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

Course outcome (BBA –V TH SEM)

BBA-501: Cost Accounting

Students will understand concepts of cost, costing and cost accounting. They will learn cost sheet, process costing, marginal costing and BEP analysis. The course covers standard costing, variance analysis and budgetary control for managerial decisions.

BBA-502: Company Law

Students will understand types of companies and formation process. They will study MOA, AOA, prospectus and share capital. The course covers directors, meetings, resolutions and winding up of companies.

BBA-503: Excel for Managers

Students will gain proficiency in MS Excel for business decisions. They will learn advanced functions, data analysis, charts and financial functions. The course covers regression and forecasting using Data Analysis Tool Pack.

BBA-504: Service Marketing

Students will understand 7 Ps of service marketing and service profit chain. They will learn service design, blueprinting and services cape. The course covers segmentation, positioning and strategies for service quality.

BBA-505: Marketing Research

Students will understand process of marketing research and its role in decisions. They will learn sampling, data collection and attitude measurement scales. The course covers SPSS, multivariate analysis and application in product and pricing research.

BBA-506: Management of Insurance Services

Students will understand principles of insurance and types of life and general insurance. They will learn premium calculation, claim settlement and distribution channels. The course covers role of IRDA and importance of insurance in development.

BBA-507: Indian Financial System

Students will understand structure of Indian financial system and role of RBI, SEBI. They will learn about primary and secondary markets and mutual funds. The course covers capital market instruments and importance of FII and FDI.

BBA-508: Counselling and Negotiation Skills

Students will understand process and ethics of counselling in organizations. They will learn skills for handling employees and performance management. The course covers negotiation strategies, conflict resolution and role of mediation.

APPROVED SYLLABUS A Asian Educational Institute, Patiala

BBA-509: Industrial Psychology

Students will understand psychology in organizations and individual differences. They will learn about selection, training, job satisfaction and leadership. The course covers stress, work-life balance and workplace issues like diversity and discrimination.

APPROVED SYLLABUS
A
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER-V
BBA-501 COST ACCOUNTING

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:- Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of cost Accounting, Advantages and limitations of Cost Accounting, Difference between Financial and Cost Accounting, Cost Unit & Cost Centre,

Elements of cost, Material, Labour and other Expenses Classification of cost.
Cost Sheet: Types of Costs and Preparation of Cost Sheet
Methods of Costing:-Process Costing -Meaning, Features, Normal and Abnormal Loss/ Gains

UNIT-II

Marginal Costing –Meaning and various concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety.
Standard Costing- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing
Variance Analysis – Material and Labour Variances only.
Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget

Suggested Readings:

1. Vasistha and Saxena, "Advanced Cost Accounting",
2. Jain. S.P. and Narang, "Advanced Cost Accounting".
3. Maheshwari, S.N. "Cost Accounting"
4. Arora,M.N " Cost Accounting Principles &Practices", Vikas Publishing House, New Delhi
5. Dev, Prabhu "Cost Accounting", Himalaya Publication, New Delhi
6. Horngreen, Charles, T., Datar and Rajan,Madav. V, "Cost Accounting", Dorling Kindersley(India) Pvt. Ltd, Pearson Publishers Ltd.

Note: The latest editions of the books should be followed

B.B.A./B.B.A.(H)
SEMESTER-V
BBA-502 COMPANY LAW

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

Company – Meaning Features, Types, Formation: Promotion and Registration, Limited Liability Partnership, One Person Company.
Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.
Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.
Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridged Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus.

UNIT-II

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares
Board of Directors: Directors Powers, duties, appointment, removal, Borrowing Powers, Managerial Remuneration.
Company Meetings:-Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, Procedure for Conducting Meetings (including Board meetings).
Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Suggested Readings:

1. Avtar Singh, "Company Law".
2. N. D. Kapoor, "Company Law & Secretarial Practice".

APPROVED SYLLABUS
A
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER-V
BBA-503 EXCEL FOR MANAGERS

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 Excel, Understanding Advanced Features of Excel: Text functions (Concatenate,
Left, Right, Mid, Length, Proper, Upper, Lower, Trim, Replace, Substitute), Logical functions
(including nested functions) Data Filter and Sort. Creating Dynamic Models.
Understanding basic mathematical functions, Describing data: Descriptive statistics, Moving Average, Random Number generator, Rank and Percentile, Variance, Standard deviation, Illustrating data using Scatter Plot, Bar chart and Histogram

UNIT-II

Computation of debt or loan repayment using excel, amortization functions i.e. PMT,IPMT, PPMT
Data Analysis: Estimating a simple and multiple regression using Data Analysis Tool Pack, Plotting a simple and multiple regression, Plotting the least square residuals, Prediction using Excel.

Suggested Readings:

1. Danielle Stein Fairhurst "Financial Modeling in Excel for Dummies"2017
2. Oluwa Shmuel , "Hands-On Financial Modeling with Microsoft Excel 2019: Build practical
   models for forecasting, valuation, trading, and growth analysis using Excel", Pack Publishing,
   2019
3. Paul Pignataro " Financial Modeling and Valuation: A Practical Guide to Investment Banking
   and Private Equity" (Wiley Finance) Hardcover –2013
4. Barlow, John F. "Excel Models for Business and Operations Management". Wiley India Pvt. Limited, 2nd Edition, 2005.

B.B.A./B.B.A.(H)
SEMESTER-V
BBA504 SERVICE MARKETING

Time: 3 Hours

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

Marketing in Services Economy: Importance of services, principal industries of the service sector, powerful forces transforming service markets, four broad categories of services:- a process perspective. Different features of services and their implications. The 7 Ps, the marketing & its integration with other management functions, The service profit chain. Consumer Behavior in a Service Context: Three stage model of service consumption, repurchase stage, service encounter stage, post encounter stage.

Positioning Services in Competitive Markets: Segmenting service markets, principles of positioning services: positioning maps for competitive strategy, developing an effective positioning strategy. Service products: Components of service product; the flower of services, facilitating supplementary services, enhancing supplementary services. Service Process: Flowcharting customer services processes, blueprinting services to create valued experiences and productive operations, service process redesign, customer participation in service processes, The customer as co-producer; self-service technologies. Service Environment: Purpose of service environments, The theory of consumer response to service environments, The service scape model, dimensions of the service environment.

UNIT-II

Managing People for Service Advantage: Importance of service employees, frontline work: Difficult and stressful, cycles of failure, mediocrity, and success; human resource management; Service leadership and culture. Managing Relationships and Building Loyalty: Importance of customer loyalty, understanding the customer-firm relationship, wheel of loyalty, building a foundation for loyalty, strategies for developing loyalty bonds with customers, strategies for reducing customer defections, customer relationship management (CRM).

Complaint Handling and Service Recovery: Customer complaining behavior, customer response to effective service recovery, principles of effective service recovery systems, service guarantees, discouraging abuse and opportunistic customer behavior. Improving Service Quality and Productivity: Integrating service quality and productivity strategies, defining service quality, identifying and correcting service quality problems, GAPS model, measuring service quality, learning from customer feedback, hard measures of service quality, tools to analyze and address service quality problems, defining and measuring productivity, improving service productivity.

Suggested Readings:

1. Lovelock, Christopher., Wirtz, Jochen. and Chatterjee, Jayanta. "Services Marketing:People, Technology, Strategy", 8thedition, Pearson Education, New Delhi. (2018)
2. Zeithaml, V.A., Bitner, Mary Jo, Pandit, "Services Marketing", Tata McGraw Hill, New Delhi.
3. Payne, Adrian, "The Essence of Services Marketing", Prentice Hall of India, NewDelhi.
4. Nargundhar, Rajendra, "Services Marketing", Tata McGraw Hill, New Delhi.
5. Goncalves, Karen P., "Services Marketing–A Strategic Approach",Prentice Hall International, New Jersey.
6. Jauhari, Vinnie, Dutta, "Services–Marketing, Operations Management", Oxford University Press, New Delhi.

B.B.A./B.B.A.(H)
SEMESTER-V
BBA 505 MARKETING RESEARCH

Time: 3 Hours

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

Concepts of Marketing Research: Nature, Scope, and Concept of Marketing Research; Marketing Research Process; Marketing Research and MIS; Marketing Decision Support Systems; Problem Analysis and Identification of MR Objectives.

Types of Data: Sources of Information: Primary and Secondary Data.

Research Designs and their Applications: Exploratory, Descriptive, and Causal Research.

Sampling Decisions: Basics, Methods/Techniques, and Determination of Sample Size.

Measurement Process: Measurement in Marketing; Difficulties in Measurement.

Concepts of Validity and Reliability: Attitude Measurement: Importance of Attitude Marketing; Nature of Attitudes and their Measurement; Attitude Scaling Procedures: Thurston Scale, Likert Scale, Paired Comparison Scale, Semantic Differential Scale, and Multi-Dimensional Scale (MDS) and Their Applications.

UNIT-II

Concepts of Factor Analysis: Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis, and Conjoint Analysis; Report Writing and Presentations.

Use of Statistical Package for Social Sciences (SPSS) in Marketing Research.

Applications of Marketing Research: Demand Measurement and Forecasting; Product Research; Advertising Research; Distribution Research; Sales Control Research; Pricing Research; Motivation Research.

Suggested Readings:

1. Iacabucci. (2006). *Marketing Research*, Thomson Publications, Mumbai.
2. Kinner, T.C. and Taylor, J.R. (1995). *Marketing Research: An Applied Approach*, McGraw-Hill, New York, 5th Edition.
3. Green, Tull and Album, *Research for Marketing Decision*, Prentice-Hall of India, New Delhi, 7th Edition.

APPROVED SYLLABUS
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER-V
BBA 506 Management of Insurance Services

Time: 3 Hours

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

Risk: Concept, Types, Risk Management – Objectives, Process, Strategies, Risk Management and Insurance. Concept of Insurance, Need/Purpose, Principles of Insurance: Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Proximate Cause, Contribution. An overview of Insurance Industry: Nature of Insurance Business, Structure.

Regulatory Aspects: Brief overview of the Legal and Regulatory Frameworks Relating to Life and General Insurance in India, Role of IRDA. Re-insurance- Concept, Features, Types. Financial Planning and Taxation: Different Types of Insurance Plans: Whole Life, Term Assurance, Endowment, Tax Benefits under Insurance Policies.

UNIT-II

Types of Insurance-Group insurance, Health Insurance, Unit linked Insurance Plans, Fire Insurance-Meaning and Principles, Marine Insurance- Meaning and Principles. Life Insurance Documents, Insurance premium-Net premium, Gross premium, Bonus, Surrender value, Paid up value, Annuities, Riders. Claim settlement in Life Insurance-Types of claims, Procedure. Claim settlement in Fire Insurance- Settlement procedure.

Distribution Channels for Insurance: Agency, Direct Marketing, Bancassurance, Brokers. Role of

Professional Specialists/ Insurance Intermediaries: Underwriters, Surveyors, Actuaries. Role of Ombudsman, Role of Tariff Advisory Committee. Insurance in Rural/Social Sectors, Role of Insurance in Socio-Economic Development.

Suggested Readings -

1. Risk Management & Insurance, Arhur Williams – McGraw Hill.
2. Niehaus, Harrington (2007), Risk Management and Insurance, Tata McGraw-Hill
3. Edition SethiJyotsna and Bhatia, Nishwan (2011) Elements of Banking and Insurance
4. Sahoo, SC and Das, SC (2011) "Insurance management – Text and cases, Himalaya Publishing House
5. Rejda, George E (2011) Principles Risk Management and Insurance, Pearson Education, New Delhi

B.B.A./B.B.A.(H)
SEMESTER-V
BBA 507 INDIAN FINANCIAL SYSTEM

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

Financial System: Functions, organisation/structure and an overview of Indian Financial System. **Financial Markets:** Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India).

An Overview of Primary and Secondary Markets: Money Market Organisation & RBI (Role and functions). Non-banking financial companies (NBFCs)

UNIT-II

Mutual Funds: Its introduction and guidelines, schemes and products. IRDA Act of Insurance Companies

Financial Assets/Instruments: - An Overview of Capital Market instruments. An introduction to FII's and FDI's and is importance.

Suggested Readings: -

1. Khan, M.Y, "Indian Financial System" fifth edition by Tata McGraw Hill Publishing Co.Ltd.
2. Vasant Desai, "The Indian Financial System & Development", Himalaya Publishing House.
3. K.Ravichandran, "Merchant Banking & Financial Services", Himalaya Publishing House.
4. Bhole, L.M , "Indian Financial Institutions and Market", Tata McGraw Hill Publishing Co. Ltd.
5. Avadhani V.A., "CapitalMarket Management", Himalaya Publishing House.

B.B.A./B.B.A.(H)
SEMESTER-V
BBA 508 COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS

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

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.
Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.

UNIT-II

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks
Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

Suggested Readings:

1. Singh Kavita - Counselling Skills for Managers (PHI) 2. Carroll, M.: Workplace counseling, Sage Publication.
3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Moursund, J.: The Process of counselling and therapy, New Jersey: Prentice Hall.
5. Patterson, L. E., &Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: Brooks Cole.
6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon & Schuster.
7. Korobkin, R.: Negotiation theory and strategy, Aspen Publisher. 8. Lewicki, R.: Essentials of negotiation. Alexandria V. A.: Society of HR

B.B.A./B.B.A.(H)
SEMESTER-V
BBA 509 INDUSTRIAL PSYCHOLOGY

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

Psychology: Nature and Scope, Psychology and Management, Organizational/Industrial Psychology Nature and Scope.
Individual Differences and Behaviour: Personality Differences.
Human Needs and their Implications for an Organization.
Personnel Selection Importance of Testing Techniques, Psychological and Projective Tests.
Employee Training & Development, Performance Management and Feedback.
Job Satisfaction: Importance and Measurement.
Leadership Development: Transformational. Authentic, By Walking around and Level Five Leadership.
Human side of mergers &Acquisitions,
Employee Attrition: Issues and Strategies.

UNIT-II

Psychological Contract: Breach of Psychological Contract, its Implications.
Psychological Labour: Implications for Employees.
Occupational Stress. Work-life Balance. Occupational Health and well-being.
Organizational Justice: Aggression at workplace, Bullying.
Diversity and discrimination Issues at Workplace: Managing Diversity. Gender Issues: Glass Ceiling and Its Implications and Remedies
Frustration: Symptoms, Causes and Remedies.

Suggested Readings:

1. H.L. Kaila, (2015). *Industrial Psychology*, The Associated Publishers, 1st Edition.
2. Cary L. Cooper and Edwin A. Locke (2006). *Industrial and Organizational Psychology*, Blackwell Publishing
3. Paul E. Spector (2016) *Industrial and Organizational Psychology: Research and Practice*, Wiley
4. Joseph Tiffin, Ernest J. McCormick, and Daniel R. Ilgen.(1987). *Industrial Psychology*, Prentice hall of India Pvt. Ltd., New Delhi.
5. Michael G. Aamodt,(2008). *Industrial / Organizational Psychology*, Cengage Learning.

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

Course outcome (BBA –VI TH SEM)

BBA-601: Income Tax

Students will understand basic concepts of income tax, residential status and exempt incomes. They will learn to compute income from salary, house property and business or profession. The course covers capital gains, income from other sources, clubbing and set-off of losses. Students will also study deductions under Chapter VI-A and calculate total income and tax liability for individuals and firms.

BBA-602: Fundamentals of Capital Market

Students will understand the structure and role of capital market in India. They will learn about financial instruments, stock exchanges, SEBI guidelines and listing requirements. The course covers market participants, types of markets and security market indices. Students will be able to differentiate between capital market and money market for investment decisions

BBA-603: Fundamentals of AI Tools

Students will understand basics of AI, machine learning and Generative AI tools like ChatGPT and Gemini. They will learn prompt engineering and using AI for business communication and content creation. The course covers applications of AI in management, finance, marketing and HR. Students will also study ethics, responsible use of AI and its impact on employment.

BBA-604: Consumer Behaviour

Students will understand psychological and social factors influencing consumer buying behavior. They will study motivation, personality, perception, learning and attitude formation. The course covers impact of reference groups, family, culture and social class on consumers. Students will also learn consumer decision-making process and key models like EKB and Howard-Sheth.

BBA-605: Advertising & Sales Management

Students will understand concepts, functions and legal aspects of advertising. They will learn about media planning, copywriting, advertising budgets and role of ad agencies. The course covers sales management including recruitment, training and motivation of sales force. Students will also study sales force evaluation, compensation and control for achieving sales objectives.

BBA-606: Management of Banking Operations

Students will understand RBI's role, monetary policy and key banking laws. They will learn about types of bank accounts, lending, credit risk and Basel norms. The course covers

APPROVED SYLLABUS A Asian Educational Institute, Patiala prudential norms, KYC, AML, ALM and CRM in banks. Students will also study corporate governance and innovations in fee-based banking services.

BBA-607: Insurance and Risk Management

Students will understand principles of insurance and IRDA Act 1999. They will learn about life insurance and general insurance including fire, marine and motor insurance. The course covers risk identification, evaluation and techniques for risk avoidance and reduction. Students will also study risk financing, risk transfer and role of insurance in corporate risk management.

BBA-608: Industrial Relations & Labour Legislations

Students will understand concept and importance of industrial relations and collective bargaining. They will learn about grievance management, workers participation and employee empowerment. The course covers key labour laws related to industrial disputes, trade unions, wages and working conditions. Students will be able to apply labour legislation for maintaining harmonious employee relations.

BBA-609: Cross Cultural and Global Management

Students will understand cultural variables and their impact on global business and management styles. They will study cross-cultural communication, negotiation and leadership in global organizations. The course covers international HRM including staffing, expatriate management and performance evaluation. Students will also analyze ethical dilemmas in international management for effective global operations.

APPROVED SYLLABUS
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER-VI
BBA 601 INCOME TAX

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

Basic concepts: Income, Agricultural Income, Person, Assessee , Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).
Computation of income under different heads Salaries, Income from house property Profits and gains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

UNIT-II

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains (Depreciable and Non- Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares. Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H. Computation of tax liability under section 111A and 112 Capital gain provisions related to Individual and Firm need to be covered. Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual. Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8) Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U. Computation of total income and tax liability of individuals and firms.

Suggested Readings:

1. Ahuja, Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House,
Delhi.
2. Singhania, Vinod K., and Kapil Singhania, "TDS Computation and E- filing of TDS Returns", Taxmann Publications Pvt. Ltd., New Delhi.
3. Singhania, Vinod K., "Tax Computation and E-filing of Income Tax Returns", Taxmann Publications Pvt. Ltd., New Delhi.

APPROVED SYLLABUS
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER-VI
BBA-602 FUNDAMENTALS OF CAPITAL MARKET

Credits 4-0-0 **Internal Evaluation: 30**
Time: 3 Hours **External Evaluation: 70**
Total Marks 100

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-evolution, structure, functions, objectives and importance of capital market in India. Components of capital market- introduction to New issue market, stock market, financial institutions

Instruments in capital market-Shares (Equity and Preference), Warrants, Bonds and its types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (forwards, futures and options). Participants in Capital Market Difference between Capital Market and Money Market.

UNIT-II

Stock Exchanges-Stock Exchanges in India, Organisation, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India

Listing of securities-requirement for listing, objectives of listing, advantages of listing. Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices.

Suggested Readings:

1. V.A Avadhani, "Security Analysis and Portfolio Management", Himalaya Publishers, New Delhi
2. Brown, Reilly, "Investment Analysis and Portfolio Management", Thomson Publishers.
3. Singh, Preeti , "Investment Management", Himalaya Publishers, New Delhi.
4. NCFM Modules (www.nseindia.com)
5. www.sebi.gov.in, www.nseindia.com, www.capitalmarket.com

Note: The latest editions of the books should be followed

B.B.A./B.B.A.(H)
SEMESTER-VI
BBA-603 Fundamentals of AI Tools

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

Internal Evaluation: 30
External Evaluation: 70

Instructions for Paper Setter/Examiners

The question paper will consist of three sections. Section A and B (consist of Unit I and II of the syllabi respectively) will have four questions each from respective units and candidates are required to attempt two questions each from section A and B. Each question in section A and B shall carry 12 marks. Section C will be compulsory with 11 short-answer type questions of 02 mark each, which will cover the entire syllabus.

UNIT-I

Introduction to Artificial Intelligence and AI Tools: Meaning, nature and scope of Artificial Intelligence; difference between Artificial Intelligence and human intelligence; basic introduction to machine learning, natural language processing and Generative AI. Introduction to commonly used AI tools such as ChatGPT, Google Gemini, Microsoft Copilot and Canva AI; meaning and importance of prompts; basic elements of an effective prompt; use of AI tools for summarising, drafting emails, preparing reports, creating presentations and generating business content.

UNIT-II

Business Applications and Responsible Use of AI: Applications of AI tools in accounting, finance, banking, marketing, human-resource management, customer service, education and entrepreneurship; use of AI-assisted tools for spreadsheets, data interpretation, business communication and decision-making. Ethical and responsible use of AI; accuracy and verification of AI-generated information; AI bias, privacy, plagiarism, copyright and data-protection concerns; impact of AI on employment and business.

Suggested Readings:

1. R. Sreenivas Rao, Suman M. and Vivek Sarikar: *Artificial Intelligence*, Vision Book House/Himalaya Publishing House.
2. Seshadri Sridhar: *AI for Everyone*, Embassy Books.
3. Dr. Sandeep Saini and Manpreet Kaur: *Artificial Intelligence*, S. Chand Publishing.

B.B.A./B.B.A.(H)
SEMESTER VI

BBA604 CONSUMER 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 to Consumer Behaviour: Nature, Scope and Importance. Consumer Motivation: Nature of Motivation; Types of Consumer Needs and Motives; Dynamics of Motivation; Need Conflict; Need Hierarchy Theory of Motivation and its Applications; Measurement of Motives. Personality and Consumer Behaviour: Definition of Personality; Theories of Personality; Personality and Consumer Diversity; Self Concept and Self Image; Life Style and Psychographics. Consumer Perception: Elements of Perception; Dynamics of Perception, Perceptual Process; Perception and Marketing Strategy; Perceived Risk. Consumer Learning: Elements of Consumer Learning; Behavioural Theories and Cognitive Theories of Learning. Consumer Attitude Formation: Definition of Attitudes; Structural Models of Attitudes; Attitude Theories; Attitude Formation; Strategies of Attitude Change; Measuring Attitude.

UNIT-II

Reference Group and Family Influences: Power of Reference Groups; Types of Consumer Related Reference Groups; Celebrity and Other Reference Group Appeals; Family Decision Making and Consumption Related Roles; Family Life Cycle. Social Class: Definition; Measurement of Social Class; Social Class Dynamics. Cultural and Sub cultural Influences on Consumer Behaviour: Definition of Culture and Subculture; Affect of Culture on Consumer Behaviour; Nature of Culture; Measurement of Culture; Subculture and Consumer Behaviour; Subcultural Categories. Diffusion of Innovation: Diffusion Process; Adoption Process. Opinion Leadership: Definition; Dynamics of the Opinion Leadership Process; Motivation behind Opinion Leadership Consumer Decision Making: Consumer Decision Process; Types of Decisions; Information Search Process; Alternative Evaluation and Selection; Decision Rules. Models of Consumer Behaviour: E.K.B; Howard and Sheth; Nicosia's Model

Suggested Readings:

1. Schiffman, I. G. and Kanuk, L. L. Consumer Behaviour, NewDelhi, PearsonEductaion, 2007.
2. Blackwell, Roger D., Miniard, PaulW., and EngelJames F. Consumer Behaviour, Cengage, 2006.
3. Solomon, MichaelR. Consumer Behaviour, NewDelhi, PearsonEducation, 2003.
4. Assael, HenryConsumer Behaviour andMarketing Action, Cengage, 2006

B.B.A./B.B.A.(H)
SEMESTER VI

BBA605 ADVERTISING & SALES MANAGEMENT

Credits 4-0-0 **Internal Evaluation: 30**
Time: 3 Hours **External Evaluation: 70**
Total Marks 100

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

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising Social,
Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising Budget
Advertising Agency: Function, Selection and Compensation. Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles. Copy Writing: Different Elements of a Copy and Layout

UNIT-II

Introduction to Sales Management, Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.
Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person
Sales Training - Objective, Designing Training Programme.
Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force.
Compensations: Types, Compensations Plan.
Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

Suggested Readings:

1. Belch, George E. and Belch, Michael A. "Advertising and Promotion", Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. "Advertising & Integrated Brand Promotion", Thomson – South Western
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. "Advertising Management", Pearson Education, New Delhi.
4. Spiro, Stanton and Rich "Management of a Salesforce", Tata McGraw Hill.
5. Richard R Still, Cundiff W Edward Govoni A P Norman, "Sales Management Decision Strategy and Cases", Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, "Marketing Management", South Asian Perspective, Pearson Education, New Delhi.

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

B.B.A./B.B.A.(H)
SEMESTER VI

BBA 606 MANAGEMENT OF BANKING OPERATIONS

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

Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implications Laws in banking-RBI Act 1934, Negotiable Act 1881, The Banking Regulation Act 1949 Types of Bank Accounts- Fixed or time deposit account, Savings bank deposit account, Current deposit account, Recurring deposit account.

Lending- Features of bank credit, types of lending, terms and conditions of lending, different types of loans and their features. Risk management in banks- types of risks, Capital Adequacy- the Basel Accord implications for bank

UNIT-II

CRAR and Prudential Norms for asset classification, income recognition and provisioning, Anti- money laundering and KYC norms. Introduction to Asset Liability Management, Customer Relationship Management

Corporate Governance in Commercial Banks
Innovations in Banking with special reference to Fee Based Services

Suggested Readings:

1. Padmalatha, Suresh and Justin Paul, "Management of Banking and Financial Services",Pearson Education, New Delhi.
2. Sharma, R.K., Gupta, Shashi K, Jagwant Singh, "Banking and Insurance"
3. Agarwal O.P, "Banking and Insurance"
4. Sethi, Jyotsana and Bhatia, Nishwan, "Elements of Banking and Insurance"

B.B.A./B.B.A.(H)
SEMESTER VI

BBA-607 INSURANCE AND RISK MANAGEMENT

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

Definition, nature, Role and Importance of Insurance, Salient Feature of IRDA Act 1999, Rationale for opening up of the Insurance Sector to the private sector. Nature of Life Insurance Contract. Annuities, Surrender Value, Calculation of Premium and measurement of risk. Progress of Life Insurance Business in India.

Fire Insurance – Nature and Use, Policy Condition, Rate Fixation, Payment of Claims, Reinsurance, Marine Insurance: Nature. Premium Calculation, Payment of Claims Motor Insurance Policy and Covers, Comprehensive Policy, Third Party Act Policies, Extra Benefits cover Motor Insurance Claims.

UNIT-II

Concept of Risk, Corporate and Personal Risk Management Identification of Risk: Tools/Techniques for perception of risk; Methods for determining the operative causes of peril; Safety audit. Evaluation of Risk: Risk Avoidance & Reduction of Risk: methods of loss prevention and risk reduction; Role of surveyors in loss prevention/ risk reduction.

Techniques of Risk Financing: Retention of risk; Captive insurance companies. Transfer of Risk: Types of risk transfer; Benefits and limitation of Insurance:- Partial insurance arrangements.

Suggested Readings:

1. Insurance Regulation and Development Act.
2. Gopal Krishan, G, "Insurance Principles and Practice", Sterling Publishers, New Delhi.

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

APPROVED SYLLABUS
A
Asian Educational Institute, Patiala

B.B.A./B.B.A.(H)
SEMESTER VI

BBA-608 INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS

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 Industrial Relations: Factors affecting industrial relations. Importance of Industrial Relations, Collective Bargaining and Labour Management Co-Operation in India including Works Committee. Discipline and Grievance Management; Negotiation and Collective Settlements.

Workers Participation in Industry, Productive Bargaining and Gain Sharing. Employee Empowerment and Quality Management; Industrial Relations and TechnologicalChange. Emergence and Objectives of Labour Laws and their Socio-economic Environment

UNIT-II

Industrial Relations Laws-Laws Relating to Industrial Disputes, Trade Unions, and Standing Order; Social Security. Workmen's Compensation Act, Employees' State Insurance Act.

Wages and Bonus Laws-The Law of Minimum Wages, Payment of Wages, Payment of Bonus; Laws relating to working conditions: The Law Relating to Factories.

Suggested Readings:

1. Sinha, P.R.N, Sinha, InduBala and Shekhar, Seema Priyadarshani , "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education, New Delhi.
2. Sarma, A.M, "Industrial Relations and Labour Laws", Himalaya Publishing House, Mumbai.

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

B.B.A./B.B.A.(H)
SEMESTER VI

BBA-609 CROSS CULTURAL AND GLOBAL MANAGEMENT

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

Human and Cultural Variables in Global Organizations: Evolution of an International Enterprise, Environmental Variables in Global Business, Understanding Culture (Dimensions of Culture and Management Styles in Selected Countries), Cross Cultural Differences and Managerial Implications

Human Resource Management in Global Organizations: Difference between Domestic and International Human Resource Management.

UNIT-II

Introduction to Global Organizations: Cross Cultural Research Methodologies and Hofstede's Hermes study, Structural Evolution of Global Organizations, Leadership across Borders and Cultures, Cross-Cultural Business Communications – Edward hall's contribution, cultural factors in communication, types of communication, high/low context cultures. Negotiations- cross cultural negotiation skills & strategies.

Structural Evolution of Global Organizations: Staffing-(international staffing policy-Ethnocentric approach, Polycentric approach, Geocentric approach). Training and Development, Compensation, Performance Management, Expatriation-Expatriate Adjustment, expatriate selection & Repatriation Management in Global Organizations, Ethical Dilemmas in International Management

Suggested Readings:

1. Browaeys, M. J., & Price, R. (2019). Understanding Cross-Cultural Management (4th ed.). New Delhi: Pearson.
2. Deresky, H. (2016). International Management: Managing Across Borders and Cultures (9th ed.). New Delhi: Pearson.
3. Gupta, S.C. (2006). Textbook of International HRM., Macmillan Publishers India Ltd.
4. Thomas, D. C., & Peterson, M. F. (2018). Cross-Cultural Management: Essential Concepts (4th ed.). SAGE Publications.
5. Dowling, P., Festing, M., & Engle, A. D. (2017). International Human Resource Management (7th ed.). Cengage Learning.