

BACHELORS OF BUSINESS ADMINISTRATION

CORE SUBJECTS

Course Title: AEC–I: Language Skills: Listening and Speaking	
Course Outline	The objective of this paper is to provide knowledge to the students about the various components of language skills: listening and speaking.
Course Outcome	CO1: To understand the structure of language and how language varies over time, across social situations and social groups. CO2: To be proficient in articulating thoughts and communicating ideas in English language. CO3: To participate in debates and discussions where ideas are tested and sharpened and honing the skill of public speaking. CO4: To make students able to hold meaningful conversations. CO5: To make student able to effectively use English language to meet professional and personal goals.
Student Learning Outcomes	On the successful completion of this course, the students should be able to: <ul style="list-style-type: none">• To understand and use basic phrases and sentences for everyday interactions.• Able to read and understand simple texts such as advertisements, menus, and short passages.• Able to write simple sentences and short paragraphs about familiar topics.• Able to understand basic spoken English in familiar contexts.• Able to engage in more complex conversations on a variety of topics, including expressing opinions and explaining ideas.• Able to read and interpret texts with more complexity, such as short articles and stories, and extract main ideas and details.

	<ul style="list-style-type: none"> • Able to write structured paragraphs and essays with clear organization and some use of cohesive devices.
Course Contents/Syllabus	<p>As prescribed by Panjab University.</p> <p>Unit I: Sounds of English (Text: English Language Skills: A Practical Approach, Cambridge).</p> <p>Unit 2: Language Use in Various Situations (Text: English Language Skills: A Practical Approach, Cambridge).</p> <p>Unit 3: Art of Public Speaking (Text: Communication Skills by Sanjay Kumar & Pushp Lata. OUP 2023) a. Group Discussion b. Interview</p>
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • Fluency in English Part II, Oxford University Press. • A Textbook of Phonetics for Indian Students, T. Balasubramian, Macmillan. • Business English, Pearson • Language, Literature and Creativity, Orient BlackSwan. • Language through Literature, Gauri Mishra, Ranjana Kaul, Brati Biswas (Eds), Primus Books. • English Communication, Macmillan Education. • Enrich Your English, S.R. Inthira and V. Saraswathi, Oxford University Press. • Communication and Language Skills, Sanghita Sen, et al, Cambridge University Press. • English and Communication Skills I, Tasneem Shahnaaz, C. Savitha and Cherlyl Rao, Cambridge University Press. • Practical English, K.K. Singh, APH Publishing Corporation.
Pedagogy for Course Delivery	<p>a) The paper requires 4 hours of practical per week during which students will be taught and explained the theory of communication through practical and hands-on training in various aspects of communication.</p> <p>b) The practical evaluation, which carries 15 marks, will be done by an external examiner either from the same institution/department or from outside.</p>
Evaluation Criteria	<p>The course level assessment includes continuous internal assessment having weightage of 10%. Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.</p>

Course Title: MICRO ECONOMICS	
Course Code: NBBA 102	
Course Outline	To study the basic concepts of microeconomics relevant for Business decision making and helping the students to understand the application of economic principles in business management
Course Outcome	<p>CO1. Define the basic concepts in Microeconomic Theory</p> <p>CO2. Explain the fundamental hypothesis in Microeconomic Theory</p> <p>CO3. Carry out microeconomic analysis based on fundamental hypothesis,</p> <p>CO4. Explain any topic with the help of graphs</p> <p>CO5. Interpret any given graph and drive conclusions</p>
Student Learning Outcomes	<p>On the successful completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how supply and demand interact to determine prices and quantities in a market. • Explain how consumers make decisions based on preferences, budget constraints, and utility maximization. • Understand how firms make production decisions, including cost analysis, profit maximization, and production efficiency. • Describe different market structures (e.g., perfect competition, monopoly, monopolistic competition, oligopoly) and analyze their impact on market outcomes and firm behavior. • Utilize graphs and diagrams to illustrate and analyze economic concepts such as supply and demand shifts, consumer surplus, and producer surplus. • Apply basic mathematical tools to solve problems related to optimization, cost functions, and market equilibrium.

<p>Course</p> <p>Contents/Syllabus</p>	<p>As prescribed by Panjab University.</p> <p>UNIT – I</p> <p>Consumer Behaviour Utility Approach: Meaning, Types, Relationship between Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium, Derivation of Demand Curve.</p> <p>Indifference Curve Approach: Properties, Consumer Equilibrium, Price Effect, Income Effect, Substitution Effect, Price Effect a combination of Income Effect and Substitution Effect. Law of Demand Elasticity of Demand: Definitions, Types, Measurement, Factors and Importance</p> <p>UNIT-II</p> <p>Production and Revenue Production Function: Laws of Returns, Law of Variable Proportion and Returns to Scale. Cost and Cost Curves : Concept of Nominal Real Economic Implicit, Explicit and Opportunity Cost, Cost Curve under Short-run and Long-run, Relationship between Average Cost and Marginal Cost.</p> <p>Revenue Curves: Concept of Total Average and Marginal Revenue under different Market Conditions, Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand.</p> <p>Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time element in Price Determination.</p> <p>Monopoly: Feature, Equilibrium of Firm/Industry, Price Discrimination and Its Types.</p> <p>Monopolistic Combination: Features, Price-Output Policy of the Firm. Selling Cost, Meaning, Effects, Equilibrium of Firm with</p>
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	<p>respect to Selling Cost.</p> <p>Practical Work:</p> <p>Demand and supply analysis</p> <p>Choose a product</p> <p>Research factors affecting demand and supply</p> <p>Analyse how changes in these factors influence equilibrium price and quantity</p> <p>Calculate price elasticity through historical data</p>
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • Dwivedi, D.N. Managerial Economics, 7th Edition, Vikas Publishing House. • Salvatore, D. Managerial Economics in a Global Economy, 6th Edition, Oxford University Press. • Peterson, L. and Jain Managerial Eco., 4th Edition, Pearson Education. • Kontsoyianis; Modern Micro-Economics. • M. Adhikary ; Business Economics.
Pedagogy for Course Delivery	<p>The course is covered by adopting a combination of Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc. Also, assignments subject quiz, self-study sessions will help student build their own analysis.</p>
Evaluation Criteria	<p>The course level assessment includes continuous internal assessment having weightage of 20%. Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.</p>

Course Title: COMPULSORY PUNJABI	
ਕੋਰਸ ਦਾ ਰੂਪਰੇਖਾ	ਇਸ ਪੇਪਰ ਦਾ ਉਦੇਸ਼ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਵਿੱਤੀ ਖਾਤੇਦਾਰੀ ਦੇ ਸਿਧਾਂਤਕ ਗਿਆਨ ਪ੍ਰਾਪਤ ਕਰਨ ਵਿੱਚ ਮਦਦ ਕਰਨਾ ਹੈ ਅਤੇ ਵੱਖ-ਵੱਖ ਕਿਸਮਾਂ ਦੇ ਵਪਾਰਕ ਲੈਣ-ਦੇਣ ਨੂੰ ਦਰਜ ਕਰਨ ਲਈ ਹੁਨਰ ਸਿੱਖਾਉਣਾ ਹੈ।
ਕੋਰਸ ਦੇ ਨਤੀਜੇ	<ul style="list-style-type: none"> • ਇਸ ਕੋਰਸ ਰਾਹ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਨਾਟਕਦੇਵਿ ਬਾਰੇ ਗਿਆਨ ਪੈਦਾ ਹੋਵੇਗਾ। • ਇਸ ਕੋਰਸ ਰਾਹ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਨਾਟਕੀਵ ਦੀ ਸਮਝ ਪੈਦਾ ਕਰ ਸਕਣਗੇ। • ਇਸ ਕੋਰਸ ਰਾਹ ਪੰਜਾਬੀ ਨਾਟਕਦੇਵਿ ਵਿਭੰਨ ਸੰਦਰਭ ਅਤੇ ਵਿਹਾਰਕ ਪੰਜਾਬੀ ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਹਾਸਿਲ ਕਰਨਗੇ। • ਇਸ ਕੋਰਸ ਰਾਹਿ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਨਾਟਕ ਦੇਵਿ ਵਿਭੰਨ ਪੱਖ ਬਾਰੇ ਗਿਆਨ ਪੈਦਾ ਕਰਨਾ ਹੈ।
ਵਿਦਿਆਰਥੀ ਸਿੱਖਣ ਦੇ ਨਤੀਜੇ	<p>ਇਸ ਕੋਰਸ ਰਾਹ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਨਾਟਕ ਸੰਬੰਧੀ ਸਮਝ ਪੈਦਾ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਣਗੇ।</p> <ul style="list-style-type: none"> • ਇਸ ਕੋਰਸ ਰਾਹ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਦੀ ਵਰਤ, ਸੰਬੰਧੀ ਜਾਣਕਾਰੀ ਹਾਸਿਲ ਹੋਵੇਗੀ। • ਇਸ ਕੋਰਸ ਰਾਹ ਵਹਾਰਕ ਪੰਜਾਬੀ ਸੰਬੰਧੀ ਚਰਚਾ ਕਰਦੇ ਹੋਏ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਦੀਆਂ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋਣਗੇ। • ਇਸ ਕੋਰਸ ਰਾਹ ਵਿਦਿਆਰਥੀਆਂ ਵੱਚ ਅਨੁਵਾਦ ਦੀ ਸਮੱਸਿਆ ਨੂੰ ਹੱਲ ਕਰਨ ਦੀ ਸੂਝ ਪੈਦਾ ਹੋਵੇਗੀ।
ਕੋਰਸ ਸਮੱਗਰੀ/ ਸਿਲਬਸ	<p>As prescribed by Panjab University.</p> <p>Unit I</p> <p>ਪੁਸਤਕ : 'ਪਿਰੰਦੇ ਜਾਣਹੁਣਿ ਕੱਥੇ' "ਡਾਕਟਰ ਸਾਹਿਬ ਸੰਘਚੇਤਨਾ ਪ2ਕਾ! ਨਲੁ ਿਧਆਣਾ 2020</p> <p>ਉ) ਨਾਟਕਦੇਵਿ! ਵਸਤੂ ਅਤੇ ਸਾਰ ਅ) ਨਾਟਕਦਾ ਕਲਾ ਪੱਖ ਅਤੇ ਪਾਤਰ ਚਿਤਰਣ</p> <p>ੲ) ਪ2ਸੰਗਦੱ ਸਕੇਵਿ ਆਖਆ</p> <p>Unit II</p>

	<p>ਵਹਾਰਕਪੰਜਾਬੀ</p> <p>ੳ) ਤਕਨੀਕੀ!ਬਦਾਵਲੀੰਨਰਧਾਿਰਤ 50 !ਬਦ</p> <p>ਅ) ਮੁਹਾਵਰੇ</p> <p>ੲ) ਿਚੱਠੀਪੱਤਰਵਪਾਰਕਤੇd </p> <p>ਸ) ਇ!ਿਤਹਾਰ:ਵਪਾਰਕਤੇਕਾਰੋਬਾਰਨਾਲਸੰਬੰਿਧਤ</p> <p>ਹ) ਅਨੁਵਾਦ</p>
<p>ਸੁਝਾਏ ਗਏ ਪਾਠਕ੍ਰਿਤਾਂ, ਪੜ੍ਹਾਈਆਂ ਅਤੇ ਸਮੱਗਰੀ</p>	<ul style="list-style-type: none"> • ਡਾ. ਸਾਿਹਬਿਸੰਘ,ਪਿਰੰਦੇਜਾਣਹੁਣਿਕੱਥੇ,ਚੇਤਨਾਪ2ਕਾ!ਨਲੁਿਧਆਣਾ, 2020 • ਮਨਜੀਤਪਾਲਕੌਰ, ਪੰਜਾਬੀਨਾਟਕਤੇਰੰਗਮੰਚਿਵਕਾਸਦੀਆਂਸਮੱਿਸਆਵ ,ਗੁਰੂਨਾਨਕਦੇਵਯੂਨੀਵਰਿਸਟੀਅੰਮ2ਤਸਰ, 1991 • ਡਾ. ਗੁਰਿਦਆਲਿਸੰਘਫੁੱਲ,ਪੰਜਾਬੀਨਾਟਕ:ਸਰੂਪਿਸਧਾਂਤਤੇਿਵਕਾਸ, ਪਬਲੀਕੇਸ਼ਨਿਬਊਰੋ, ਪੰਜਾਬੀਯੂਨੀਵਰਿਸਟੀਪਿਟਆਲਾ। • ਡਾ. ਕਮਲੇ ਪੰਜਾਬੀਨਾਟਕਤੇਰੰਗਮੰਚ, ਪਬਲੀਕੇ!ਨਿਬਊਰੋ, ਪੰਜਾਬੀਯੂਨੀਵਰਿਸਟੀ,ਪਿਟਆਲਾ 2004 • ਡਾ. ਕੁਲਦੀਪਿਸੰਘਧੀਰ,ਨਾਟਕ,ਸਟੇਜਤੇਦਰਸ਼ਕ, ਪਬਲੀਕੇਸ਼ਨਿਬਊਰੋ,ਪੰਜਾਬੀਯੂਨੀਵਰਿਸਟੀ,ਪਿਟਆਲਾ। • ਡਾ. ਸੁਰਜੀਤਿਸੰਘਸੇਠੀ, ਿਸਰਜਨਾਤਮਕਨਾਟਕਿਨਰਦੇ!ਨ, ਪਬਲੀਕੇ!ਨਿਬਊਰੋ, ਪੰਜਾਬੀਯੂਨੀਵਰਿਸਟੀਪਿਟਆਲਾ, 1985 • ਡਾ. ਸਤਨਾਮਿਸੰਘਸੰਧੂ, ਸਾਿਹਤਦੀਹ,ਦਿਵਧੀ, ਹੈਰੀਟੇਜਪਬਲੀਕੇਸ਼ਨ,ਪਿਟਆਲਾ 1974 • ਡਾ. ਿਕਰਪਾਲਕਜ਼ਾਕ (ਸੰਪਾH) ਬਲਜੀਤਕੌਰਜੀਤੀ,ਰੰਗਮੰਚਿਚੰਤਨ,ਗ2ੇਸੀਅਸਬੁਕਸਪਿਟਆਲਾ, 2013 ਹਰਕੀਰਤਿਸੰਘ, ਭਾ!ਾਂਤੇਭਾ!ਾਂਿਵਿਗਆਨ, ਬਾਹਰੀਪਬਲੀਕੇ!ਨ, ਚੰਡੀਗੜK 1974 • ਡਾ.ਹਰਕੀਰਤਿਸੰਘਤੇਿਗਆਨੀਲਾਲਿਸੰਘ,ਕਾਲਜਪੰਜਾਬੀਿਵਆਕਰਣ,ਪੰਜਾਬਸਟੇਟ ਯੂਨੀਵਰਿਸਟੀਟੈਕਸਟਬੁੱਕਬੋਰਡ,ਚੰਡੀਗੜE
<p>ਕੋਰਸ ਦੀ ਪੈਡਾਗੋਗੀ</p>	<p>ਕੋਰਸ ਨੂੰ ਕਲਾਸ ਰੂਮ ਲੈਕਚਰ, ਇੰਟਰੈਕਟਿਵ ਸੈਸ਼ਨ, ਪਾਵਰਪਾਇੰਟ ਪ੍ਰੈਜੈਂਟੇਸ਼ਨ, ਟਿਊਟੋਰੀਅਲ ਅਤੇ ਗਰੁੱਪ ਚਰਚਾ, ਕੇਸ ਸਟੱਡੀ ਆਦਿ ਦੇ ਸੰਯੋਜਨ ਨੂੰ ਅਪਣਾਕਰ ਪੂਰਾ ਕੀਤਾ ਜਾਵੇਗਾ। ਇਸ ਦੇ ਨਾਲ ਨਾਲ, ਅਸਾਈਨਮੈਂਟ, ਵਿਸ਼ਾ-ਆਧਾਰਤ ਕੁਇਜ਼ ਅਤੇ ਖੁਦ-ਅਧਿਐਨ ਸੈਸ਼ਨ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣਾ ਵਿਸ਼ਲੇਸ਼ਣ ਵਿਕਸਤ ਕਰਨ ਵਿੱਚ</p>

	ਮਦਦ ਕਰਨਗੇ।
ਮੁਲਾਂਕਣ ਮਾਪਦੰਡ	ਇਹ ਕੋਰਸ ਦੇ ਮਾਪ-ਦੰਡ ਵਿੱਚ ਲਗਾਤਾਰ ਆਤਮਮੁਲਾਂਕਣ ਸ਼ਾਮਲ ਹੈ ਜਿਸ ਦੀ ਵਜ਼ੀਬੀਅਤ 10% ਹੈ। ਲਗਾਤਾਰ ਮਾਪ-ਦੰਡ ਦੇ ਤਹਿਤ ਕੁਝ ਤਰੀਕੇ ਹੁੰਦੇ ਹਨ ਜਿਵੇਂ ਕਿ ਮਿਡ-ਸੈਮੈਸਟਰ ਟੈਸਟ, ਹਾਜ਼ਰੀ, ਪੇਸ਼ਕਸ਼ਾਂ ਅਤੇ ਅਸਾਈਨਮੈਂਟਾਂ।

Course Title: FUNDAMENTALS OF MANAGEMENT	
Course Code: NBBA 101	
Course Outline	The objective of the paper is to help the students understand the process of business management.
Course Outcome	<p>CO1. The students will be able to understand the basic concepts and functions of management.</p> <p>CO2. The students will be able to get knowledge and skills in planning, organizing, leading, and controlling.</p> <p>CO3. The students will be able to analyze and solve management-related problems.</p> <p>CO4. The students will be able to understand the role of management in organizational success.</p>
Student Learning Outcomes	<p>On the successful completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of key psychological concepts related to human behavior, motivation, and perception, and how these concepts apply to managerial practices. • Identify different personality traits and their impact on leadership styles and managerial effectiveness. • Understand and apply psychological theories related to decision-making processes, including biases and heuristics, to improve managerial decisions. • Analyze and interpret employee behavior and performance data to make informed management decisions. • Assess and manage team dynamics, understanding how psychological factors influence teamwork, collaboration, and group performance.
Course Contents/Syllabus	UNIT – I Management: Concept, Definitions, Nature, Scope, Levels, Principles, Functions and Significance of Management;

Management vs. Administration; Role of Managers.

Evolution of Management Thought: Classical, Neo-Classical Theory; Behavioural Sciences Approach; Quantitative, Systems, Contingency and Contemporary Approach (Likert, Drucker, Porter, Prahalad).

Planning: Concept, Nature, Process, Significance and Types of Planning. Decision Making – Concept, Process and Types; Effective Decision making; Rationality in Decision Making; Management By Objectives (MBO).

Organization: Concept, Nature, Process, Significance, Principles, Types; Organisational Structure – Concept and types. Span of Control – Concept and Types; Factors affecting span of control. Authority and Responsibility, Delegation of Authority, Centralization and Decentralization, Departmentation.

UNIT – II

Direction: Concept, Features, Principles, Importance and Limitations of Direction; Elements of Direction. Supervision – Concept and Features; Responsibilities, Functions and Qualities of Supervisors. Motivation – Concept, Features, Importance and Theories; Motivational Techniques. Leadership – Concept, Features, Functions, Importance, Styles and Theories. Communication – Concept, Features, Process, Importance, Channels and Barriers.

Coordination: Concept, Features, Importance and Limitations of Coordination; Internal and External Coordination.

Control: Concept, Features, Principles, Process, Importance and Limitations of Control; Essentials of a Good Control System; Relationship between Planning and Control. Techniques of Control

Practical Work:

- a. At least two cases on the above syllabus should be analysed and discussed.
- b. Draft different types of Organization structure.

	c. Draft Control charts
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • Peter F. Drucker, ‘The Practice of Management’ • Wehrich and Koontz, ‘Essentials of Management’ • Stoner and Freeman, ‘Management’ • David R Hampton, ‘Modern Management’ • Stephen P Robbins, David A DeCenzo, ‘Fundamentals of Management, Essential Concepts and Applications’ <p>VSP Rao & V. Hari Krishna, ‘Management Text & Cases’.</p>
Pedagogy for Course Delivery	The course is covered by adopting a combination of Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc. Also, assignments subject quiz, self-study sessions will help student build their own analysis.
Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.

Course Title: FINANCIAL ACCOUNTING	
Course Code: NBBA 103	
Course Outline	The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.
Course Outcome	<p>CO1. Understand the theoretical framework of accounting as well accounting standards.</p> <p>CO2. Acquire the ability to prepare the financial statements of manufacturing and non-manufacturing entities of sole proprietors.</p> <p>CO3. Practice the accounting treatments for consignment transactions & events in the books of consignor and consignee.</p> <p>CO4. Abridge the ability to prepare and analyze the branch account.</p> <p>CO5. Build the understanding of the accounting treatment for royalty transactions & articulate the Royalty agreements.</p> <p>CO6. Outline the emerging trends in the field of accounting.</p>
Student Learning Outcomes	<p>On the successful completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the basic principles and concepts underlying financial accounting, including the Generally Accepted Accounting Principles (GAAP) or International Financial Reporting Standards (IFRS). • Identify and explain the purpose of the primary financial statements: the balance sheet, income statement, statement of cash flows, and statement of shareholders' equity. • Differentiate between accrual accounting and cash accounting, and understand the implications of each on financial reporting. • Analyze and record business transactions using appropriate

	<p>journal entries, and understand their impact on the financial statements.</p> <ul style="list-style-type: none"> • Prepare and understand adjusting entries required to ensure that financial statements reflect the accurate financial position and performance of a company. • Compile and prepare financial statements from trial balances and other accounting records, ensuring accuracy and compliance with accounting standards.
<p>Course Contents/Syllabus</p>	<p>As prescribed by Panjab University.</p> <p>UNIT – I</p> <p>Financial Accounting- Meaning-Theoretical Framework - Accounting Concepts and Conventions- Generally Accepted Accounting Principles (GAAP): Branch Accounting- Dependent and Independent Branches (Excluding Foreign Branches). Departmental Accounting- Meaning, Need, Advantages, Apportionment of Expenses, Inter -Departmental Transfers and Provision for Unrealised Profit.</p> <p>UNIT – II</p> <p>Preparation of final accounts of sole trader- Partnership Accounts - insolvency and dissolution of the firm including piecemeal distribution, Royalty Accounts, Accounting for Joint Venture and Consignment.</p> <p>Practical work:</p> <ul style="list-style-type: none"> • Download ‘Framework for the Preparation and Presentation of Financial Statements from the websites of the Institute of Chartered Accountants of India (ICAI) to analyse the qualitative characteristics of accounting information provided therein. • Collect and examine the balance sheets of business

	<p>organizations to study how these are prepared.</p> <ul style="list-style-type: none"> • Examine the accounting policies and revenue recognition policies by collecting necessary data from small business firms. • Prepare Trading and Profit & Loss Account and Balance Sheet collecting necessary data from small business firms. • Prepare financial statements manually and using appropriate software. • Prepare accounts of Inland Branches. • Examine the accounting practices for consignment business
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting. • Anthony, David and Kenneth - Accounting: Text and Cases, McGraw-Hill Education, 13th Edition. • Horngren and Philbrick- Introduction to Financial Accounting, Pearson Education, 11th Edition. • Shukla and Grewal – Advanced Accounting, S. Chand Publication, New Delhi. • R.L. Gupta and V.K. Gupta - Advanced Accounting, Sultan Chand Publication, New Delhi. • T.S. Reddy & A. Murthy – Financial Accounting, Margham Publications, Chennai. • P.C. Tulsian – Financial Accounting, S.Chand and Sons.
Pedagogy for Course Delivery	<p>The course is covered by adopting a combination of Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc. Also, assignments subject quiz, self-study sessions will help student build their own analysis.</p>
Evaluation Criteria	<p>The course level assessment includes continuous internal assessment having weightage of 20%. Various mechanisms for</p>

	continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.
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SKILL ENHANCEMENT COURSES

Course Title: Security Analysis Course Code: BCOM/BBA (SEC) – 101B	
Course Outline	<p>This course helps you understand the most important parameters from the financial statements such as balance sheet, income statement and cash flow statement. Further it enables to learn concepts of Technical Analysis, Understand demand and supply of price movements and Ability to analyze a price chart and make informed trading/investment decisions</p>
Course Outcome	<p>On successful completion of the course, students will be able to learn:</p> <p>CO1: Understanding of securities available in the market.</p> <p>CO2: Knowledge of financial statements and their application in analysis.</p> <p>CO3: Knowledge of economy, industry and company parameters for having wider viewpoint.</p> <p>CO4: Identification of price trends and Forecasting Price Movements</p> <p>CO5: Development of trading strategies and risk management techniques.</p>
Student Learning Outcomes	<ul style="list-style-type: none"> • Ability to interpret and analyze key financial statements (income statement, balance sheet, cash flow statement) to assess a company's financial health. • Skill in assessing various types of risk (market, credit, liquidity) and applying risk management or mitigation strategies in portfolios. • Capability to conduct top-down (macroeconomic) and bottom-up (industry-specific) analysis for evaluating company performance. • Understanding of portfolio construction and optimization by balancing risk and return, along with asset allocation decisions. • Mastery of technical and fundamental analysis techniques for informed investment decision-making. • Awareness of ethical and legal regulations, such as insider trading laws and fiduciary responsibilities. • - Development of critical thinking and decision-making skills for evaluating investment opportunities based on quantitative and qualitative factors.

<p>Course Contents/Syllabus</p>	<p style="text-align: center;">As per Panjab University</p> <p style="text-align: center;">Unit -1</p> <p>Basics of Equity Fundamentals: Industry & Economics Analysis, Financial Research Analysis, How to Identify Valuation Parameters, Three Statement Analysis, Evaluating Sector & Industry Structure – Top down vs. Bottom Up approach, Understanding Competitive Advantage and how it affects companies.</p> <p style="text-align: center;">Unit -2</p> <p>Basics of technical analysis: Meaning and its basic assumptions, Dow theory, Charts- Candlestick chart patterns and its various types of candles, Pattern study-Support and resistance, head and shoulders, Gap theory, double top and double bottom, Indicators and Oscillators-Moving averages, application of Simple and exponential moving averages, Moving average convergence/divergence, Momentum study, Relative strength index, Understanding volume for analysis</p>
<p>Suggested Texts, Readings, & Materials</p>	<ul style="list-style-type: none"> • "Technical Analysis of the Financial Markets" by John J. Murphy; Publisher: Prentice Hall; 1st Edition; Year: 1999 • "Japanese Candlestick Charting Techniques" by Steve Nison; Publisher: Prentice Hall Press; 2nd Edition; Year: 2001 • "Technical Analysis Explained" by Martin J. Pring; Publisher: McGraw-Hill Education; 4th Edition; Year: 2001 • "Technical Analysis of Stock Trends" by Robert D. Edwards and John Magee; Publisher: CRC Press, 11th Edition; Year: 2020 • "Trading for a Living" by Dr. Alexander Elder; Publisher: John Wiley & Sons; 2nd Edition; Year: 1993 • "Encyclopedia of Chart Patterns" by Thomas N. Bulkowski; Publisher: Wiley; 2nd Edition; Year: 2005 • "Technical Analysis from A to Z" by Steven B. Achelis; Publisher: McGraw-Hill Education; 2nd Edition; Year: 2001
<p>Pedagogy for Course Delivery</p>	<p>Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies, on the system training and other tools as per the needs of the learner.</p>

Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.
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<p>Course Title: DIGITAL MARKETING</p> <p>Course Code: BCOM/BBA (SEC) – 101</p>	
Course Outline	<p>Digital Marketing and Social Media have transformed marketing and business practice across the globe. This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.</p>
Course Outcome	<p>Upon successful completion of the course students will be able to learn;</p> <p>CO1. Traditional Marketing and Digital Marketing</p> <p>CO2. Analyze Online Micro and Macro Environment</p> <p>CO3. Design and Create website</p> <p>CO4. Discuss search engine and social media marketing</p> <p>CO5. Create blogs, videos, and share</p>
Student Learning Outcomes	<ul style="list-style-type: none"> • Understanding of key digital marketing concepts, including search engine optimization (SEO), search engine marketing (SEM), content marketing, and social media marketing. • Ability to develop and implement digital marketing strategies to enhance brand visibility and engagement across online platforms. • Proficiency in using digital marketing tools and platforms, such as Google Analytics, Google Ads, and social media advertising, to track performance and optimize campaigns. • Skills in creating targeted online advertising campaigns, including pay-per-click (PPC) ads and display ads, to drive traffic and conversions. • Mastery of content creation and curation techniques for different digital platforms, including blogs, videos, and social media posts. • Ability to manage online communities and engage with audiences across social media to build brand loyalty. • Critical thinking and problem-solving skills to adapt digital marketing strategies in response to evolving trends, customer behavior, and industry innovations.

<p>Course Contents/Syllabus</p>	<p style="text-align: center;">As per Panjab University</p> <p style="text-align: center;">Unit – I</p> <p>Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online market place analysis Micro Environment – Online Macro Environment - trends in digital marketing – competitive analysis.</p> <p style="text-align: center;">Unit - II</p> <p>SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization – Role of Search Engine Operation- google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions Social media and E mail Marketing.</p> <p>Practical Work:</p> <ul style="list-style-type: none"> • Digital Marketing Implementation for any product • Create the Digital Marketing Webpage • Conducting the Search Engine Optimization and Search Engine Marketing • Using Google Analytics to analyze website performance • Creating YouTube Channel for Marketing
<p>Suggested Texts, Readings, & Materials</p>	<ul style="list-style-type: none"> • Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry, publisher John Wiley first edition 2020. • Youtility by JayBaer, Published by Gilda Media L C Portfolio 2013, • Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013 • New Rules of Marketing and PR by David Meerman Scott.Wiley, 2017 • Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley & Sons. • Digital Marketing 2020 by Danny Star, Independently Published

Pedagogy for Course Delivery	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.

Course Title: Data Analytics	
Course Code: BCOM/BBA (SEC) – 101A	
Course Outline	The course is aimed to equip learners with the necessary skills and knowledge to effectively utilize spreadsheet software and related tools for data management, analysis, and reporting tasks.
Course Outcome	<p>On successful completion of the course, students would be able to learn:</p> <p>CO1: Understanding the basic layout and functions of spreadsheet software and Navigating the interface, including ribbons, menus, and toolbars.</p> <p>CO2: Applying formulas to perform calculations and manipulate data dynamically.</p> <p>CO3: knowing Data Sorting and Filtering, Pivot Tables and Pivot Charts and solver add-ins.</p> <p>CO4: Configuring print settings such as page orientation, margins, and scaling, Adding headers, footers, and page numbers to printed documents etc.</p>
Student Learning Outcomes	<ul style="list-style-type: none"> • Understanding of key data analytics concepts, including data collection, cleaning, processing, and interpretation. • Ability to analyze large datasets and extract meaningful insights to inform decision-making. • Knowledge of statistical techniques and methods, including regression analysis, hypothesis testing, and correlation analysis. • Skills in building and interpreting data models, such as predictive models, to forecast trends and outcomes. • Capability to communicate data findings clearly through data visualization and storytelling techniques.
Course Contents/Syllabus	<p>As per Panjab University</p> <p>UNIT-1</p> <p>Introduction to spreadsheet, Working with spreadsheets Formula/Functions – Lookup tools and Reference Functions, Logical Functions, Database Functions, Date and Time Functions, Information Functions, Mathematical and Statistical Functions, Financial formula plans. Text Functions,</p> <p>UNIT-2</p> <p>Conditional Formatting, Data Sorting and Filtering, Pivot Tables, Pivot</p>

	<p>Charts, Introduction to Solver Add-in, Excel Charting, Print settings for spreadsheets.</p> <p>Or</p> <p>Any one accounting software as made available by the college.</p>
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • "Excel Essentials: Using Microsoft Excel for Data Analysis and Decision Making" by Scott McDaniel and Brett Barry; Publisher: Holy Macro! Books; 1st Edition; 2015 • "Microsoft Excel 2016 Step by Step" by Curtis Frye; Publisher: Microsoft Press; 1st Edition; 2015 • "Excel Formulas and Functions: Step-By-Step Guide with Examples" by Adam Ramirez; Publisher: Independently published; 1st Edition; 2020 • "Microsoft Excel Data Analysis and Business Modeling" by Wayne Winston; Publisher: Microsoft Press; ; 5th Edition; 2019 • "Excel 2016 Power Programming with VBA" by Michael Alexander and Richard Kusleika; Publisher: Wiley; 1st Edition; 2016
Pedagogy for Course Delivery	<p>Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies, on the system training and other tools as per the needs of the learner.</p>
Evaluation Criteria	<p>Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.</p>

MULTI-DISCIPLINARY COURSES

Course Title: COMMERCIAL LAW Course Code: BCOM/BBA (MDSC)-101	
Course Outline	The course is aimed to equip learners with the necessary skills and knowledge to effectively utilize spreadsheet software and related tools for data management, analysis, and reporting tasks.
Course Outcome	CO1. Define basic terms, values and laws in the area of commercial law CO2. Describe methods of applying principles and provisions of commercial law CO3. Compose simple contracts, CO4. Assess the correctness of applying specific laws to a specific cases and choosing the most appropriate one
Student Learning Outcomes	<ul style="list-style-type: none"> • Understanding of the fundamental principles of commercial law, including contracts, agency, sales, and property law. • Ability to interpret and apply laws related to business transactions, such as contract formation, performance, and breach. • Knowledge of legal structures for businesses, including partnerships, corporations, and limited liability companies, and their associated legal rights and obligations. • Awareness of regulatory compliance and ethical considerations in commercial operations, including consumer protection, competition law, and intellectual property. • Skills in analyzing legal disputes and advising on risk management strategies to minimize legal liabilities in commercial activities.
Course Contents/Syllabus	As per Panjab University UNIT I Indian Contract Act, 1872: Definition & Nature of Contract, Classification; Offer & Acceptance; Consideration; Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract.

	UNIT II
	<p>Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency. Introduction to Right to Information Act, 2005</p> <p>Practical Work</p> <p>1. How to file an application under Right to Information Act</p> <p>2. Relevant case laws to be covered.</p>
Suggested Texts, Readings, & Materials	<ul style="list-style-type: none"> • Avtar Singh : The Principles of Mercantile Law • M.C.Kuchhal : Business Law • N.D.Kapoor : Business Law • P.R.Chandra : Business Law, Galgotia, New Delhi • Gogna : Mercantile Law, S.Chand • M.S.Shukla : Business Law, Sultan Chand.
Pedagogy for Course Delivery	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.

Course Title: FUNDAMENTALS OF INTERNATIONAL BUSINESS	
Course Code: BCOM/BBA (MDSC)-101A	
Course Outline	The objective of the course is to acquaint the students with the basic fundamentals of the theories of international trade & monetary and the facts of organisation and management with special reference to Indian context.
Course Outcome	CO1. Define the basic concepts in International Business CO2. Explain the theories of International Business CO3. Understanding The international monetary system CO4. Understanding of Direction of India's trade
Student Learning Outcomes	<ul style="list-style-type: none"> • Understanding of key concepts in international trade, including trade theories, globalization, and the role of international trade organizations • Knowledge of international trade policies, agreements, and regulations, including tariffs, trade barriers, and free trade agreements • Ability to analyze the impact of cultural, political, and economic factors on global business operations and trade strategies. • Skills in developing and managing cross-border trade strategies, including export and import operations, international logistics, and supply chain management. • Awareness of ethical and legal considerations in international business, including anti-corruption laws, international dispute resolution, and corporate social responsibility.
Course Contents/Syllabus	UNIT I The pure theory of international trade: The theories of absolute advantage, comparative advantage and opportunity costs. The gains from trade and their distribution- concepts of terms of trade; and offer curves. secular deterioration. Terms of trade hypothesis. The Theory and general equilibrium Analysis. Concept of optimum tariff. Elementary ideas on the theory of customs union political economy of non-trade liaison.

	UNIT II
	<p>Balance of Payments: components of balance of payments.</p> <p>Equilibrium and disequilibrium in the balance of payment, Autonomous and Accommodating capital inflows, Process of automatic adjustment in the balance of payments through price, income and flexible exchange rates.</p> <p>Expenditure changing and expenditure policies for adjustment in the balance of payments. Flexible VS Fixed exchange rates, and the balance of payments, concept of foreign trade multiplier, its implications for developing areas. The international Monetary System: Past and present. Reform of the international monetary system from the point of view of developing countries. Changes in the composition and direction of India's foreign trade. Rationale of trade reforms introduced in India since 1991. New export-import policy, WTO and its impact on the different sectors of the economy, Trade and economic growth</p>
Suggested Texts, Readings, & Materials	<ol style="list-style-type: none"> 1. B O Sodersfen International Economy (Latest ed) 3rd ed. 2. Dominick Salvator International Economics (7th ed.) 3. Paul R Krugman, Maurice Obstfell International Economics (Theory &Policy) 5th ed. 4. Organization theory: Selected readings David Silverman 5. The theory of organization Richard H Hall 6. Organization Structure, Process , and Outocmes David Clutter 7. Managerial Challenges in the 21st Century Stoner, Freeman & Gilbert Management
Pedagogy for Course Delivery	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.

Course Title: ENVIRONMENT SCIENCE	
Course Code: BENV-VAC	
Course Outline	The objective of the course is to acquaint the students with the fundamentals of environment science.
Course Outcome	<p>CO1: Develop critical thinking on various dimensions of the environment.</p> <p>CO2: Develop pro-environmental attitude among students so that they can adopt and propagate for eco-friendly lifestyle for environmental protection and conservation of biodiversity.</p> <p>CO3: Develop scientific attitude to identify relevant environmental issues, analyse the various underlying causes, evaluate the prices and policies, and develop framework to make informed decisions.</p>
Student Learning Outcomes	<p>Concepts and structure of our environment.</p> <p>Structure of our ecosystem, Biodiversity and its importance.</p> <p>Types of pollution and measures for their control.</p> <p>Environment policies and sustainable development.</p>
Course Contents/Syllabus	<p>Unit 1: Introduction to Environment Science, Natural Resources, Ecosystem and Biodiversity</p> <p>Scope, importance and multidisciplinary nature of Environmental Science</p> <p>Natural resources—concept, renewable and nonrenewable resources (forest, soil and land resources), causes of depletion and conservation</p> <p>Concept of ecosystem, structure and function of an ecosystem</p> <p>Ecosystem: Food chain, Food web and ecological pyramids.</p> <p>Biodiversity—definition, hotspots of biodiversity, threats to biodiversity loss, conservation of biodiversity (in-situ and ex-situ)</p>

	<p>Unit 2: Climate Change and Environmental issues</p> <p>Environment pollution: Sources, types of pollution (air, water and Noise), causes, consequences and control</p> <p>Climate Change: causes, consequences, Green House Effect, Global warming, Ozone depletion. Solid Waste Management: causes, effects and control measures of urban and industrial waste.</p> <p>Environmental movements: Chipko Movement, Silent valley, Bishnois of Rajasthan .</p> <p>Environment Policies: Sustainable Development Goals, Montreal and Kyoto protocols, Convention on Biodiversity (CBD), Biodiversity Act 2002, Environment protection Act.</p>
<p>Suggested Texts, Readings, & Materials</p>	<ul style="list-style-type: none"> • Cunningham, W. P. & Cunningham, M.A. (2009). Environmental science: a global concern. Glencoe/McGraw-Hill school pub. • Bharucha, E. (2019). Text Book for environmental studies. Universities press (India) private limited. • Kaushik & Kaushik. (2018). Perspectives in environmental studies. New age international Publishers. • Basu, M. & Xavier, S. (2018). Fundamental of environment studies. Cambridge university press, Kolkata. • Prasad, G. (2008). Handbook of environment science. Discovery publishing house, New Delhi. • Saha, T.K. (2013). Ecology and environmental biology. Books & allied (p) Ltd. Kolkata. • Santra, S.C. (2018). Environment science. New Central book agency (P) Ltd. Kolkata. • Sharma, P.D. (2017). Ecology and environment. (10th Revised Edition), Rastogi Publication. • Divan, S. & Rosencranz, A. (2002). Environmental law and policy in India. Oxford university press. • Nandini, N. (2019). A text book on environmental studies

	<p>(AECC). Sapna book house, Bengaluru.</p> <ul style="list-style-type: none"> • Odum, E.P., Odum, H.T. & Andrews, J. (1971). Fundamentals of ecology. Philadelphia: Saunders. • Pepper, I.L, Gerba, C.P. & Brusseau, M.L. (2011). Environmental and pollution science. Academic press. • Sengupta, R. (2003). Ecology and economics: an approach to sustainable development. Oxford university press. • Singh, J.S., Singh, S.P. and Gupta, S.R. (2014). Ecology, environmental science and conservation. S. Chand publishing, New Delhi.
Pedagogy for Course Delivery	Class Room Lecture, Interactive sessions, PPT, Tutorials and Group Discussions, Case Studies etc.
Evaluation Criteria	Various mechanisms for continuous assessment criterion comprise- mid-semester tests, attendance, presentations and assignments.