

# **BBA (Bachelor in Business Administration)**

## **Program Outcomes**

- To acquaint a student with knowledge and nature of discipline of Management.
- To enable a student well versed in Business Communication, Book Keeping, Business Organization and Computer Applications in Business.
- To help the students to develop knowledge base in various functional areas of Management.

## **Program Specific Outcomes**

After the completion of the course, a student is able

- To pursue a post-graduation either in Business Management, Commerce, Economics or English.
- To understand discipline like Accounting, Finance, Management, Business Laws.
- To work as junior level managerial positions in banking industry or insurance companies as an office assistant, accounts executive in an organization.
- To build careers in corporate sectors pursue MBA.
- To audit accounts of an organization.
- For teaching in Schools and Colleges.

## **Course Objectives and Outcomes**

### **BBA Sem-I**

**Subject: Basic Accounting**

**Subject code: BBA-103**

**Periods per week: 6**

**Duration of period: 45 minutes**

#### **Course Objectives**

- To impart knowledge about the basic Principles of accounting and their implications.
- To familiarize the students with the process of accounting leading to the preparation of final accounts of a sole trader.
- To introduce the basics of computerized accounting.
- To familiarize the students with the format and contents of annual report of companies.

#### **Course Outcomes**

- Comprehensive knowledge regarding relevance of financial accounting, its rules and procedures.
- Ability to prepare and comprehend the financial statement of a sole trader.
- Skill to prepare a Bank Reconciliation Statement.
- Understanding the contents of annual reports of Companies.

**Subject: Business Organization and System**

**Subject Code: BBA-104**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To introduce various forms and organizational setup of the business.
- To familiarize the students with the processing of setting up a new business enterprise.
- To get an insight into the technological developments in the business like e- commerce and e- marketing.
- To know about the various responsibilities of business towards different sections of the society.
- To gain knowledge about the various modes of entering in the international trade.
- To learn about stock exchange and produce exchange.

**Course Outcomes**

- Understanding the essentials of a successful business and businessman.
- Knowledge about industrialization and various impacts of it on the economy.
- Knowledge of various factors to be considered while setting up a new business unit.
- Familiarization with the recent trends in wholesale and retail trade.

**Subject: Managerial Economics**

**Subject Code: BBA-105**

**Periods per week: 6**

**Duration of period:45 minutes**

**Course Objectives**

- To introduce the students to the nature and scope of managerial economics.
- To have better understanding of consumer behaviour.
- To make students understand various market situations.
- To enable the students to apply the principles of micro economics to managerial decision making.

**Course Outcomes**

- Knowledge about various economic concepts.
- Ability to think systematically about problems of business and wealth.
- Skill to use economics as a practical tool for decision making.

**Subject: Computer Applications for Business-I**

**Subject Code: BBA-106**

**Theory periods per week: 9**

**Practical periods per week: 3**  
**Duration of period:45 minutes**

**Course Objectives**

- To learn the use of computers in various fields such as business, education, hospitals etc.
- To understand the working of all input and output devices of a computer.
- To impart knowledge of adding multimedia in documents.
- To enable students to handle large amount of data and perform calculations.
- To enable students to make presentations.

**Course Outcomes**

- Knowledge of MS Office.
- Ability to work with hardware devices.
- Initiation in the process of making PPTs, representing data using graphs and charts, writing business letters, memorandums etc.

**Subject: Business Communication**

**Subject Code: BBA-107**

**Periods per week-6**

**Duration of period- 45 minutes**

**Course Objectives**

- To introduce the purpose of business communication, its various elements, and barriers to communication.
- To impart knowledge about the various forms of communication.
- To learn various presentation skills, business etiquettes and manners.
- To understand the aspects of customer correspondence and secretarial correspondence.

**Course Outcomes**

- Develop communication skills.
- Ability to communicate effectively.
- Learn business manners
- Skill to prepare Resume, CV and job application letters.
- Learn how to deal with banking correspondence.

**BBA Sem-II**

**Subject: Business Laws**

**Subject Code: BBA 203**

**Periods per week- 6**

**Duration of period- 45 minutes**

**Course Objectives**

- To familiarize the students with the various provisions given under Business Laws.
- To gain comprehensive knowledge of various Acts available under business law i.e., Indian Contract Act, 1872, Sales of Goods Act 1930, Negotiable Instrument Act, 1961 and Consumer Protection Act, 1986.
- To explain the rules, provisions, procedure and penalties given under various Acts.

#### **Course Outcomes**

- Knowledge regarding the relevance of various acts and their practical implications.
- Understanding of the provision of various laws relevant to the business.
- Familiarization with the terminology of Acts under Business Law.

#### **Subject: Principles of Management**

**Subject Code: BBA-204**

**Periods per week: 6**

**Duration of Period: 45 Minutes**

#### **Course Objectives**

- To introduce the students to Management and its importance in universal spheres.
- To enable the students to understand the evolution of management.
- To impart knowledge about the role of management in business organisations.

#### **Course Outcomes**

- Complete knowledge of management and its functions.
- Clarity about the nature of management.
- Skill to apply different management styles in routine tasks.

#### **Subject: Managerial Economics-II**

**Subject Code: BBA-205**

**Periods per week: 6**

**Duration of each period: 45 minutes**

#### **Course Objectives**

- To deliver a comprehensive view of economics.
- To impart knowledge regarding the application of economic theories in business decisions.
- To explain how scarce resources are directed most efficiently to achieve economic goals.
- To familiarize students with the functioning of whole economy.

#### **Course Outcomes**

- Ability to understand the circular flow of economic activity.

- Skill to choose various economic alternatives.
- Understanding of functioning of economy.

**Subject: Computerized Based Accounting System**

**Subject Code: BBA-206**

**Periods per week: 6**

**Practical per week: 6**

**Duration of period:45 minutes**

**Course Objectives**

- To introduce the students to computerized accounting system.
- To learn working of accounting software – ERP 9.0
- To familiarize the students with database design for accounting.
- To gain knowledge of SQL for creation of database for accounting system.

**Course Outcomes**

- Knowledge of computerized accounting system.
- Understanding of the accounting package and processing of reports.
- Skill to use SQL.
- Initiation into process of using ERP 9.0 to prepare ledger accounts, trial balance, balance sheet, vouchers, reports of any business firm.

**Subject: Fundamentals of Banking**

**Subject Code:BBA-207**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To give an insight into Banking and its types.
- To develop an understanding regarding working of Central Bank.
- To introduce the mechanism of credit creation.
- To enable the students learn the practical aspects of banking.

**Course Outcomes**

- Ability to operate the banking transactions.
- Familiarization with the credit creation techniques.
- Understanding of the practicability of clearing house system.
- Knowledge regarding new innovations in banking system i.e., investment banking, mixed banking etc.

## **BBA Sem-III**

**Subject: Statistics for Business**

**Subject Code: BBA-303**

**Periods per week: 6**

**Tutorials per week: 3**

**Duration of period:45 minutes**

### **Course Objectives**

- To introduce the instrumental and highly useful branch of knowledge – Statistics.
- To gain knowledge of various statistical techniques for analysing, forecasting and interpreting data.
- To describe the concept and application of index numbers.
- To enable the students understand the concept, components and analysis of time series.
- To learn about the calculation and use of probabilities.

### **Course Outcomes**

- Skill to make decisions under situation of uncertainties.
- Ability to understand the relationship among different variables.
- Ability to formulate projecting data statements using the methods of estimation, prediction, forecasting etc.
- Understanding the relevance of concept of inflation and cost of living.

**Subject: Fundamentals of Human Resource Management**

**Subject Code: BBA-304**

**Periods per week: 6**

**Duration of period:45 minutes**

### **Course Objectives**

- To introduce students to one of the essential departments in an organization – Human Resource.
- To learn the various techniques of compensation and incentives to employees.
- To familiarize the students with the problem of employee turnover.
- To get an insight into recruitment process.

### **Course Outcomes**

- Ability to understand the recent changes in the Human Resource Management.
- Familiarization with the complete process of recruitment.
- Comprehensive knowledge of various strategies of managing the human resource in the organization.

- Understanding of various laws in India for safety of employees at the work place.

**Subject: Fundamentals of Marketing Management**

**Subject Code: BBA-305**

**Period per week: 6**

**Duration of period:45 minutes**

**Course Objectives**

- To introduce the students to fundamental marketing concepts and philosophies.
- To gain an understanding of various forces affecting marketing decision making.
- To familiarize with Product Life Cycle, New Product Development process, Marketing Mix.
- To get an insight into factors affecting consumer behaviour and buying process.
- To enable the students understand Market Segmentation and Market Targeting.

**Course Outcomes**

- Knowledge of core concepts of marketing and the role of marketing in Business and Society.
- Skill to analyze the interaction of marketing and environmental forces.
- Ability to analyze marketing strategies based on Product, Price, Place and Promotion objectives.
- Clarity about Product Classification and Differentiation.

**Subject: Indian Financial System**

**Subject Code: BBA-306**

**Periods per week: 6**

**Duration of Period: 45 Minutes**

**Course Objectives**

- To deliver an overview of Financial System in India.
- To give an insight into the role of different Institutions in the development of Indian Financial System.
- To explain the role of different regulatory authorities in the regulation of Indian Financial System.
- To impart knowledge of Financial Markets, Financial Institutions, Financial Services and Financial Instruments that formulates a Financial System.

**Course Outcomes**

- Complete knowledge of Financial System of India.
- Clarity about the role of SEBI, RBI and IRDA in regulation of Financial System.

- Understanding of technical terms related to Financial System like Derivatives, Book Building, Stock Exchange related terminology etc.
- Ability to read stock market quotations.

**Subject: Management Accounting**

**Subject Code: BBA-307**

**Periods per week: 6**

**Duration of period:45 minutes**

#### **Course Objectives**

- To introduce the basics of Management Accounting and its significance.
- To learn about various accounting ratios like liquidity and solvency.
- To enable the students understand the preparation of cash flow and fund flow statements.
- To familiarize the students with the concept of working capital management
- To describe management reporting and it's various kinds.

#### **Course Outcomes**

- Comprehensive view of relevance of Management Accounting.
- Skill to analyse financial statements.
- Learn about the various sources of finance and their importance in business.
- Ability to calculate various ratios like liquidity, profitability, and solvency.
- Knowledge about the process of reporting to management.

## **BBA Sem-IV**

**Subject: Financial Management**

**Subject Code: BBA-403**

**Periods per week: 6**

**Duration of period: 45 minutes**

#### **Course Objectives**

- To impart knowledge of a discipline integral to the business world i.e. Financial Management.
- To know about the various modes and techniques of managing the financial resources of an organization.
- To learn about significant factors to be considered while planning for financial policies.
- To acquaint the students regarding various types of decisions taken by financial managers these days.
- To understand the process of selecting investment projects.



**Course Outcomes**

- Develop an insight into management of finances of a company.
- Understanding of various methods and techniques to estimate, raise and invest the finances.
- Knowledge of various sources of finance available to businessmen these days.
- Familiarization with the concept of compounding and time value of money.

**Subject: Production and Operations Management****Subject Code: BBA-404****Periods per week: 6****Duration of period: 45 minutes****Course Objectives**

- To introduce the students about the concept of Production and Operations Management.
- To enable the students understand the new product design and its development.
- To learn about the work study method.
- To explain the concept of Total Quality Management.
- To describe the process of Supply Chain Management.

**Course Outcomes**

- Knowledge regarding the application of Total Quality Management.
- Familiarization with the work study method and its importance.
- Acquire skill in production and operations management.

**Subject: Business Environment****Subject Code: BBA-405****Periods per week: 6****Duration of period: 45 minutes****Course Objectives**

- To familiarize with the concept of business environment and its components.
- To enable the students understand social audit, social responsibility of business, SWOT analysis etc.
- To aware the students regarding economic problems like unemployment, poverty, and inflation prevailing in Indian economy and various steps or measures taken by government to curb them.
- To have deep insight into different industrial policies of government over different time periods.
- To learn about various strategies of economic planning in India.

**Course Outcomes**

- Ability to understand impact of various environmental factors on business.

- Awareness regarding the social responsibility and social audit of business and various provisions related with it.
- Understanding of industrial policies.
- Comprehensive view of economic planning in India.

**Subject: Operations Research**

**Subject Code: BBA-406**

**Periods per week: 6**

**Tutorials per week: 3**

**Duration of period: 45 minutes**

**Course Objectives**

- To introduce the concept of Operations Research and its applications.
- To impart knowledge of various techniques of operations research such as assignment problems, transportation problems, PERT and CPM, linear programming etc.
- To illustrate how to make various calculations of Operation Research techniques.

**Course Outcomes**

- Practical knowledge about the use of various operations research techniques in daily life.
- Ability to use operations research in management decision making.

**Subject: Fundamentals of Insurance**

**Subject Code: BBA-407**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To introduce the students about the concept, need and Principle of Insurance.
- To familiarize with the relevance and provisions of various Insurance Acts viz. LIC Act, 1956, GIC Act 1972 and IRDA Act, 1999.
- To learn about various types of Insurance.
- To give an overview of concept of reinsurance, distribution channels in insurance.
- To enable the students to understand the different terms like surveyors, activities and third party administration.

**Course Outcomes**

- In-depth understanding of Insurance.
- Familiarization with the provisions in LIC Act, 1956, GIC Act, 1972 and IRDA.
- Knowledge of various types of Insurance.

- Understanding of the functions of underwriters, surveyors, activities and third party administration.

## **BBA Sem-V**

**Subject: Company Law**

**Subject Code: BBA-503**

**Periods per week: 6**

**Duration of period:45 minutes**

### **Course Objectives**

- To deliver comprehensive knowledge regarding the provisions of Company Act, 2013.
- To familiarize with the important documents of company like Memorandum of Association, Articles of Association and Prospectus.
- To gain knowledge about key managerial persons and their role in a company.
- To understand the functioning of a Company.

### **Course Outcomes**

- Understanding of working of a company.
- Knowledge about the key managerial personnel in the company.
- Learn about the procedure of formation and winding up of Company.

**Subject: Entrepreneurship and Small Business.**

**Subject Code: BBA-504**

**Periods per week: 6**

**Duration of period:45 minutes**

### **Course Objectives**

- To introduce the students to the concept of entrepreneurship and small business.
- To know about the various EDPs being organized by government.
- To enable the students understand the relevance of national policies for the promotion of entrepreneurship and small business.
- To learn about the contributions of commercial banks in providing assistance to small scale business.
- To gain basic knowledge of prerequisites to be a good entrepreneur.

### **Course Outcomes**

- Skill to become an entrepreneur.

- Knowledge about the factors required to start as good entrepreneur.
- Knowledge of financial and non-financial assistance provided by government and various commercial banks.
- Learn the ways to face challenges in the business.

**Subject: Cost Accounting**

**Subject Code: BBA-505**

**Periods per week: 6**

**Duration of each period: 45 minutes**

#### **Course Objectives**

- To give an insight into the meaning and importance of Cost accounting.
- To help the students understand the process of introducing the cost accounting system in an organization.
- To know about the intricacies involved in ascertaining the cost of a product.
- To learn various cost accounting techniques that can be applied to control the cost with in a limit.

#### **Course Outcomes**

- Initiation into the process of ascertaining cost of production of a product.
- Ability to apply cost accounting methods and techniques to control cost.
- Understanding of how companies fix selling prices of their products.
- Knowledge about the usefulness of cost accounting records to the managers in their decision making.

**Subject: Consumer Behaviour**

**Subject Code: BBA-511**

**Periods per week: 6**

**Duration of period: 45 minutes**

#### **Course Objectives**

- To impart knowledge regarding the nature and importance of Consumer Behaviour.
- To deliver an overview of various theories of motivation, personality, attitude formation and consumer learning.
- To make students understand the power of reference groups and the affect of culture on consumer behavior.
- To introduce students regarding the various aspects of diffusion and adoption of innovation.
- To explain the consumer decision making process.

**Course Outcomes**

- Knowledge about the dynamism in the field of consumer behaviour and different roles played by a consumer in the market.
- Understanding the relevance of practical application of the theories of consumer behaviour in the actual market.
- Ability to identify that to which reference group, social class and culture consumers belong to and what impact it will have on their purchase decisions.
- Understanding the relevance of each stage of consumer decision making.

**Subject: Advertisement and Sales Management**

**Subject code: BBA-512**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To give a detailed knowledge of the concept of Advertising – meaning, objectives, types; ethical, economic, social and legal aspects of advertisement.
- To enable the students to understand how selection of Advertisement Agencies is made.
- To initiate into the steps of preparation of Advertisement Copy, Advertisement Budget and Sales Budget.
- To familiarize with the process of Recruitment, Selection, Training of Sales Personnel.
- To describe the process of Performance Evaluation of Sales Personnel.

**Course Outcomes**

- Ability to evaluate positive and negative aspects of advertisement.
- Have an insight into different types of advertisement medias and their impact on Consumer Behaviour.
- Understanding the significance of techniques of Job Analysis, Training and Motivation of Sales Personnel.
- Skill to differentiate among different kinds of sales organisations.
- Knowledge of the role of sales personnel to achieve organizational objectives.

## **BBA Sem-VI**

**Subject: Income Tax**

**Subject Code: BBA-603**

**Periods per week: 6**

**Tutorials per week: 6**

**Duration of period: 45 minutes**

### **Course Objectives**

- To introduce the concept of Direct taxes, its history, scope and Incidence of tax.
- To deliver complete knowledge of Income Tax – slab rates, various heads of income tax, deductions provided by income tax law etc.
- To enable the students to understand the concept of tax deduction at source, PAN, tax collection at source etc.
- To explain the concept of Agriculture Income.

### **Course Outcomes**

- Comprehensive knowledge of Direct Taxes Laws.
- Ability to compute the total income and tax liability of an individual.
- Learn about various deductions and eligibility to avail various deductions
- Familiarization with the terms like TDS, TCS, PAN etc.

**Subject: Fundamentals of Capital Market**

**Subject Code: BBA-604**

**Periods per week: 6**

**Duration of Period: 45 Minutes**

### **Course Objectives**

- To introduce the students about the evolution and present structure of Capital Market in India.
- To familiarize with the different instruments that can be used by the companies to raise funds from capital market.
- To elaborate the organisation and management of stock exchanges with special reference to the role of SEBI in regulating stock exchanges.
- To give an insight into security market indices and the manner of construction of indices.

### **Course Outcomes**

- Familiarization with the working of capital market in India with the identification of different capital market intermediaries.
- Understanding of the technicalities of stock market.

- Ability to read stock market quotations.
- Knowledge regarding the intricacies of index calculation.

**Subject: Service Marketing**

**Subject Code: BBA-611**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To introduce the students to one of the branches of Marketing – Service Marketing.
- To enable the students to understand the 4Ps of service marketing and also the extended 3Ps of service marketing.
- To have in depth knowledge regarding the different pricing strategies of services.
- To understand the concept of service failure and the different ways of service recovery.

**Course Outcomes**

- Ability to assess the importance of service marketing in Indian Economy.
- Knowledge of the role of employees and customers in service business.
- Skill to plan the training and development programmes in service business.

**Subject: E-Marketing**

**Subject Code: BBA-612**

**Periods per week: 6**

**Duration of period: 45 minutes**

**Course Objectives**

- To impart knowledge regarding the relevance and growth of E-Marketing and its management.
- To learn about internet marketing.
- To familiarize with internet advertising, e-mail marketing, e- payments, debit card and credit card.
- To understand the benefits of mobiles and smart phone applications.

**Course Outcomes**

- Detailed knowledge regarding e- marketing and its related aspects.
- Familiarization with the tools and techniques of e-marketing.
- Knowledge regarding smart phone applications.

**Subject: English Compulsory**

**Periods per week: 6**

**Duration of period: 45 minutes**

### **Course Objectives**

- To develop interest in appreciation of literature.
- To enable the students to communicate effectively and appropriately in real life situations.
- To develop the use of the four languages skills i.e. reading, listening, speaking and writing.
- To pronounce English correctly and intelligibly.
- To use appropriate word stress and sentence.
- To write paragraphs, letters, reports, diary entries etc.

### **Course Outcomes**

- Development of critical thinking skills and creativity as well.
- Understanding of poetry, novels and plays as literary art forms.
- Broaden vocabularies.
- Ability to analyze various elements of poetry such as tone, genre imagery, symbolism, theme etc.
- Learn how to attend to Punctuation, Grammar and Spellings in their texts.

**ਵਿਸ਼ਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ**

**ਸਮਾਂ: 45 ਮਿੰਟ**

### **ਉਦੇਸ਼**

- ਸ਼ਾਹਿਤ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦੇਣਾ।
- ਸ਼ਾਹਿਤ ਤੇ ਜ਼ਿੰਦਗੀ ਦੇ ਸੁਮੇਲਨ ਦੱਸਣਾ।
- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਵਿਆਕਰਨਿਕ ਪੱਖ ਤੋਂ ਸਮਝ ਦੇਣਾ।
- ਰਚਨਾਤਮਕ ਸੋਚ ਦਾ ਵਿਕਾਸ ਕਰਨਾ।
- ਪੰਜਾਬ ਨਾਲ ਸੰਬੰਧਿਤ ਸ਼ਖਸੀਅਤਾਂ ਦੇ ਜੀਵਨ ਦੀ ਜਾਣਕਾਰੀ ਤੇ ਉਹਨਾਂ ਤੋਂ ਸੋਧ ਦੇਣਾ।

### **ਨਤੀਜੇ**

- ਪੰਜਾਬ ਤੇ ਪੰਜਾਬੀ ਸ਼ਾਹਿਤ ਨਾਲ ਬੱਚਿਆਂ ਦੀ ਜਾਣ-ਪਛਾਣ।
- ਜੀਵਨ ਪ੍ਰਤੀ ਨਜ਼ਰੀਆ ਤੇ ਰਵੱਈਏ 'ਚ ਬਦਲਾਅ।
- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਲਿਖਣ ਤੇ ਬੋਲਣ ਦੀ ਸਮਝ 'ਚ ਵਾਧਾ ਹੋਇਆ।
- ਜ਼ਿਹਨੀ ਵਿਕਾਸ, ਜਿਸ ਨਾਲ ਆਪਣੀ ਮਾਤਭਾਸ਼ਾ 'ਚ ਵਿਅੰਕਤ ਕਰਨਾ ਆਇਆ ਹੈ।



**Subject: Drug Abuse**

**Periods per week: 3**

**Duration of period: 45 minutes**

**Course Objectives**

- To create awareness among students regarding ill effects of drug abuse.
- To make them aware about the risk factors responsible of drug abuse.
- To get them prepared for eradicating this evil from society.
- To encourage them to spread awareness regarding problems of drug abuse and its treatment among society.

**Course Outcomes**

- Understand the concept of use, misuse, abuse, dependence, withdrawal and addiction.
- Understand physical, psychological, social and economical effects of drug abuse.
- Analyze how alcohol and other drugs result in family dysfunction.

**Subject: Environmental studies**

**Periods per week: 6**

**Duration of period: 45 Minutes**

**Course Objectives**

- To create awareness about environmental issues.
- To nurture the curiosity of students particularly in relation to natural environment.
- To develop an attitude among students to actively participate in all the activities regarding environment protection.
- To develop skills for identifying and solving environmental problems.

**Course Outcomes**

- Critical thinking in relation to environmental affairs.
- Understanding about interdisciplinary nature of environmental issues.
- Independent research regarding environmental problems in form of project report.
- Understand social interactions by which human behave and cultural values that underlay behaviors.