ORDINANCES

AND

OUTLINES OF TESTS,

SYLLABI AND COURSES OF READING

FOR

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PART-III (SEMESTER V & VI)

FOR

Session   2020-21, 2021-22 & 2022-23

PUNJABI UNIVERSITY, PATIALA

ftfdnkoEhnK bJh lo{oh jdkfJsK

1   fJe nekdfwe ;kb s' tX/o/ ;w/A d/ ;zrfms fe;/ e'o; ftu, id'A e'Jh ftfdnkoEh dkyabk b?D T[gozs gqhfynk fdzdk j? sK T; ;w/A gqufbs nfXnkd/;a nekdfwe ;kb d/ d"okB iK nzs ftu j'Jh gqhfynk bJh bkr{ ;wM/ ikDr/ go :{Bhtof;Nh nfXnkd/;aK nXhB nfijh e'Jh ;aos$pzd;a BjhA fe ;zrfms e'o; ftu dkyb/ T[gozs :{Bhtof;Nh tb' ;zpzXs nfXnkd/;aK ftu e'Jh sowhw BjhA ehsh ik ;edh. b'V nB[;ko, ;'X/ j'J/ nfXnkd/P Bt/A iK g[okD/ jo fe;w d/ ftfdnkoEhnK s/ fJe ;wkB bkr{ j'Dr/.

2   e'Jh th ftfdnkoEh fJe' e?bzvo to/Q ftu j'D tkb/ d' w[Zy (Major) fJwfsjkBk ftu BjhA p?m ;edk.

3   i/ e'Jh ftfdnkoEh fJe' ;?;aB ftu d' fJwfsjkBK (Major and Minor) bJh gqhfynk dkyabk cakow$cah; Godk j? sK v/N^;ahN ftu fwshnK d/ fe;/ Neok dh ;{os ftu T[j e/tb fJe jh fJwfsjkB ftu p?m ;e/rk. nfijh jkbs ftu T[; dk e'Jh ekB{zBh jZe BjhA fe T[j fJe' jh ;w/A d' fJwfsjkB d/ ;e/. fJ; ;{os ftu d{;oh gqhfynk bJh iwQk eotkJh cah; tkg; BjhA ehsh ikt/rh.

4   fiZE/ :{Bhtof;Nh d/ nkgD/ ekoDK eoe/ ftfdnkoEh dk Bshik b/N x'f;as j[zdk j?, T[ZE/ g[Bo^w[bKeED d/ e/;K B{z SZv e/ nrb/ fJwfsjkB bJh ckow$cah; d/D fjZZs ftfdnkoEh B{z Bshik ekov s/ nzfes fwsh s'A 15 fdB dk ;wK fpBk b/N cah; s' fdZsk iktk/rh. T[gozs f;afvT{b nB[;ko pDdh b/N cah; ukoi ehsh iktk/rh. ftfdnkoEh d/ nkgD/ ekoDK eoe/ b/N x'f;as BshfinK ftu fe;/ th wzst bJh fpBK b/N cah; BjhA; s'A e'Jh ;wK BjhA fdZsk iktk/rk go nfij/ e/;K ftu g[Bo^w[bkeED dh fJikls BjhA j't/rh.

5   e'Jh ftfdnkoEh fe;/ gqhfynk bJh e/tb gqhfynk dkyabk cakow$cah; iK gqhfynk dk Bshik nkT[D s/ g[Bo^w[bkeED bJh ckow$ch; d/D$iwQK eotkT[D Bkb jh gqhfynk$nrbh gqhfynk ftu p?mD dk jZedko BjhA j't/rk.

6   fiBQK ftfdnkoEhnK B/ j/mbh gqhfynk gzikp ;e{b n?ia{a{e/;aB p'ov$gzikph :{Bhtof;Nh s'A fJbktk fe;/ j'o p'ov$:{Bhtof;Nh s'A gk; ehsh j't/, T[BQK B{z nkgD/ n;bh gqwkD gZso, ft;fsqs nze^fpT{{ok^ekov, fvroh ns/ wkJhrq/;aB ;oNhfce/N nkfd gqhfynk dkyabk cakow d/ Bkb d/D/ j'Dr/, fiBQK d/ nkXXko s/ T[BQK B/ gqhfynk d/Dh j?/. nfijk Bk eoB s/ T[BQK dh gqhfynk bJh gksosk oZd eo fdZsh iktk/rh.go i/eo e'Jh ftfdnkoEh wkJhrq/;aB ;oNhfce/N ;w/A fnk BjhA G/idk sK T[j 1000$^ o[gJ/ (iK T[; ;w/A nfij i' th bkr{ j't/) i[owkBk cah; Bkb G/i ;edk j?.

7   i/eo gqhfynk dkyabk cakow ftu e'Jh so[ZNh gkJh rJh, fit/A ftfdnkoEh d/ j;skyao iK gqhfynk dkyabk cakow s;dhe eoB tkb/ nfXekoh d// j;skyao, nj[[dk s/ w'jo dk Bk j'Dk, ofi;Nq/;aB Bzpo, gfjb/ fJwfsjkBK d/ o'b Bzpo, gqhfynk e/Ado d/ fJzdoki dk Bk j'Dk, n;bh nze^fpT{{ok^ekov iK fvroh dk BK d/DK, iK gqhfynk cah;$b/N cah; xZN iwQk eotkJh j'Dh nkfd, sK nfijhnK so[ZNhnK d{o eotkT[D fjZs ftfdnkoEh tZb'A dcaso bfiZs so[ZNh dcaso eotkT[D s/ uktk/rh dh dcaso t, T[j T[;d/ iZwQ tkb/ dcaso tZb'A so/uktk/rh. ftfdnkoEh fJj so[ZNhnK gfynk bJh dkyabk cakow$ cah; gqkgsh dh nzfsw fwsh s'A gfjbK^gfhjbK b'VhAd/ d;skt/iK dh g{osh eoD eod/ j'J/ T[go do;;Jh so[ZNh cah; Bkb d{o eotk ;ed/ jB. nzfsw fwsh s'A pknd, ft;ao;a jkbks ftu, so[ZNhnK d{o eotkT[D dh cah; uhca e'^nkovhB/No gqhfynktzK tZb'A w"e/ s/ bJ/ ca;?;b/ nB[;ko tZyo/ s"o s/ fBoXkfos ehsh iktk/rh.

8   ftfdnkoEh g{oh ch; p?Ae vokcN okjhA G/i/. p?Ae vokcN ofi;Noko, gzikph :{Bhtof;Nh, gfNnkbk d/ Bkw j't/ iK cah; :{Bhtof;Nh yaikBBuh, gzikph :{Bhtof;Nh, gfNnkbk e'b ekTA{No s/ th iwQk eotkJh ik ;edh j?.

9   gqhfynk dkyabk ckow GoB s'A gfhjbK ftfdnkoEh fJj iao{o iKu bt/ fe ubzs gkm^eqw (f;b/p;) eh j?< gqhfynk Bkb ;zpzfXs Bt'A fB:w eh jB< fJj fB:w w[yh, gpbhe/;aB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk gk;' fB;afus ndkfJrh d[nkok jk;b ik ;ed/ jB.

10 ;kbkBk gqhfynk ;w/A g{o/ ftf;anK dh gqhfynk d/D T[gozs oh^nghhno nkT[D bJh fBoXkfos gfjb/ w"e/

bJh T[;/ ;kb dh ;kbkBk gqhfynk dk f;b/p; bkr{ j't/rk. go oh^nghno d// d{;o/ w"e/ bJh nrbh ;kbkBk gqhfynk dk ukb{ (Current) f;b/p; bkr{ j't/rk, c/bQ, fJzgo{tw?AN, ft;a/;a w"ek nkfd e/;K ftu th T[;/ ;kb dk ukb{ (Current) f;b/p; bkr{ j't/rk.

11 o?r{bo, gqkJht/N iK gZso^ftjko f;Zfynk ftGkr okjhA gqhfynk d/D tkb/ ;ko/ ftfdnkoEh nkgDhnK 5%4 ;?ANhwhNo ;kJhia dhnK fpBk r'rbia s' fJe' B?r/fNt s'A fsnko ehshnK BthBsw c'N'nk gqhfynk dkyabk cakow ftu fB;afus EK s/ fugekT[D. fJBQK c'N'nK s/ ftfdnkoEh nkgD/ j;kyao eo/rk s/ fgsk dk BK, gqhfynk ns/ gqhfynk e/Ado dk Bk fby/rk. ;ik:kcask iK b/N ekbi ftfdnkoEhnK d/ e/; ftu fJjBk c'N'nK s/ T[jh nfXekoh j;kyao eo/rk fi; B/ gqhfynk dkyabk cakow s;dhe ehsk j't/.

12 o'b Bzpo ikoh j'D d/ pkti{d th gksosk pko/ ojh e'Jh so[ZNh B'fN; ftu nkT[D s/ gqhfynk bJh gksosk ns/ gqhfynk dkybk cakow fe;/ th ;w/A oZd ehsk iK ;edk j?/. nfij/ e/;K ftu fiazw/tkoh ftfdnkoEh dh nkgDh j't/rh.

13 gqhfynk e/Ado pdbD bJh fBoXkos ckow s/ fdZsh rJh jo soQK Bkb w[ezwb noiah s/ jh r"o ehsh ikt/rh. fBoXkos fpB?^ckow, d' s;dhe^P[dk c'N'nK ns/ 1,000$^o[gJ/ (iK ;w/A s/ i' th bkr{ j't/) dh cah;, i' ofi;Noko, gzikph :{Bhtof;Nh, gfNnkbk d/ Bkw p?Ae vokcN okjhA iK :{Bhtof;Nh yaikBuh e'b iwQK eotkJh rJh j't/, dh o;hd ;fjs fvgNh ofi;Noko (gqhfynktK), gzikph :{Bhtof;Nh, gfNnkbk B{z ofi;Nov vke okjh G/fink ikt/. gqhfynk e/Ado pdbD bJh fpB?^gZso gqhfynk bJh cakow$cah; gqkgsh dh nzfsw fwsh s'A gfjbK^gfjbK dcaso ftu g[ZiDk ukjhdk j?. uhca e'^ nkovhB/No gqhfynktK s'A gqhfynk e/Ado pdbD dh gqtkBrh dh fuZmh fwbD s'A fpBK fe;/ th ftfdnkoEh dk gqhfynk^e/Ado fJe EK s'A d{ih EK pdbD dh gqfefonK gZeh BjhA wzBh ikt/rh. i/ e'Jh ftfdnkoEh :{Bhtof;Nh tZb'A nbkN ehs/ gqhfynk e/Ado dh pikJ/ fe;/ j'o gqhfynk e/Ado ftu fJwfsjkB fdzdk j? sK T[; dhnK T[Zso^ ekghnK oZd do do fdZshnK ikDrhnK. gqhfynk e/Ado pdbD bJh p/Bsh T[Zs/ e/tb fJBQK ;{osK ftu jh ftuko ehsk ikt/rkL ftfdnkoEh dh B"eoh ftu spdbk, wksk fgsk iK rkovnhB dk spdbk, ftfdnkoEh dh fpwkoh fi; bJh T[; B{z ;oekoh j;gskb s'A w?vheb ;oNhfce/N iK B"eoh dk spdbk^;oNhfce/N ;p{s ti'A d/Dk j't/rk.

14 gqkJht/N ftfdnkoEh B{z gqhfynk cakow s;dhe eokT[D dh b'V BjhA.

15 gqhfynktK d/ fe;/ wzst Bkb ;pzXs ftfdnkoEhnK tZb' G/i/ nX{o/ cakow fpBK fe;/ ;{uBk d/ oZd eo fdZs/ ikDr/. fJe tkoh Goh j'Jh cah; tkg; BjhA ehsh ns/ Bk jh fe;/ nrb/ fJwfsjkB bJh wzBh ikt/rh, p/;aZze ftfdnkoEh B/ ckow Bk th G/fink j't/ iK ftfdnkoEh fJwfsjkB d/D d/ :'r Bk j't/ iK gfjbK G/i/ gqwkD d/ nekdfwe foekov nB[;ko T[; B{z fJwfsjkB ftu p?mD dh wBkjh j't/. ftfdnkoEh tZb'A G[b/y/ ekoB fBoXkfos s'A finkdk cah;$ia[owkBk cah; nkfd iwQK eotkT[D s/ tkX{ iwQK eotkJh oew dh e'Jh n?vi;Nw?AN iK tkg;h BjhA j't/rh.

16 fijV/ ftfdnkoEh n?w aJ/ a dk fJwfsjkB gqkJht/N ftfdnkoEhnK Bkb ;zpzXs nfXfB:wK nXhB d/Dk ukj[zdk jB, T[AjBk B{z nkgDk n;bh nze^fpT{ok^ekov tr?ok gqhfynk dkyabk ckow Bkb d/D/ j'Dr/ Gkt/A T[AjBK B/ j/mbk fJwfsjkB gzikph :{Bhtof;Nh s' jh feT[A Bk Bk gk; ehsk ehsk j't/.

17 gqkJht/N ftfdnkoEhnK Bkb ;pzXs fB:wK nXhB n?wHJ/H dh gqhfynk d/D tkb/ fiBQK ftfdnkoEhnK dh j/mbh gqhfynk$;pzXs ft;a/ d/ gqkgs ehs/ nzeK dh gk; gqsh;ass b'VhAdh gk; gqsh;ass s'A xZN ofjzD ekoB T[[j n?wHJ/H Gkr^gfjbk BkB gZso^d{ik dh gqhfynk th gZso^ftjko f;Zfynk ftGkr ftu dkyabk b? e/ gqhfynk fdzd/ jB, T[BK B{z T[;/ ebk; d/ Gkr^d{ik dh gqhfynk th gZso^ftjko f;Zfynk ftGkr ftu dkybk b? e/ d/Dh j't/rh, nfij/ ftfdnkoEhnK B{z Gkr^d{ik dh gqhfynk gqkJht/N s"o s/ d/D dh nkfrnk BjhA j?.

18 n;b ftfdne :'rsk ;oNhfce/Nk s/A fpBK ftfdnkoEh d[nkok fdZs/ j'o ;ko/ n;b d;skt/ia i' gqhfynk bJh T[; dh gksosk gZeh eoB eoB Bkb ;pzfXs j'Ad, tkfg; BjhA eh[ikDr/. ftfdnkoEhnK B{z fJj ukjhdk j? fe T[j T[BK gqwkD gZsoK dh Beb nkgD/ e'b oZyD. gqhfynk dkyabk cakow Bkb BZEh ehs/ n;b d;kt/ia/ d/ t/ofBK dk fJzdokikw gqhfynk dkyabk cakow ftu fdZsh EK s/ io{o ehsh ikt/. nfijk

Bk eoB dh ;{os ftu fe;/ d;skt/ia d/ r[zw j' ikD pko/ ftfdnkoEh dk e'Jh dkntk BjhA ;[fDnk ikt/rk. i/ ftfdnkoEh B{z T[; tZb'A gqhfynk bJh gksosk gZeh eoB fjZs dcaso B{z G/i/, ftfdne :"rsk d/ n;b ;oNhfce/N ;pzfXs gqhfynk dk Bshik x'f;as j'D T[gozs fJe wjhB/ d/ nzdo^nzdo BjhA w[Vd/ sK T[j s[ozs ofi;Nov vke okjhA dcaso B{z ;{fus eo'. fJ; fgZS"A :{Bhtof;Nh dcaso tb'A T[; dk e'Jh dkntk BjhA ;[fDnk ikt/rk.

19 fijV/ ftfdnkoEh nkgDk gqhfynk dk dkyabk cakow fBZih s"o s/ g[ZS^frZS (Inquiry) ;akyk ftu iwK eotkT[d/ jB sK T[j cakow d/D ;w/A o;hd iao{o b?D. nfijk Bk eoB dh ;a{os ftu T[jBK dk gqhfynk dkyabk cakow r[zw j' ikD pko/ e'Jh dkntk BjhA ;[fDnk ikt/rk.

20 ftfdnkoEh ;g;aN o{g ftu dZ;' fe T[; d/ ft;a/$gou/ ftSbh nkg;aB fejVh j?.300$^ o[gJ/ (iK ;w/A s/ I' th bkr{ j't/) dh so[ZNh cah; Bkb fpB? T[gozs gqtkBrh jkf;b eoe/, i' b'V gt/ sK ftfdnkoEh nkgD/ gqhfynk dkyabk cakow ftu ft;a/$gou/ dh nkg;aB pko/ gqhfynk bJh cakow$cah; gqkgsh dh nzfsw fwsh s'A gfjbK^gfjbK pdb ;edk j?. T[; s'A pknd e'Jh ft;ak iK gou/ dh nkg;aB pdbD dh nkfrnk BjhA j't/rh. nzfsw fwsh s' pknd, ft;/a;a jkbks ftu, ft;ak iK gou/ dh nkg;aB pdbD dh cah; uhc e'^nkovhB/No gqhfynktK tZb'A w"e/ s/ bJ/ cA?;b/ nB[;ko tZyo/ s"o fBoXkfos ehsh ikt/rh. f;oc fpB?^gZZso iK cah; iwQK eotkT[D Bkb jh ft;a/$gou/ dh nkg;aB$pdbh gZeh BjhA wzBh ikt/rh.

21 gqkjht/N ftfdnkoEh gqhfynk dkyabk ckow ftu fdZsh ;{uBk nB[;ko :{Bhtof;Nh nfXeko^y/so ftu nkT[Ad/ T[; ;afjo B{z nkgDk gqhfynk e/Ado pDkT[D, fiE/ T[j gqhfynk dkyabk ckow GoB t/b/ fgSb/ pkoK wjhfBnk s'A ofj oj/ j'D. i/eo :{Bhtof;Nh tZb'A T[; EK gqhfynk e/Ado BjhA pDkfJnk iKdk sK gqhfynk dkyabk ckow ftu ftfdnkoEh tZb'A fdZsh ;{uBk nB[;ko fojkfJ;a t/b/ s/ T[j ;kohnK T[gukfoesK g{ohnK eo ;edk j?, i' dkyab/ ns/ nrbh gqhfynk bJh iao{oh jB. ;aos fJj j? fe T[j T[; wzst bJh pkeh jo soak Bkb :{Bhtof;Nh nfXnkd/;aK nB[;ko :'r j't/. i/ ftfdnkoEh j/mbh gqhfynk fB:afus ;w/A ftu gk; BjhA eodk sK Bshk/ pko/ T[go'es nkoiah ;{Bk nkgD/ nkg oZd ;wZMh ikt/rh.

23 oh^nghno ftfdnkoEhnK B{z nrb/ ;?;aB dh oh^nghno gqhfynk bJh ns/ c/bQ ftfdnkoEhnK B{z nrbh ;kbkBk gqhfynk bJh dkyabk cakow ns/ cah; fBoXkfos ;afvT{b nB[;ko ;w/A f;o GoBh j't/rh. nfij/ ftfdnkoEh g[Bo^w[bKeED bJh th ngbkeJh eo ;ed/ jB go oh^nghno ftfdnkoEhnK B{z g[Bo^w[bKeED eokD ekoD nB[g{oe$;kbkBk gqhfynk bJh fpPK i[owkB/ s'A gqhfynk dkyabk cakow ns/ cah; GoB dk bkG BjhA fdZsk ikt/rk. Id'A fe g[Bo^w[bKeED dk Bshk x'f;as j'D T[gozs fiBQK gohfynkoEhnK dh eg?f;Nh ca/b s'A oh^nghno iK gk; pD iKdh j? T[j gqhfynkoEh g[Bo^w[bKeED dk Bshk fBebD dh fwsh s'A 10 fdBK (;w/s S[ZNhnK) d/ nzdo^nzdo th nrbh gqhfynk bJh cah; b/N cah; s'A nkgDk dkyabk cakow$cah; iwQK eotk ;ed/ jB. T[; s'A pknd ubzs ;afvT{b nB[;ko b/N cah; bZrrh/rh.

24 gqhfynk e/Ado ftu fe;/ j'o ftfdnkoEh B{z nkgDh EK g/go d/D fJZs rbs sohe/ ngDkT[d/ j'J/ Bk fpmkfJnk ikt/. Beb eoB bJh ;jkJh ;kwkB fit/A fe w'pkfJb c'B, g/iao ns/ j'o fe;/ th soQK dh fJseokia :r t;{ gqhfynk e/Ado ftu fbikD dh wBkjh j?. i/eo jdkfJsK fto[ZX fe;/ ftfdnkoEh s'A fJj ;kwkB gqhfynk e/ado ftu gkfJnk iKdk j? sK e/Ado fBrokB$T[vB^d;s/ tZb'A w"e/ s/ iaps eo fbnk ikt/rk ns/ fJbi jh ftfdnkoEh s/ nB[;ko ;kXka dh tos'A dk e/; th pDkfJnk ikt/rk. i/eo e'Jh ftfdnkoEh fe;/ j'o ftfdnkoEh dh EK g/go fdzdk j? iK gouk jZb eoB bJh fe;/ ftfdnkoeh e'b'A

e'Jh ;jkJh ;wkB gkfJnk iKdk j? sK T[; fto[ZX th :{Hn?w a;h a e/; pDkfJnk ikt/rk, fi; sfjs ftfdnkoEh B{z :{ an?w a;h a fB:wK nXhB gzi ;kb sZe fe;/ th :{Bhtof;Nh gqhfynk ftu p?mD s' tzfus ehsk ik ;edk j?.

25 All disputes arising from examination form or documents connected therewith are subject to the territorial jurisdiction of courts situated at Patiala only to the exclusion of all other Lower/session Courts in India.

26 ph aJ/ a (n?vh;aBb ft;a/) bJh fJ; :{Bhtof;Nh s'A fJbktk gzikp :{Bhtof;Nh, uzvhrVQ ns/ gzikp oki dhnK j'o :{Bhtof;Nh d/ rq?i{J/N; jh gqhfynk d/ ;eDr/. gzikp oki s'A pkjo dh fe;/ :{Bhtof;Nh s'A r?qi{J/;aB eoB tkb/ ftfdnkoEhnK B{z fJj gqhfynk d/D dh nkfrnk BjhA j'trh. jo/e ftfdnkoEh B{z ubzs (Current) f;b/p; nB[;ko Gkr 1, 11 ns/ 111, (fszB/ GkrK) dh gqhfynk d/Dh gt/rh/ g?qeNheb tkb/ ftf;anK dh gqhfynk d/D dh nkfrnk BjhA j'trh/ phH J/H n?vh;aBb fJe ft;a/ dh gqhfynk nB[g{oe gqhfynk d"okB ns/ d' ftf;anK dh gqhfynk ;kbkBk gqhfynk d"okB bJh ikt/rh.

27 fJzgo{tw?AN d/ ftfdnkoEh bJhL

(T) fJzgo{=tw?AN e/tb ;kbkBk gqhfynktK d"okB ubzs (Current) f;b/p; nB[;ko jh ehsh ik ;edh j?. fJzgo{tw?AN bJh gqhfynk d/ tZy^tZy GkrK bJh fJe' cakow Gfonk ikt/. fiBQK GkrK dh fJzgo{tw?AN

eoBh j?, b'V nB[;ko, T[BQK dh pDdh e[Zb cah; fJe' o;hd$p?Ae vokcN okjhA Goh ikt/. fJzgo{tw?AN bJh jo ebk;$e'o; d/ jo/e Gkr bJh, fBoXkfos gqfynk cah; s' 50# tZX cah; Goh ikt/. fJzgo{tw?AN jo e'o; ftu d' ;kbK ftu d' uK; nXhB ehsh ik ;edh.

(n) fJzgo{tw?AN bJh fiBBK ebk;K$e'o;K ftu ftt;Ek j?, T[BQK ftu fiZE/ 5 g/go jB T[BQK ftu'A e/tb 2 fET{oh g/go, gqfs Gkr, ns/ fiZE/ 5 s'A tZX g/go jB T[BQK ftu' e/tb 3 fET{oh g/go, gqfs Gkr, fJzgo{tw?N ehsh ik ;edh j/. fe;/ th ebk;$e'o; dh cakJhBb gqhfynk gk; eoB T[gozs Bkb brd/ 2 ;kbK ftu 2 w"fenK ftu fJzgo{tw?AN ehsh ik ;edh j?. fJ; ntkXh T[gozs ftfdnkoEhnK B{z fJzgo{tw?AN dk e'Jh j'o w"ek BjhA fdZsk ikt/rk. gq?eNheb g/goK ftu fJzgo{tw?AN BjhA ehsh ik ;edh.

(J) fi; ft;a/ ftu ftfdnkoEh B/ T[Zu/oh ebk; dh gqhfynk gk; ehsh j'Jh j't/ iK T[;/ ft;a/ ftu T[Au/oh ebk; d/ fe;/ Gkr dh gqhfynk gk; ehsh j'Jh j't/ iK g/go d/ fojk j't/ iK fe;/ Gkr u' oh^nghno dh gqhfynk ns/ j/mbh ebk; dh fJzgo{tw?AN dh gqhfynk dk ft;ak fJe' Bjh, fGzB j?, sK nfijh e'Jh pzfd;a BjhA j't/rh.

fJ; ;zpzXh fe;/ th soQK dh tX/o/ ikDekoh bJh g[ZS^frZS ns/ ;{uBk e/Ado (w/B r/N), gzikph :{Bhtof;Nh e?Ag; Bkb N?bhc'B Bz a 0175^3046366,3046367 s/ ;zagoe ehsk ikt/. Bshi/ ;zpzXh ikDekoh bJh u?Ze eo' www.universitypunjabi.org :{Bhtof;Nh N?bhc'B n?e;u/Ai Bzpo 0175^3046598, 99 a

ezNo'bo gqhfynktK

ORDINANCES FOR BACHELOR OF BUSINESS ADMINISTRATION

1. B.B.A. is an integrated course comprising two parts spread over three years. Each part will consist of two semesters. The course of study of B.B.A. shall be divided in six semesters and university examination will be held at the end of every semester in the months of December/January (for semester I,III &V) and April/May (for semester II, IV & VI) or as fixed by the Vice-Chancellor.

2. A candidate must complete and pass the whole course of three years within a maximum of five years from the date of admission in B.B.A. first semester.

3. A candidate will be eligible to join Ist semester of B.B.A. course, if he/she has passed +2 examination of Punjab Schooll Education Board, or any other examination recognized as equivalent there to without reappear.

4. Semester examinations will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements as prescribed in the ordinances of the course.

5. Subject to fulfillment of requirement of House examinations, the attendance requirements and these ordinances, there will be no condition of passing papers for promotion from odd semester

   to even semester in an Academic Session.

   To qualify for admission to 2nd year of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. Similarly, to qualify for admission to 3rd year of the course, the candidate should have passed 50% of total papers of four semesters of the earlier two years.

   A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

   The examination of reappear papers of odd semester will be held with regular examination of the odd semester and reappear examination of even semester with the even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6. Attendance Requirements

   Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc, separately. Provided that a deficiency in attendances may be condoned for special reasons, as per the relevant ordinances on the subject.

7. To be eligible to appear in the semester examination a candidate must have obtained in the house examination at least 25% marks in each paper; 33% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reasons or fails to secure the minimum marks as prescribed above.

8. **Late college students:** A candidate who has completed the prescribed course of instructions for a semester but has not appeared in the examination or having appeared, has failed in the examination, may appear as a late college student within the prescribed period.

9. **The pass and reappear students of** B.B.A Part-I and II from Panjab University, Guru Nanak Dev University and Punjab Technical University shall be treated at par with the corresponding students of this University. But in case such a student is admitted in B.B.A. semester III or V in this University, he/she will be required to clear deficient papers, if any.

10. Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules.

11. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.

12. The last date by which examination forms and fees must reach the Registrar shall be as follows.

Semester	Without late fee	With late fee of Rs. 800/-	With late fee of Rs.1200/-	With late fee of Rs.5000/-	With late fee of Rs. 10,000
December/ January	30th September	15th October	21st October	31st October	10th November
April/May	20th February	15th March	21st March	31st March	15th April

13. University medal will be awarded to a candidate who secures first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the award of medal/prizes etc. will be applicable in the award of University medal to the topper of this examination.

14. All the question papers except Punjabi and English will be set both in English and Punjabi and candidates can answer the questions either in English or Punjabi or Hindi. The paper in Punjabi language will be set in Punjabi only and candidate will be required to answer in Punjabi only.

15. The minimum number of marks required to pass each semester examination will be 35% in each paper and 40% in the aggregate of the semester examination. Provided that in papers with practicals, the percentage shall be required separately in written and practical/lab work. The candidate shall also be entitled to grace marks as admissible under the general ordinance relating to the 'Award of Grace Marks'.

16. The successful candidate shall be classified on the basis of aggregate marks secured in all the six semesters B.B.A. taken together as under:

75% or more with distinction.

60% or more in the first division.

50% or more but less than 60% in the second division.

Below 50% in the third division.

*17. "A candidate who has passed B.B.A. examination from this University shall have one chance, within a period of two years, after passing the examination, to improve his Division in a maximum of 1/3 of total theory papers in all parts of Examinations and be awarded 1% of grace marks on the basis of given papers". Out of papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in Paper/Papers.

*ftfdnkoEh d' ;kb d/ nzdo^nzdo fJe w"ek wkDd/ j'J/ 1$3 fET{oh g/go fJzgo{t eo/rk ns/ fJj fET{oh g/go n"v ik JhtB ;w?;No d/ jh Go/rk. ftfdnkoEh n"v iK JhtB ;w?;NoK d/ g/go fJeZm/ fJzgo{t BjhA eo ;e/rk.

SCHEME OF B.B.A. THREE YEAR COURSE

For all the Courses the basic minimum input shall be 40 to 45 hours. For Theory Courses, the teacher shall allocate one third of the total number of hours for the exposure building of the students through case studies, presentations, minor projects etc., which should be related to the course of study.

BBA 5TH SEMESTER — BBA THIRD YEAR

	MARKS
BBA-500 COMMUNICATION SKILLS IN PUNJABI	100
BBA-500A ELEMENTARY PUNJABI	100
BBA-501 BUSINESS RESEARCH METHODS	100
BBA-502 WORKSHOP ON TIME AND WORKLOAD MANAGEMENT	50
BBA-503 SEMINAR ON SUMMER INERNSHIP	50

CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO

FUNCTIONAL AREAS
MARKETING MANAGEMENT

BBA-504 EXPORT MARKETING	100
BBA-505 RURAL MARKETING	100
BBA-506 BRAND AND PRODUCT MANAGEMENT	100

HUMAN RESOURSE MANAGEMENT

BBA-507 INTERPERSONAL SKILLS IN MANAGEMENT	100
BBA-508 MANAGEMENT OF INDUSTRIAL RELATIONS	100
BBA-509 PSYCHOLOGICAL TESTING	100

FINANCE

BBA-510 STOCK MARKET OPERATIONS	100
BBA-511 INSURANCE MANAGEMENT	100
BBA-512 INVESTMENT MANAGEMENT	100

INFORMATION TECHNOLOGY

BBA-513 DATABASE MANAGEMENTSYSTEMS	100
BBA-514 WEB DESIGNING	100
BBA-515 TELECOMMUNICATIONS FOR BUSINESS	100

EVENT MANAGEMENT

BBA-516 EVENT DESIGN AND SPONSORSHIP	100
BBA-517 EVENT OPERATIONS AND LOGISTICS	100
BBA-518 EVENT PROPOSAL AND MARKETING	100

MEDIA MANAGEMENT

BBA-519 CORPORATE COMMUNICATION	100
BBA-520 NEW MEDIA TECHNOLOGY	100
BBA-521 DEVELOPMENT COMMUNICATION	100

BBA 6TH SEMESTER

BBA-601 INDUSTRIAL TRAINING PROJECT	50
BBA-602 PROJECT REPORT	100
BBA-603 SEMINAR ON THE PROJECT REPORT	50
BBA-604 VIVA-VOCE	50

BBA-500: Gkr shik gzikph bklwh

;w?;No gzitK

e[Zb nzeL100

nzdo{Bh w[bKeDL 40 nze pkjoh gohfynk L 60 nze ;wK L 3 xzN/

ftP/ ftu'A gk; j'D bJh nzeL35 nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 14 pkjoh gohfynk ftu'A gk; j'D bJh nze L 21 (nfXnkgB L 50 gohnv)

f;b/p; ns/ gkm^g[;seK

(Gkr T)

1H b'eXkok dh G{fwek, ;zgkde vkH G[fgzdo f;zx yfjok ns/ vkH ;[oihs f;zx

(Gkr^n)

2H b/y ouBk L gzikp d/ w/fbnK iK fsT[jkoK Bkb

;pzXs . **(Gkr^J)**

3H **ftnkeoD**

(i) BkT[A tkezPL gfoGkPk, pDso ns/ gqeko

(ii) fefonk tkezPL gfoGkPk, pDso ns/ gqeko

nze tzv ns/ g/go ;?No bJh jdkfJsK

1H f;b/p; d/ ;ko/ GkrK ftu'A gqPB g[ZS/ ikDr/.

2 H	g/go B{z fszB GkrK T, n ns/ J ftZu tzfvnk ikt/rk.	
3 H	Gkr T ftu'A fe;/ fJe b/y dk ftPk t;s{$;ko (fszB ftu'A fJZe)	10 nze
4 H	Gkr T ftu'A fe;/ fJe b/y ;pzXh d' gqPB (gzi ftu'A d')	4!2 = 8 nze
5 H	Gkr n b/yL fe;/ fJZe ftP/ s/ b/y (fszB ftu'A fJZe)	10 nze
6 H	Gkr J d/ Bzpo 3 T[~s/ fBoXkos ftnkeoD ftu'A toDBkswe gqPB (d' ftu'A fJZe)	12 nze
7 H	Gkr T ftu'A b'eXkok dh G{fwek ns/ Gkr J d/ ftnkeoD tkb/ Gkr ftu'A ;zy/g T[~soK tkb/ 10 gqPB g[ZS/	

ikDr/. ftfdnkoEhnK B/ ;ko/ gqPBK d/ ;zy/g T[~so d/D/ j'Dr/. jo/e T[~so d/ d' nze j'Dr/.10!2 = 20 nze

;jkfJe gkm^;wZroh

1H joehos f;zx, GkPk ftfrnkB ns/ gzikph GkPk, pkjoh gpfbPoi, fdZbh, 1973

2H pbd/t f;zx uhwk, gzikph GkPk ftfrnkB ns/ ftnkeoB (seBheh Ppdktbh dk ftPk e'P), gzikph :{Bhtof;Nh, gfNnkbk, 2000.

3H p{Nk f;zx pokV, gzikph ftnkeoBL f;XKs s/ ftjko, u/sBk gqekPB, b[fXnkDk, 2008

4H gq/w gqekP f;zx, f;XKsse GkPk ftfrnkB, wdkB gpfbPoi, gfNnkbk, 2002

5H gq/w gqekP f;zx, gzikph GkPk dk ;q's s/ pDso, gzikph :{Bhtof;Nh, gfNnkbk, 1996

6H gq/w gqekP f;zx, o{g ftfrnkB, wdkB gpfbPoi, gfNnkbk, 2002

7H i'frzdo f;zx g[nko ns/ j'o, gzikph GkPk dk ftnkeoB, (I,II ns/ III) gzikph GkPk nekdwh, ibzXo.

8H ;[yftzdo f;zx ;zxk, gzikph GkPk ftfrnkB, gzikph GkPk nekdwh, ibzXo, 1999

BBA-500A: Gkr shik gzikph bklwh (w[ZYbk frnkB)

;w?;No gzitK

e[Zb nzeL100

nzdo{Bh w[bKeDL 40 nze pkjoh gohfynk L 60 nze ;wK L 3 xzN/

ftP/ ftu'A gk; j'D bJh nzeL35 nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 14 pkjoh gohfynk ftu'A gk; j'D bJh nze L 21 (nfXnkgB L 50 gohnv)

f;b/p; ns/ gkm^g[;seK

(Gkr T)

gzikph w[ZYbk frnkB Gkr shik, ;zgkH gq'H bytho f;zx, vkH ;[oihs f;zx, g'qH pbpho f;zx gpbhe/Pb fpUo', gzikph :{Bhtof;Nh, gfNnkbk gzikph w[ZYbk frnkB Gkr shik d/ fJZe s'A gzi sZe b/y.

(Gkr^n)

1H b/y (400 Ppd) tksktoD, ;wkie iK ;fGnkukoe ftP/ Bkb ;pzXs.

11H w[jkto/ (T[go'es gkm g[;se ftu doi)

(Gkr^J)

T[go'es gkm g[;se ftu'A ;zy/g T[~soK tkb/ 10 gqPB. 10!2 & 20 nze

nze tzv ns/ g/go ;?ANo bJh jdkfJsK

1H ;ko/ f;b/p; ftu'A gqPB g[ZS/ ikDr/.

2H gkm g[;se ftu'A fe;/ b/y dk ftPk$;zy/g ;ko iK b/y ftu'A e'Jh j'o ;ob gqPB (gzi ftu'A d') 02!8 &16 nze

3H b/y (tksktoD, ;wkie iK ;fGnkukoe ftP/ s/)   (fszB ftu'A fJZe) 09 nze

4H gzikph w[ZYbk frnkB g[;se ftu'A 15 w[jkto/ d/ e/ 10 d/ noE dZ; e/ tkeK ftu tosD bJh fejk ikt/rk 10!1H5 & 15 nze

5H gkm g[;se d/ nkXko ;zy/g T[~soK tkb/ 10 gqPB g[ZS/ ikDr/. ftfdnkoEh B/ ;ko/ gqPBK d/ T[~so d/D/ j'Dr/. jo/e gqPB d/ 2 nze j'Dr/. 10!2 & 20 nze

BBA-501: BUSINESS RESEARCH METHODS

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows :

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Research Methodology: Meaning, Objectives and Process of Research, Research Methods in Social Sciences, Exploratory, Descriptive and Experimental Research; their Applications and Limitations. Sampling Design : Concepts, Types and their Applicability.

PART-II

Techniques for Data Collection; Primary and Secondary Sources, Primary Sources-Consumers and Trade Survey, Including Consumer Panels and Retail Auditing. Qualitative Techniques of Data-Collection; Application. Questionnaire Designing and Protesting. The Measurement Process: Measurement in Marketing. difficulties in Measurement and Concepts of Validity and Reliability; Attitude Measurement General Methods; Scaling Techniques: Thurston, Likert, and Semantic Differentials. Report Writing and Presentation.

BBA-502: WORKSHOP IN TIME AND WORKLOAD

MANAGEMENT

Internal Evaluation   : 50 Marks

The Psychology of Time; Time as Finite Capital; Developing the Right Attitude of Mind; Your Current Use of Mind; You and Your Tasks; You and Yourself: Identigying Self Objectives and Their Methodologies for Completion; Your and Others. Task Management; Workload Management Systems;

Managing Interruptions; Delegation; Managing Meetings; Working with a Secretary; Managing Stress; and Balancing Work and Home.

BBA-503: SEMINAR ON SUMMER INTERNSHIP

Internal Evaluation : 50 Marks

CHOOSE ANY THREE COURSES FROM NOT MORE THAN TWO FUNCTIONAL AREAS:

MARKETING MANAGEMENT

BBA-504: EXPORT MARKETING

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Theoretical Framework o International Business : Nature of Export Marketing, Export Marketing Differentiating from Domestic Marketing, Conceptual Framework of International Trade and its Significance, Tariff and Non-Tariff Barriers, Dynamics of Foreign Exchange, Balance of Trade and Balance of Payments, Regional Economic Forces and Their Implications for Export Marketing. International Markets Framework : Foreign Market Entry, and Involvement and the EPRG Approach, Choice of Markets.

PART-II

Marketing Mix through Product Strategy, International Trade Product Life Cycle, Export Pricing Strategy, Export Distribution Strategy's Channels, Logistics Support, Transportation, and Expert Promotion Strategy. Export Financing and Documentation: Expert financing and Risks and the Role of EXIM Bank and ECGC, documentation Including Principle and Auxiliary Ducuments and for Claiming Export Assistance, Processing and Export Order, Procedure Quality Control and Pre-Shipment Inspection, Legal Framework of International Marketing.

BBA-505: RURAL MARKETING

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Nature and Scope of Rural Marketing with Special Reference to India. Buying Behaviour in Rural Markets, Rural Marketing Information system, Exploring the Rural Markets. Rural Communication, Rural Large Format Retail Stores.

PART-II

Study of Rural Markets with Special Reference to Product Strategy, Pricing Strategy, Promotion Strategy and Distribution Strategy. Information Technology for Rural Markets, Rural Market Research.

Suggested Reading

1. Ballon, Ronald II, Business Logistics Management

2. Buxton, Graham, Effective Marketing Logistics

3. Coyle, John J. & Edward J. Bardi, The Management of Business Logistics

4. Mossman, Frank H. & Newton Morton, Logistics of Distribution System

5. Schor, Jerry, Alexander, Milton & France, Logistics in Marketing

6. Shankar, Ravi, Managing Distribution

7. Sherlock, Jim, Principles of International Physical Distribution.

BBA-506: BRAND AND PRODUCT MANAGEMENT

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

The Concept of Brand, Brand Names, Brand Values; Brand Planning Managing Brand Systems; Brand Roles; Anti-Brand Thinking; Brand Loyalty; Brand Image; Brand Extensions; Brand's Life Script; Brand Identity; and Brand Personality. Brand Positioning; Brand Culture and Brand Rituals; Brand Equity; Brand Building; Service Brands; Experiential Brands; Types of Brands; Product and Brand Failures; Marketing Organization; and Reality Environment of Brands.

PART-II

Product Management Concept, FMCG, Product Mix and Line Decisions; Branding Name, Creation, Principles, Brand Image, etc; Market Segmentation; Promotion and Differentiation; New Product Planning; Distribution Channels; Advertising Planning; Pricing: Concept and Strategies.

HUMAN RESOURCE MANAGEMENT

BBA-507: INTERPERSONAL SKILLS IN MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Foundation of Individual Behaviour. Values and Attitudes. Foundations of Group Behaviour 5 Stage Model of Group Development, Socio-Metery, Group Structure, Group Decision Making and Managerial Implications.

PART-II

Team Working-Types of Team, Creating High Performance Teams, Inter-Group Behaviour, Inter Active Conflict and Negotiating Skills. Transaction Analysis: T-Group Analysis, Assertiveness Training.

BBA-508: MANAGEMENTOF INDUSTRIAL RELATIONS

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Industrial Relations and its Concept and Models; Industrial Relations and Role of the State; Present Status and Future of Trade Unionism with Special Reference to India; Industrial Relations and Technology Change.

PART-II

Causes, Forms and Effects of Industrial Conflict: Preventive and Settlement Measures of Industrial Disputes in India; Comparative Study of Industrial Relations in Developed and Developing Economies; Role of ILO and Significance of Social Clause of WTO.

BBA-509: PSYCHOLOGICAL TESTING

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Psychological Testing Nature, Use, Functions, Social and Ethical Implications. Test Standardization:

Procedures, Reliability and Validity. Norms and Interpretation of Test Scores. Item Analysis.

PART-II

Definition and Analysis of Intelligence and Intelligence Tests. Scaling Techniques: Binet and Wechsler. Psychological issues in Intelligence Testing. Group Testing and Measuring Multiple Aptitudes. Multi-Factor Test Batteries.

Aptitude Test : Professional, Tests of Educational

Achievements. Personality Rating Methods and Situational Tests. Personality Inventories: Types, Evaluation Interest. Attitude and Values. Projective Methods: Rorschach. Thematic Apperception Tests, Word Association, Picture Tests, Drawing, Painging and Role Play.

Suggested Readings

1. Anastasia A., Psychological Testing

2. Bartlett F.C., Remembering

3. Freeman F.S., Psychological Testing

4. Wolf W., The Expression of Personality

FINANCE
BBA-510: STOCK MARKET OPERATIONS

Time Allowed: 3Hrs
Max. Marks   : 100
Theory   : 60
Internal Assessment   : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Indian Stock Markets : Introduction, Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. an Overview of Major Stock Exchanges in India – N.s.E., B.S.E. and O.T.C.E.I.

Stock Market Indexes: Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty.
Legal Framework for Stock Exchanges : The Sceurities Exchange Board of India Act 1992-Definition, Powers and Functions of SEBI, SEBI (Stock Brokers and Sub Brokers) Rules and Regulations, 1992, NSE Rules, Regulations and Byclaws, NSCCL Rules, Regulations and Byelaws.

PART-II

Trading Mechanism at N.S.E. : Introduction, Market Types, Market Phases, Order Management, Trade Management.

Clearing and Settlement : Introduction-Transacion Cycle, Settlement Process, Settlement Agencies, Risks in Setlement, Settlement Cycle, Securities & Funds Settlement, Shortages Handling, Risk containment, Dematerialisation and Electronic Transfer of Securities, Investor Protection Fund.

Depository Operations: Introduction to Depository Systems, Definition of Depository and Depository Participant, Salient Features of Depository Act 1996, Benefits of Depository System.
Future Market Operations : Introduction to Futures (Stock Futures and Index Futures) and Options (Stock Options and Index Options).

Suggested Reading

1. Capital Market Dealers (Module) Workbook by National Stock Exchange of India Ltd.

2. Depository Operations (Module) Workbook by National Stock Exchange of India Ltd.

3. Financial Markets : A Beginners (Module) by National Stock Exchange of India Ltd.

4. Derivative Market Dealers (Module) Workbook by National Stock Exchange of India Ltd.

5. Outlines of Indian Capital Market by H.S. Sidhu (Ludhiana Stock Exchange).

6. The Working of Stock Exchanges in India by H.R. Machiraju (New Age).

7. Merchant Banking and Financial Services by Dr. S. Gurusamy (Thomson).

BBA-511: INSURANCE MANAGEMENT

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Introduction to risk and insurance, risk and the treatment of risk. Recent Changes in Insurance Sector. The Structure and Operation of the Insurance Business: Insurance Contract Fundamentals, Underwriting, Rating, Reinsurance and other Functions. General Insurance Corporation and other Insurance Institutions. Working of GIC in India : Types of risk assumed and specific policies and ECGC. Health Insurance: Individual Health Insurance. Group Health Insurance, Insurance Marketing/Insurance Claim Settlement. Motor Insurance. Multi-Line and All-Lines Insurance such as Rural Insurance, Hull Insurance etc.

PART-II

Introduction : Need for Security against: Economic difficulties; Risk and Uncertainty; Individual Value System; Individual Life Insurance, Nature and Uses of Life Insurance; Life Insurance as a Collateral, as a Measure of Financing Business Continuation, as a Protection to Property. as a Measure of Investment. Life Insurance Ploicies: Types and their Applicability to Different Situations, Important Life Insurance Policies Issued by the Life Insurance Corporation of India, ICICI Prudential, HDFC Standard; Life Insurance Annuities. Important Legal Provisions and Judicial Pronouncements in India. Life Insurance Salesmanship : Rules of Agency: Essential Qualities of an Ideal Insurance Salesman: Rules of Canvass Business from Prospective Customers; After-sale Service to Policy Holders.

Suggested Reading

1. General Insurance by Bickekhaupt and Magee Published by Richard D. Lrwin, Inc., Homewood, IIinois, Irwin-Dorsey Limited. Georgetown, Ontario.

2. Huebner S.S. and Kenneth Black Jr. : Life Insurance (Prentice Hall Inc., Engle Wood Cliffs, New Jersy).

3. Meher Robert L. : Life Insurance : Theory and Practice (Business Publication Taxes).

4. Meclean : Life Insurance.

5. Gupta, O.S., Life Insurance (Frank Brothers, New Delhi).

6. Mishra, M.N. Insurance Principle and Practices (Delhi, Vikas Publishing House).

BBA-512: INVESTMENT MANAGEMENT

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment   : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Investment Management Basies : Introduction, Investment Objectives, Different Investment Avenues for Individuals, Risks of Investment, Relationship between Risk and Return, Time Value of Money- Present Value, FutureValue, Annuities.

Valuation of Bonds : Different Types of Bonds, Features of Bonds, Risks of Bonds, Yields of Bonds, Rating of Bonds.

Valuation of Equity Shares : Introduction to Equity Shares, Features, Dividend Theories and Valuation of Shares- Walter, Gordon, and MM Theory.

Security Analysis : Fundamental Analysis- Economy, Industry and Firm Analysis.

PART-II

Technical Analysis and charting, Efficient Market Theory

Portfolio Management : Concept of Portfolio, Diversification of Risk, Capital Asset Pricing Model-Assumptions, CML, and SML., Calculating Beta Coefficients, Empirical Tests of CAPM. Optimum Portfolio, Portfolio Selection and Revision : Basis Understanding.

Suggested Readings

1. Sharpe, Alexander, Bailey, Investments (Prentice Hall of India).

2. Fischer, Jordon, Security Analysis and Portfolio Management

3. V.K. Bhalla, Investment Management (S.Chand).

4. Barua, Varma and Raghunathan, Portfolio Management (TMH)

5. Investments, 6/e Bodie, Zvi Kane, Alex; Marcus, Alan; Mohanty, Pitabas.

6. L.M. Bhole, Financial Institutions and Markets, TMH.

INFORMATION TECHNOLOGY

BBA-513: DATABASE MANAGEMENT SYSTEM

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Basic Concepts : Data Modeling, Abstraction and Data Integration, Scheme, Mapping Between Views, Components, Advantage and Disadvantages of DBMS, ER Model, Relational Model : Attributes, Tuples, Relational Operations, Integrity Rules.

PART-II

Dependencies and Normalisation, Query Processing, Recovery: Eliability, Recovery Issues, Concurrency Management: Serialisability, Concurrency Control, Locking Schemes, Database Security, Integrity and Control, Object Approach and Object Database.

Suggested Readings

Introduction to DBMS System, Desai, Galgotia.

BBA-514: WEB DESIGNING

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Defining Web Design: Medium Types of Websites, Web Design Themes, Web Medium:

HTML, XHTML, XML, CSS, XSL, Image Formats, Sound, Video, Programming: Client Side, Server

Side Technologies, Web Design Process: Adhoc Basic Web Process Model, Site Plan, Testing.

PART-II

Navigation Practices, Layout, Color, Images, Forms, Site Delivery and Management, Evaluating Websites: Goal of Expert Evaluation, Conducting Evaluation, Reports.

Suggested Readings

The Complete Web Design, Powell, TMH.

BBA-515: TELECOMMUNICATIONS FOR BUSINESS

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Computers and Communications: The Information Technology: The Concept of Global Village; On-line Information Services; Electronic Bullentin Board Systems. The Internet: Interactive Video; Communications Channels; Communications Networks; Local Network; Managerial Issues Related to Telecommunication.

PART-II

Client/Server Computing; Communication Servers; Digital Networks; Electronic Data Interchange and its Applications; Enterprise Resource Planning Systems; Inter-Organizational Information Systems; Value Added Networks; Wireless Networks.

EVENT MANAGEMENT

BBA-516: EVENT DESIGN AND SPONSORSHIP

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Event Design: Societal perception and community relations; International Special Event Society: history and mission; types of events and event design, types, plans and planning skills and concept and features; steps of planning process. Decision making; concept and process; Internal and external objectives; tourism events; multicultural event planning; local customs; food: religious beliefs: hot attractions; study of Indian tourism events and their impacts.

PART-II

The concept of sponsorship: sports sponsorship; sponsorship package: modalities for developing; evaluating sponsorship; Sponsorship planning; running a sponsorship; peculiarities and tools for finding a commercial sponsorship.

BBA-517: EVENT OPERATIONS AND LOGISTICS

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering, organizing accommodations and managing the environment. Developing the organizational chart, preparing job descriptions, training and managing volunteers.

PART-II

Logistics, policies, procedures, performance standards, functional areas, leadership and staff motivation.

BBA-518: EVENT PROPOSAL AND MARKETING

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment   : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Proposal request: approval meeting; study of the proposal: destination review, itinerary, transportation requirements, hotel information and cost summary sheet: Proposal report; company profile; back up material.

PART-II

Promotion of events; print, electronic and display media; planning participation; event charges; package price; nature and process of marketing events; marketing mix; document design; and sponsorship.

MEDIA MANAGEMENT

BBA-519: CORPORATE COMMUNICATION

Time Allowed: 3Hrs

Max. Marks : 100
Theory : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Communication process, Elements of an effective communication strategy, concept of integrated marketing communication, communication objectives. Preparing for communication message development, selecting communication channels, promotion mix advertising, sales promotion, public relations and direct marketing.

PART-II

Communications budget, measuring communication effectiveness, ethical issues in corporate communication, managing and co-coordinating integrated marketing communication.

BBA-520: NEW MEDIA TECHNOLOGY

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment   : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Communication and information technology: concept, scope and types of internet connections: LAN, WAN, MAN; Multimedia tools and applications: graphic accelerator cards, CDROM etc. Web browsing & e-mail; FTP, Gopher, Archie, WAIS, VERONICA.

PART-II

Press photography, the concept and context; tools and equipment of press photography: principles of copying and editing; digital cameras in press photography.

BBA-521: DEVELOPMENT COMMUNICATION

Time Allowed: 3Hrs

Max. Marks   : 100
Theory   : 60
Internal Assessment : 40

Note : The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks: total weightage of the section shall be 20 marks.

SECTION-B

it will consist of essay type questions with answers to each question up to 7 pages in length. Four question shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Course Input :

PART-I

Development: meaning and concept; Development communication: meaning, concept, objectives and importance; Development support communication development Journalism, media used for development communication.

PART-II

Rural journalism; agriculture communication; media and agriculture development; problems of rural society; role of radio in rural development; problems of rural journalism; rural press; importance of media programme for agriculture development.

6TH SEMESTER

BBA-601: INDUSTRIAL TRAINING PROJECT

External Evaluation   : 50 marks

The student shall have to undergo an industrial training under the instructor (to be allocated by the company). The instructor shall send the evaluation (out of 100 marks) of the student of the training period in a sealed envelop to the department.

BBA-602: PROJECT REPORT

External Evaluation   : 100 marks

In the sixth semester every student is required to take up a major research project in his/her relevant area of specialization. The project shall be carried out under the supervision of Faculty Member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

BBA-603.: SEMINAR ON PROJECT REPORT

Internal Evaluation   : 50 marks

BBA-604: VIVA-VOCE

External Evaluation   : 50 marks

Every student will have to appear for comprehensive VIVA at the end of the Year. This VIVA-VOCE examination is based on the full course, each student is required to face a board composed of one external examiner, one internal examiner and the principal/director of the college or his nominee.

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