

Bachelor of Business Administration (Semester – I)

BBA-101 ENGLISH (COMPULSORY)

TERM-1

Tales of Life (Stories at Sr. No. 1, 2, 3, 5)

Prose for Young Learners (Essays at Sr. No. 1, 2, 3, 5)

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 1-25)

Paragraph Writing

TERM-2

Tales of Life (Story at Sr. No. 6)

Prose for Young Learners: (Essay at Sr. No. 6)

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 26-48)

Submitted by:

Deep

Asst. Prof. in English

ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਪਹਿਲੀ ਟਰਮ

1. ਦੇ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ)
ਭਾਈ ਵੀਰ ਸਿੰਘ, ਧਨੀ ਰਾਮ ਚਾਤ੍ਰਕ, ਪ੍ਰੋ. ਪੂਰਨ ਸਿੰਘ, ਫ਼ਿਰੋਜ਼ਦੀਨ ਸ਼ਰਫ਼, ਨੰਦ ਲਾਲ ਨੂਰਪੁਰੀ, ਸੁਰਜੀਤ ਪਾਤਰ, ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਅਤੇ ਰਚਨਾ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਵਿਸ਼ਾ - ਵਸਤੂ)
2. ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ : 1 to 6 ਤਕ) (ਵਿਸ਼ਾ ਵਸਤੂ , ਸਾਰ, ਨਾਇਕ ਬਿੰਬ)
3. ਵਿਆਕਰਨ : ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਤੇ ਉਪਭਾਸ਼ਾ ਦਾ ਅੰਤਰ , ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪੱਛਾਣ ਚਿੰਨ, ਪੈਰਾ ਰਚਨਾ, ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ।

ਦੂਜੀ ਟਰਮ

1. ਦੇ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ)
ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, ਡਾ. ਹਰਭਜਨ ਸਿੰਘ, ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਵਿਸ਼ਾ ਵਸਤੂ)
2. ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ : 7 to 9 ਤਕ) (ਵਿਸ਼ਾ ਵਸਤੂ , ਸਾਰ, ਨਾਇਕ ਬਿੰਬ)
3. ਵਿਆਕਰਨ : ਪੰਜਾਬੀ ਭਾਸ਼ਾ: ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ
ਪੈਰਾ ਰਚਨਾ, ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ।

Submitted by:
Maninder Kaur
Asst. Prof. in Punjabi

BASIC ACCOUNTING

TERM-1

Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting.

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.

Recording of Transactions: Accounting Process/Cycle, Journal.

Subsidiary Books, Ledger, Cash Book, Trial Balance.

Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.

Final Accounts with Adjustments: Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.

TERM-2

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerized Accounting: Computers and its application in accounting. Accounting software package (Tally)

Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Bank Reconciliation Statement

Submitted by:
Ramya
Asst. Prof. in Commerce

TERM-1

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system

Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry,

Industrial Revolution-its effects. Industrialization in India.

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

Business and Society: Changing Concepts and Objectives of Business, Business ethics, Social responsibilities of business, Manager and his environment: external and internal

TERM-2

Domestic & Foreign Trade: Import export trade procedure & their organization.

Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy.

Stock Exchange: Definition and Meaning, Importance, Functions, Dealers.

Submitted by:
Manpreet Kaur
Asst. Prof. in Commerce

Bachelor of Business Administration (Semester – I)
BBA-106
COMPUTER APPLICATIONS FOR BUSINES- I

TERM-1

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.

Introduction to windows, Anatomy of windows, Working with files and folder in windows

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

TERM-2

Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and. Basic Commands of Internal & External commands in DOS.

MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Submitted by:

NT1

Asst. Prof. in Computer Science

TERM-1

Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication.

Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication

Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations.

Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.

Internal Correspondence:- Memos, Circulars, Notices, office orders, Correspondence with Banks- Regarding overdrafts, Cash credits, loans; Drafting of Sales letters, circulars, Preparation of Sales letters, circulars, Preparation of sales reports.

Customers' correspondence: - Complaints, Regarding dues, follow up letters

TERM-2

Secretarial Correspondence: -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI.

Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

Submitted by:
Rimmy Chhabra
Asst. Prof. in Commerce

Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

TERM-1

Meaning of Drug Abuse:

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

Consequences of Drug Abuse for:

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

Management of Drug Abuse:

Medical Management: Medication for treatment and to reduce withdrawal effects.

TERM-2

Psychiatric Management: Counselling, Behavioural and Cognitive therapy. Social Management: Family, Group therapy and Environmental Intervention.

Submitted by:
Rupinder Kaur
Asst. Prof. in Environmental Studies

Bachelor of Business Administration (Semester – III)
BBA-301 ENGLISH (COMPULSORY)

TERM-1

1. Moments in Time (1-5 Poems)
2. Raymond Murphy- English Grammar in Use. (98-120 units)
3. Practice of writing an essay
4. Making Connections- Unit-I

TERM-2

1. Moments in Time (1 Poem)
2. Raymond Murphy- English Grammar in Use. (121-145 units)
3. Practice of writing an essay
4. Making Connections- Unit-II

Submitted by:
NT
Asst. Prof. in English

PUNJABI (COMPULSORY)
BBA-302 ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਪਹਿਲੀ ਟਰਮ

1. ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ (ਸੰਪਾ ਡਾ, ਗੁਰਬਚਨ ਸਿੰਘ ਤਾਲਿਬ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਕ, ਅੰਮ੍ਰਿਤਸਰ)
(ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ ਤੇ ਕਲਾ- ਪੱਖ)

2. ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਇਕਾਂਗੀ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ)

ਸੁਹਾਗ	ਏ.ਸੀ.ਨੰਦਾ
ਨਵਾਂ ਚਾਨਣ	ਚਰਨ ਸਿੰਘ
ਅੰਨ੍ਹੇ ਨਿਸ਼ਾਨਚੀ	ਜਮਰ ਐਲਖ
ਅਰਮਾਨ	ਤੰਦਰ ਬਰਾੜ
ਚਾਬੀਆਂ	ਤਮਜੀਤ ਸਿੰਘ

3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)

4. ਦਿੱਤੇ ਪੈਰੇ ਵਿੱਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ

5. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ

ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼

ਦੂਜੀ ਟਰਮ

1. ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ

ਵਤਨ ਦਾ ਪਿਆਰ, ਮਨ ਦੀ ਮੌਜ, ਬੁੱਲੇ ਸ਼ਾਹ ਦੀ ਕਾਵਿ ਕਲਾ, ਸੜਕ ਪਾਰ ਕਰਦਾ ਬੁਢਾਪਾ

(ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ ਤੇ ਕਲਾ- ਪੱਖ)

2. ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਇਕਾਂਗੀ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ)

ਮਿਟੀ ਦਾ ਬਾਵਾ ਪਾਲੀ ਭੁਪਿੰਦਰ

3. ਸੰਖੇਪ ਰਚਨਾ

4. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬੋਧ

ਉਪਵਾਕ, ਵਾਕ

Submitted by:
Dr. Baljinder Kaur
Asst. Prof. in Punjabi

BBA-303 STATISTICS FOR BUSINESS

TERM -I

Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency: - Mean Median, Mode, and Measure of dispersion. Range quartile deviation, Average deviation and Standard deviation.

TERM- II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearman's rank correlation method; least squares technique; properties of correlations and regression coefficients .

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

Elementary Probability Theory: Deterministic and non-deterministic experiments; different types of events; a priori and empirical definition of probability.

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer's rule and matrix inversion, method, application of matrices. Conditional probability, laws of addition and multiplication of probability. Properties of binomial, Poisson and normal distributions.

Submitted by:
Dr. Moninder Kaur
Asst. Prof. in Economics

FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

TERM-I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.

Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

TERM-II

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentive plans , fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation.

Submitted by:
Harpreet Kaur
Asst. Prof. in Commerce

Bachelor of Business Administration (Semester – III)
BBA-305
FUNDAMENTALS OF MARKETING MANAGEMENT

TERM-1

Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence. Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.

The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.

Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage, Channels of distributions, Personnel Selling.

TERM-2

Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

Marketing Communications:-

Advertising: - Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions. Direct Marketing, Interactive Marketing and Word of Mouth marketing.

Submitted by:
Monica Chhabra
Asst. Prof. in Commerce

BBA-306
INDIAN FINANCIAL SYSTEM

TERM-1

Financial System: - Functions, organisation/structure and an overview of Indian Financial System.

Financial Markets: - Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India). An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions).

Financial Assets/Instruments: - An Overview of Capital Market instruments.

TERM-2

Financial Intermediaries:-

Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies. An Introduction to FII's and FDI's and its importance.

Submitted by:
Harleen Kaur
Asst. Prof. in Commerce

BBA 307
MANAGEMENT ACCOUNTING

TERM-1

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting.

Financial statement Analysis:- meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), (Conceptual Only).

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft, Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing working capital by banks.

Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method.

TERM-2

Working Capital Management, Fund flow and cash flow analysis.

Submitted by:
Dilpreet kaur
Asst. Prof. in Commerce

TERM-1

1. All My Sons –Complete reading of the play
2. Poems of Nature and Culture (1-11 poems)
3. Resume Writing and application writing.

TERM-2

1. Poems of Nature and Culture (Rest of five poems)
2. All My Sons –Discussion of the questions
3. Business Letters and Report Writing
Revision

Submitted by:
Deep
Asst. Prof. in English

ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਪਹਿਲੀ ਟਰਮ

1. ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ
ਨਿਯੁ ਯੀਅਰ, ਥਕੇਵਾਂ, ਸੈਰੀ, ਅਰਜਨ ਛੇੜ ਗਡੀਰਨਾ, ਹਰਖ ਸੋਗ, ਖੂਹ ਖਾਤੇ,
(ਵਿਸ਼ਾ ਵਸਤੂ ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਸਾਰ/ਪਾਤਰ ਚਿਤਰਨ (ਦੋ ਵਿਚੋਂ ਇਕ))
2. ਨਾਵਲ : ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)
(ਸਾਰ/ ਵਿਸ਼ਾ ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ (ਦੋ ਵਿਚੋਂ ਇਕ))
3. ਵਿਆਕਰਣ: (ੳ) ਧੁਨੀ ਵਿਭੰਤ
(ਅ) ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ
4. ਪੈਰਾਂ ਰਚਨਾ, ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ।

ਦੂਜੀ ਟਰਮ

1. ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ
ਏਕਲਵਯ, ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ ਦਾ ਬਾਪ, ਰਾਹੂ ਕੇਤੂ, ਸ਼ੀਸ਼ਾ (ਵਿਸ਼ਾ ਵਸਤੂ, ਸਾਰ, ਪਾਤਰ ਚਿਤਰਨ,
ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ)
2. ਵਿਆਕਰਣ: ਵਾਕਾਤਮਕ ਜੁਗਤਾ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ
ਪਰਾਂ ਰਚਨਾ, ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ।

Submitted by:
Harpreet Kaur
Asst. Prof. in Punjabi

COMPANY LAWS

TERM-1

Company – Meaning, Latest Amendments, Features, Types, Formation: Promotion and Registration, Preliminary contracts, Limited Liability Partnership, One Person Company.
Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.

Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.

Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridged Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus.

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares.

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Managerial Remuneration. Women Directors.

Company Meetings:- Rules of Meetings, Quorum for different meetings, Kinds of resolutions, Procedure for Conducting Meetings (including Board meetings).

TERM-2

Annual general meeting, extraordinary general meeting, Meeting of BOD, dividend,

Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Submitted by:
Twinkle
Asst. Prof. in Commerce

BBA-504
ENTERPRENEURSHIP AND SMALL BUSINESS

TERM-1

Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.

Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation.

EDP, Small Business as a seed bed of entrepreneurship; concept of business venture, start-up process, product and marketing scope, Legal and tax consideration, , risk analysis and financial considerations.

Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital.

TERM-2

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance.

Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Submitted by:
Harpreet Kaur
Asst. Prof. in Commerce

BBA- 505
COST ACCOUNTING

TERM-1

- Nature and Scope of Cost Accounting
- Cost Concepts, Cost sheet Preparation.
- Contract accounting and its costing
- Process accounting and its costing.
- Marginal Costing and CVP Analysis
- Budget and Budgetary Control

TERM-2

Standard Costing and Various Analysis.

Submitted by:
Priyanka Sharma
Asst. Prof. in Commerce

BBA-511
CONSUMER BEHAVIOUR

TERM-1

Introduction to Consumer Behavior (CB) - Importance, Scope, Need for studying CB, Consumer Research Consumer Motivation: Needs & Goals, Positive & Negative motivation, Types & Systems of Needs Hierarchy & Trio of Needs.

Personality: Nature, Theories; Freudian, Neo Freudian & Trait, Self-Concept. Perception: Sensation, Absolute Threshold and Differential Threshold. Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement. Reference Groups: Concepts and Appeals. Social Class & its measurement, Culture & Sub Culture: Definition & Influence

TERM-2

Learning: Classical learning, Instrumental learning and Cognitive learning theories

Introduction to Opinion leadership & Consumer Innovation Consumer Decision Making

Submitted by:
Rimmy Chhabra
Asst. Prof. in Commerce

Bachelor of Business Administration (Semester – V)
BBA- 512
GROUP A- ADVERTISING & SALES MANAGEMENT

TERM-1

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising Budget Advertising Agency: Function, Selection and Compensation.

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles.

Copy Writing: Different Elements of a Copy and Layout

Sales Training - Objective, Designing Training Programme.

TERM-2

Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.

Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person.

Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types, Compensations Plan.

Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

Submitted by:
Monica Chhabra
Asst. Prof. in Commerce