

**Study Scheme & Syllabus of  
Bachelor of Business Administration  
(BBA)  
Batch 2018 onwards**



**Department of Academics  
I.K. Gujral Punjab Technical University**

**I.K.G. Punjab Technical University  
BBA Batch 2018**

**Courses & Examination Scheme:**

**First Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	<b>TOTAL</b>		<b>19</b>	<b>3</b>	<b>6</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>25</b>

\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

**Note:** One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

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**Second Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) - III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>17</b>	<b>3</b>	<b>2</b>	<b>195</b>	<b>240</b>	<b>425</b>	<b>21</b>

**Third Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA301-18	Core Theory 5	Organizational Behaviour	5	1	0	40	60	100	6
BBA 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBA 303-18	Core Theory 7	Cost & Management Accounting	5	1	0	40	60	100	6
BBAGE 301-18	General Elective 3	Production and Operation Management	5	1	0	40	60	100	6
BBASEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>300</b>	<b>525</b>	<b>27</b>

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**Fourth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA401-18	Core Theory 8	Business Research Methods	5	1	0	40	60	100	6
BBA 402-18	Core Theory 9	Human Resource Management	5	1	0	40	60	100	6
BBA 403-18	Core Theory 10	Financial Management	5	1	0	40	60	100	6
BBAGE 401-18	General Elective 4	Entrepreneurship Development	5	1	0	40	60	100	6
BBASEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>22</b>	<b>4</b>	<b>2</b>	<b>425</b>	<b>300</b>	<b>525</b>	<b>27</b>

**Fifth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBA502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
	Discipline Specific Elective 1	Elective – I	5	1	0	40	60	100	6
	Discipline Specific Elective 2	Elective – II	5	1	0	40	60	100	6
BMPD502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>225</b>	<b>240</b>	<b>425</b>	<b>25</b>

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**SPECIALISATIONS**

Any of the following groups each having two papers in Semester V can be chosen as specialization by the students.

**1. Marketing**

<b>BBA 511-18</b>	Consumer Behaviour
<b>BBA 512-18</b>	Advertising and Sales Management

**2. Finance**

<b>BBA 521-18</b>	Corporate Accounting
<b>BBA 522-18</b>	Financial Markets & Services

**3. Human Resource Management**

<b>BBA 531-18</b>	Industrial Relations & Labour Law
<b>BBA 532-18</b>	Organisation Change & Development

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**Sixth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBA602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
	Discipline Specific Elective 3	Elective – III	5	1	0	40	60	100	6
	Discipline Specific Elective 4	Elective – IV	5	1	0	40	60	100	6
BMPD602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>20</b>	<b>4</b>	<b>2</b>	<b>185</b>	<b>240</b>	<b>425</b>	<b>25</b>

**SPECIALISATIONS:**

Any of the following groups each having two papers in Semester VI can be chosen as specialization by the students.

**1. Marketing**

<b>BBA 611-18</b>	Services Marketing
<b>BBA 612-18</b>	Retailing and Logistics Management

**2. Finance**

<b>BBA 621-18</b>	Personal Financial Planning
<b>BBA 622-18</b>	Direct and Indirect Tax Laws

**3. Human Resource Management**

<b>BBA-631</b>	Training & Development
<b>BBA-632</b>	Cross Cultural Human Resource Management

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**Program Educational Objectives (PEOs)**

**PEO1:** Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

**PEO2:** Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

**PEO3:** Graduates will develop an understanding of economic, legal and social environment of Indian business.

**PEO4:** Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

**Program Outcomes (POs)**

At the end of the program the student will be able to:

**PO1:** Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

**PO2:** Recognise and apply various qualitative, technical and analytical methods in solving business problems.

**PO3:** Communicate effectively in various business settings both in written and oral formats.

**PO4:** Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

**PO5:** Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

**PO6:** Apply the entrepreneurial and managerial skills for effective business management.

**BBA 101 Principles and Practices of Management**

**Course objective:** the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Describe fundamental concepts, nature and principles of Management.

**CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.

**CO3:** Develop analytical abilities to face the business situations.

**CO4:** Apply various tools that would facilitate the decision making process in the business.

**CO5:** Develop peer based learning and working in groups and teams.

**Unit – I**

**Management:** Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

**Evolution of management thoughts:** classical and new classical systems, contingency approaches, Scientific management.

**Unit – II**

**Planning:** nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

**Decision Making:** Meaning, Steps in Decision Making, Techniques of Decision Making.

**Strategic planning** – concepts, process, importance and limitations; Growth strategies- Internal and external.

**Unit – III**

**Organizing:** Concept, formal and informal organizations, task force, bases of departmentation, different forms of organizational structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

**Concept of staffing-** Recruitment and Selection.

**Motivation** – concept, importance and theories.



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**Unit –IV**

**Authority:** definition, types, responsibility and accountability, delegation, decentralization v/s centralization, determinants of effective decentralization. Line and staff authority.

**Control:** function, process and types of control, nature, process, significance and span of control. Direct control v/s preventive control.

Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT).

**Suggested Textbooks:**

- Principles and practices of management: L. M. PRASAD ( S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

**Suggested Reference books**

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books

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**BBA 102 BASIC ACCOUNTING**

**Course Objective:** This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To understand the basic underlying concepts, principles and conventions of accounting.

**CO2:** To identify the rules of debit and credit in accounting.

**CO3:** To get an overview of the regulatory framework of accounting in India.

**CO4:** To prepare trading, profit & loss and balance sheet of a firm.

**CO5:** To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

### **Unit I**

**Introduction to Accounting-** Meaning, objectives and Scope of **Financial Accounting**, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. **Accounting Concepts and Conventions.**

**Accounting Standards-** Concept, objectives, benefits, brief review of Accounting Standards in India.

### **Unit II**

**The Accounting Equation;** Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process** :Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

### **Unit III**

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

**Unit IV**

**Introduction to Company Final Accounts:** Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

**Computerised Accounting:** Computers and its application in accounting. Accounting software packages

**Suggested Readings:**

1. Maheshwari, S.N. and Maheshwari, S.K., “Financial Accounting”, 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., “Financial Accounting”, 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., “Financial Accounting for Management”, 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R.,
6. “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
7. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
8. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

## BBA-GE 101 Managerial Economics- I

**Course Objective:** The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

**CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

**CO3:** Understand and estimate production function and Law of Diminishing Marginal Utility.

**CO4:** Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

**CO5:** Understand the different costs of production and how they affect short and long run decisions.

### Unit-I

**Introduction to Managerial Economics: Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand and the Firm:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

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**Unit-II**

**Production Function** : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

**Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, **Modern Theory of Cost**, Relationship between cost and production function

**Unit-III**

**Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

**Market Structure:** Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

**Unit-IV**

**Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

**Factor Pricing:** Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

**Note:** Relevant Case Studies will be discussed in class.

**Suggested Readings/ Books:**

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills

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- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.

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**BBA Batch 2018**  
**AECC**  
**BTHU103/18 English**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Detailed Contents:**

**Unit1- 1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**Unit- 2 (Language of Communication)**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**Unit-3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

**OR**

- Precis writing /Paraphrasing **(for International Students)**
- Literary/Knowledge Texts

**Unit-4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing

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**Recommended Readings:**

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,  
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.



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**BBA Batch 2018**  
**AECC**  
**BTHU104/18 English Practical/Laboratory**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

**I.K.G. Punjab Technical University**  
**BBA Batch 2018**  
**AECC**  
**HVPE 101-18 Human Values, De-addiction and Traffic Rules**

**Course Objective**

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between ‘VALUES’ and ‘SKILLS’ to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

**Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

**Content for Lectures:**

**Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]**

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

**Module 2: Understanding Harmony in the Human Being - Harmony in Myself!**

[6]

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship**

[6]

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;  
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family):  
*Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha* )- from family to world family!  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence**

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics**

[6]

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23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
  - a) Ability to utilize the professional competence for augmenting universal human order,
  
  - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  
  - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
  - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  
  - b) At the level of society: as mutually enriching institutions and organizations

**Text Book**

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

**Reference Books**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Susan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.

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12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, *http://uhv.ac.in*
2. Story of Stuff, *http://www.storyofstuff.com*
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

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**AECC**

**HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)**

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholars and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

**BMPD102-18 Mentoring and Professional Development**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

**Part – A  
(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B  
(Outdoor Activities)**

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**BBA 201-18 Business Statistics**

**Course Objective:** Course Objective: The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

**CO2:** To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

**CO3:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO4:** To understand the concept of correlation regression analysis and their applications.

**CO5:** To apply the learnt techniques in statistical testing and their applications.

**Unit I**

**Introduction to Statistics:** Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

**Data Collection:** Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

**Sampling Concepts:** Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systemetic Sampling, Judgement Sampling and Convenience Sampling.

**Unit II**

**Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.



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**Sampling Distribution:** Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

**Unit III**

**Simple Correlation Analysis:** Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.

**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

**Unit IV**

**Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

**Probability Distribution:** Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poisson Distribution: Probability Function (including Poisson approximation to binomial distribution) Constants, Fitting of Poisson Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

**Suggested Readings:**

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

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**BBA202-18 Business Environment**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** To Identify and evaluate the complexities of business environment and their impact on the business.

**CO2:** To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

**CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

**CO4:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

**CO5:** To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

**Unit I**

**Introduction to Business Environment:** Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

**Unit II**

**Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

**Unit III**

**Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-**Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

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**Unit IV**

**International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO ,Consequences of WTO for India. IMF. Regional Groupings.

**SUGGESTED READINGS:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4<sup>th</sup> Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

**BBAGE 201-18 Managerial Economics-II**

**Course Objective:** This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, which an objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the concept of national income and its measurement using different approaches.

**CO2:** Describe the underlying theories of demand and supply of money in an economy.

**CO3:** Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

**CO4:** Interpret macroeconomic issues like money, inflation and unemployment.

**CO5:** Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

**Unit I**

**National Income:** Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman's re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

**Unit II**

**Theories of Inflation and Unemployment:** Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

**Unit III**

**Business cycle:** Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

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**Unit IV**

**Macro-economic Framework in Indian Economy**—Public Finance—Tax system in India—  
Financial Administration: Finance Commission.

**SUGGESTED READINGS:**

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

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**AECC**  
**EVS102-18 Environment Studies**

**Course Outcomes:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**UNIT-1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance  
Need for Public Awareness

**UNIT-2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

**UNIT-3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**UNIT-4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

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**UNIT-5: Environmental Pollution & Social Issues**

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

**UNIT-6: Field Work**

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

**Suggested Readings:**

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)

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16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p



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**BBA Batch 2018**  
**BMPD202-18 Mentoring and Professional Development**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

**Part – A**  
**(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B**  
**(Outdoor Activities)**

4. Sports/NSS/NCC
5. Field Project
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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**BBA Batch 2018**  
**BBA 301- Organizational Behaviour**

**Course Objective:** This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1-** To explain the basics of Organizational behaviour and various challenges for OB.

**CO2-** To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

**CO3:** To examine the dynamics of group development and group properties.

**CO4:** To understand various dimensions of organisational culture.

**CO5:** To analyse the process of conflict management and approaches to stress management.

### **Unit I**

**Introduction:** Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

**Individual behaviour in organization:** Foundations of individual behaviour, Factors influencing Individual Behaviour.

**Learning:** Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

### **Unit II**

**Perception:** Nature, importance, perceptual process, factors influencing perception, perceptual errors.

**Attitude:** Meaning, importance, components and types of work related attitude.

**Personality:** Meaning, determinants of personality, personality traits.

**Motivation:** Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

### **Unit III**

**Group behaviour in organization:** Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

**Work Teams:** Meaning, characteristics, types of team, Creating effective team.

**Leadership:** nature, leadership styles, Leadership theories: trait theory and behavioural theories.

### **Unit IV**

**Conflict Management:** Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

**Stress management:** sources of stress, approaches for stress management.

**Organizational culture:** meaning, concept, types of culture, dimensions of organizational culture.

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**Suggested Readings/ Books:**

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

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**BBA 302- Marketing Management**

**Course Objective:** Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the basics of marketing, selling, marketing mix and its core concepts.

**CO2:** Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

**CO3:** Develop necessary skills for effective market segmentation, targeting and positioning.

**CO4 –** Illustrate various components of product mix, product life cycle and comprehend the new product development process.

**CO5–** Develop an understanding of promotion mix and strategies for successful promotion

**Unit I**

**Marketing:** Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

**Unit II**

**Market segmentation:** Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

**Marketing mix:** 4Ps of products and 7Ps of services, components and factors affecting mix.

**Unit III**

**Product decisions:** Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

**Pricing decisions:** importance, objectives, designing strategies, Pricing Techniques

**Unit IV**

**Distribution:** Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

**Product Promotion:** promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

**Suggested Readings:**

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.

2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.

3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.

4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

**BBA 303-18 COST AND MANAGEMENT ACCOUNTING**

**Course Objective:** To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand and differentiate between Cost accounting and management accounting.

**CO2:** Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

**CO3:** Estimate the breakeven point of the firm.

**CO4:** Understand and apply the concepts of budgetary control for better decision-making.

**CO5:** Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

**Unit – I**

**Introduction:** Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management.

**Ratio Analysis:** Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – liquidity ratios, solvency ratios, profitability ratios, turnover ratios

**Unit – II**

**Analysis and Interpretation of financial Statements:** Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements.

**Standard Costing:** Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances.

**Unit – III**

**Budgetary Control:** Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

**Unit – IV**

**Marginal Costing:** Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

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**Suggested Readings:**

- Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., & Schatzberg, J. (2011). *Introduction to management accounting*. Pearson Education International.
- Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, S. Mark Young. (2006). *Management Accounting*. Dorling Kindersley(India) Pvt. Ltd.
- Singh, Surender. (2016). *Management Accounting*. Scholar Tech Press, New Delhi.
- Garrison H., Ray and Eric W. Noreen. (2016). *Managerial Accounting*. McGraw Hill.
- Goel, Rajiv. (2013). *Management Accounting*. International Book House,
- Arora, M.N. (2012). *A Textbook of Cost and Management Accounting*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. (2017). *Management Accounting*. Shree Mahavir Book Depot, New Delhi.

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**BBA- 304 Production and Operations Management**

**Course objective:** The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Understand ever growing importance of Production and Operations management in uncertain business environment.

**CO2:** Gain an in-depth understanding of resource utilization of an organization.

**CO3:** Appreciate the unique challenges faced by firms in services and manufacturing.

**CO4:** Understand the subject as a crucial part of functional management.

**CO5:** Develop skills to operate competitively in the current business scenario.

### **UNIT I**

Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems.

### **UNIT - II**

Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques.

Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

### **UNIT – III**

Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma.

Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

### **UNIT – IV**

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.

#### **Suggested Readings:**

1. Nair, Production & Operations management, 1st Edition, Tata McGraw Hill
2. Adam and Eben, Production & Operations management, 5th Edition, Prentice Hall, India.
3. Krajewski & Ritzman, Operations Management, 5th Edition, Pearson Education.
4. Buffa & Sarin, Modern Production/Operations Management, 8th Edition, John Wiley
5. Chary, Production & Operations Management, 2<sup>nd</sup> Edition, Tata McGraw

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**BBA- SEC 301 IT Tools for Business**

**Course Objective:** The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Develop understanding of computer fundamentals, functions and their classifications

**CO2:** Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

**CO3:** Demonstrate proficiency in Microsoft word & Excel.

**CO4:** Apply formatting and editing features to enhance worksheets.

**CO5:** Use styles, themes, and conditional formats to customize worksheets.

### **Unit –I**

**Computer Fundamentals:** Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

### **Unit –II**

**Computer Software:** Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

### **Unit –III**

**MS-Word:** History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size



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editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

**MS-PowerPoint:** History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

**Unit –IV**

**MS-Excel:** Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

**Note:** Relevant Case Studies should be discussed in class.

Suggested Readings:

- Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems* (7th Edition). Pearson Publishers.

**BMPD302-18 Mentoring and Professional Development**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

**Part – A  
(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B  
(Outdoor Activities)**

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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**BBA 401 Business Research Methods**

**Course Objective:** The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explain the objectives and process of conducting research and its application in business.

**CO2:** Analyse the different types of research design and experimental errors.

**CO3:** Understand various techniques of sampling and methods of data collection.

**CO4:** Examine different types of scales and appraise about data preparation and analysis.

**CO5:** Identify and prepare various types of reports.

**UNIT I**

**Research Methodology:** definition, objectives, scope in management research, process of Research and limitations.

**Research Design:** Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

**UNIT II**

**Sampling:** Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-

probability sampling techniques, Probability sampling techniques, Sampling and non sampling

errors. **Data collection:** primary, secondary data collection, observation methods and survey method:

**UNIT III**

**Measurement Concept,** Levels of measurement—Nominal, Ordinal, Interval and Ratio  
**Attitude Measurement:** Comparative scaling techniques, Non-comparative scaling techniques,

**Questionnaire Designing:** Types, Guidelines for developing a good questionnaire

**UNIT IV**

**Data Preparation And Analysis:** Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

**Report Writing:** Types of Research Reports, Guidelines for Writing a Report, Report Format,

Guidelines for evaluating a report.

***Suggested Readings:***

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers

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**BBA 402 Human Resource Management**

**Course Objective:** To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1-** To explain the basics of Human Resource Management and analyse the evolution of HRM.

**CO2:** To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

**CO3:** To understand the role of training, development, career planning and performance appraisal functions in human resource development.

**CO4:** To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.

**CO5:** To comprehend the meaning and concept of Industrial relations.

**Unit I**

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

**Unit II**

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.

**Unit III**

Training and Development: Identification of training needs, process of training and methods of training and development.

Career planning and development: career life cycle, process of career planning and development.

**Unit IV**

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.

Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Industrial Relations: Meaning & Concept of Industrial Relations.

**Suggested Readings:**

1. Monnappa and Saiyadan, *Personnel Management*, Tata Mcgraw Hill.
2. Dessler, Garg, *Human Resource Management*, Pearson education.
3. C.B. Memoria *Personal Management* Himalaya
4. K. Aswathappa *Human Resource Management* Tata McGrawHill
5. Rao V.S.P. *Human Resource Management*, Excel books

**BBA 403 Financial Management**

**Course Objective:** To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

**CO2:** Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.

**CO3:** Apply time value of money techniques to various pricing and budgeting problems.

**CO4:** Apply modern techniques in capital budgeting analysis.

**CO5:** Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

**Unit I**

**Financial management** -Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. **Sources of finance**-Long term and short term. **Concept of Time Value of Money**-present value, future value, annuity, Present Value of a series of payments.

**Unit II**

**Cost of Capital:** Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. **Form of Capital:** Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. **Operating and Financial Leverage:** Measurement of leverages; Financial and operating leverage, combined leverage

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**Unit II**

**Investment Decision Making:** Meaning, importance, nature of investment decisions. Investment evaluation criteria, **Capital budgeting Techniques-Non-discounted cash flow-** Pay back methods; Post Payback period; Accounting rate of return method, **Discounted cash flow techniques-**Net Present value method; Internal rate of return method; Profitability index method.

**Unit IV**

**Working Capital:** Meaning, significance, types, approaches, Factors affecting working capital management capital. **Dividend Policies:** Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.

**Suggested Readings:**

- I. Khan, M. Y. and Jain P. K.(2011),”Financial Management, Text, Problems & Cases”, Tata McGraw Hill Company, New Delhi.
- II. Pandey, I.M.(2015), “Essentials of Financial Management”, 4<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- III. Maheshwari, S.N.(2019), “Financial Management – Principles & Practice”, 15<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
- IV. Rustagi,Dr.R.P.(2017), “Basic Financial Management”, 8<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
- V. Patel, Bhavesh(2014),” Fundamentals of Financial Management”, Vikas Publishing House Pvt. Ltd., New Delhi.

**BBA GE- 401 Entrepreneurship Development**

**Course Objective:** The objective of the course is to make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Describe the concept and theories of entrepreneurship and its role in economic development of nation.

**CO2:** Develop business plan and identify the reasons of failure of business plans.

**CO3:** Illustrate the steps in starting MSME.

**CO4:** Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.

**CO5:** Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

**Unit I**

Definition and Concept of Entrepreneurship, Theories of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.

**Unit II**

Creativity and Business Ideas, Blocks to creativity. Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries- Problems- steps for starting- – Government Policies.

**Unit III**

EDP in India – Phases of Entrepreneurial programs – Government Policies- Administrative Frame work – Policy instruments – Statutory Boards – Industrial Estates –Industrial clusters – Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies. Business Incubators& Start-ups.

**Unit IV**

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, Commercial Banks. Other financing options- venture capital, lease funding, Angel Investors. Revival, Exit and End to a venture.

**Suggested Readings:**

- Kumar,Arya(2018), “Entrepreneurship”, Pearson, New Delhi.
- Gopal,V.P.Nanda (2015), “Entrepreneurial Development”, Vikas Publishing, New Delhi.
- Desai, Vasant, “Dynamics of Entrepreneurial Development & Management”, Himalaya Publishing House.
- Khanka,S S, Entrepreneurial Development, S.Chand & Co.,New Delhi.

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**BBA SEC- 401 Business Ethics & Corporate Social Responsibility**

**Course Objective:** This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

**Course Outcomes (COs):** After completion of the course, the students shall be able to:

**CO1:** Explore the relationship between ethics and business across different cultural traditions

**CO2:** Understand the relationship between ethics, morals and values in the workplace

**CO3:** Discuss the moral and social responsibility dimensions of corporate governance.

**CO4:** Describe models of CSR in India.

**CO5:** Assess international framework for CSR.

**Unit I**

Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

**Unit-II**

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

**UNIT III**

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

**UNIT IV**

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

**Suggested Readings:**

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.



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**BMPD402-18 Mentoring and Professional Development**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

**Part – A**  
**(Class Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B**  
**(Outdoor Activities)**

10. Sports/NSS/NCC
11. Field project.
12. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.  
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.