

ASIAN GROUP OF COLLEGES
(AN AUTONOMOUS COLLEGE)



ASIAN
GROUP OF COLLEGES
An Autonomous College

B.B.A./B.B.A.(H)
(3+1 PROGRAMME)

(As per NEP 2020)

ACADEMIC SESSION

2026-27

[Signature] *[Signature]*

[Signature]

B.B.A./B.B.A.(H)
(3+1) UG Programme under NEP 2020

SCHEME OF COURSE

SEMESTER-I

Course Code		Course Title	L	T	P	Total Credits	Total Marks
BBA-101	English	English (Compulsory)	2	-	-	2	50
BBA-102	Punjabi	Punjabi/Mudla Gyan	4	-	-	4	100
BBA-103	Core	Basic Accounting	4	-	-	4	100
BBA-104	Core	Business Organization and Management Principles	4	-	-	4	100
BBA-105	Core	Managerial Economics	4	-	-	4	100
BBA-106	AEC	Computer Applications for Business	2	-	-	2	50
BBA-107	MDE	Seminar on Business Ethics & Values	2	-	-	2	50
	VAC	Environmental Studies	-	-	2	2	50
	Compulsory	Entrepreneurship Mindset-I	-	-	2	2	100
Total Credits			22	-	4	26	700

[Handwritten signatures]



BBA

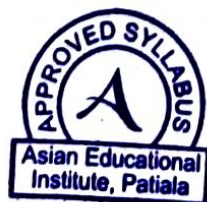
B.B.A./B.B.A.(H)
(3+1) UG Programme under NEP 2020

SCHEME OF COURSES

SEMESTER-II

Course Code		Course Title	L	T	P	Total Credits	Total Marks
BBA-201	AEC	English (Compulsory)	2	-	-	2	50
BBA-202	Punjabi	Punjabi/Mudla Gyan	4	-	-	4	100
BBA-203	Core	Organisational Behaviour	4	-	-	4	100
BBA-204	Core	Entrepreneurship & Small Business	4	-	-	4	100
BBA-205	Core	Business Environment	4	-	-	4	100
BBA-206	SEC	Workshop on Business Communication	2	-	-	2	50
BBA-207	MDE	Seminar on Media Literacy	2	-	-	2	50
	VAC	***Drug Abuse: Problem, Management and Prevention (Compulsory)	2	-	-	2	50
	Compulsory	Entrepreneurship Mindset-II	-	-	2	2	100
Total Credits			24	-	2	26	700

[Signature]

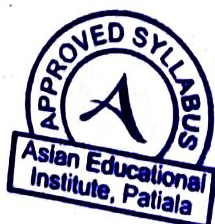


[Signature]

BBA

B.B.A./B.B.A.(H)**(3+1) UG Programme under NEP 2020****SCHEME OF COURSES****SEMESTER-III**

CourseCode		Course Title	L	T	P	Total Credits	Total Marks
BBA-301	Core	Management Accounting	4	-	-	4	100
BBA-302	Core	Statistics for Business	4	-	-	4	100
BBA-303	Core	Organizational Change and Development	4	-	-	4	100
BBA-304	MDE	Business Law	2	-	-	2	50
BBA-305	SEC	Workshop on Business Communication- II	4	-	-	4	100
BBA-306	Punjabi	Punjabi/Mudla Gyan	4	-	-	4	100
	VAC	Yoga & Meditation or Nutrition & Dietetics	2	-	-	2	50
Total Credits			24	-	-	24	600



Ensan P
Rapner
H. Singh

B.B.A./B.B.A.(H)

(3+1) UG Programme under NEP 2020

SCHEME OF COURSES

SEMESTER-IV

CourseCode		Course Title	L	T	P	Total Credits	Total Marks
BBA-401	Core	Financial Management	4	-	-	4	100
BBA-402	Core	Production and Operations Management	4	-	-	4	100
BBA-403	Core	Fundamentals of Marketing Management	4	-	-	4	100
BBA-404	Core	Fundamentals of Human Resource Management	4	-	-	4	50
BBA-405	SEC	Operations Research	2	-	-	2	100
BBA-406	Punjabi	Punjabi/Mudla Gyan	4	-	-	4	100
	VAC	Indian Knowledge System	2	-	-	2	50
		*Internship report and Viva	-	-	-		
Total Credits			24	-	-	24	600

Note: After Semester IV, for every student (students continuing for semester V and for students seeking exit at the end of semester IV) it is mandatory to undergo 120 hours summer training under any one like corporate house, Limited Company, Insurance Company and Bank/Internship(IT)/Community Service(CS)/Field based training or any other form of Apprenticeship or training programme via MOOCs (SWAYAM/ INTERNSHALA)



B.B.A./B.B.A.(H)

(3+1) UG Programme under NEP 2020

SCHEME OF COURSES

SEMESTER- V

CourseCode		Course Title	L	T	P	Total Credits	Total Marks
BBA-501	Core	Cost Accounting	4	-	-	4	100
BBA-502	Core	Company Law	4	-	-	4	100
BBA-503	SEC	Excel for Managers	4	-	-	4	100
		Any one group from the following:					
		Group A: Marketing					
BBA-504	DSE	Services Marketing	4	-	-	4	100
BBA-505	DSE	Marketing Research	4	-	-	4	100
		Group B: Finance					
BBA-506	DSE	Management of Insurance Services	4	-	-	4	100
BBA-507	DSE	Indian Financial System	4	-	-	4	100
		Group C: HR					
BBA508	DSE	Counseling & Negotiation Skills for Managers	4	-	-	4	100
BBA-509	DSE	Industrial Psychology	4	-	-	4	100
		Internship report evaluation and Viva	-	-	4	4	100
Total Credits			20		4	24	600



BBA
Se
Sch

B.B.A./B.B.A.(H)
(3+1) UG Programme under NEP 2020

SCHEME OF COURSES

SEMESTER VI

CourseCode		Course Title	L	T	P	Total Credits	Total Marks
BBA-601	Core	Income Tax	4	-	-	4	100
BBA-602	Core	Fundamentals of Capital Markets	4	-	-	4	100
BBA-603	SEC	Fundamentals of AI Tools	4	-	-	4	100
		Any one group from the following:					
		Group A: Marketing					
BBA-604	DSE	Consumer Behavior	4	-	-	4	100
BBA-605	DSE	Advertising & Sales Management	4	-	-	4	100
		Group B: Finance					
BBA-606	DSE	Management of Banking Operations	4	-	-	4	100
BBA-607	DSE	Insurance & Risk Management	4	-	-	4	100
		Group C: HR					
BBA-608	DSE	Industrial Relations & Labour Legislations	4	-	-	4	100
BBA-609	DSE	Cross Cultural and Global Management	4	-	-	4	100
Total Credits			20			20	500



[Handwritten signatures]

Prog
out

Programme Outcomes - BBA/BBA(H)

(3+1 Programme under NEP 2020)

PO1: Management Knowledge

Graduate will demonstrate foundational and advanced knowledge of core business disciplines: Management, Finance, Marketing, HR, Operations, Strategy, Economics, Law and apply them to solve organizational problems.

PO2: Problem Analysis & Decision Making

Develop ability to identify, formulate and analyze complex business problems using principles of management, statistics and research methodology to reach substantiated conclusions.

PO3: Business Communication

Communicate effectively in written, oral and digital formats with stakeholders - prepare reports, proposals, and presentations and negotiate in cross-cultural business environments.

PO4: Leadership & Teamwork

Function effectively as an individual and as a leader or member in diverse teams and multidisciplinary settings to achieve organizational goals.

PO5: Critical Thinking & Innovation

Apply critical thinking and design thinking to generate innovative solutions for business challenges and develop entrepreneurial mindset for venture creation.

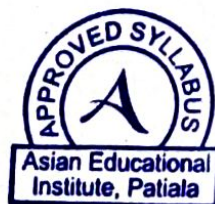
PO6: Employability & Skill Development

Acquire industry-relevant functional skills in chosen specialization: Marketing, Finance, HR for immediate employability in corporate sector.

PO7: Digital & Analytical Skills

Equip students with digital & analytical competencies to enhance managerial decision making and business communication.

Pragati
Rajni



[Signature]
[Signature]

Course outcome (BBA –IST SEM)

1. English (Compulsory)

Students will improve grammar and communication skills using English Grammar in Use. They will learn paragraph writing and develop reading and analytical skills through prescribed stories and essays from Tales of Life and Prose for Young Learners. The course enhances vocabulary and proficiency for academic and professional use.

2. Basic Accounting

Students will understand basics of financial accounting, accounting concepts and process. They will learn journal, ledger, trial balance, depreciation and preparation of final accounts. The course also covers company final accounts as per Companies Act 2013 and basics of Tally.

3. Business Organisation and Management Principles

Students will understand forms of business organization and setting up a new enterprise. They will learn management functions, evolution of management thought and principles of planning, organizing, staffing, directing and controlling. The course covers social responsibility and ethics of managers

4. Managerial Economics

Students will understand role of managerial economics in decision making. They will study demand, supply, elasticity, consumer behaviour and theory of production and cost. The course covers pricing under different market structures and profit management techniques.

5. Computer Applications for Business

Students will understand computer fundamentals, memory, software and operating systems. They will gain practical skills in MS-Word, MS-Excel and MS-PowerPoint for business communication and data management.

6. Seminar on Business Ethics and Values

Students will understand importance of ethics in business and social responsibility. They will study ethical issues in functional areas and broader issues like corruption and discrimination. The course focuses on impact of IT and government policies on ethics and resolving ethical dilemmas.



Handwritten signatures and initials in blue ink.

BBA English

Syllabus

**B.B.A./B.B.A.(H)
SEMESTER-I
BBA-101 ENGLISH (COMPULSORY)**

Time: 3 Hours

Credits: 2-0

**Internal Evaluation :15
External Evaluation :35**

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one marks each.

Texts Prescribed:-

- Tales of Life (Punjabi University, Patiala) Stories at Sr. No. 1, 2, 3, 5 and 6
- Prose for Young Learners (Punjabi University, Patiala) Essays at Sr. No. 1, 2, 3, 5 and 6
- English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

The syllabus is divided in four sections as mentioned below:

Unit-I

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Sections: 1-37)

Paragraph Writing and English Grammar in Use (Sections: 38-48)

Unit-II

Tales of Life (Punjabi University, Patiala): Stories at Sr. No. 1, 2, 3, 5 and 6

Prose for Young Learners: Essays at Sr. No. 1, 2, 3, 5 and 6



Handwritten signatures and initials:
h/m
E
Kapoor
D. Singh

Asian Educational Institute
(An Autonomous College)

ਪੇਪਰ - ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

PAPER: PUNJABI COMPULSORY

ਬੀ.ਬੀ.ਏ. ਡਾਗ-ਪਹਿਲਾ, ਸਮੇਸਟਰ ਪਹਿਲਾ

ਵਿਸ਼ਾ ਕੋਡ

ACADEMIC SESSION 2026-27, 2027-28

ਕੁਲ ਅੰਕ: 100
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ: 30
ਬਾਹਰੀ ਪ੍ਰੀਖਿਆ: 70 ਅੰਕ
ਸਮਾਂ: 3 ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ: 35%
ਅੰਕ ਅਧਿਆਪਨ: 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ
ਕੁੱਲ: 04 ਕ੍ਰੈਡਿਟ

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ - ਓ

ਭਾਗ - ਓ 1 ਬੋਰਡ ਦੇ ਖੇਤਰਾਂ ਵਿੱਚ ਸਰੋਤ ਦਿੱਤੇ (ਨਾਵਲਿਟ) - ਪ੍ਰਗਟ ਸਿੰਘ ਸਿੱਧੂ

12+12=ਅੰਕ

ਭਾਗ - ਅ

ਭਾਗ - ਅ 1. ਨਿਬੰਧ ਰਚਨਾ: ਮਨੁੱਖੀ ਜੀਵਨ ਵਿੱਚ ਕੰਪਿਊਟਰ, ਤਕਨਾਲੋਜੀ, ਵਪਾਰ, ਪ੍ਰਬੰਧਨ ਦੇ ਮਹੱਤਵ ਅਤੇ ਭੂਮਿਕਾ ਬਾਰੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

12 ਅੰਕ

ਭਾਗ ਅ 2 ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਅਤੇ ਅਨੁਵਾਦ:

ਓ) ਪ੍ਰਬੰਧ ਨਾਲ ਸਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (ਲਗਭਗ 100 ਸ਼ਬਦ): ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿੱਚ ਵਰਤੋਂ।

06 ਅੰਕ

ਅ) ਵਪਾਰ-ਪ੍ਰਬੰਧਨ ਨਾਲ ਸਬੰਧਿਤ ਕਿਸੇ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿੱਚ ਅਨੁਵਾਦ

06 ਅੰਕ

ਭਾਗ - ਏ

ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ਓ ਅਤੇ ਭਾਗ ਅ ਦੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ 11 ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

11x2 = 22 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ਓ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਏ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ। 12 ਅੰਕ
2. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ਓ ਵਿੱਚ ਨਾਵਲਿਟ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ/ਕਥਾਨਕ ਅਤੇ ਪਾਠਕ ਦੇ ਪ੍ਰਭਾਵਾਂ ਬਾਰੇ ਵਿਸਤ੍ਰਿਤ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ
3. ਭਾਗ ਓ ਵਿੱਚੋਂ ਨਾਵਲਿਟ ਦੇ ਪਾਠਕਾਂ ਦੀ ਜਾਣ-ਪਛਾਣ ਕਰਵਾਉਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਚਾਰ ਵਿੱਚੋਂ ਦੋ) 2x6 = 12 ਅੰਕ
4. ਭਾਗ ਅ- (i) ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12
ਭਾਗ ਅ-2 ਦੇ ਉਪ-ਭਾਗ (i) ਵਿੱਚ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ 6 ਦਾ ਪੰਜਾਬੀ ਵਿੱਚ ਅਨੁਵਾਦ ਕਰਕੇ ਵਾਕਾਂ ਵਿੱਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
ਭਾਗ ਅ-2 ਦੇ ਉਪ-ਭਾਗ (ii) ਵਿੱਚ ਵਪਾਰ-ਵਪਾਰ ਤੇ ਵਪਾਰ ਪ੍ਰਬੰਧ ਨਾਲ ਸਬੰਧਿਤ ਇੱਕ ਪੈਰ੍ਹੇ ਦੇ ਕੇ ਉਸ ਦਾ ਅੰਗਰੇਜ਼ੀ ਵਿੱਚ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
5. ਭਾਗ-ਏ ਭਾਗ ਓ ਅਤੇ ਅ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 11 (ਨਾਵਲ ਵਿੱਚੋਂ 6 ਤੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਿੱਚੋਂ 5) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਭਿੰਨਾਦਾਰੀ ਸਭ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। 11x2 = 22
ਨੋਟ: ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿੱਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ

Capra



[Signature]

ਸਬੰਧਿਤ ਅਖਬਾਰੀ ਲੇਖਾਂ, ਮਿਡਲਾਂ ਅਤੇ ਬਲੋਗ-ਬਚਨਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕਰੀਪ ਬੁੱਕ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ।

ਉਸ ਦੇ ਅਧਾਰ 'ਤੇ ਅਸਾਈਨਮੈਂਟ ਦੇ ਅੰਕ ਲਗਾਏ ਜਾਣਗੇ। ਮੌਲਿਕ ਲੇਖਣੀ ਨੂੰ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇ।

ਵਣਜ ਵਪਾਰ ਅਤੇ ਪ੍ਰਬੰਧ ਨਾਲ ਸਬੰਧਿਤ ਤਕਨੀਕੀ/ਸੰਕਲਪੀ ਸ਼ਬਦਾਵਲੀ

1. Abandonment	ਤੱਜਣ	29. Bill of exchange	ਐਕਸਚੇਂਜ ਦਾ ਬਿੱਲ
2. Absorption Costing	ਸਮਾਈ ਲਾਗਤ	30. Bonus shares	ਬੋਨਸ ਸ਼ੇਅਰ
3. Absorption Pricing	ਸਮਾਈ ਕੀਮਤ	31. Book-keeper	ਮੁਨੀਮ
4. Accountability	ਜਵਾਬਦੇਹੀ	32. Brand Name	ਮਾਅਰਕਾ
5. Accounting Concepts	ਲੇਖਾ ਧਾਰਣਾਵਾਂ	33. Breach of Contract	ਇਕਰਾਰਨਾਮੇ ਦੀ ਉਲੰਘਣਾ
6. Accounting Cycle	ਲੇਖਾ-ਚੱਕਰ	34. Brochure	ਸੂਚਨਾ ਪੁਸਤਕ
7. Accounting Equation	ਲੇਖਾ ਸਮੀਕਰਨ	35. Broker	ਦਲਾਲ
8. Accounting Period	ਲੇਖਾ ਮਿਆਦ	36. Brokerage	ਦਲਾਲੀ
9. Accounting Standards Board	ਲੇਖਾਕਾਰੀ ਮਿਆਰ ਬੋਰਡ	37. Budget	ਬਜਟ
10. Accrued Income	ਕਮਾਈ ਆਮਦਨ	38. Budgetary Control	ਬਜਟ ਨਿਯੰਤਰਣ
11. Accumulation	ਸੰਚਨ ਸੰਗ੍ਰਹਿਣ	39. Bull Market	ਸਰਾਟਾ ਬਜ਼ਾਰ
12. Acquire	ਅਰਜਿਤ ਕਰਨਾ	40. Bureaucracy	ਨੈਕਰਸਾਰੀ
13. Administration	ਪ੍ਰਸ਼ਾਸਨ	41. Bursar	ਭੰਡਾਰੀ, ਖਜ਼ਾਨਚੀ
14. Agent or trustee	ਏਜੰਟ ਜਾਂ ਟ੍ਰਸਟੀ	42. Business Analyst	ਵਪਾਰ ਵਿਸ਼ਲੇਸ਼ਣ
15. Agricultural Income	ਜ਼ਰਾਇਤੀ ਆਮਦਨ	43. Business Entity	ਵਪਾਰ ਇਕਾਈ
16. Agricultural Loans	ਜ਼ਰਾਇਤੀ ਕਰਜ਼ਾ	44. Business Environment	ਵਪਾਰ ਵਾਤਾਵਰਨ
17. Annual Report	ਸਾਲਾਨਾ ਰਿਪੋਰਟ	45. Business Intelligence	ਵਪਾਰਕ ਬੁੱਧੀ
18. Appropriation	ਨਿਮਿਤਤ	46. Business Plan	ਵਪਾਰ ਯੋਜਨਾ
19. Articles of association	ਸਭਾ ਤੇ ਅਨੁਭੇਦ	47. Business process redesign	ਵਪਾਰ ਪ੍ਰਕਿਰਿਆ, ਪੁਨਰ ਵਿਉਂਤਕਾਰੀ
20. Audit	ਆਡਿਟ, ਲੇਖਾ ਪਰੀਖਿਆ	48. Business Process Reengineering	ਵਪਾਰ ਪ੍ਰਕਿਰਿਆ ਪੁਨਰ-ਘਾਤਤ
21. Authorized Capital	ਅਧਿਕਾਰਤ ਪੂੰਜੀ	49. Business risk	ਵਪਾਰ ਦਾ ਜੋਖਿਮ
22. Authorized Issuable capital	ਅਧਿਕਾਰਤ ਜਾਰੀ ਕਰਨ ਯੋਗ ਪੂੰਜੀ	50. Business unit	ਵਪਾਰਕ ਇਕਾਈ
23. Balance sheet	ਬਕਾਇਆ ਸੂਚੀ	51. Business Valuation	ਵਪਾਰਕ ਮੁਲਾਂਕਣ
24. Banking	ਬੈਂਕਿੰਗ	52. Business	ਕਾਰੋਬਾਰ
25. Bankruptcy	ਇਕਾਲੀਆਪਤ	53. By Operation of law	ਕਾਨੂੰਨੀ ਅਮਲ ਰਾਹੀਂ
26. Bargain	ਸੌਢਕਾਰੀ	54. Capital Expenditure	ਪੂੰਜੀ ਖਰਚ
27. Beneficiary	ਲਾਭਪਾਤਰੀ	55. Capital gains	ਪੂੰਜੀਗਤ ਲਾਭ
28. Case study method	ਕੇਸ ਅਧਿਐਨ ਵਿਧੀ	56. Capital Market	ਪੂੰਜੀ ਬਾਜ਼ਾਰ
		91. Delegation	ਵਹਦ, ਸਪੁਰਦਗੀ

[Signature]



[Signature]

[Signature]

58.	Cash Balance	ਨਕਦ ਬਕਾਇਆ	90.	Deficit	ਘਾਟਾ
59.	Cash Management	ਨਕਦੀ ਪ੍ਰਬੰਧਨ	91.	Delegation	ਵਟੋ, ਸਪੁਰਦਗੀ
50.	Cess	ਉਪਕਰ	92.	Deposit Insurance	ਜਮ੍ਹਾਂ ਰਾਸ਼ੀ ਬੀਮਾ
51.	Cessation	ਬੰਦ ਹੋਣਾ	93.	Depreciation	ਗਿਰਾਵਟ
52.	Charge of Obligation	ਜ਼ਿੰਮਾ ਜਾਂ ਕਾਰਜਭਾਰ	94.	Devaluation	ਅਵਮੂਲਣ, ਮੁੱਲ-ਘਟਾਈ
53.	Charger holder	ਕਾਰਜਭਾਰ ਧਾਰਕ	95.	Direct Cost	ਸਿੱਧੀ ਲਾਗਤ
54.	Claim	ਦਾਅਵਾ	96.	Direct Labour	ਸਿੱਧੀ ਕਿਰਤ
55.	Commercial Paper	ਵਪਾਰਕ ਕਾਗਜ਼	97.	Direct Material	ਸਿੱਧੀ ਸਮੱਗਰੀ
56.	Company	ਕੰਪਨੀ	98.	Discount	ਛੋਟ
57.	Compensation	ਮੁਆਵਜ਼ਾ	99.	Dividend Per Share	ਪ੍ਰਤਿ ਸ਼ੇਅਰ ਲਾਭਅੰਸ਼
58.	Competent	ਸਮਰੱਥ	100.	Drawee	ਚੈੱਕ ਜਾਂ ਡਰਾਫਟ ਦਾ ਦੇਣਦਾਰ
59.	Compound annual growth rate compute	ਮਿਸ਼ਰਤ ਸਾਲਾਨਾ ਵਿਕਾਸ ਦਰ	101.	Earning Capacity	ਕਮਾਊ ਸਮਰੱਥਾ
60.		ਗਿਣਤੀ ਮਿਣਤੀ	102.	Earnings Before Interest and tax	ਵਿਆਜ ਤੇ ਟੈਕਸ ਅਦਾਇਗੀ ਤੋਂ ਪੂਰਵ ਕਮਾਈ
61.	Consignment	ਖੋਪ	103.	Embezzlement	ਗਬਨ
62.	Consolidation/Merger	ਚੱਕਬੰਦੀ/ਏਕੀਕਰਨ	104.	Endorsement	ਸਮਰਥਨ, ਤਸਦੀਕ
63.	Consortium	ਕਨਸੋਰਟੀਅਮ			
64.	Consumer	ਖਪਤਕਾਰ			
65.	Convertible Debenture	ਤਬਾਦਲਾ ਯੋਗ ਡਿਬੰਚਰ			
66.	Copyright	ਕਾਪੀ ਰਾਈਟ			
67.	Corporate Tax	ਨਿਗਮ ਪ੍ਰਸ਼ਾਸਨ			
68.	Cost Accounting	ਨਿਗਮ ਕਰ, ਕਾਰਪੋਰੇਟ ਕਰ			
69.	Cost of Capital	ਲਾਗਤ ਲੇਖਾ			
70.	Credit Policy	ਪ੍ਰਤੀ ਦੀ ਲਾਗਤ			
71.	Debit Policy	ਉਪਾਰ-ਨੀਤੀ			
72.	Creditor	ਲੇਣਦਾਰ/ਉਪਾਰਦਾਤਾ			
73.	Current Account	ਚਾਲੂ ਖਾਤਾ			
74.	Cyber Crime	ਸਾਈਬਰ ਅਪਰਾਧ			
75.	Debit Financing	ਕਰਜ਼ਾ ਖਿੱਤ			
76.	Debit Market	ਕਰਜ਼ਾ ਬਾਜ਼ਾਰ			
77.	Debtor	ਕਰਜ਼ਾਦਾਰ/ਕਰਜ਼ਾਈ			
78.	Decision Making	ਨਿਰਣਾਕਾਰੀ			
79.	Default Risk	ਮੂਲ ਜੋਖਿਮ			

Lapre



ਕਿ *Dr. Singh*

B.B.A./B.B.A.(H)
SEMESTER-I
BBA-103 BASIC ACCOUNTING

Time: 3 Hours

Credits 4-0-0

Internal Evaluation :30
External Evaluation :70

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting.

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India.

Recording of Transactions: Accounting Process/Cycle, Journal, Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.

Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

UNIT-II

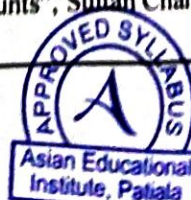
Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerized Accounting: Computers and its application in accounting. Accounting Software package (Tally)

Suggested Readings: -

- Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
- Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.
- Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R., "Introduction to Financial Accounting", Prentice Hall, New Delhi.
- Ramachandran, N and Kakani, Ram, "Financial Accounting for Management", Tata McGraw-Hill, New Delhi.
- Shukla, M.C., Grewal T.S. and Gupta, S.C., "Advance Accounts", Sultan Chand & Sons, New Delhi.



B.B.A./B.B.A.(H)

SEMESTER-I

BBA-104 BUSINESS ORGANISATION AND MANAGEMENT PRINCIPLES

Credits 4-0-0

Time: 3 Hours

Total Marks 100

Internal Evaluation: 30

External Evaluation: 70

Instructions for Paper Setter:

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit-II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section-C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system
Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Section.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new Section, Problems in starting a new business.

UNIT-II

Introduction: Concept of Management, Management: Art and Science, Levels of Management, Functions of management, Evolution of Management thought: Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Social responsibility of managers, Managerial Ethics and Social responsibility.

Planning and Organizing: Concept of planning, Significance of planning, Process of planning, Barriers to effective planning.

Decision Making and Organising: Strategies of decision making, Steps in rational decision-making process, Factors influencing decision making process, Organising, Principles of organising, Types of organisational structure, Span of control, Centralisation vs. Decentralisation of authority,

Staffing, Directing and Control: Staffing: Concept and Objective of staffing, Manpower planning, Directing: Concept, Techniques of directing, Control: Meaning and Process, Relationship between planning and control.

Suggested Readings:

1. Kaul, Vijay Kumar "Business Organization and Management: Text and Cases", Pearson Education, New Delhi.
2. Singla, R.K., "Business Organization and Management", V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, "Organization Theory and Design", Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., "Business Environment" Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, "Business & Society: Ethics, Sustainability and Stakeholder Management", Cengage Learning, New Delhi.
6. Harold Koontz, Heinz Weihrich, Mark V. Cannice (2020), Essentials of Management - An International, Innovation and Leadership Perspective, 11th Edition, McGraw Hill Education.



B.B.A./B.B.A.(H)

**SEMESTER-I
BBA-105 MANAGERIAL ECONOMICS**

Credits 4-0-0

Internal Evaluation :30

External Evaluation :70

Time: 3 Hours

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Nature and scope of Managerial Economics, Role of Managerial Economics in Decision Making. Fundamentals concepts : Opportunity Cost, Discounting and Time Value of Money, Equilibrium, Marginalism, Equimarginalism, Incremental, Concepts, Economic Optimisation. Demand & Supply Analysis : Demand Classification, Elasticity of Demand and Supply, Demand Estimation and Forecasting Elasticity in Decision Making. Meaning of demand and its types, Law of demand. Price elasticity of demand its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility law of equi-marginal utility. **Indifference Curve Approach:** Consumer equilibrium; Income, Price and Substitution effect Revealed Preference Approach. **Theory of Supply:** Concept and law of supply, factors affecting supply.

UNIT-II

Theory of Production: Law of variable proportion: total, average and marginal physical production, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost. Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue. Relationship between Average and Marginal Revenue and Price elasticity of demand.

Pricing Under Various Market Conditions: Profit Management: Profit Maximisation, Sales Maximisation, Alternative objective of firms, Breakeven Analysis and its Managerial Uses. Market Structure Analysis Perfect Competition - Equilibrium of Firm Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

Suggested Readings:

- Koutsoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.
- Dwivedi, D.N., "Microeconomics: Theory and Applications", Pearson Education, Delhi.
- Gravelle H., and Rees, R., "Microeconomics", Pearson Education, New Delhi.
- Ahuja, H.L., "Advanced Economic theory; Microeconomic Analysis", S. Chand & Company Ltd. New Delhi.
- Mithani, D.M., "Managerial Economics", Himalaya Publishing House, New Delhi.



B.B.A./B.B.A.(H)

SEMESTER-I

BBA-106 COMPUTER APPLICATIONS FOR BUSINESS

Time: 3 Hours

Credits: 2-0-0

Internal Evaluation:15

External Evaluation:35

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one mark each.

Unit –I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.

Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.

Unit –II

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Suggested Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hill, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hal India, New Delhi.
4. Srivastava, S.S., "MS-Office" Firewall Media, New Delhi.

Note: The latest editions of the books should be followed.



[Handwritten signatures and initials in blue ink]

B.B.A./B.B.A.(H)
SEMESTER-I
BBA-107 SEMINAR ON BUSINESS ETHICS AND VALUE

Credits: 2-0-0

Time: 3 Hours

Internal Evaluation :15
External Evaluation :35

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one mark each.

UNIT-I

Introduction: Ethics and Values and their Importance in Business: Ethical Issues in Capitalism and Market System; Ethical and Social Systems.
Issues in BEV: The Social Responsibility of Business, Ethical Conflicts, Whistle Blowing. Ethics and Organizations
Ethics in Functional Areas: Ethics in Human Resource Management and Organizational Culture; Ethics in Marketing, Ethics in Finance, Ethical Codes and Incentives in Corporate Sector.

UNIT-II

Social Ethical Issues: Broader Ethical Issues in Society- Corruption, Ecological Concerns, Discrimination on the Basis of Gender, Caste or Race.
Updation of Ethical Issues: Ethics and Information Technology, Impact of Govt. Policies and Laws on Ethics, Resolving Ethical Dilemmas.

Suggested Readings:

1. Business Ethics: Ethical Decision Making and Cases – O. C. Ferrell
2. Business Ethics: Concepts and Cases – Manuel G. Velasquez
3. Business Ethics and Corporate Governance – A. C. Fernando
4. Corporate Governance and Business Ethics – N. Balasubramanian
5. Ethics in Management and Indian Ethos – Biswanath Ghosh
6. The Tata Group: From Torchbearers to Trailblazers – Shashank Shah
7. National Guidelines on Responsible Business Conduct-Ministry of Corporate Affairs

Note: The latest editions of the books should be followed.

[Handwritten Signature]



[Handwritten Signature]

[Handwritten Signature]

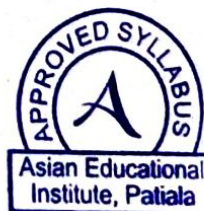
BB

B.B.A./B.B.A.(H)
(3+1) UG Programme under NEP 2020

SCHEME OF COURSES

SEMESTER-II

Course Code		Course Title	L	T	P	Total Credits	Total Marks
BBA-201	AEC	English (Compulsory)	2	-	-	2	50
BBA-202	Punjabi	Punjabi/Mudla Gyan	4	-	-	4	100
BBA-203	Core	Organisational Behaviour	4	-	-	4	100
BBA-204	Core	Entrepreneurship & Small Business	4	-	-	4	100
BBA-205	Core	Business Environment	4	-	-	4	100
BBA-206	SEC	Workshop on Business Communication	2	-	-	2	50
BBA-207	MDE	Seminar on Media Literacy	2	-	-	2	50
	VAC	***Drug Abuse: Problem, Management and Prevention (Compulsory)	2	-	-	2	50
	Compulsory	Entrepreneurship Mindset-II	-	-	2	2	100
Total Credits			24	-	2	26	700



Handwritten signature: Gm / Ra / Babre

Course outcome (BBA –IIInd SEM)

1. English (Compulsory)

This course focuses on using advanced grammar and vocabulary to write business reports, proposals and analytical essays. You will learn to interpret case studies and editorials for meaning and tone. It also builds oral skills through group discussions, debates, and presentations, along with listening and note-taking skills for meetings and corporate settings.

2. Organizational Behavior

You will study fundamental OB concepts like personality, perception, learning and attitudes at work. The subject covers group dynamics, team building, leadership and conflict management. It includes applying motivation theories of Maslow, Herzberg and McGregor, and understanding organizational culture, change management and stress management.

3. Entrepreneurship & Small Business

This subject explains the role of entrepreneurship in economic growth and traits of entrepreneurs. You'll learn to identify business opportunities, conduct feasibility studies and prepare project reports. It also include role of government in Entrepreneurship development programme.

4. Business Environment

Here you will understand internal and external factors affecting business: economic, social, political and legal. The course analyses impact of LPG reforms, fiscal and monetary policy on Indian business. You'll also study the economic planning in India and current budget Analysis.

5. Workshop on Business Communication

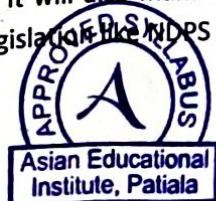
This is a practical workshop to develop verbal and non-verbal communication skills. The focus is on improving skills for interviews, meetings and negotiations to prepare you for corporate communication.

6. Seminar on Media Literacy

By the end of this seminar, you will understand the core principles of media literacy and how media shapes public opinion and behavior in the Indian context. You'll learn to critically analyze print, broadcast, digital and social media content using semiotics and identify bias, fake news, and propaganda. The course also covers media production, ownership patterns, audience behavior, and ethical + regulatory aspects including digital citizenship, cyber bullying, and copyright.

7. DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

After studying this paper, students will understand the meaning, nature and extent of drug abuse in India with special reference to Punjab. They will be able to analyse the consequences of drug abuse on individual, family, society and nation including effects on education, employment, violence and crime. It will also make them aware of preventive measures through role of family, school, media and legislation like NDPS Act to control drug abuse and spread awareness in society.



[Handwritten signatures]

Syllabus of BBA-201

B.B.A./B.B.A.(H)

**SEMESTER-II
BBA-201/ENGLISH (COMPULSORY)**

Credits: 2-0-0

Time: 3 Hours

**Internal Evaluation :15
External Evaluation :35**

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section - A and Section - B will be based on Unit - I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section - C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of marks each.

Texts Prescribed:

1. Tales of Life (Punjabi University, Patiala) Stories at Sr. No. 7, 9, 10, 11, 12
 2. Prose for Young Learners (Punjabi University, Patiala) Essays at Sr. No. 7, 8, 9, 10, 11
 3. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP (Sections: 49-97)
- The syllabus is divided in four sections as mentioned below.

UNIT-I

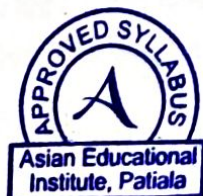
English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Sections: 49-81)

Personal letter Writing and English Grammar in Use (Sections: 82-97)

UNIT-II

Tales of Life(Punjabi University, Patiala) 7, 9, 10, 11, 12

Prose for Young Learners: Essays at Sr. No. 7, 8, 9, 10 and 11 20



Handwritten signatures:
Murphy
Bapat
Dhargu

Asian Educational Institute
(An Autonomous College)

ਪੰਪਰ - ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

PAPER: PUNJABI COMPULSORY

ਬੀ.ਬੀ.ਏ. ਭਾਗ- ਪਹਿਲਾ, ਸਮੇਸਟਰ ਦੂਜਾ

ਵਿਸ਼ਾ ਕੋਡ

ACADEMIC SESSION 2026-27, 2027-28

ਕੁਲ ਅੰਕ 100
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ 30
ਬਾਹਰੀ ਪ੍ਰੀਖਿਆ 70 ਅੰਕ
ਸਮਾਂ: 3 ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ 35%
ਅੰਕ ਅਧਿਆਪਨ 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ
ਕੁੱਲ 04 ਕ੍ਰੈਡਿਟ

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ - ਓ

ਭਾਗ - ਓ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ, ਸੰਪਾ. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਡਾ. ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ (ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ) 12+12=ਅੰਕ

ਭਾਗ - ਅ

12 ਅੰਕ

ਭਾਗ -ਅ 1. ਵਣਜ ਵਪਾਰ ਅਤੇ ਪ੍ਰਬੰਧ ਬਾਰੇ ਪੱਤਰ/ਈਮੇਲ ਲੇਖਣੀ

ਭਾਗ ਅ 2 ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਗਿਆਨ ਅਤੇ ਭਾਸ਼ਾ:

ਉ) ਪ੍ਰਬੰਧ ਨਾਲ ਸਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (100 ਸ਼ਬਦ): ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ।

06 ਅੰਕ

ਅ) ਗਿਆਨ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਦੂਜੀਆਂ ਭਾਸ਼ਾਵਾਂ ਦੀ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਿੱਚੋਂ ਸ਼ਬਦ-ਉਪਾਰ ਦੇ ਤਰੀਕੇ: ਤਤਸਮ ਅਤੇ ਤਦਫਵੀਕਰਨ, ਤਤਸਮ ਸ਼ਬਦ-ਉਪਾਰ ਅਤੇ ਸ਼ਬਦਜੋੜਾਂ ਦਾ ਟਕਸਾਲੀਕਰਨ

06 ਅੰਕ

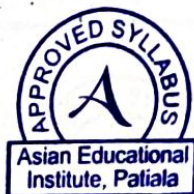
ਭਾਗ - ਬ

ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ਓ ਅਤੇ ਭਾਗ ਅ ਵਿੱਚੋਂ 11 ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

11x2 = 22

(1) ਅੰਕ ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ਓ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਓ, ਅ ਅਤੇ ਬ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।
2. ਭਾਗ ਓ ਵਿੱਚੋਂ (I) ਕਿਸੇ ਇੱਕ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ ਜਾਂ ਚਰਚਾ ਬਾਰੇ ਪਾਠਕੀ ਪ੍ਰਭਾਵ ਬਾਰੇ ਪ੍ਰਸ਼ਨ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ
(II) ਨਿਬੰਧਾਂ ਵਿਚਲੇ ਵਿਚਾਰਾਂ ਸਬੰਧੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ। (ਚਾਰ ਵਿੱਚੋਂ ਦੋ) 2x6 = 12 ਅੰਕ
3. ਭਾਗ ਅ-1 ਪੇਸ਼ਾ ਚਰਚਾ/ਸੰਖੇਪ ਅਖਬਾਰੀ ਲੇਖ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨਾਂ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ
ਭਾਗ ਅ-2 (I) ਵਿੱਚ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਦੇ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਦੀ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06 ਅੰਕ
4. ਭਾਗ ਅ-2 (II) ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛ ਕੇ ਉਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਭਿੰਨਾਦਰਸ਼ੀ ਨੂੰ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06 ਅੰਕ
5. ਭਾਗ-ਬ ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਅਤੇ ਭਾਗ ਅ 2 ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 11 (ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਵਿੱਚੋਂ 6 ਅਤੇ ਕੰਪਿਊਟਰ ਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿੱਚੋਂ 5) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਭਿੰਨਾਦਰਸ਼ੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ। 11x2=22



Signature

ਨੋਟ: ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ ਸਬੰਧਿਤ ਅਖਬਾਰੀ ਲੇਖਾਂ, ਮਿਡਲਾਂ ਅਤੇ ਬਲੋਗ-ਚਰਚਾਵਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕਰੀਪ ਬੁੱਕ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ।
ਉਸ ਦੇ ਅਧਾਰ 'ਤੇ ਅਸਾਈਨਮੈਂਟ ਦੇ ਅੰਕ ਲਗਾਏ ਜਾਣਗੇ। ਮੌਲਿਕ ਲੇਖਣੀ ਨੂੰ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇ।

ਵਪਾਰ ਪ੍ਰਬੰਧ ਨਾਲ ਸਬੰਧਿਤ ਡਕਟਰੀ/ਸੰਕਲਪੀ ਸ਼ਬਦਾਵਲੀ

1.	Entrepreneur	ਉੱਦਮੀ	31.	Job Analysis	ਕਾਰਜ ਵਿਸ਼ਲੇਸ਼ਣ
2.	Face Value	ਅੰਕਿਤ ਮੁੱਲ	32.	Job Rotation	ਕਾਰਜ ਅਦਲਾ-ਬਦਲੀ
3.	FDI (Foreign Direct Investment)	ਸਿੱਧਾ ਵਿਦੇਸ਼ੀ ਨਿਵੇਸ਼	33.	Joint Venture	ਸਾਂਝਾ ਉੱਦਮ
4.	Financial Accounting	ਵਿੱਤੀ ਲੇਖਾ	34.	Just-in-Time (JIT)	ਮੇਜ਼ਾਂ ਸਮਾਂ ਸੀਮਾਂ ਵਿੱਚ
5.	Financial Analysis	ਵਿੱਤੀ ਵਿਸ਼ਲੇਸ਼ਣ	35.	Knowledge Management (KM)	ਗਿਆਨ ਪ੍ਰਬੰਧਨ
6.	Financial Leverage	ਵਿੱਤੀ ਪੂੰਜੀ ਵਰਤੋਂ	36.	Lag Time	ਪਿਛੜੇਵਾਂ ਸਮਾਂ
7.	Financial Market	ਵਿੱਤ ਬਾਜ਼ਾਰ	37.	Leadership Styles	ਅਗਵਾਈ ਸ਼ੈਲੀਆਂ
8.	Fixed Costs	ਸਥਿਰ ਖਰਚੇ	38.	Lead-Time	ਸ਼ੁਰੂ ਤੋਂ ਖਤਮ ਹੋਣ ਦਰਮਿਆਨ ਦਾ ਸਮਾਂ
9.	Free Trade Zone (FTZ)	ਮੁਕਤ ਵਪਾਰ ਜ਼ੋਨ	39.	Ledger	ਲੈਜਰ, ਵਹੀ ਖਾਤਾ
10.	Freight	ਭਾਰਤ	40.	Legal Entity	ਕਾਨੂੰਨੀ ਹੋਂਦ
11.	Friendly Takeover	ਦੋਸਤਾਨਾ ਅਧਿਗ੍ਰਿਹਣ	41.	Lessee	ਪਟੇਦਾਰ
12.	Full Disclosure	ਮੁਕੰਮਲ ਖੁਲਾਸਾ	42.	Lesser	ਪਟਾਦਾਰ, ਪਟੇ 'ਤੇ ਦੇਣ ਵਾਲਾ
13.	Goodwill	ਵਪਾਰ ਦੀ ਸਾਖ	43.	Letter of Credit (LOC)	ਉਪਾਰ-ਪੱਤਰ
14.	Government Securities	ਸਰਕਾਰੀ ਪ੍ਰਤੀਬੂਤੀਆਂ	44.	Leverage	ਉਪਾਰ-ਪੂੰਜੀ ਵਰਤੋਂ
15.	Gross Domestic Product	ਭੁਲ ਘਰੇਲੂ ਉਤਪਾਦ	45.	Liability	ਦੇਣਦਾਰੀ
16.	Gross Sales	ਭੁੱਲ ਵਿੱਕਰੀ	46.	Loan Covenant	ਕਰਜ਼ ਇਕਰਾਰਨਾਮਾ
17.	Hire purchase	ਕਿਰਾਏ 'ਤੇ ਲੈਣਾ	47.	Lump-sum	ਉੱਕਾ ਪੁੱਕਾ
18.	Human Resource Management (HRM)	ਮਨੁੱਖੀ ਸਰੋਤ ਪ੍ਰਬੰਧਨ	48.	Management Accounting	ਪ੍ਰਬੰਧਨ ਲੇਖਾ
19.	Hypothecation	ਗਾਇਏ ਰੱਖਣਾ	49.	Management control system (MCS)	ਪ੍ਰਬੰਧਨ ਨਿਯੰਤਰਣ ਵਿਧੀ
20.	Indemnity	ਹਾਨੀ-ਪੂਰਤੀ	50.	Management Information system (MIS)	ਪ੍ਰਬੰਧਨ ਸੂਚਨਾ ਵਿਧੀ
21.	Indifference Curve	ਉਦਾਸੀਨ ਕਰਵ	51.	Management	ਪ੍ਰਬੰਧਨ
22.	Inflation	ਮੁੱਲ-ਵਾਧਾ	52.	Microenterprise	ਛੋਟਾ ਉੱਦਮ
23.	Initial Public Offering	ਸ਼ੁਰੂਆਤੀ ਜਨਤਕ ਪੇਸ਼ਕਸ਼	53.	Money Measurement	ਧਨ-ਮਾਪ
24.	Insider Trading	ਕੰਪਨੀ ਦੇ ਅੰਦਰੂਨੀ ਵਪਾਰ	54.	Monopoly	ਏਕਾਧਿਕਾਰ
25.	Intellectual Property Rights (IPR)	ਬੌਧਿਕ ਜਾਇਦਾਦ ਅਧਿਕਾਰ	55.	Mortgage	ਗਿਰਵੀਨਾਮਾ
26.	Interest	ਸੁਫ, ਵਿਆਜ, ਲਾਭ	56.	Multinational company	ਬਹੁ-ਰਾਸ਼ਟਰੀ ਕੰਪਨੀ



Signature

Signature

Signature

27.	Internal Rate of Return (IRR)	ਅੰਦਰੂਨੀ ਆਮਦਨ ਦਰ	57.	Mutual Fund	ਮਿਊਚੁਅਲ ਫੰਡ
28.	Intrinsic Value	ਅੰਤਰਿਨਿਹਿਤ ਮੁੱਲ	58.	Net Assets	ਸ਼ੁੱਧ ਜਾਇਦਾਦ
29.	Inventory	ਵਸਤੂ ਸੂਚੀ	59.	Net Profit	ਸ਼ੁੱਧ ਲਾਭ
30.	Irrevocable Letter of Credit	ਉਧਾਰ ਲਈ ਅਟੱਲ ਪੱਤਰ	60.	Net Purchase	ਸ਼ੁੱਧ ਖਰੀਦ
61.	Net Sales	ਸ਼ੁੱਧ ਵਿਕਰੀ	94.	Trade Credit	ਵਪਾਰਕ ਉਧਾਰ
62.	Non-Government Organisation	ਗੈਰ ਸਰਕਾਰੀ ਸੰਗਠਨ	95.	Transaction	ਲੈਣ-ਦੇਣ
63.	Obsolescence	ਅਪ੍ਰਚਲਨ	96.	Trial Balance	ਅਜਮਾਇਸ਼ ਸੰਤੁਲਨ
64.	Open Account	ਖੁੱਲ੍ਹਾ ਖਾਤਾ	97.	Unappropriated Profits	ਅਣਅਧਿਕਾਰਿਤ ਲਾਭ
65.	Open-End Fund	ਖੁੱਲ੍ਹਾ ਫੰਡ	98.	Underwriter	ਸ਼ੇਅਰ ਬੀਮਾਕਰ
66.	Operating Cycle	ਕਾਰਜਕਾਰੀ ਚੱਕਰ	99.	Value Creation	ਮੁੱਲ-ਸਿਰਜਣਾ
67.	Outstanding Shares	ਬਕਾਇਆ ਸ਼ੇਅਰ	100.	Variable Costs	ਪਰਿਵਰਤਨਸ਼ੀਲ ਖਰਚੇ
68.	Parent Company	ਮੂਲ ਕੰਪਨੀ ਜਾਂ ਪੇਰੈਂਟ ਕੰਪਨੀ	101.	Variance	ਭਿੰਨਤਾ, ਵਿਵਿਧਤਾ, ਫਰਕ
69.	Pension Plans	ਪੈਨਸ਼ਨ ਯੋਜਨਾ			
70.	Personal Management	ਕਰਮਚਾਰੀ ਪ੍ਰਬੰਧਨ			
71.	Planning	ਯੋਜਨਾਬੰਦੀ			
72.	Prepaid Expenses	ਪੂਰਵ-ਅਦਾ ਖਰਚੇ			
73.	Prime Cost	ਪ੍ਰਧਾਨ ਲਾਭਾਭ			
74.	Productivity	ਉਤਪਾਦਕਤਾ			
75.	Profit and Loss Account	ਲਾਭ-ਹਾਨੀ ਖਾਤਾ			
76.	Profitability	ਲਾਭਯੋਗਤਾ			
77.	Proprietary Theory	ਮਲਕੀਅਤ ਸਿਧਾਂਤ			
78.	Prospectus	ਪ੍ਰਸਪੈਕਟਸ, ਸੰਭਾਵਨਾਵਾਂ			
79.	Quota	ਭੇਡਾਸ਼ੁਦਾ ਹਿੱਸਾ			
80.	Quotation	ਮੁੱਲ ਹਾਵਾਲਾ			
81.	Redemption	ਰੁੱਕਵਾਹਿਦਾ, ਰੁਟਕਾਰਾ			
82.	Refinance	ਪੁਨਰ-ਵਿੱਤ			
83.	Request of Proposal (RFP)	ਪ੍ਰਸਤਾਵ ਲਈ ਬੇਨਤੀ			
84.	Revenue Expenditure	ਕਮਾਈ ਖਰਚਾ			
85.	Risk Management	ਜੋਖਿਮ ਪ੍ਰਬੰਧਨ			
86.	Sensex	ਸੈਂਸੈਕਸ			
87.	Sensitivity Index	ਸੰਵੇਦਨਸ਼ੀਲਤਾ ਅਨੁਕੂਲ			
88.	Shareholder	ਸ਼ੇਅਰ ਧਾਰਕ			
89.	Social Responsibility	ਸਮਾਜਿਕ ਜ਼ਿੰਮੇਵਾਰੀ			



Sapna

4

B.B.A./B.B.A.(H)

**SEMESTER-II
BBA-203 ORGANISATIONAL BEHAVIOUR**

**Credits 4-0-0
Time: 3 Hours
Total Marks 100**

**Internal Evaluation: 30
External Evaluation: 70**

Instructions for Paper Setter:

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit-II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section-C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Introduction: definition of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour (OB), challenges and prospects for OB. Perception – nature, importance, perceptual selectivity, stereotyping, halo effect. Learning: philosophies of learning, behavior modification. Informational Technology and Organisational Behaviour.

Attitudes: importance, components. Personality: meaning, self-concept, self-esteem, major elements of personality. Development of personality, Determinants of personality Motivation: types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, procedure of motivation

UNIT-II

Leadership: nature & importance of leadership, theories of leadership, leadership traits, Behavioural Styles in leadership, Johari Window Model Foundations of Group Behaviour: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Teams Difference between Group & Team, Creating effective team

Conflict Management; conflict process; Individual & Group Level Conflict; Organization level Conflict; Negotiations- meaning & definition; Negotiations Process; Issues in Negotiations. Stress Management: meaning and concept of Stress, Stress in Organization. Power and Politics in Organization: nature & concepts, sources & types of Power, methods of Politics, Organizational Culture: meaning & concept, cultural differences & Business Ethics. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life.

Suggested Readings:

1. Robbins Organization Behaviour, Pearson Education Asia
2. Luthans Organization Behaviour, Tata McGraw Hill
3. Newstrom Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill
4. L.M. Prasad Organisation Behaviour, Sultan Chand



[Handwritten signature]

B.B.A/ B.B.A (H)
SEMESTER-II
BBA-204 ENTREPRENEURSHIP AND SMALL BUSINESS

Credits 4-0-0
Time: 3 Hours
Total Marks 100

Internal Evaluation: 30
External Evaluation: 70

Instructions for Paper Setter:

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit-II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section-C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family

Theories of entrepreneurship; Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation. Socio-economic environment and the entrepreneur.

UNIT-II

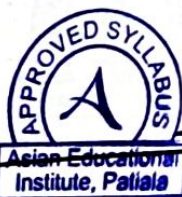
Entrepreneurial Development Programmes -Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations.

Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
2. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management".
3. Hans Schollhammer and Arthur H. Kuriloff, "Entrepreneurship and Small Business Management".
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".
5. Sharma, R.A., "Entrepreneurial Change in Indian Industries".
6. Dhar, P.N. and Lydall H. F., "The Role of Small Enterprises in Indian Economic Development".

Note: The latest editions of the books should be followed.



[Handwritten signatures]

B.B.A./B.B.A.(H)

**SEMESTER-II
BBA- 205 BUSINESS ENVIRONMENT**

**Credits 4-0-0
Time: 3 Hours
Total Marks 100**

**Internal Evaluation: 30
External Evaluation: 70**

Instructions for Paper Setter:

The question paper will be divided into three sections. Section-A and Section-B will be based on Unit-I and Unit-II of the syllabus respectively. Each of these sections will contain four questions of 12 marks each. The students will be required to attempt two questions from each of these sections. Section-C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of two marks each.

UNIT-I

Introduction: The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment. The process of environmental scanning and its importance. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries. Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India

UNIT-II

Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of Current Annual Budget. The Social responsibility of business, social audit, business ethics & corporate governance Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications. Fiscal and Monetary Policy Changes in India, Salient Features of FEMA

Suggested Readings:

1. Francis Cherunilam, "Business Environment", Himalaya Publishing House, New Delhi.
2. K Aswathappa, "Legal Environment of Business", Himalaya Publishing House, New Delhi.
3. M. Adhikary, "Economic Environment for Business", Sultan Chand & Sons, New Delhi.
4. Ruddar Dutt and KPM Sundharam, "Indian Economy", S. Chand and Company Ltd., New Delhi
5. P.K. Ghosh and G.K. Kapoor, "Business Policy and Environment", Sultan Chand and Sons, Delhi.
6. Paul Justin, "Business Environment – Text and Cases", Tata McGraw Hills Pvt. Ltd., New Delhi



[Handwritten signatures]

B.B.A./B.B.A.(H)

SEMESTER-II

BBA- 206 WORKSHOP ON BUSINESS COMMUNICATION

Time: 3 Hours

Credits: 2-0-0

Internal Evaluation: 15

External Evaluation: 35

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one mark each.

Unit 1

Introduction to Communication in Organizations: Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms.

Written Communication: Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters. •

Unit-II

Interpersonal Communication: Team communication, managing communication during online meeting, communication with virtual team, Presentation skills (Verbal and non-verbal); PowerPoint presentation skills;

Digital Communication: Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills — email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital etiquettes & responsibilities;

Suggested Readings:

1. AICTE's Prescribed — Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R. V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.



B.B.A./B.B.A.(H)

SEMESTER-II

BBA- 207 SEMINAR ON MEDIA LITERACY

Credits: 2-0-0

Time: 3 Hours

Internal Evaluation :15

External Evaluation :35

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one marks each.

Unit – 1

Foundations of Media Literacy and Critical Thinking: Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Deconstructing Media Texts: Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

Unit-II

Media Consumption and Production Dynamics: Dynamics of media production, distribution, and consumption in India; Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analyzing audience consumption patterns
Ethics, Regulation, and Digital Media Literacy: Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Suggested Readings:

1. Media Literacy – W. James Potter
2. Media and Information Literacy: Curriculum for Teachers – UNESCO
3. The Power of Media: A Critical Introduction – Nick Coul dry
4. Understanding Media: The Extensions of Man – Marshall McLuhan



B.B.A./B.B.A.(H)

SEMESTER-II

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION (COMPULSORY PAPER)

Time: 3 hours

Credits: 2-0-0

Internal Evaluation: 15

External Evaluation: 35

Instructions for the Paper Setters:-

The question paper will be divided into three sections. Section – A and Section – B will be based on Unit – I and Unit- II of the syllabus respectively. Each of these sections will contain four questions of 06 marks each. The students will be required to attempt two questions from each of these sections. Section – C will be compulsory. It will be based on entire syllabus and will contain 11 short answer type questions of one mark each.

Unit-I

Meaning of Drug Abuse:

1) Meaning, Nature and Extent of Drug Abuse in India and Punjab.

2) Consequences of Drug Abuse for:

Individual : Education, Employment, Income.

Family : Violence.

Society : Crime.

Nation : Law and Order problem.

Management of Drug Abuse:

(i) Medical Management: Medication for treatment and to reduce withdrawal effects.

(ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

(iii) Social Management: Family, Group therapy and Environmental Intervention, Rehabilitation.

Unit-II

Prevention of Drug abuse:

(i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

(ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Controlling Drug Abuse:

(i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

(ii) Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.



Signature

Suggested Readings:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) Drug epidemic among Indian Youth, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, Alcoholism. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, Key Concept in Drugs and Society. New Delhi: Sage Publications.
9. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar: GuruNanak Dev University.
11. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). Drug Abuse: Concepts, Prevention and Cessation, Cambridge University Press.
13. Verma, P.S. 2017, "Punjab's Drug Problem: Contours and Characteristics", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.



[Handwritten signature]

[Handwritten signature]