

BBA-I

Subject: Basic Accounting

Subject code: BBA01005T

Period per week: 6

Duration of period: 40 minutes

Course Objectives:

- Preparing Financial Statements as per Accounting Standards.
- Interpreting the business implications of Financial Statement Information. Preparing accounting information for planning and control and for the evaluation of products, projects and divisions.

Course Outcomes:

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

- Identify the forms of business organizations and explain the three principal types of business activities.
- Name the four primary financial statements and illustrate their main components.
- List major assumptions and principles in financial reporting.
- Explain the accounting information system and demonstrate how it is used to record and report common business transactions.
- Prepare a classified balance sheet, calculate and compare liquidity and solvency ratios using financial reports of public companies.
- Illustrate how to record and report cash, receivables, long-lived assets, liabilities, and stockholders' equity items and identify related potential unethical accounting practices.

Subject: Business Organizations & Systems

Subject Code: BBA01006T

Periods per week: 6

Duration of period: 40 minutes

Course Objectives

- To introduce the concept of business organization its nature and scope
- To familiarize the students with processing of setting up a new business enterprise
- To know about the role of various forms of business organization and its features
- To learn about various responsibilities of business towards different sections of the society
- To gain knowledge about the various modes of entering in the foreign trade

Course Outcomes

- To understand the requisites of a successful business and good businessman
- Familiarization with the recent trends in wholesale and retail trade
- Knowledge about concepts like professionalization business ethics and culture

- Knowledge about the public and the private sector form of organization
- Knowledge of various factors to be considered while setting up a new business unit

Subject: Computer Applications for Business-I

Code: BBA01008T

Theory periods per week: 9

Practical periods per week: 3

Duration of period 40 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: Managerial Economics

Subject Code: BBA01007T

Periods per week: 6

Duration of period: 40 minutes

Course Objectives

- To introduce the students to the nature and scope of managerial economics.
- To have better understanding of consumer behavior.
- 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

ਵਿਸ਼ਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਸਮਾਂ: 40 ਮਿੰਟ

ਉਦੇਸ਼:

- ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਭਾਸ਼ਾ, ਸਾਹਿਤ, ਅਤੇ ਸਭਿਆਚਾਰ ਪ੍ਰਤੀ ਚੇਤਨਤਾ ਪੈਦਾ ਕਰਨਾ।
- ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਿਰਜਨਾਤਮਕ ਹੁਨਰ/ਕਲਾ ਨੂੰ ਉਤਸ਼ਾਹਿਤ ਕਰਨਾ।
- ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੇ ਅਧਿਐਨ ਦੁਆਰਾ ਵਿਦਿਆਰਥੀ ਦੀ ਸ਼ਖ਼ਸੀਅਤ ਨੂੰ ਉਸਾਰਨਾ।
- ਵਿਦਿਆਰਥੀ ਦੀ ਸਾਹਿਤਕ ਸਮਝ ਵਿਚ ਵਾਧਾ ਕਰਨਾ।
- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਨਿਕਾਸ ਅਤੇ ਵਿਕਾਸ ਤੋਂ ਵਿਦਿਆਰਥੀ ਨੂੰ ਜਾਣੂ ਕਰਵਾਉਣਾ।

ਨਤੀਜੇ:

- ਵਿਦਿਆਰਥੀ ਭਾਸ਼ਾਈ ਅਧਿਐਨ ਰਾਹੀਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਚ ਮੁਹਾਰਤ ਹਾਸਿਲ ਕਰੇਗਾ।
- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਨਿਕਾਸ ਅਤੇ ਵਿਕਾਸ ਨੂੰ ਸਮਝੇਗਾ।
- ਵਿਦਿਆਰਥੀ ਵਿਚ ਭਾਸ਼ਾਈ ਸੰਰਚਨਾ ਬਾਰੇ ਸਮਝ ਵਧੇਗੀ।
- ਵਿਦਿਆਰਥੀ ਵਿਚ ਸਾਹਿਤਕ ਰਚਨਾਵਾਂ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੀ ਕਲਾ ਵਿਕਸਿਤ ਹੋਵੇਗੀ।
- ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਦੀਆਂ ਗਲਪੀ ਵਿਧਾਵਾਂ ਰਾਹੀਂ ਸਮਾਜਕ ਤੇ ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਨੂੰ

ਉਭਾਰਨਾ ਸਿਖੇਗਾ।

Subject: Appreciating English Literature

Subject Code: ENC 101

Periods per week: 6

Duration of period: 40 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.

BBA-III

Subject: Statistics for Business

Subject Code: BOA03005T

Periods per week: 6

Tutorials per week: 3

Duration of period: 40 minutes

Course Objectives

- To introduce the instrumental and highly useful branch of knowledge – Statistics.
- To gain knowledge of various statistical techniques for analyzing, 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: Management Accounting

Subject Code: BOA03009T

Lectures per week: 6

Duration of lecture: 40 minutes

Course Objectives:

- To introduce students with another specialized branch of accounting i.e. Management Accounting.
- To familiarize students with the various tools and techniques of financial statements analysis.
- To give an insight about the concept of working capital management.
- To learn about the various accounting ratios i.e. solvency, liquidity and profitability.
- To illustrate the concept of management reporting and its types.
- To make students learn about the process of preparation of cash flow and fund flow statements.

Course Outcomes:

- Learn about the relevance of management accounting.
- Familiarization with recent trends in management reporting.
- Develop skills to analyze and interpret the financial statements.
- Ability to calculate ratios like solvency and liquidity.

- Knowledge about the various sources of finance available in the market and their importance in business.

Subject: Fundamentals of Marketing Management

Subject Code: BOA03007T

Period per week: 6

Duration of period: 40 minutes

Course Objectives:

- To develop understanding about holistic nature of Marketing.
- To familiarize with Product Life Cycle, New Product Development process, Marketing Mix.
- To familiarize with the importance of social responsiveness in marketing decisions.
- 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 analyse the interaction of marketing and environmental forces.
- Ability to analyse marketing strategies based on Product, Price, Place and Promotion objectives.
- Clarity about Product Classification and Differentiation.
- Familiarization with product related decisions.
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Subject- Fundamentals of Human Resource Management

Subject Code- BOA03006T

Maximum Marks- 100

Periods per week- 6

Duration of Period- 40 minutes

Course Objectives:

- Introduce students to the fundamental concepts and practices of Human Resource Management.
- Develop understanding of the strategic role of HRM in modern organizations.
- Familiarize students with the processes of job analysis, recruitment, and selection.
- Provide insight into training and development methodologies and their impact on organizational performance.
- Teach students about performance appraisal systems and their role in employee management.
- Explore various aspects of compensation management and employee remuneration.
- Develop critical thinking skills in applying HRM concepts to real-world business scenarios.

Course Outcomes:

- Explain the nature, scope, objectives, and functions of Human Resource Management (HRM) and its evolution.
- Analyze the Human Resource Planning (HRP) process and its importance in organizations.
- Demonstrate understanding of job analysis techniques and their applications.
- Evaluate recruitment, selection, and employee retention strategies.
- Design and assess training and development programs.
- Apply performance appraisal methods and techniques.

Subject: Indian Financial System Subject**Subject Code:** BOA03008T**Maximum Marks: 100****Periods per week: 6****Duration of Period: 40 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.
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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 Market related terminology etc.

ਵਿਸ਼ਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਸਮਾਂ: 40 ਮਿੰਟ

ਉਦੇਸ਼:

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- ਵਿਦਿਆਰਥੀ ਦੀ ਸਾਹਿਤਕ ਸਮਝ ਵਿਚ ਵਾਧਾ ਕਰਨਾ।
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ਨਤੀਜੇ:

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- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਨਿਕਾਸ ਅਤੇ ਵਿਕਾਸ ਨੂੰ ਸਮਝੇਗਾ।
- ਵਿਦਿਆਰਥੀ ਵਿਚ ਭਾਸ਼ਾਈ ਸੰਰਚਨਾ ਬਾਰੇ ਸਮਝ ਵਧੇਗੀ।
- ਵਿਦਿਆਰਥੀ ਵਿਚ ਸਾਹਿਤਕ ਰਚਨਾਵਾਂ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੀ ਕਲਾ ਵਿਕਸਿਤ ਹੋਵੇਗੀ।
- ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਦੀਆਂ ਗਲਪੀ ਵਿਧਾਵਾਂ ਰਾਹੀਂ ਸਮਾਜਕ ਤੇ ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਨੂੰ ਉਭਾਰਨਾ

ਸਿਖੇਗਾ।

BBA-V

Subject- Cost Accounting

Subject Code: BBA-505

Periods per week- 6

Duration of each period: 40 minutes

Course Objectives:

- To introduce the students regarding the meaning and importance of Cost accounting.
- To help them understand the process of introducing the cost accounting system in an organization.
- To enable students to know about the intricacies involved in ascertaining the cost of a product.
- To make them understand the various cost accounting methods applicable in different industries.
- To enable them to understand the various cost accounting techniques that can be applied to control the cost within a limit.

Course Outcomes:

- Students learn about the process of ascertaining cost of production of a product.
- They know about the application of cost accounting methods in different industries.
- They learn to apply various techniques to control costs.
- Students learn how companies fix selling prices of their products.
- They get to know about the usefulness of cost accounting records to the managers in their decision making.

BBA SEM V

Subject: Consumer Behavior

Subject Code: BBA-511

Periods per week: 6

Duration of period: 40 minutes

Course Objectives

- To impart knowledge regarding the nature and importance of Consumer Behavior.
- 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 effect 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 behavior and different roles Played by a consumer in the market.

- Understanding the relevance of practical application of the theories of consumer behavior 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: Entrepreneurship and Small Business.

Subject Code: BBA-504

Periods per week: 6

Duration of period: 40 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: Company Law

Subject Code: BBA-503

Periods per week: 6

Duration of period: 40 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: Advertisement and Sales Management

Subject code: BBA-512

Periods per week: 6

Duration of period: 40 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.