
2	22
3	21
4	23
5	20
6	22
7	20
8	22
Total Credits without NCC	172
Total Credits with NCC	$172+12(\text{NCC}) = 184$
Total Credits with NSS	$172+6(\text{NSS}) = 178$