**(Bachelors in Business Administration) SYLLABUS**

**FOR**

**COURSE: Bachelors in Business Administration (B.B.A) PART-I**

**(SEMESTER: I &II) SESSION: 2019–2020**

**FACULTY OF COMMERCE & MANAGEMENT**

**DEPARTMENT OF COMMERCE & MANAGEMENT**



SRI GURU TEG BAHADUR KHALSA COLLEGE

Sri Anandpur Sahib An Autonomous College

Affiliated to Punjabi University, Patiala

**COURSE: Bachelors in Business Administration (B.B.A) PART-I**

**(SEMESTER: I &II)**

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| --- | --- | --- | --- |
| **PAPER CODE** | **NAME OF SUBJECT** | **Course Type** | **EXAMINATION SCHEME MARKS** |
|  | **Internal** | **External** | **Total** | **Credits** |
| BC/BBA-1.1 | Environmental and Road Safety Awareness | **Ability- Enhancement Compulsory****Course (AECC)-1** | **25** | **75** | **100** | **4** |
| BBA-1.2 | Principles of BusinessManagement | **Core Course C-1** | **40** | **60** | **100** | **6** |
| BBA -1.3 | Foundations of Accounting | **Core Course C-2** | **40** | **60** | **100** | **6** |
| BBA -1.4 | Communication Skills in English-I | **Ability- Enhancement Compulsory****Course (AECC)-2** | **15** | **35** | **50** | **4** |
| BBP101A,B | Punjabi Compulsory/ ElementaryPunjabi | **Language** | **15** | **35** | **50** | **4** |

# SEMESTER - II

|  |  |  |  |
| --- | --- | --- | --- |
| **PAPER****CODE** | **NAME OF SUBJECT** | **Course Type** | **EXAMINATION SCHEME MARKS** |
|  | **Internal** | **External** | **Total** | **Credits** |
| BC -201 | Management based workshop on Soft Skills |  | **Ability- Enhancement Compulsory****Course (AECC)-3** | **50** | **-----** | **50** | **4** |
| BBA- 2.2 | Managerial Economics | **Core Course C-3** | **30** | **70** | **100** | **6** |
| BBA 2.3 | - | Business Statistics | **Core Course C-4** | **30** | **70** | **100** | **6** |
| BBA 2.4 | - | Ethics and Corporate SocialResponsibilities | **Generic Elective (GE)-1** | **30** | **70** | **100** | **6** |
| BBP 201A, B | Punjabi Compulsory/ Elementary Punjabi | **Language -2** | **15** | **35** | **50** | **4** |
| CAE- 1.2 | Drug Abuse :Problem,Management & Prevention | **Compulsory Qualifying Paper** | **15** | **35** | **50** | **4** |

**COMMON FOR FACULTY OF COMMERCE**

**BC/BBA1.1- ENVIRONMENTAL AND ROAD SAFETY AWARENESS (FOR ALL UNDERGRADUATE COURSES)**

**4 Credits: 3 (L) + 1 (T)**

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 25 marks**

**Lecture Deliver: 60 Theory: 75 marks**

**INSTRUCTIONS FOR THE PAPER SETTERS**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus. Each question shall carry 12 marks. Section C will consist of 9 short answer type questions of 3 marks each.

# INSTRUCTIONS FOR THE CANDIDATES

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

# SECTION-A INTRODUCTION TO ENVIRONMENTAL STUDIES:

The multidisciplinary nature of environmental studies. Definition, scope and importance Concept of Biosphere – Lithosphere, Hydrosphere, Atmosphere.

# ECOSYSTEM & BIODIVERSITY CONSERVATION

Ecosystem and its components, Types of Ecosystems

Biodiversity - Definition and Value, Threats to biodiversity and its conservation

Level of biological diversity: genetic, species and ecosystem diversity; bio-geographic zones of India; biodiversity patterns and global biodiversity hot spots.

India as Mega-biodiversity nation; Endangered and endemic species of India.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

# NATURAL RESOURCES–RENEWABLE AND NON RENEWABLE RESOURCES

Land resources and land use change; land degradation, soil erosion and desertification. Deforestation: causes and impacts due to mining, dam building on environment, Forests, Biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, Floods, droughts, conflicts over water (international & inter-state)

Energy resources: renewable and nonrenewable energy sources, use of alternate energy sources, growing energy needs, case studies.

# Environmental Pollution

Environmental Pollution : types, causes, effects and controls; Air, Water, Soil and noise pollution. Nuclear hazards and human health risks Solid waste management, Source Segregations : Control measures of urban and Industrial waste. Pollution case studies.

# SECTION-B ENVIRONMENTAL PROTECTION LAWS IN INDIA

Environmental protection act for; Air (Prevention and control of pollution), Water (Prevention and

Control of pollution), Wild life, Forest Conservation, Issues involved in the enforcement of environmental legislation.Role of an individual in prevention of pollution.

Environmental policies & Practices; Climate change, global warming, ozone layer depletion, acid

rain and imapcts on human communities and agriculture.

# Human Communities and the Environment

Human population growth: Impacts on environment, human health and welfare, Sanitation & Hygiene. Resettlement and rehabilitation of project affected persons; case studies. Disaster management: floods, earthquake, cyclones and landslides. Environment movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation for a Clean-green pollution free state.

Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi)

# ROAD SAFETY AWARENESS

Concept and significance of Road safety, Traffic signs, Traffic rules, Traffic Offences and penalties, How to obtain license, Role of first aid in Road Safety.

# Stubble Burning

Meaning of Stubble burning. Impact on health & environment.

Management and alternative uses of crop stubble.

Environmental Legislations and Policies for Restriction of Agriculture Residue Burning in Punjab.

# Field Work

Visit to an area to document environmental assets: river/Forest/Flora/Fauna, etc. Visit to Local polluted site –urban/Rural/Industrial/Agricultural.

Study of common Plants, Insects, Birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

# Suggested Readings:

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

# BBA 1.2: Principles Business Management

**6 Credits: 5 (L) + 1 (T)**

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 40marks**

**Lecture Deliver: 75 Theory: 60 marks**

**Objective**: The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

# INSTRUCTIONS FOR PAPER SETTER/EXAMINERS

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

# INSTRUCTIONS FOR CANDIDATES

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

# Unit - I

Management: Meaning, Scope and Importance, Evolution of management thoughts, School of Management thought, Taylor and Scientific Management. Henry Fayol and Principles of Management. Emergence of Behavioral Sciences.

Functions of Management: Planning: Definition, Levels of Planning, Steps involved in Planning, Organizing: Introduction, Organization Structure: Formal and Informal, Centralization and decentralization, Staffing: nature and purpose of Staffing

# Unit– II

Directing: Introduction, Motivation: Need and Importance, Theories: Maslow Need Hierarchy Theory, Mc Gregor, Theory X and Y. Leadership: Nature and Importance, Leadership Styles and Theories.

Communication Process: Definition, need, importance, Types of Communication. Controlling: Importance, fundamentals, controlling techniques.

# Recommended Books:

1. S. Soundaian – Principles of management- MJP Publishers
2. Anil Bhatt – Management principles, Processes and practices- Oxford University Press
3. Robin, Coutler, Vohra- Management- Person Prentice Hall
4. LM Prasad- Principles and Practices of management- Sultan Chand and Sons
5. VSP Rao and V. Hari Krishna- Management- Excel Books
6. CB Gupta- Modern Business Organization and management- Sultan Chand and Sons.

# Paper – BBA 1.3: Foundations of Accounting 6 Credits: 5 (L) + 1 (T)

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 40marks**

**Lecture Deliver: 75 Theory: 60 marks**

**Objectives**: The objective of this paper is to help students to acquire conceptual knowledge of the business accounting and to impart skills for recording various kinds of business transactions.

# INSTRUCTIONS FOR PAPER SETTER/EXAMINERS

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each and with at-least one theoretical question in both sections. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

# INSTRUCTIONS FOR CANDIDATES

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**Note:** Use of simple calculator is allowed.

# Unit- I

Meaning and Scope of Accounting: Need, Development and definition of Accounting, Book Keeping and accounting, Persons interested in accounting Information, Disclosures: Branches of Accounting, Objectives of Accounting, generally accepted accounting Principles, Concepts and Conventions of Accounting. The Accounting Equation. Nature of Accounts and Rules of Double Entry System.

Accounting Transaction: Journal, Ledger, Difference between Journal and Ledger, Rules regarding Posting. Trial Balance. Recording Transactions in Three Column Cash Book.

# Unit- II

An Overview of Subsidiary Books- Purchase Book, Purchase Returns Book, Sales Book and Sales Return Book. Depreciation: Concept and Causes, Methods of Charging Depreciation- Straight Line Method, Written–Down Value Method, Introduction to IFRS (International Financial Reporting Standards). Understanding Accounting Standards issued by ICAI Related to Disclosure of Accounting Policies.

Bank Reconciliation Statement. Preparation of Financial Statements: Preparing Trading Account, Profit and Loss Account and Balance Sheet, Adjustment Entries.

# Recommended Readings

* 1. Douglas Garbutt: Accounting Foundation, Pittman Publication
	2. A.A. Ansari, J.C. Varshney: Financial & Cost Accounting, Wisdom Publications
	3. Dina bandhu Mukhopadhyay: Financial Accounting, Asian Books Pvt. Ltd
	4. Anthony Hawkins Merchant: Accounting Text & Cases, Tata McGraw Hill
	5. S.N. Maheshwari, Sunel K. Maheshwari and Sharad K. Maheshwari: An

Introduction to Accountancy, Vikas Publishing House Pvt. Ltd

Q1.

# Paper – BBA 1.4

**ENGLISH (COMMUNICATION SKILLS) -I**

**4 Credits 3 (L)+2 (P)**

**Duration: 3hrs. Max. Marks: 50**

**Pass Marks: 35% Internal Assessment: 15 marks**

**Lecture Deliver: 60 Theory: 35 marks**

COURSE CONTENT AND TESTING

Texts Prescribed (Literary):

Contemporary English Prose(OUP) edited by K.P.K MENON The following STORIES/ESSAYS are not to be studied

1. Uncle Podger Hangs a Picture
2. Sweets
3. Lectures
4. The Position of Women in Ancient India
5. Self Portrait Testing
	1. One essay type question with an internal alternative on summary, theme, incident or character in about 250 words.
	2. Four short answer questions to be attempted out of the given six from the prescribed text in about 30 words each.
	3. Comprehension of a prose passage of about 150 words from the prescribed texts in the following way:
		1. Three questions to test the comprehension of the passage.

Meaning of two words/phrases italicized in the passage and use thereof in illustrative sentences. (4+4+2=10

marks)

Q2. Business Letters

The students may be asked to write a letter of the following types with an internal alternative:

* + - 1. Placing an order
			2. Cancelling an order
			3. Asking for quotations 5 marks

Q3. Preparing Advertisements Copies of the following types:

1. Classified Advertisements
2. Display/Advertisements for your products and services.

The students should be asked to attempt one of the given two advertisements. 4 Marks

Q4. Resume Writing

The nature of the job should be specified so as to enable the students to prepare their resume accordingly.

4 Marks

Q.5 Grammar And Vocabulary

1. Idioms and Phrases ( Meanings and Phrases ( Meaning and Usage)
2. Synonyms and Antonyms
3. Expanding abbreviations and acronyms pertaining to Commerce, Business, Economics. The students should be asked to attempt four of the given six from part (a) and eight out of the given ten from part (b) and part(c) each. 4+4+4+12 Marks

**bI.bI.ey dy kors leI pMjwbI lwzmI dw islybs Bwg pihlw ( smYstr pihlw )**

**pypr kof:BBP-101A**

**2019-20,2020-21,2021-22 sYSn leI**

**ku`l AMk :100 ivSy ivcoN pws hox leI AMk : 35**

**bwhrI prIiKAw:75 AMk bwhrI prIiKAw ivcoN pws hox leI AMk: *26***

**AMdrUnI mulWkx :25 AMk AMdrUnI mulWkx ivcoN pws hox leI AMk:09 smW:3 GMty kRYift-04, ku`l lYkcr:60**

**pwTkRm dw audyS: 1.ividAwrQIAW nUM swihq pVHn leI pRyirq krnw[**

**2.mwq BwSw iv`c aucyrI is`iKAw gRihx krn dI jwg lwauxw[ 3.ivAwkrnk p`KW nwl rwbqw kwiem krvwauxw[**

1. **idAwrQIAW nUM vwqwvrx Aqy siBAwcwrk iviSAW / sm`isAwvW qoN jwxU krvwauxw[**

**pypr sYtr leI hdwieqW**

**Bwg a ivcoN iksy iqMn nwtkW ivcoN ie`k dw ivSw-vsqU jW swr ilKx leI ikhw jwvy[ ijs dy ku`l 12 AMk hoxgy[Bwg a ivcoN pusqk dy ivcwrW sMbMDI pMj pRSnW ivcoN iqMn krn leI ikhw jwvy[ijs dy ku`l 12 AMk hoxgy Bwv ie`k pRSn cwr AMkW dw hovygw[Bwg A-1 ivcly iviSAw 'qy iksy iqMn ivcoN ie`k 'qy inbMD rcnw krn leI ikhw jwvy[ijs dy 09 AMk hoxgy[Bwg A-2 ivcly ivAwkrn vwly Bwg ivcoN do vrxwqmk pRSnW ivcoN ie`k krn leI ikhw jwvy[ijs dy 12 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A-2 ivAwkrn ivcoN 7 sMKyp au`qrW vwly ku`l 15 pRSn krn leI ikhw jwvy[hryk pRSn dy 02 AMk hoxgy[ swry pRSn krny zrUrI hn[**

**ividAwrQIAW leI hdwieqW**

**Bwg a ivcoN iksy iqMn nwtkW ivcoN ie`k dw ivSw-vsqU jW swr ilKxw hY[ijs dy ku`l 12 AMk hoxgy[ Bwg a ivcoN pusqk dy ivcwrW sMbMDI pMj pRSnW ivcoN iqMn pRSnW dy a`uqr idau[ijs dy ku`l 12 AMk hoxgy Bwv ie`k pRSn cwr AMkW dw hovygw[Bwg A-1 ivcly iviSAw 'qy iksy iqMn ivcoN ie`k 'qy inbMD ilKxw hY[ijs dy 09 AMk hoxgy[Bwg A-2 ivcly ivAwkrn vwly Bwg ivcoN do vrxwqmk pRSnW ivcoN ie`k krnw hY[ijs dy 12 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A-2 ivAwkrn ivcoN 7 sMKyp au`qrW vwly ku`l 15 pRSn krny hn[hryk pRSn dy 02 AMk hoxgy[ swry pRSn krny zrUrI hn[**

**pwTkRm Aqy pRSn-p`qr dI rUp-ryKw**

**Bwg-a**

**a -smkwlI pMjwbI nwtk (1960 qoN ipCoN dy iekWgIAW dw sMgRih),sMpwdk:fw.mnjIqpwl kOr Aqy fw.jsivMdr isMG sYxI,pblIkySn ibaUro, pMjwbI XUnIvristI,pitAwlw**

**Bwg-A**

**A-1: smwijk Aqy vwqwvrx iviSAw nwl sMbMiDq inbMD rcnw**

**A-2: ivAwkrn**

* 1. **svr:pirBwSw Aqy vrgIkrx**
	2. **ivAMjn:pirBwSw Aqy vrgIkrx**
	3. **aucwrn AMg**
	4. **nWv Aqy iesdw rUpWqrx**
	5. **pVnWv Aqy iesdw rUpWqrx (vi ) ikirAw Aqy iesdw rUpWqrx**

**Bwg-e**

**Bwg-a Aqy ivAwkrn vwly Bwg ivcoN sMKyp au`qrW vwly pRSn**

**shwiek pusqkW**

1. **bUtw isMG brwV,pMjwbI BwSw sRoq qy srUp,vwirS Swh PWaUfySn AMimRqsr,2012**
2. **bUtw isMG brwV, pMjwbI ivAwkrn isDWq Aqy ivhwr,cyqnw pRkwSn ,luiDAwxw,2008**
3. **bldyv isMG cImw, pMjwbI ivAwkrn qy BwSw ivigAwn,qknIkI SbdwvlI dw ivSw koS, pblIkySn ibaUro pMjwbI XUnIvristI,pitAwlw,2009**
4. **fw.joigMdr isMG puAwr Aqy hor,pMjwbI BwSw dw ivAwkrnk Bwg I,pMjwbI**

**BwSw AkwdmI,jlMDr,1991**

1. **fw.joigMdr isMG puAwr Aqy hor,pMjwbI BwSw dw ivAwkrnk Bwg II,pMjwbI BwSw AkwdmI,jlMDr,1991**
2. **igAwnI lwl isMG qy hrkIrq isMG ,kwlj pMjwbI ivAwkrx ,pMjwb styt XUnI.tYkst bu`k borf,cMfIgVH**
3. **sMq isMG syKo,swihqAwrQ,lwhOr bu`k Swp,luiDAwxw**

**bI.bI.ey.dy kors leI pMjwbI mu`Flw igAwn dw islybs Bwg pihlw ( smYstr pihlw )**

**pypr kof:BBP-101B**

**2019-20,2020-21,2021-22 sYSn leI**

**ku`l AMk :100 ivSy ivcoN pws hox leI AMk : 35**

**bwhrI prIiKAw:75 AMk bwhrI prIiKAw ivcoN pws hox leI AMk: *26***

**AMdrUnI mulWkx :25 AMk AMdrUnI mulWkx ivcoN pws hox leI AMk:09 smW:3 GMty kRYift-04, ku`l lYkcr:60**

**pwTkRm dw audyS: 1.ividAwrQIAW nUM swihq pVHn leI pRyirq krnw[ 2.ividAwrQIAW nUM pMjwbI BwSw dI jwxkwrI dyxw[ 3.ividAwrQIAW nUM pMjwbI pVHnw Aqy ilKxw isKwauxw[**

**pypr sYtr leI hdwieqW**

**Bwg a ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[Bwg a ivcoN hI Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg A ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[ Bwg A ivcoN Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A ivcoN 7 AwbjYkitv pRSn Bwv ku`l 15 pRSn pu`Cy jwxgy[hryk pRSn dw 01 AMk hovygw[swry pRSn krny zrUrI hn[**

**ividAwrQIAW leI hdwieqW**

**Bwg a ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[Bwg a ivcoN hI Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg A ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[ Bwg A ivcoN Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A ivcoN 7 AwbjYkitv pRSn Bwv ku`l 15 pRSn pu`Cy jwxgy[hryk pRSn dw 01 AMk hovygw[swry pRSn krny zrUrI hn[**

**pwTkRm Aqy pRSn-p`qr dI rUp-ryKw Bwg-a**

**a –1. pYNqI A~KrI Aqy BulwvyN A~Kr**

* 1. **do A`KrW vwly,iqMn A`KrW vwly Aqy cwr A`KrW vwly pMj-pMj Sbd**
	2. **lgwmwqrwvW dI vrqoN krky pMj-pMj Sbd**
	3. **lgwKrW dI vrqoN krky pMj-pMj Sbd**

**Bwg-A**

ਅ**- 1. ie`k qoN pMjwh q`k igxqI**

1. **h&qy dy idnW dy nW**
2. **pMj PlW Aqy sbzIAW dy nW**
3. **pMj GrylU vsqW Aqy AwvwjweI dy swDnW dy nW**
4. **pMj irSiqAW dy nW**
5. **pMj pSU pMCIAW dy nW**

**Bwg-e**

**Bwg a Aqy A ivcoN AwbjYkitv pRSn**

**not:ividAwrQI pihlI vwr gurmuKI is`K rhy hn[ies leI ividAwrQIAW dy p`Dr nUM iDAwn iv`c r`Kdy hoey srl Aqy sp`St pRSn pu`Cy jwx[**

**shwiek pusqkW**

1. **siqnwm isMG sMDU,AwE pMjwbI is`KIey,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2009**
2. **siqnwm isMG sMDU,gurmuKI is`Ko,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2011 3.sIqw rwm bwhrI, pMjwbI is`KIey,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2002**
3. **pMjwbI igAwn sI.fI.(kMipaUtr AYplIkySn tU-lrn AYNf tIc pMjwbI), pMjwbI XUnIvristI,pitAwlw**
4. **crn puAwDI,AwE pMjwbI is`KIey,sMgm pblIkySn,pitAwlw**

# Paper – BBA 2.1 English Communication Skills

**4 Credits:**

**Duration: 3hrs. Max. Marks: 50**

**Pass Marks: 35% Internal Assessment: 15marks**

**Lecture Deliver: 60 Theory: 35 marks**

**TESTING**

The paper shall have two sections Section-A shall comprise testing from “Communication & Writing Skills” while Section-B shall test his/her skills in “Grammar”.

The question paper will consist of two sections A and B.

# Section A: (21Marks)

1. Two long questions with internal choice from PART 1, and each question will carry 8 marks.
2. One question with an internal choice from Part 2, carrying 5 Marks.

# Section A Part 1

**Communication**: Meaning, Importance, and Process, Objectives of Communication, Effective Communication, Means/ Media and Types of Communication, Channels of Communication, Barriers to Communication, Importance of Feedback.

# Part 2

Interview,Meeting Skills, Report Writing, Speeches and Presentations, Documentation, Group Discussion

# Suggested Readings:

* 1. *English for Effective Communication* by NavjotS.Deol, Fortune Publishers
	2. *Communication Skills &Technical Writing* by Dr.Gurpreet Kaur, Acme Publishers

# SECTION - B (14 Marks)

**Grammar**:

1. Tenses
2. Phrasal Verbs

# Testing:

10 sentences to be given from each A & B and 7 to be attempted in each. ( 7+7=14 Marks)

# Books Prescribed for Grammar:

Oxford Practice Grammar by John Eastwood (Oxford University Press), 2006.

# Note: Internal Assessment of 15 marks will be given on the basis of project reports in collaboration with the concerned department.

**Paper – BBA 2.2 Managerial Economics 6 Credits: 5 (L) + 1 (T)**

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 40marks**

**Lecture Deliver: 75 Theory: 60 marks**

**Objective:** The objective of the course is to introduce the economic concept. To familiarize with the students the importance of economic approaches and managerial decision making.

# INSTRUCTIONS FOR PAPER SETTER/EXAMINERS

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

# INSTRUCTIONS FOR CANDIDATES

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

# Unit – I

Nature and scope of economics, Consumer’s Behavior, Utility Approach: Brief outline of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility, Indifference Curve Approach: Consumer Equilibrium, Income. Price and Substitution Effect. Revealed Preference Theory, Meaning of Demand and its Types, Law of Demand, Derivation of law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticities of Demand.

Theory of Cost: Short and Long period costs, concepts of total cost, marginal and average cost. Cost of Revenue: total revenue, average revenue, relationship between average and marginal revenue and elasticity of demand.

# Unit-II

Equilibrium of firm and industry: Perfect competition, assumptions, price determination, monopoly, concept, assumption, price determination. Monopolistic Competition: concept, assumptions, price determination, Difference between monopolistic competition and imperfect competition, Oligopoly.

# Recommended Readings:

1. Koutosoyianni’s : Modern Micro Economics – Macmillan Press Ltd.
2. Ahuja, H.L.: Principles of Micro Economics – Sultan Chand
3. T.R. Jain, O.P. Khanna : Business Economics – VK Publications
4. Manab Adhikary : Business Economics- Excel Books
5. Dominick Salvatore : Managerial Economics – Oxford University Press
6. D.D. Chaturvedi, SL Gupta: Managerial Economics- International Book House Pvt. Ltd.
7. Ackley, G : Macroeconomic Theory, Macmillan, New York.

# BBA 2.3: Business Statistics 6 Credits: 5 (L) + 1 (T)

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 40marks**

**Lecture Deliver: 75 Theory: 60 marks**

**Objective:** The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.

# INSTRUCTIONS FOR PAPER SETTER/EXAMINERS

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each and with at-least one theoretical question in both sections. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20marks.

# INSTRUCTIONS FOR CANDIDATES

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

**Note:** Use of simple calculator is allowed.

# Unit-I

Statistics: Introduction, Importance, Scope and Limitations of Statistics; Measures of Central Tendency: Mean, Median, Mode and Quartiles; Measures of Dispersion: Range, Quartile, Decile, Percentile Deviation, Mean Deviation and Standard Deviation.

Correlation Analysis: Introduction, Types of Correlation, Measurement of Correlation: - Karl Pearson Coefficient of Correlation, Spearman's Rank Correlation; Regression Analysis: Introduction, Utility, Method of Least Squares, Coefficient of Regression, Standard Error of Estimate and Coefficient of Determination.

# Unit-II

Time Series and Forecasting: Introduction, Components of Time Series, measurement of Secular Trend and Measurement of Seasonal variations, Measurement of Cyclical Variations, Types and Techniques of Forecasting; Index Numbers: Introduction, Price Index Numbers, quantity Index Numbers, Choice of Base for Computing Index Numbers.

Significance, Process and Techniques of Decision Making, Decision- Tree Analysis; Interpolation & Extrapolation: Graphic Method, Algebraic Method – Binomial Expansion Method, Newton's Method of Advancing Differences, Lagrange's Method and Newton's Method for Divided Differences.

# Recommended Readings: -

1. T.R. Jain :- Business Statistics :V.K. Publishers
2. R. S. Bhardwaj :- Business Statistics: Excel Books
3. S. K. Mandal :- Fundamentals of Business :- Excel Books
4. S.P. Gupta:- Operation Research: Sultan Chand and Sons

# Paper – BBA 2.4

**Ethics and Corporate Social Responsibilities 6 Credits: 5 (L) + 1 (T)**

**Duration: 3hrs. Max. Marks: 100**

**Pass Marks: 35% Internal Assessment: 40marks**

**Lecture Deliver: 75 Theory: 60 marks**

**Objective:** The objective of the course is to inculcate among students work place values and ethics and to make them aware about the corporate social responsibility towards the business organization.

# INSTRUCTIONS FOR PAPER SETTER/EXAMINERS

The question paper will consist of three sections A, B and C. Section A and B will have four questions each from Unit-I and Unit-II respectively, will carry 10 marks each. Section C will consist of 12 short answer type questions covering entire syllabus and will carry 2 marks each. Total weightage of Section-C shall be 20 marks.

# INSTRUCTIONS FOR CANDIDATES

Candidates are required to attempt two questions each from Section A and B. In Section C candidates are required to attempt any ten questions.

# Unit-I

Overview of Ethics: Definition, nature, need, history. Factors and Principles, Issues, framework for ethical decision making, Ethical theories; Teleological Theory, Deontological. Ethical Decision Making: Introduction, Stages, Limitations

Employees in business ethics: Employees as Stakeholders. Ethical Issues in the firm- Employee’s relations. Consumer and Business Ethics: Consumers as Stakeholders, Ethical Issues, marketing and the consumer. Ethical Issues: Marketing, Purchasing, Operations Management, Human Resource Management, Accounting. Ethical Dilemmas at work.

# Unit-II

Corporate Social Responsibility: Introduction, Evolution, Significance and Relevance. Scope of CSR, Social Responsibility and Indian Corporations.

Social Responsibility for Business: Reasons, Advantages and Disadvantages for Socially Responsible Business Organizations. Corporate Social Responsibility: Case study: Grasim.

# Recommended Readings

* 1. C.S.V. Murthy: Business Ethics and Corporate Governance, Himalaya Publishing House.
	2. Andrew : Business Ethics, Oxford University Press.
	3. Mohapatra, Sanjay, Pillai, S.S. Business Ethics and Corporate Governance, Pearson Education, New Delhi.
	4. Gavai, A.K.; Business Ethics, Himalaya Publishing House.
	5. Khanna, Anil and Arora, J.R.; Corporate Governance Business Ethics and CSR,

International Book House, New Delhi.

**bI.bI.ey. kors leI pMjwbI lwzmI dw islybs Bwg pihlw ( smYstr dUjw )**

**pypr kof:BBP-201A**

**2019-20,2020-21,2021-22 sYSn leI**

**ku`l AMk :100 ivSy ivcoN pws hox leI AMk : 35**

**bwhrI prIiKAw:75 AMk bwhrI prIiKAw ivcoN pws hox leI AMk: *26***

**AMdrUnI mulWkx :25 AMk AMdrUnI mulWkx ivcoN pws hox leI AMk:09 smW:3 GMty kRYift-04, ku`l lYkcr:60**

**pwTkRm dw audyS: 1.ividAwrQIAW nUM swihq pVHn leI pRyirq krnw[**

**2.mwq BwSw iv`c aucyrI is`iKAw gRihx krn dI jwg lwauxw[ 3.ivAwkrnk p`KW nwl rwbqw kwiem krvwauxw[ 4.ividAwrQIAW nUM ic`TI-p`qr ilKxw isKwauxw[**

**pypr sYtr leI hdwieqW**

**Bwg a ivcoN iksy iqMn inbMDW ivcoN ie`k dw ivSw-vsqU jW swr ilKx leI ikhw jwvy[ ijs dy ku`l 12 AMk hoxgy[Bwg a ivcoN pusqk dy ivcwrW sMbMDI pMj pRSnW ivcoN iqMn krn leI ikhw jwvy[ijs dy ku`l 12 AMk hoxgy Bwv ie`k pRSn cwr AMkW dw hovygw[Bwg A-1 iv`c iksy iqMn ivcoN ie`k ivSy'qy ic`TI-p`qr ilKx leI ikhw jwvy[ijs dy 09 AMk hoxgy[Bwg A-2 ivcly ivAwkrn vwly Bwg ivcoN do vrxwqmk pRSnW ivcoN ie`k krn leI ikhw jwvy[ijs dy 12 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A-2 ivAwkrn ivcoN 7 sMKyp au`qrW vwly ku`l 15 pRSn krn leI ikhw jwvy[hryk pRSn dy 02 AMk hoxgy[ swry pRSn krny zrUrI hn[**

**ividAwrQIAW leI hdwieqW**

**Bwg a ivcoN iksy iqMn inbMDW ivcoN ie`k dw ivSw-vsqU jW swr ilKxw hY[ijs dy ku`l 12 AMk hoxgy[ Bwg a ivcoN pusqk dy ivcwrW sMbMDI pMj pRSnW ivcoN iqMn pRSnW dy a`uqr idau[ijs dy ku`l 12 AMk hoxgy Bwv ie`k pRSn cwr AMkW dw hovygw[Bwg A-1 iv`c iksy iqMn ivcoN ie`k ivSy'qy ic`TI-p`qr ilKx leI ikhw jwvygw[ijs dy 09 AMk hoxgy[Bwg A-2 ivcly ivAwkrn vwly Bwg ivcoN do vrxwqmk pRSnW ivcoN ie`k krnw hY[ijs dy 12 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A-2 ivAwkrn ivcoN 7 sMKyp au`qrW vwly ku`l 15 pRSn krny hn[hryk pRSn dy 02 AMk hoxgy[ swry pRSn krny zrUrI hn[**

**pwTkRm Aqy pRSn-p`qr dI rUp-ryKw**

**Bwg-a**

# a -siBAwcwr qy ivhwr,(inbMD sMgRih),sMpwdk :fw.nwhr isMG Aqy fw.rwijMdrpwl isMG pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw

**Bwg-A**

**A1: d&qrI ic`TI -p`qr A-2:ivAwkrn**

1. **BwSw dw tkswlI rUp**
2. **BwSw Aqy aupBwSw dw AMqr**
3. **pUrbI pMjwb dIAW aupBwSwvW dy pCwx- icMnH**
4. **Sbd :pirBwSw Aqy vrgIkrx**
5. **vDyqr**

**Bwg-e**

**Bwg-a Aqy ivAwkrn vwly Bwg ivcoN sMKyp au`qrW vwly pRSn**

**shwiek pusqkW**

1. **bUtw isMG brwV,pMjwbI BwSw sRoq qy srUp,vwirS Swh PWaUfySn AMimRqsr,2012**
2. **bUtw isMG brwV, pMjwbI ivAwkrn isDWq Aqy ivhwr,cyqnw pRkwSn ,luiDAwxw,2008**
3. **bldyv isMG cImw, pMjwbI ivAwkrn qy BwSw ivigAwn,qknIkI SbdwvlI dw ivSw koS, pblIkySn ibaUro pMjwbI XUnIvristI,pitAwlw,2009**
4. **fw.joigMdr isMG puAwr Aqy hor,pMjwbI BwSw dw ivAwkrnk Bwg I,pMjwbI**

**BwSw AkwdmI,jlMDr,1991**

1. **fw.joigMdr isMG puAwr Aqy hor,pMjwbI BwSw dw ivAwkrnk Bwg II,pMjwbI BwSw AkwdmI,jlMDr,1991**
2. **igAwnI lwl isMG qy hrkIrq isMG ,kwlj pMjwbI ivAwkrx ,pMjwb styt XUnI.tYkst bu`k borf,cMfIgVH**
3. **sMq isMG syKo,swihqAwrQ,lwhOr bu`k Swp,luiDAwxw**

**bI.bI.ey. kors leI pMjwbI mu`Flw igAwn dw islybs Bwg pihlw ( smYstr dUjw )**

**pypr kof:BBP-201B**

**2019-20,2020-21,2021-22 sYSn leI**

**ku`l AMk :100 ivSy ivcoN pws hox leI AMk : 35**

**bwhrI prIiKAw:75 AMk bwhrI prIiKAw ivcoN pws hox leI AMk: *26***

**AMdrUnI mulWkx :25 AMk AMdrUnI mulWkx ivcoN pws hox leI AMk:09 smW:3 GMty kRYift-04, ku`l lYkcr:60**

**pwTkRm dw audyS:**

1. **idAwrQIAW nUM swihq pVHn leI pRyirq krnw[ 2.ividAwrQIAW nUM pMjwbI BwSw dI jwxkwrI dyxw[ 3.ividAwrQIAW nUM pMjwbI pVHnw Aqy ilKxw isKwauxw[**

**pypr sYtr leI hdwieqW**

**Bwg a ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[Bwg a ivcoN hI Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg A ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[ Bwg A ivcoN Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A ivcoN 7 AwbjYkitv pRSn Bwv ku`l 15 pRSn pu`Cy jwxgy[hryk pRSn dw 01 AMk hovygw[swry pRSn krny zrUrI hn[**

**ividAwrQIAW leI hdwieqW**

**Bwg a ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[Bwg a ivcoN hI Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg A ivcoN do v`fy pRSn pu`Cy jwxgy ijnHW ivcoN ie`k krnw hovygw[ijs dy 10 AMk hoxgy[ Bwg A ivcoN Cy Coty pRSn pu`Cy jwxgy ijnHW ivcoN cwr krny hoxgy[hryk pRSn 5 AMkW dw hovygw Bwv ku`l 20 AMk hoxgy[Bwg a ivcoN 8 Aqy Bwg A ivcoN 7 AwbjYkitv pRSn Bwv ku`l 15 pRSn pu`Cy jwxgy[hryk pRSn dw 01 AMk hovygw[swry pRSn krny zrUrI hn[**

**pwTkRm Aqy pRSn-p`qr dI rUp-ryKw**

**Bwg-a**

**a -1.ivroDI Sbd,smwnwrQk Sbd 2.ilMg,vcn,kwl Aqy purK**

**3.Sbd SRyxIAW(nWv,pVnWv Aqy ikirAw):pirBwSw Aqy audwhrxW 4.ivSrwm icMnHW dI vrqoN**

**Bwg-A**

**A -lyK rcnw(200 SbdW iv`c):myrw AiDAwpk,myrw kwlj Aqy dIvwlI**

1. **ic`TI p`qr:&Is muAw&I Aqy ibmwrI kwrn Cu`tI lYx sMbMDI**
2. **dysI Aqy AMgryzI mhIinAW dy nW**
3. **ie`k qoN sO q`k igxqI**

**Bwg-e**

**Bwg a Aqy A ivcoN AwbjYkitv pRSn**

**not: ividAwrQI gurmuKI is`K rhy hn[ies leI ividAwrQIAW dy p`Dr nUM iDAwn iv`c r`Kdy hoey srl Aqy sp`St pRSn pu`Cy jwx[**

**shwiek pusqkW**

1. **siqnwm isMG sMDU,AwE pMjwbI is`KIey,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2009**
2. **siqnwm isMG sMDU,gurmuKI is`Ko,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2011 3.sIqw rwm bwhrI, pMjwbI is`KIey,pblIkySn ibaUro,pMjwbI XUnIvristI,pitAwlw,2002**
3. **pMjwbI igAwn sI.fI.(kMipaUtr AYplIkySn tU-lrn AYNf tIc pMjwbI), pMjwbI XUnIvristI,pitAwlw**
4. **crn puAwDI,AwE pMjwbI is`KIey,sMgm pblIkySn,pitAwlw**

**BBA Semester-II**

**QUALIFYING PAPER COMMON FOR FACULTY OF COMMERCE CAE 1.2 - DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

**(FOR ALL UNDERGRADUATE COURSES)**

**Note: This is a compulsory qualifying paper, which the students have to study and qualify during three years of their degree course**.

Total Marks: 50 Theory 35

Internal Assessment 15

**INSTRUCTIONS FOR THE PAPER-SETTER**

The question paper will consist of three sections: A, B & C. Section A& B will have four questions in each section from the respective sections of the syllabus and will carry 5 marks each. Section C will consist of 5 short- answer type questions will cover the entire syllabus uniformly and each will carry 3 marks.

**INSTRUCTIONS FOR THE CANDIDATES**

Candidates are required to attempt two questions from each section A & B of the question paper and the entire section C.

**SECTION A**

**UNIT: I – Problem of Drug Abuse: Concept and Overview; Types of Drug Often Abused**

* 1. **Concept and Overview**

What are drugs and what constitutes Drug Abuse? Prevalence of menace of Drug Abuse

How drug Abuse is different from Drug Dependence and Drug Addiction?

Physical and psychological dependence- concepts of drug tolerance

* 1. **Introduction to drugs of abuse: Short Term, Long term effects & withdrawal symptoms Stimulants:** Cocaine, Nicotine

**Depressants:** Alcohol, Barbiturates- Nembutal Benzodiazepines –Diazepam

**Narcotics:** Opium, heroin

**Hallucinogens:** Cannabis & derivatives (marijuana, hashish, hash oil)

**Steroids Inhalants**

**UNIT: II –Nature of the Problem**

Vulnerable Age Groups

Signs and symptoms of Drug Abuse (a)- Physical indicators

(b)- Academic indicators

(c)- Behavioral and Psychological indicators

**SECTION B**

**UNIT: III – Causes and Consequences of Drug Abuse**

* + 1. **Causes** Physiological Psychological Sociological
		2. **Consequences of Drug Abuse**

For individuals

For families

For society & Nation

**UNIT: IV- Management & Prevention of Drug Abuse**

Management of Drug Abuse Prevention of Drug Abuse

Role of Family, School, Media, Legislation & Deaddiction Centers

**SUGGESTED READING**S**MATERIAL**

1. Kapoor.T. (1985) Drug Epidemic among Indian Youth, New Delhi: Mittal Pub
2. Modi, IshwarandModi, Shalini (1997) Drugs: Addiction and Prevention,Jaipur: Rawat Publication.
3. Ahuja, Ram,(2003),Social Problems in India, Rawat Publications: Jaipur
4. 2003 National Household Survey of Alcohol and Drug Abuse. New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
5. World Drug Report 2011, United Nations Office of Drug and Crime.
6. World Drug Report 2010, United nations Office of Drug and Crime.
7. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
8. The Narcotic Drugs and Psychotropic Substances Act, 1985, (New Delhi: Universal, 2012)

**Pedagogy of the Course Work:**

The pedagogy of the course work will consist of the following: 70% lectures (including expert lectures).

30% assignments, discussion and seminars and class tests.

Note: A visit to drug de-addiction centre could also be undertaken.