

BACHELOR OF BUSINESS ADMINISTRATION

Program Outcomes (OP):

PO1 : Academic Excellence : Students can cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.

PO2 : Effective Communication : Students can communicate clearly in person and through electronic media and make meaning of the world by connecting people, ideas, media and technology.

PO3 : Professional Excellence : Students will be motivated for positions of leadership in business organizations at the local, national and international levels. This course is also helps the students who want to pursue the Chartered Accountancy, Company Secretary or other related professional course.

PO4 : Critical Thinking : Students can identify the business related problems and can able to apply different business related tools and techniques to solve the problem and to interpret results.

PO5 : Social Interaction : Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO6 : Ethics : Students can recognize different Social and Ethical issues relating to business and research aspects.

Program Specific Outcomes (PSO):

PSO1 : Students will study about principles of accounting, money & banking systems, economic theory, knowledge about business, micro & macroeconomics and management etc.

PSO2 : Improve finance management skills & build up specialist knowledge within selected area.

PSO3 : Learn knowledge relating to electronic money, electronic payment system and E-Commerce.

PSO4 : Carry out experimentations in the field of Security Market.

PSO5 : Gain a thorough knowledge in the subject to be able to work in projects at different research as well as academic institutions and in business field.

PSO6 : Learn different tools and techniques related to Security Market.

PSO7 : Gain knowledge relating to Banking system.

COURSE OUTCOMES

COURSE NAME : ENGLISH (COMPULSORY) (BBA-101)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

Objective of the course:

As the concluding level program in the subject of English for students at the graduation levels, the course is aimed at preparing students in the target language for an optimum and skilful use in their further studies.

Course Outcomes:

1. Comprehending and appreciating literature in the pure textual form
2. Ensuring an acquaintance with English drama and its various devices
3. Learning numerous literary techniques as put forth through the curriculum
4. Enhancing writing skills through skill-based questions on the same
5. Developing general awareness on current issues in target language
6. Reviewing the language acquisition over the previous semesters and upgrading the areas requiring attention in terms of language proficiency

COURSE NAME : PUNJABI (COMPULSORY) (BBA-102)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.) / ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/ ਬੀ.ਐਮਐਮ

ਸਮੇਸਟਰ: ਪਹਿਲਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ :

ਵਿਦਿਆਰਥੀਆਂ ਵਿੱਚ ਸਾਹਿਤ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ। ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ। ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿੱਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਬਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

Course Outcomes:

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

1. ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
2. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
3. ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

1. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿੱਚ ਵਾਧਾ ਹੋਵੇਗਾ।
2. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
3. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
4. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ:

1. ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੇ ਜ਼ਰੀਏ ਪ੍ਰਾਪਤ ਕੀਤੇ ਗਿਆਨ ਨੂੰ ਵਿਦਿਆਰਥੀ ਵੱਖ-ਵੱਖ ਖੇਤਰਾਂ ਵਿੱਚ ਲਾਗੂ ਕਰ ਸਕਦੇ ਹਨ।
2. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
3. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿੱਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।

ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਿਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਵਿਚਲੇ ਲੇਖਾਂ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਉਸਾਰੂ ਸੋਚ ਅਤੇ ਪਾਰਦਰਸ਼ੀ ਨਜ਼ਰੀਏ ਨਾਲ ਸਮਾਜ ਵਿੱਚ ਵਿਚਰਣ ਦੇ ਯੋਗ ਹੋਣਗੇ। ਨਾਟ ਕਲਾ ਦੇ ਜ਼ਰੀਏ ਵਿਦਿਆਰਥੀ ਨਿੱਜੀ ਅਤੇ ਸਮਾਜਿਕ ਮਸਲਿਆ ਪ੍ਰਤੀ ਸੁਚੇਤ ਹੋਣਗੇ ਅਤੇ ਸਮਾਜ ਨੂੰ ਵੀ ਜਾਗਰੂਕ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।

COURSE NAME : Mudali Punjabi BBA-102)

CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

ਕੋਰਸ ਦਾ ਨਾਂਮੁੱਢਲੀ ਪੰਜਾਬੀ

ਕਲਾਸਬੀ ਏ/ਬੀ ਐੱਸ ਸੀ/ਬੀ ਕੋਮ ਬੀ ਸੀ ਏ/ਬੀ ਐੱਸ ਈ ਆਈ ਟੀ/ ਸਮੈਸਟਰਪਹਿਲਾ

ਬੀ ਵੱਕ/ਬੀ ਐੱਮ ਐੱਮ/ਬੀ ਜੇ ਐੱਮ ਸੀ

ਕੋਰਸ ਦਾ ਉਦੇਸ਼

- * ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਪੜ੍ਹਨੀ ਅਤੇ ਲਿਖਣੀ ਸਿਖਾਉਣੀ
- * ਵਿਆਕਰਣ ਦੀਆਂ ਬਾਰੀਕੀਆਂ ਬਾਰੇ ਦੱਸਣਾ
- * ਪੰਜਾਬੀ ਸਾਹਿਤ ਬਾਰੇ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਨਾ
- * ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕਰਨਾ
- * ਸੰਵਾਦ ਰਚਾਉਣ ਦੇ ਯੋਗ ਬਣਾਉਣਾ

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ

(ੳ) ਬੌਧਿਕ ਹੁਨਰ

- * ਸ਼ੁੱਧ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਲਿਖਣ ਅਤੇ ਪੜ੍ਹਨ ਦੇ ਯੋਗ ਹੋਣਾ
- * ਵਿਆਕਰਨ ਬਾਰੇ ਗਹਿਰਾਈ ਨਾਲ ਜਾਣਕਾਰੀ ਹੋਣਾ
- * ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ ਦਾ ਅੰਤਰ ਪਤਾ ਹੋਣਾ
- * ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਸਾਹਿਤਕ ਕਿਰਤਾਂ ਦੀ ਜਾਣਕਾਰੀ ਹੋਣਾ

(ਅ) ਅਮਲੀ ਹੁਨਰ

- * ਮਾਤ ਭਾਸ਼ਾ ਪ੍ਰਤੀ ਸਤਿਕਾਰ ਦੀ ਭਾਵਨਾ
- * ਵਿਆਕਰਨ ਦੇ ਨਿਯਮ ਸਮਝਣ ਦੀ ਯੋਗਤਾ
- * ਸ਼ੁੱਧ ਭਾਸ਼ਾ ਪੜ੍ਹਨ ਅਤੇ ਲਿਖਣ ਦੀ ਯੋਗਤਾ
- * ਈ-ਸਰੋਤਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਹੋਣਾ

(ੲ) ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਕ ਪੱਧਰ 'ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ

- * ਸ਼ੁੱਧ ਸੰਚਾਰ ਕਰਨ ਦੀ ਯੋਗਤਾ
- * ਟੀਮ ਵਰਕ ਦੀ ਯੋਗਤਾ
- * ਚੰਗੀ ਲੀਡਰਸ਼ਿਪ ਦੀ ਯੋਗਤਾ
- * ਸਮਸਿਆਵਾਂ ਨੂੰ ਸਮਝਣ

ਅਤੇ ਹੱਲ ਕਰਨ ਦੀ ਯੋਗਤਾ

COURSE NAME : BASIC ACCOUNTING (BBA-103)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in basic accounting so that the concept can be used in analyzing business proposal. Moreover, the concepts on basics of basic accounting final account of sole traders, entrepreneur will decide before starting the business. Basic accounting is the field of accountancy concerned with the preparation of financial statements for decision makers, such as stockholders, suppliers ,banks, employees, government agencies ,owners and other stakeholders.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the basics of accounts prepared by sole traders.
- Understand the Recording of transactions under Company accounts.
- Familiarize oneself with the reconciliation of bank statements.
- Understand the concept of Depreciation.
- Know the true position of business by preparing final account of sole trader.
- Identify the different methods of depreciation
- Describe the significance of final accounts of companies.
- Know the significance of tally.
- Understand the meaning of capital expenditure and revenue expenditure.
- Know about concepts, assumptions and principles of financial accounting.
- Understand the need for financial statements.
- Record transactions in Cash book.

**COURSE NAME : BUSINESS ORGANIZATION AND SYSTEMS (BBA-
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1**

104)

Objectives:

This course aims at providing fundamental knowledge and exposure of the concept, theories and practices in the field of business. Students would be made to understand the meaning of business & commerce, objectives and scope of business. They would also be exposed to the forms of business organization viz. sole proprietorship, partnership, Joint Stock Company, co-operative society etc. Students will also understand the steps in setting up of a new business.

Course outcomes:

After the completion of the topics, Students will be able to

- the basic concept of business
- trade and Aids to trade
- Forms of business organizations
- Role of creativity and innovations in business
- Understand The process of setting up of a new business
- Identify And Describe the problems in starting a new business
- Understand The Social Responsibilities Of Business
- Appreciate The Interests Of Various Stakeholders In The Business.
- Understand fundamental skills and techniques of dealings in stock exchange and produce exchange
- Discuss the importance and procedure of foreign trade
- Know about recent trends in wholesale and retailing.
- analytical and critical thinking
- a creative approach to problem solving
- decision-making
- persuasive written and oral communication

COURSE NAME : MANAGERIAL ECONOMICS- I (BBA-105)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

Objectives:

In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. Students who successfully complete the course will have a good understanding of economic concepts and tools that have direct managerial applications. The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. Students will learn to use economic models to isolate the relevant elements of a managerial problem, identify their relationships, and formulate them into a managerial model to which decision making tools can be applied.

Course outcomes:

After the completion of the topics, Students will be able to

- The study of managerial economics offers major benefits for students and practicing managers. It enables one to learn practical applications of concepts studied in micro and macroeconomic theory.
- It is helpful in making such short term and long term decisions as: which products and services to produce? How to produce them — what inputs and production techniques to employ? How much output should there be and what prices should be charged for them? When should a capital equipment be replaced? How should limited capital be allocated? What are the best sizes and locations of new plants?
- Managerial economics provides management with a strategic planning tool that can be fruitfully utilized to gain a clearer perspective of the way the world at large works, and what can be done to maintain profitability in an ever-changing environment. Much of managerial economics offers decision makers a way of thinking about changes and a framework for analyzing the consequences of strategic options.
- The selection of the product or service to be offered for sale
- The choice of production methods and optimum combination of the substitutable resources
- The determination of the best combination of price and quantity
- Promotional strategy and activities (determination of optimum advertising budget)
- The selection of plant location and distribution centers from which to sell the goods or service to consumers

COURSE NAME : COMPUTER APPLICATIONS FOR BUSINESS-I (BBA-106)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

Objectives of Course:

1. Give students an in-depth understanding of why computers are essential components in business, education and society.
2. Introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking and mobile computing.
3. Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint. Completion of the assignments will result in MS Office applications knowledge and skills.

COURSE OUTCOMES

At the end of this course the student shall be able to:

- Understand the basic terminology of computers
- Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components
- Understand the difference between an operating system and an application program, and what each is used for in a computer
- Describe some examples of computers and state the effect that the use of computer technology has had on some common products
- Identify the applications of computer in daily life
- Understand the practical concepts of MS Word , MS Excel and MS PowerPoint

COURSE NAME : BUSINESS COMMUNICATION (BBA- 107)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER – 1

Objectives:

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

Course outcomes:

After the completion of the topics, Students will be able to

- write effective and concise letters and memos employing appropriate business format;
- prepare informal and formal reports that include analysis and offer recommendations;
- participate in meetings and conduct proper techniques in telephone usage;
- summaries personal achievements and skills in appropriate formats for future employers .
- Demonstrate the understanding of international financial theory and applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment.
- Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international financial with or without complete information.
- realize the impact of language usage on applying business etiquette to a variety of professional situations;
- recognize the importance of cultural differences and how they affect communication in a business environment.

COURSE NAME : ENGLISH (COMPULSORY) (BBA- 201)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–II

Objective of the course:

As the concluding level program in the subject of English for students at the graduation levels, the course is aimed at preparing students in the target language for an optimum and skilful use in their further studies.

Course Outcomes:

7. Comprehending and appreciating literature in the pure textual form
8. Ensuring an acquaintance with English drama and its various devices
9. Learning numerous literary techniques as put forth through the curriculum
10. Enhancing writing skills through skill-based questions on the same
11. Developing general awareness on current issues in target language
12. Reviewing the language acquisition over the previous semesters and upgrading the areas requiring attention in terms of language proficiency

COURSE NAME : PUNJABI (COMPULSORY) (BBA- 202)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਪ੍ਰੋਗਰਾਮ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.)/ ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/
ਬੀ.ਐਮਐਮ

ਸਮੈਸਟਰ -ਦੂਜਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ : ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਪੜ੍ਹਨ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ । ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ । ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ ਬੌਧਿਕ ਅਤੇ ਸਰਬ-ਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

ਇਸ ਪ੍ਰੋਗਰਾਮ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

- ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
- ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
- ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

1. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
2. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
3. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
4. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ (Practical skill) :

1. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
2. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।
3. ਵੱਖ ਵੱਖ ਨਾਇਕਾਂ ਦੀਆਂ ਜੀਵਨੀਆਂ ਪੜ੍ਹ ਕੇ ਵਿਦਿਆਰਥੀ ਪ੍ਰੇਰਿਤ ਹੋਣਗੇ।

COURSE NAME :Mudali Punjabi (BBA-202)

CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II

ਕੋਰਸ ਦਾ ਨਾਮ : ਮੁੱਢਲੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀਐੱਸ.ਸੀ (ਬੀ.ਟੀ.) / ਬੀ.ਕਾਮ/ ਬੀ.ਸੀ.ਏ/ ਬੀ.ਵਾਕ/ ਬੀ.ਐਮਐਮ

ਸਮੇਸਟਰ -ਦੂਜਾ

- 1) ਕੋਰਸ ਦਾ ਉਦੇਸ਼ :- ਇਸ ਕੋਰਸ ਦਾ ਉਦੇਸ਼ ਵਿਦਿਆਰਥੀ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਮੁੱਢਲਾ ਗਿਆਨ ਦੇਣਾ ਜਿਸ ਨਾਲ ਉਹ ਭਾਸ਼ਾ ਦਾ ਸਹੀ ਰੂਪ ਵਿਚ ਉਚਾਰਨ ਤੇ ਵਿਆਕਰਣ ਬਾਰੇ ਮੁੱਢਲੇ ਤੌਰ ਤੇ ਚੰਗੀ ਜਾਣਕਾਰੀ ਪ੍ਰਾਪਤ ਕਰ ਸਕੇ। ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਬਣਤਰ ਬਾਰੇ ਦੱਸਦੇ ਹੋਏ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆ ਦੀ ਪਹਿਚਾਣ ਅਤੇ ਵਰਤੋਂ, ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਬਾਰੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਗਿਆਨ ਦੇਣਾ ਹੈ।

ਇਸ ਪ੍ਰੋਗਰਾਮ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ

- 1) ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਗਿਆਨ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
- 2) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਤੇ ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਬਾਰੇ ਜਾਣਕਾਰੀ।
- 3) ਆਪਣੀ ਮਾਤ ਭਾਸ਼ਾ ਪੰਜਾਬੀ ਚੰਗੀ ਤਰ੍ਹਾਂ ਜਾਣਕਾਰੀ ਤੇ ਸੁੱਧ ਉਚਾਰਨ ਕਰਨ ਵਿਚ ਕਾਮਯਾਬ ਹੋਣਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੇ ਅੰਦਰ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਸਿਖਣ ਤੇ ਸਮਝਣ ਦਾ ਹੌਸਲਾ ਹੋਰ ਵਧੇਗਾ।
- 4) ਬੱਚੇ ਆਪਣੀ ਮਾਂ-ਬੋਲੀ ਬਾਰੇ ਚੰਗੀ ਤਰ੍ਹਾਂ ਜਾਣਨਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ :

- 1) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਸਹੀ ਰੂਪ ਵਿਚ ਸਮਝ ਸਕਣਗੇ ਅਤੇ ਉਸ ਬਾਰੇ ਖੁਦ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋਣਗੇ।
- 2) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਰਾਹੀਂ ਸ਼ਬਦ ਜੋੜ, ਵਾਕ ਨੂੰ ਸਹੀ ਰੂਪ ਵਿਚ ਬਣਾ ਸਕਣਗੇ।
- 3) ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਾਹਿਤ ਤੇ ਸੱਭਿਆਚਾਰ ਨਾਲ ਜੁੜਣਗੇ।

ਅਮਲੀ ਹੁਨਰ (Practical skill)

1) ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਸ਼ਬਦ ਜੋੜ, ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ, ਵਾਕ ਬਣਤਰ, ਨਾਵ-ਪੜਨਾਵ ਨੂੰ ਚਾਟ ਦੀ ਸਹਾਇਤਾ ਨਾਲ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨਾ ਸਿਖਾਇਆ ਜਾਵੇਗਾ।

2) ਵਿਦਿਆਰਥੀ ਨੂੰ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਲਈ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨਾਲ ਜੁੜੀਆਂ ਵੈਬਸਾਇਟ ਨਾਲ ਸਾਂਝ ਪਵਾਈ ਜਾਵੇਗੀ

3) ਬਲੈਕ ਬੋਰਡ ਜਾਂ ਚਾਰਟ, ਨੋਟ ਬੁੱਕ ਉਪਰ ਨਾਂਵ, ਪੜਨਾਵ, ਕਿਰਿਆ, ਸਬੰਧ, ਯੋਜਕ ਵਾਕ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਆਦਿ ਦਾ ਵਰਗੀਕਰਨ ਕਰਨਾ ਸਿਖਾਇਆ ਜਾਵੇਗਾ।

ਵਿਦਿਆਰਥੀ ਦੀ ਪਰਖ ਲਈ ਉਹਨਾਂ ਨੂੰ ਸਮੇਂ ਸਮੇਂ ਉਪਰ ਸਵਾਲ ਜਵਾਬ ਕੀਤੇ ਜਾਣਗੇ। ਉਹਨਾਂ ਤੋਂ ਲਿਖਤ ਕਾਰਜ ਕਰਵਾਇਆ ਜਾਵੇਗਾ। ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਉਪਰ ਬੋਲਣ ਜਾਂ ਚਾਰਟ ਤੇ ਬਲੈਕ ਬੋਰਡ ਦੀ ਸਹਾਇਤਾ ਰਾਹੀਂ ਉਹਨਾਂ ਦੇ ਹੁਨਰ ਨੂੰ ਪਰਖਿਆ ਜਾਵੇਗਾ।

ਭਾਸ਼ਾਂ ਦੇ ਵਿਵਹਾਰਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ

1) ਭਾਸ਼ਾ ਨੂੰ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਢੰਗ ਨਾਲ ਵਰਤਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

2) ਪੰਜਾਬੀ ਦੇ ਨਵੇਂ ਸ਼ਬਦਾਂ ਤੇ ਵਾਕਾਂ ਨੂੰ ਬਣਾਉਣ ਵਿਚ ਸਮੱਰਥ ਹੋਣਗੇ।

3) ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਨੂੰ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਲ ਹੋਣਗੇ।

4) ਵਿਦਿਆਰਥੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਦਾ ਹੁਨਰ ਪਰਿਪੱਕ ਹੋਵੇਗਾ।

COURSE NAME : BUSINESS LAWS (BBA- 203)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II

Objectives:

The course objective is to equip the students with the necessary understanding of the role of Government in regulating the economic and business activities; Have adequate insights into the concept of law of contract and its various essential elements; Explain the performance, discharge and remedies of breach of contract; Know the principles of Partnership and Sale of Goods and their related provisions; Describe the legal provisions relating to Consumer Protection Act.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various business laws
- understand the various business laws
- familiarize oneself with the cases referred in business laws.
- Develop an understanding of the main rules and principles relevant to the law of contract
- Focus on contract formation and enforceability, factors that may render a contract
- Interpret the contractual terms and potential remedies for breach of contract.
- build ability to write and communicate in a way that showcases expertise.
- practical legal skills in business laws

COURSE NAME : PRINCIPLES OF MANAGEMENT (BBA- 204)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–II

Objectives:

This course aims at providing fundamental knowledge and exposure of the concept, theories and practices in the field of management. Students would be made to understand the history of management and the different approaches to the study of Management. They would also be exposed to the functions of planning, staffing, organizing, leading and controlling a functional system. Students should also be made to understand the internal & external environment in which an organization functions. The subject is geared toward providing a basic knowledge of the planning function, which involves setting goals and then deciding on how best to achieve them.

Course outcomes:

After the completion of the topics, Students will be able to

- Understand The Nature Of Management;
- Identify And Describe The Functions Of Management;
- Understand The Social Responsibilities Of Business; And
- Appreciate The Interests Of Various Stakeholders In The Business
- the basic concept of management
- nature and process of management
- the purpose of business organisations, and their relationship with the environment
- concepts and principles of business organisation and management, including the historical development of management theories and their application to contemporary business.
- Understand fundamental skills and techniques in functional management areas of information management, operations and human resource especially in handling conflicts and change.

COURSE NAME : MANAGERIAL ECONOMICS- II (BBA- 205)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–II

Objectives:

In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. Students who successfully complete the course will have a good understanding of economic concepts and tools that have direct managerial applications. The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. Students will learn to use economic models to isolate the relevant elements of a managerial problem, identify their relationships, and formulate them into a managerial model to which decision making tools can be applied.

Course outcomes:

After the completion of the topics, Students will be able to

- Students who choose business as a career will also find economics extremely useful. It may be noted in this context that people like doctors, lawyers or other professionals are in business, too. Knowledge of economics is extremely useful in business decision making which is designed to increase the firm's profit and enable the firm to operate more efficiently.
- Moreover, economic theory is useful in helping decision makers to decide how to adapt to external changes in economic variables. For instance, increasing advertising or sales promotion expenditure or undertaking investments involve economic decisions. Therefore, a clear understanding of economic theory helps managers make the right (most profitable) decisions.
- Moreover, knowledge of economic theory is also useful to those who work for non-profit organizations like hospitals, charitable trusts, cooperative societies, etc. Certainly the goals of these organizations do not involve profit maximization, but they do involve economic efficiency.
- The Ministry of Finance, for instance, may be required to allocate a fixed budget to attain the maximum benefit in education, medical care, and so forth permitted by the size of the budget.
- Or, it may be entrusted with the responsibility of attaining a certain goal at the minimum possible cost. Managerial economics does provide the tools needed to solve these economic problems.
- Economics helps not only managers of private business firms, but also managers of non-profit organizations to adapt to changes in the economic environment in the most efficient manner. So managerial economics provides efficient decision-making tools to those also who are employed in non-business operations.

Objectives:

Whether your accounting system is simple or complex, it must meet certain objectives to keep your business running smoothly. It's difficult to make informed business decisions without accurate financial data that helps you see where you are, where you've been and trends that may determine where you're headed. The objectives of an accounting information system should be to provide information to decision makers in a format that is easy to understand. Whether your accounting system is simple or complex, it must meet certain objectives to keep your business running smoothly. It's difficult to make informed business decisions without accurate financial data that helps you see where you are, where you've been and trends that may determine where you're headed. The objectives of an accounting information system should be to provide information to decision makers in a format that is easy to understand.

Course outcomes:

After the completion of the topics, Students will be able to

- know the applications of computerized accounting
- understand the various types of accounting software
- familiarize oneself with the techniques used in computerized accounting
- Know the concepts of vouchers
- Identify the different types of vouchers
- Creating and implementing RDM for financial accounting
- Know the steps in creation of company in tally
- Understand the manual v/s computerized accounting
- Know about steps in development of accounting information system
- Creations of various types of accounting groups
- Describe accounting vouchers
- SQL to retrieve data and generate accounting information
- Understand tally and their features and benefits .
- Display, creation and alteration of accounting vouchers
- Understand various type of records and vouchers
- System of vouchers and database design, storing and maintain transaction data

COURSE NAME : FUNDAMENTALS OF BANKING (BBA- 207)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–II

Objectives:

The course objective is to the students with the necessary theoretical know how in banking so that the concept can be used in banking services. Moreover, the concepts on deposits, loan , account opening etc. whether to knowledge of monetary policy bank rates SLR CRR etc.. Fundamental banking is important mainly because it helps how to use banking services and facility of these sector in various sectors.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various sources of finance
- understand the various uses for finance
- familiarize oneself with the techniques used in financial management.
- Know the role of banks
- Identify the different types of deposits
- Describe the types of loans
- Know the significance of and role of RBI
- Understand the meaning of bank rates
- Know about banking services
- Understand the need for business and consumer loans
- Point out the significance of bank deposits
- Describe the monetary policy
- Describe the kinds of deposits
- Describe the role of RBI

**COURSE NAME : DRUG ABUSE: PROBLEM, MANAGEMENT
AND PREVENTION (COMPULSORY)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-II**

Objectives of the Course:

The objective of course is to explore Meaning, Nature and Extent of Drug Abuse in India and Punjab. It provides knowledge Consequences of Drug Abuse for individual, family, society and nation. It also explains the Medical Management, Psychiatric Management, and Social Management. It explore the prevention and management of the drug abuse.

Course Content:

The course provides an introduction and overview of drug abuse, characteristics of drugs and their classifications. It explores the environmental and behavioral changes in drug addicted person, consequences of drug use. It also provides knowledge how to do management of drug abuse. It develops new and improved strategies to prevent drug use. It includes medical management having medications for treatment and to reduce the withdrawal effects. It also provides the behavioral and cognitive therapy. It also provides the knowledge of programmers for prevention and cure of drug abuse.

Course Outcomes:

A. Knowledge and Understanding):

Students will

- Understand the Meaning of Nature and Extent of Drug Abuse in India and Punjab and Consequences of Drug Abuse
- Understand the management of the Drug Abuse
- Understand the Prevention of Drug Abuse
- Understand the Controlling Drug Abuse

B. Intellectual(Cognitive/ Analytical) Skills:

Students will be able to

- Identify the difference between varieties of drugs.
- Know the types of drug abuse.
- Think critically regarding the prevention and management of drug abuse.
- Provide awareness, seminar, camps regarding drug abuse
- The NDPs act, Statutory warnings, Policing of Borders
-

D. Transferable Skills:

Students will be able to

- Communicate with public during seminars.

- Work with the de-addiction centers.
- Provide counseling, family and group therapy.
- Do advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program.

COURSE NAME : ENGLISH (COMPULSORY) (BBA- 301)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III

Objective of The course: The course aims to introduce a wide range of Literature in English. In its basic sense, the course has the aim to offer the opportunity for students to be able to respond and read cum create poetry with associated genres. It also tells the students about the structure of English language.

Course Outcomes:

- Knowledge and Understanding:** The students will be able to understand different genres of English literature. They will also understand the structure of the grammar through its practical knowledge and its usefulness in our day to day life.
- Intellectual Cognitive /Analytical skills:** Students will be able to enhance their mental ability by learning techniques, symbols and terms which are used in English Literature. It will further develops the critical or analytical thinking of the students, when they practice the exercises of Grammar pertaining to Tenses, voices, Modals etc.
- Practical skills:** The students will develop their writing skills by using exercises based on sentence structure. Students will understand the basic concepts related to spoken English language in an effective way and use the rules of grammar in their daily communication.
- Transferable skills:** After the completion of the course, students can impart their knowledge while pursuing higher studies or doing jobs and help other students in making better communication with others.

COURSE NAME : PUNJABI (COMPULSORY) (BBA- 302)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀ.ਕਾਮ ਸਮੇਸਟਰ: ਤੀਜਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ :

ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ। ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ। ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਬਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

Course Outcomes:

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

4. ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
5. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
6. ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

5. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
6. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
7. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
8. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ:

4. ਵਿਦਿਆਰਥੀਆਂ ਵਿੱਚ ਨਾਟ ਕਲਾ ਅਤੇ ਰੰਗ ਮੰਚ ਪ੍ਰਤੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
5. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
6. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।

ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਿਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ ਵਿਚਲੇ ਲੇਖਾਂ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਉਸਾਰੂ ਸੋਚ ਅਤੇ ਪਾਰਦਰਸ਼ੀ ਨਜ਼ਰੀਏ ਨਾਲ ਸਮਾਜ ਵਿਚ ਵਿਚਰਣ ਦੇ ਯੋਗ ਹੋਣਗੇ। ਨਾਟ ਕਲਾ ਦੇ ਜ਼ਰੀਏ ਵਿਦਿਆਰਥੀ ਨਿੱਜੀ ਅਤੇ ਸਮਾਜਿਕ ਮਸਲਿਆ ਪ੍ਰਤੀ ਸੁਚੇਤ ਹੋਣਗੇ ਅਤੇ ਸਮਾਜ ਨੂੰ ਵੀ ਜਾਗਰੂਕ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।

COURSE NAME: Mudli Punjabi (BBA- 302)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-III

ਕੋਰਸ ਦਾ ਨਾਂ - ਮੁੱਢਲੀ ਪੰਜਾਬੀ

ਕਲਾਸ - ਬੀ.ਕਾਮ/ ਬੀ.ਏ./ ਬੀ.ਐਸ.ਸੀ. ਸਮੈਸਟਰ- ਤੀਜਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼: ਇਸ ਕੋਰਸ ਦਾ ਉਦੇਸ਼ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ ਤਾਂ ਜੋ ਉਹ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਪੜ੍ਹਨ ਤੇ ਲਿਖਣ ਦੇ ਯੋਗ ਹੋ ਸਕਣ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿੱਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਵਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਅਤੇ ਉਘਾਤਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਵਿਆਕਰਨਿਕ ਨੇਮਾਂ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਤਾਂ ਜੋ ਉਹ ਭਾਸ਼ਾ ਦਾ ਸਹੀ ਸੰਚਾਰ ਕਰ ਸਕਣ।

(ੳ) ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ:-

- ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਲਿਖਣ ਤੇ ਪੜ੍ਹਨ ਦੇ ਯੋਗ ਬਣਨਗੇ।
- ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਿਆਕਰਨਿਕ ਨੇਮ ਵਿਧਾਨ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਤੇ ਸਹੀ ਤਰ੍ਹਾਂ ਇਹਨਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਯੋਗ ਹੋ ਸਕਣਗੇ।
- ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਾਹਿਤ ਪੜ੍ਹਨ ਤੇ ਲਿਖਣ ਵੱਲ ਆਕਰਸ਼ਿਤ ਹੋਣਗੇ।

(ਅ) ਬੌਧਿਕ ਹੁਨਰ:-

- ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਸਹਿਤ ਨੂੰ ਪੜ੍ਹਨ ਦੇ ਯੋਗ ਹੋ ਸਕਣਗੇ ਤੇ ਉਹਨਾਂ ਦਾ ਸਮਾਜ ਪ੍ਰਤੀ ਚੰਗਾ ਨਜ਼ਰੀਆ ਬਣੇਗਾ।
- ਵੱਖ-ਵੱਖ ਪ੍ਰਦੇਸ਼ਾਂ ਤੋਂ ਆਏ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਪੜ੍ਹਨ ਦੇ ਨਾਲ-ਨਾਲ ਪੰਜਾਬੀ ਸੱਭਿਆਚਾਰ ਨੂੰ ਵੀ ਸਮਝਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

(ੲ) ਅਮਲੀ ਹੁਨਰ:-

- ਹਫ਼ਤੇ ਦੇ ਛੇ ਦਿਨ ਲੋਕਚਰ।
- ਸਮੇਂ-ਸਮੇਂ ਵਿਦਿਆਰਥੀਆਂ ਤੋਂ ਮੌਖਿਕ ਅਤੇ ਲਿਖਤੀ ਟੈਸਟ ਲੈਣੇ।
- ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਆਤਮ ਵਿਸ਼ਵਾਸ ਪੈਦਾ ਕਰਨ ਲਈ ਹਫ਼ਤੇ ਵਿਚ ਇਕ ਦਿਨ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਉੱਪਰ ਵਿਚਾਰ ਵਟਾਂਦਰਾ ਕਰਨ ਲਈ ਕਹਿਣਾ।
- ਸਮੇਂ-ਸਮੇਂ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਲਾਇਬ੍ਰੇਰੀ ਲਿਜਾਣਾ ਤਾਂ ਜੋ ਉਹਨਾਂ ਅੰਦਰ ਪੁਸਤਕਾਂ ਪੜ੍ਹਨ ਦੀ ਜਗਿਆਸਾ ਪੈਦਾ ਹੋਵੇ।

(ਸ) ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:-

- ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਦਾ ਹੁਨਰ ਪਰਿਪੱਕ ਹੋਵੇਗਾ।
- ਭਾਸ਼ਾ ਨੂੰ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਢੰਗ ਨਾਲ ਵਰਤਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।
- ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਹੀ ਤਰ੍ਹਾਂ ਲਿਖਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

COURSE NAME : STATISTICS FOR BUSINESS (BBA- 303)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in Business Statistics so that the concept can be used in analyzing investment proposal. Moreover, the concepts of central tendency i. e mean ,median, mode and various concepts of dispersion ,correlation helps in knowing the trend of various variables and how future forecasting can be done on this basis. The changes in prices and quantity can be judged with the help of index numbers. The uncertain future variables can be judged up to some extent and predicted on the basis of theory of probability.

Course outcomes:

After the completion of the topics, Students will be able to

- Understand about different types of statistical tools
- Techniques of analyzing central tendency.
- Index numbers and theory of Probability.
- Analyse the business proposals.
- Find out the dispersion from central values.
- compute and enumerate various figures in the business.
- Understand the meaning of Business Statistics
- Know about techniques of business statistics.
- Understand the need for central tendency.
- Point out the significance of Probability analysis.
- Describe the trend change in value through index numbers.
- Defining the relation between various variables withy help of correlation and regression analysis.
- Quantifying the changes in one variable with the changes in other variables.

**COURSE NAME : FUNDAMENTALS OF HUMAN RESOURCE
MANAGEMENT (BBA- 304)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III**

Objectives:

Human Resources are the key to any organisation, and the efficient and ethical management of these resources will impact an organisation's success. The course objective is to teach the concepts of Human Resource Management for the students enrolled in Business Administration. The course will provide specific knowledge, skills and competences at an appropriate level, which the students will acquire with the successful completion of the course. Students will learn the importance of Human Resource.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various functions of Human Resource Management.
- know the scope of HRM
- familiarize oneself with the different concepts used in Human Resource Management.
- study the different skills which are required to be a good manager.
- know the process of recruitment, selection and training.
- know the various methods of performance evaluation.
- develop human resource planning process.
- develop good planning, organizational, analytical and decision making skills.
- develop confidentiality, tact and discretion when dealing with.
- identify factors that influence organizational change and discuss how they impact the role of human resources managing it.
- outline and understand the organisational role and context of Human Resource Management (HRM)

**COURSE NAME : FUNDAMENTALS OF MARKETING MANAGEMENT
(BBA- 305)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III**

Objectives:

To understand the fundamentals principles of marketing, marketing concepts and identify its key components and limitations. Compare a production orientation and a marketing orientation, create customer value and satisfaction.

Course outcomes:

After the completion of the topics, Students will be able to

- know the marketing concepts
- understand the marketing environment
- familiarize oneself with use of internet in collecting information
- Analyzing the Microenvironment; Needs and Trends
- The Demographic Environment
- Economic
- Social-Cultural and Natural
- Technological
- Political-Legal Environment.
- The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation,
- Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.
- Meaning of Features of advertising
- Importance of advertising
- Advertising and Publicity,
- Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales
- Promotions. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing
- Channels of distributions

COURSE NAME : INDIAN FINANCIAL SYSTEM (BBA- 306)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III

Objectives:

This course is designed to provide students information regarding the concept of Indian financial system ,financial markets and financial intermediaries. Due to Liberalization, Privatization and Globalization (LPG), investors can invest both in national and international markets also. So main objective of this course is to provide students basic knowledge of various issues involved in capital markets.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the importance and function of Indian financial system
- Understand the SEBI guidelines.
- Learn role of RBI
- Get information regarding mutual Funds
- Realize the benefits of capital Markets
- Learn about managerial decisions.
- Acquire knowledge about capital market Instruments.
- To get in-depth knowledge of Indian financial system
- To find out role of SEBI
- Understand role and functions of RBI
- Conceptual knowledge of capital market Instruments.
- Theoretical knowledge of capital Markets
- Understand the Role of SEBI
- Understand the Role of RBI

COURSE NAME : MANAGEMENT ACCOUNTING (BBA- 307)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–III

Objectives:

Management Accounting is an essential tool that enhances a manager's ability to make effective economic decisions. The course objective is to give students a good understanding about the concepts and techniques of management accounting. The aim of this course is to encourage the acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices.

Course outcomes:

After the completion of the topics, Students will be able to

- Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.
- Prepare various costing schedules where an analysis of cost classification, behaviour, and type is completed.
- Apply and analyze different types of activity-based management tools through the preparation of estimates.
- Analyze cost-volume-profit techniques to determine optimal managerial decisions.
- Prepare a master budget and demonstrate an understanding of the relationship between the components.
- Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.
- Outline and apply management tools and techniques such as the balanced scorecard, operational performance measures, quality, and environmental cost management.
- Prepare analyses of various special decisions, using relevant costing and benefits.
- Set-up and use a scheme of cost allocation;
- Set-up and use accounting for overhead costs;
- Implement job-costing and process-costing systems.

COURSE NAME : ENGLISH (COMPULSORY) (BBA- 401)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objective of The course: The course aims to introduce a wide range of Literature in English. In its basic sense, the course has the aim to offer the opportunity for students to be able to respond and read cum create poetry with associated genres. It also tells the students about the structure of English language.

Course Outcomes:

- a) **Knowledge and Understanding:** The students will be able to understand different genres of English literature. They will also understand the structure of the grammar through its practical knowledge and its usefulness in our day to day life.
- b) **Intellectual Cognitive /Analytical skills:** Students will be able to enhance their mental ability by learning techniques, symbols and terms which are used in English Literature. It will further develops the critical or analytical thinking of the students, when they practice the exercises of Grammar pertaining to Tenses, voices, Modals etc.
- c) **Practical skills:** The students will develop their writing skills by using exercises based on sentence structure. Students will understand the basic concepts related to spoken English language in an effective way and use the rules of grammar in their daily communication.
- d) **Transferable skills:** After the completion of the course, students can impart their knowledge while pursuing higher studies or doing jobs and help other students in making better communication with others.

COURSE NAME: PUNJABI (COMPULSORY) (BBA- 402)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

ਪਰਚਾ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਕੋਰਸ ਦਾ ਨਾਂ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀ.ਕਾਮ/ਬੀ.ਬੀ.ਏ. ਸਮੇਸਟਰ: ਚੌਥਾ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ :

ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਾਹਿਤ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਕੀਤੀ ਜਾਵੇਗੀ। ਬੌਧਿਕ ਪੱਧਰ ਤੇ ਵਿਕਾਸ ਕੀਤਾ ਜਾਵੇਗਾ। ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਕੀਤੀਆਂ ਜਾਣਗੀਆਂ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੀ ਮਾਂ ਬੋਲੀ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ ਜਾਵੇਗਾ। ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਬਪੱਖੀ ਪ੍ਰਤਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

Course Outcomes:

ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

7. ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
8. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
9. ਭਾਸ਼ਾ ਦੀ ਅੰਦਰੂਨੀ ਬਣਤਰ ਸੰਬੰਧੀ ਗਿਆਨ ਪ੍ਰਾਪਤ ਹੋਵੇਗਾ।

ਬੌਧਿਕ ਹੁਨਰ:

9. ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਸੋਚਣ ਸ਼ਕਤੀ ਵਿਚ ਵਾਧਾ ਹੋਵੇਗਾ।
10. ਅਲੋਚਨਾਤਮਕ ਰੁਚੀਆਂ ਪੈਦਾ ਹੋਣਗੀਆਂ।
11. ਵਿਦਿਆਰਥੀ ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।
12. ਕੋਈ ਵੀ ਸਾਹਿਤਕ ਰਚਨਾ ਦੇ ਕੇ ਉਸ ਵਿਚਲੇ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪਰਤਾਂ ਉਜਾਗਰ ਕਰਨ ਦਾ ਹੁਨਰ ਵਿਕਸਿਤ ਕੀਤਾ ਜਾਵੇਗਾ।

ਅਮਲੀ ਹੁਨਰ:

7. ਵਿਦਿਆਰਥੀਆਂ ਵਿੱਚ ਨਾਟ ਕਲਾ ਅਤੇ ਰੰਗ ਮੰਚ ਅਤੇ ਸਵੈਜੀਵਣੀ ਪ੍ਰਤੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
8. ਸਾਹਿਤ ਸਿਰਜਣ ਦੀ ਰੁਚੀ ਪੈਦਾ ਹੋਵੇਗੀ।
9. ਆਪਣੀ ਮਾਂ ਭਾਸ਼ਾ (ਪੰਜਾਬੀ) ਦੇ ਵਿਕਾਸ ਵਿਚ ਅਹਿਮ ਯੋਗਦਾਨ ਪਾਉਣਗੇ।

ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਿਕ ਪੱਧਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:

ਪੰਜਾਬੀ ਸਵੈਜੀਵਣੀ ਦਾ ਗਹਿਨ ਅਧਿਐਨ ਕਰਕੇ ਵਿਦਿਆਰਥੀ ਉਸਾਰੂ ਸੋਚ ਅਤੇ ਪਾਰਦਰਸ਼ੀ ਨਜ਼ਰੀਏ ਨਾਲ ਸਮਾਜ ਵਿਚ ਵਿਚਰਣ ਦੇ ਯੋਗ ਹੋਣਗੇ। ਨਾਟ ਕਲਾ ਦੇ ਜ਼ਰੀਏ ਵਿਦਿਆਰਥੀ ਨਿੱਜੀ ਅਤੇ ਸਮਾਜਿਕ ਮਸਲਿਆ ਪ੍ਰਤੀ ਸੁਚੇਤ ਹੋਣਗੇ ਅਤੇ ਸਮਾਜ ਨੂੰ ਵੀ ਜਾਗਰੂਕ ਕਰਨ ਦੇ ਕਾਬਿਲ ਹੋਣਗੇ।

COURSE NAME : BASIC PUNJABI (BBA- 402)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives of the Course: This paper is designed to familiarize students with important developments in Sikh history till Guru Arjan Dev. The curriculum will acquaint the pupils with major ideas and thoughts of the Sikh religion developed during this period. It will give basic information about the life and teachings of the first five Sikh masters.

Course Outcomes:

A. Knowledge and understanding

This study programme will enhance the knowledge of students about the Sikh history of Punjab from 1469-1606.

B. Intellectual Skills

Students will be able to

- Acquire General knowledge and subject expertise
- Prepare for competitive exams

C. Practical skills

- Students will learn to make assignment and prepare seminars.
- They will be able to analyze the relation of the past with the present situations.
- It will help them to get prepared for the various competitive exams.
- It will develop analytical skills among them.

D. Transferable Skills

- Communication skills
- Analytical skills
- Critical thinking
- Knowledge

COURSE NAME : FINANCIAL MANAGEMENT (BBA- 403)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in Financial management so that the concept can be used in analysing business proposal. Moreover, the concepts on capital budgeting techniques, risk analysis and sensitivity analysis can be used in judging whether to accept or reject the proposal. Financial management is important mainly because it helps you make decisions towards the maximization of value of the firm. No doubt importance of Financial Management is immeasurable in the business sector.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various sources of finance
- understand the various uses for finance
- familiarize oneself with the techniques used in financial management.
- Know the functions of finance
- Identify the different types of finance
- Describe this relationship between finance with other allied disciplines
- Know the significance of financial goals
- Understand the meaning of Capital budgeting
- Know about capital expenditure
- Understand the need for capital investment
- Point out the significance of capital budgeting
- Describe the capital budgeting process
- Spell out the factors influencing investment decisions
- Describe the kinds of capital budgeting decisions
- Analyse the combined effects of financial and operating leverages
- Understand capital structure and value of a company and their relationship

COURSE NAME : PRODUCTION AND OPERATIONS MANAGEMENT (BBA- 404)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives:

The course objective is to make the students aware to apply management principles to the production function. As the students are going to opt Masters' Degree after completing their Graduation, operations' management is a very demanding stream these days. Therefore, it is a good attempt for the students to keep in touch with this topic via Productions and operations management.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various sources to transform the inputs to outputs
- understand how to apply management principles to the production function
- Familiarize one with the techniques used in operations management.
- Know the functions of operations management
- Identify the different types of techniques of quality control
- Know the significance of productions and operations management.
- The practical aspects of work study
- The complete knowledge of supply chain management
- The various aspects of Inventory decisions
- The complete knowledge of Economic Batch Quantity with joint production runs
- Just in Time Manufacturing system
- Inventory management

COURSE NAME : BUSINESS ENVIRONMENT (BBA- 405)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in Business Environment so that the concept can be used in analysing business proposal. Moreover, the concepts on Annual Budget, LPG, Fiscal policies and Monetary Policies analysis can be used in judging whether to accept or reject the proposal. Business Environment is important mainly because it helps you make decisions towards increasing the effect of various business environments on the business. No doubt importance of Business Environment is immeasurable in the business sector.

Course outcomes:

After the completion of the topics, Students will be able to

- Understand about different types of Business Environment.
- Techniques of analyzing business.
- Annual budgets in India.
- Create plans for the business.
- Find out loopholes in Corporate Governance.
- Cope up with various CSR requirements set by govt.
- Understand the meaning of Business Environment.
- Know about techniques of business analysis.
- Understand the need for Economic Reforms.
- Point out the significance of business analysis.
- Describe the environment analyzing process
- Spell out the factors influencing business decisions
- Describe the kinds of business environments.
- Analyze the combined effects of internal and external environments.
- Understand Fiscal Policy and Monetary Policy.

COURSE NAME : OPERATIONS RESEARCH (BBA- 406)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in Operations Research so that the students become aware that the techniques and methods of OR helps in providing quantitative aid to the management in decision making process. Operations research is the application of methods of modern science on complex problems arising in the direction and management of large systems of men, machines, materials and money in the industry, business, government and defence. The students will learn that OR methods in the industry can be applied in the field of production, inventory control, sales and marketing, purchasing, transportation and competitive strategies etc.

Course outcomes:

After the completion of the topics, Students will be able to

- Understand the various models in OR
- Learn the benefits of these models in decision making processes
- Know the applicability of OR
- Identify the uses of OR
- Know the techniques used in OR
- Understand the various problems
- Learn about optimality
- Learn the need for applying various techniques of OR
- Understand how to maximize the profits and minimize the costs
- Explain the need and importance of LPP
- Explain why particular job is assigned to particular person
- Explain about how to cut down the costs
- Clarify how two competitors could be satisfied

COURSE NAME : FUNDAMENTALS OF INSURANCE (BBA- 407)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-IV

Objectives:

This course is designed to provide students with an understanding of the meaning and importance of Insurance in present scenario. In order to live a safe and secure life, it is very important for human beings (individual or corporate) to protect them from any type of risk. This can be done through Insurance. Various types of insurance policies are provided by government and private sectors to provide social security to individuals. These insurance policies comprise of life insurance, marine insurance, motor vehicle insurance, health insurance and liability insurance.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the importance and functions of Insurance in present era.
- Understand the various insurance policies in order to cover different types of risks.
- Learn various principles of insurance.
- Get information regarding development of insurance sector in India.
- Realize the benefits of getting Insurance policies.
- Learn various new concepts of insurance.
- Acquire knowledge about underwriting and process of underwriting.
- Understand the need, importance and principles of insurance
- Learn the various types of insurance in detail
- Learn about the various distribution channels in insurance
- Understand the role of Insurance Specialists
- Get insurance policy as per their requirements.
- Find job opportunities for themselves by studying role of insurance sector in development of Indian economy.
- Tell the importance and use of insurance to others.
- Explain the various principles of Insurance
- Explain the various reforms in The Indian Insurance Sector
- Analyse the importance of Insurance Industry
- Analyse the need of distribution channels in Insurance and Insurance Specialists

COURSE NAME : ENGLISH (COMPULSORY) (BBA- 501)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objective of the course:

As the concluding level program in the subject of English for students at the graduation levels, the course is aimed at preparing students in the target language for an optimum and skilful use in their further studies.

Course Outcomes:

1. Comprehending and appreciating literature in the pure textual form
2. Ensuring an acquaintance with English drama and its various devices
3. Learning numerous literary techniques as put forth through the curriculum
4. Enhancing writing skills through skill-based questions on the same
5. Developing general awareness on current issues in target language
6. Reviewing the language acquisition over the previous semesters and upgrading the areas requiring attention in terms of language proficiency

COURSE NAME : PUNJABI (COMPULSORY) (BBA- 502)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V

ਕੋਰਸ ਦਾ ਨਾਂ - ਲਾਜਮੀ ਪੰਜਾਬੀ

ਕਲਾਸ - ਬੀ.ਏ. / ਬੀ.ਐਸ.ਸੀ/ ਬੀ.ਕਾਮ. ਸਮੈਸਟਰ -ਪੰਜਵਾਂ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ : -

ਵਿਦਿਆਰਥੀਆਂ ਦੀਆਂ ਵਿੱਦਿਅਕ, ਬੌਧਿਕ ਅਤੇ ਸਰਵਪੱਖੀ ਪ੍ਰਿਭਾਵਾਂ ਨੂੰ ਉਭਾਰਨ ਅਤੇ ਉਘਾੜਨ ਵੱਲ ਵਿਸ਼ੇਸ਼ ਧਿਆਨ ਦੇਣਾ।

ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਵਿਦਿਆ ਦਾ ਮਕਸਦ ਸਮਝਾਉਣਾ। ਚੰਗੇ ਇਨਸਾਨ ਬਣਨ ਲਈ ਪ੍ਰੇਰਨਾ ਅਤੇ ਸਮਾਜਿਕ ਜ਼ਿੰਮੇਵਾਰੀਆਂ ਦੇ ਅਨੁਕੂਲ ਬਣਾਉਣਾ ਤੇ ਉੱਤਮ ਸਾਹਿਤਕ ਕਿਰਤਾਂ ਪੜ੍ਹਨ ਲਈ ਪ੍ਰੇਰਨਾ ਦੇਣਾ ਤਾਂ ਕਿ ਉਹ ਚੰਗੀ ਜੀਵਨ ਜਾਂਚ ਸਿੱਖ ਸਕਣ।

ੳ) ਕੋਰਸ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :-

- ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਦੀਆਂ ਵੱਖ - ਵੱਖ ਵਿਧਾਵਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।
- ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਲਿਖਣ ਵੱਲ ਆਕਰਸ਼ਿਤ ਹੋਣਗੇ।
- ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਿਆਕਰਨਿਕ ਨੇਮ ਵਿਧਾਨ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

(ਅ) ਬੌਧਿਕ ਹੁਨਰ :-

- ਸਾਹਿਤ ਸਮਾਜ ਦਾ ਦਰਪਣ ਹੈ। ਸਾਹਿਤ ਨੂੰ ਪੜ੍ਹਨ ਨਾਲ ਉਨ੍ਹਾਂ ਦਾ ਸਮਾਜ ਪ੍ਰਤੀ ਚੰਗਾ ਨਜ਼ਰੀਆਂ ਬਣੇਗਾ।
- ਸਾਹਿਤ ਜਿੱਥੇ ਉਨ੍ਹਾਂ ਨੂੰ ਰੋਜਗਾਰ ਦੇ ਵਸੀਲੇ ਪ੍ਰਾਪਤ ਕਰਵਾਏਗਾ ਉੱਥੇ ਉਹ ਚੰਗੇ ਪ੍ਰਾਣੀ ਵਜੋਂ ਹੋਂਦ ਗ੍ਰਹਿਣ ਕਰਨਗੇ।
- ਸਾਹਿਤ ਪੜ੍ਹਨ ਨਾਲ ਉਨ੍ਹਾਂ ਦੀ ਆਪਣੀ ਸੋਚ ਬਦਲੇਗੀ ਜਿਸ ਨਾਲ ਉਹ ਸਮਾਜ ਨੂੰ ਚੰਗੀ ਸੋਚ ਦੇਣਗੇ।

(ੳ) ਅਮਲੀ ਹੁਨਰ :-

- ਹਫ਼ਤੇ ਦੇ ਛੇ ਦਿਨ ਲੈਕਚਰ।
- ਸਮੇਂ - ਸਮੇਂ ਵਿਦਿਆਰਥੀਆਂ ਤੋਂ ਮੌਖਿਕ ਅਤੇ ਲਿਖਿਤ ਟੈਸਟ ਲੈਣੇ।
- ਵਿਦਿਆਰਥੀਆਂ ਵਿੱਚ ਆਤਮ ਵਿਸ਼ਵਾਸ ਪੈਦਾ ਕਰਨ ਲਈ ਡੀਬੇਟ ਅਤੇ ਕੋਈ ਇੱਕ ਵਿਸ਼ਾ ਦੇ ਕੇ ਉਸ ਉਪਰ ਵਿਚਾਰ -ਵਿਟਾਂਦਰਾ ਕਰਨ ਲਈ ਕਹਿਣਾ।
- ਪਾਠਕ੍ਰਮ ਨਾਲ ਸੰਬੰਧਿਤ ਵਿਸ਼ਿਆਂ ਉਪਰ ਲਿਖਤੀ ਰੂਪ ਵਿੱਚ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਵਿਚਾਰ ਪੇਸ਼ ਕਰਾਉਣੇ ਅਤੇ ਵਿਚਾਰ ਚਰਚਾ ਕਰਾਉਣੀ।
- ਸਮੇਂ-ਸਮੇਂ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਲਾਇਬਰੇਰੀ ਲਿਜਾਣਾ ਤਾਂ ਜੋ ਉਹਨਾਂ ਅੰਦਰ ਪੁਸਤਕਾਂ ਪੜ੍ਹਨ ਦੀ ਜਗਿਆਸਾ ਪੈਦਾ ਹੋਵੇ।

(ਸ) ਵਿਸ਼ੇ ਨੂੰ ਵਿਹਾਰਕ ਪਧੌਰ ਤੇ ਵਰਤਣ ਦਾ ਹੁਨਰ:-

- ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸਿਰਜਨਾਤਮਕ ਯੋਗਤਾਵਾਂ ਪਰਿਪੱਕ ਹੋਣਗੀਆਂ।
- ਵਿਦਿਆਰਥੀਆਂ ਵਿਚ ਸੰਚਾਰ ਕਰਨ ਦਾ ਹੁਨਰ ਪਰਿਪੱਕ ਹੋਵੇਗਾ।
- ਕਿਸੇ ਵੀ ਵਿਸ਼ੇ ਤੇ ਤੁਲਨਾਤਮਕ ਅਧਿਐਨ ਉਸਾਰਨ ਦੇ ਕਾਬਲ ਹੋਣਗੇ।
- ਭਾਸ਼ਾ ਨੂੰ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਢੰਗ ਨਾਲ ਵਰਤਣ ਦੇ ਯੋਗ ਹੋਣਗੇ।

COURSE NAME : m`uFII pMjwbI (BBA- 502)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objectives: The course is designed to familiarize the students with the Sikh traditions from the sixth master to tenth master. It will also acquaint the about the folk traditions and cultural aspects of the Punjab.

Course Outcomes:

A. Knowledge and understanding

Students will understand the history of Punjab from the foundation of first Sikh empire in 1799 to the formation of New Punjab in 1966.

B. Intellectual Skills

Students will be able to

- Acquire General knowledge and subject expertise
- Prepare for competitive exams

C. Practical skills

- Students will learn to make assignment and prepare seminars.
- They will be able to analyze the relation of the past with the present situations.
- It will help them to get prepared for the various competitive exams.
- It will develop analytical skills among them.

D. Transferable Skills

- Communication skills
- Analytical skills
- Critical thinking
- Knowledge

COURSE NAME : COMPANY LAW (BBA- 503)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objectives:

The course' objective is to equip the students with the necessary understanding of the role of Government in regulating the economic and business activities; The objectives of the Centre and its members are to undertake and promote research on company laws & attract students of the highest caliber to the Law School's programs and provide opportunities for their involvement in company law research projects. To acquire expert knowledge of the practical and procedural aspects of the Companies Act. Improving the functioning of official liquidators through application of e-governance. Protection of investor and promotion of investor's education awareness for growth of corporate sector in the country.

Course outcomes:

After the completion of the topics, Students will be able to

- know the emerging issues in company law
- understand the types of companies ,illegal association
- familiarize oneself with the cases referred in company laws.
- Develop an understanding of the main rules and principles relevant to the nature of company ,formation and its Incorporation
- Focus on MOA,AOA and issue of prospectus and how company meetings arranged n winding up of company.
- Understand the concept of E-governance, Insider trading, credit Rating agencies.
- build ability to write and communicate in a way that showcases expertise.
- practical legal skills in company laws
- Demonstrate a comprehensive contextual knowledge of the concepts and emerging issues in company law
- Demonstrate an understanding of legal processes relevant to company laws;
- Interpret primary materials relevant to company laws and apply the law to company problems to determine an arguable outcome;
- Evaluate legal principles and employ legal techniques to analyse competing considerations and resolve practical problems in the area of company laws;
- Outline basic terms that might be used in legal practice; like Demat of accounts.
- Structure and present a coherent and persuasive legal argument.

COURSE NAME : ENTREPRENEURSHIP & SMALL BUSINESS (BBA- 504)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objectives:

Students would be made to understand the history of entrepreneurship development and small business. They would also be exposed to the concept, functions and theories of entrepreneurship development . Students should also be made to understand the internal & external environment in which an entrepreneur functions. The subject is geared toward providing a basic knowledge of the entrepreneurship, which involves setting up entrepreneurship goals and then deciding on how best to achieve them.

Course outcomes:

After the completion of the topics, Students will be able to

- Explain the purpose of entrepreneurship development in tourism, and their relationship with the environment
- Identify and evaluate concepts and scope of entrepreneurship development and management, entrepreneurship development activities.
- Understand The Nature Of entrepreneurship development
- Identify And Describe The; characteristics of entrepreneurship development
- Understand women entrepreneurship
- Understand fundamental skills and techniques of entrepreneur in risk taking, decision making and business planning.
- Discuss the relevance achievement and role of entrepreneurship development programme importance.
- an understanding of entrepreneurs behaviour and structure
- analytical and critical thinking
- a creative approach to problem solving
- decision-making
- self-reliance, initiative and the ability to manage time, projects and resources

COURSE NAME : COST ACCOUNTING (BBA- 505)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objectives:

The course objective is to equip the students with the necessary theoretical and practical know how in Cost Accounting the concept can be used in analyzing business total cost. Moreover, the concepts on Budgetary control techniques, Marginal costing and Standard costing can be used to control and compare cost of different products. Cost Accounting is important mainly because it helps you make decisions towards the maximization of per unit cost of the firm. No doubt importance of Cost accounting is immeasurable in the business sector.

Course outcomes:

After the completion of the topics, Students will be able to

- know the various types of Costs.
- understand the various methods of cost.
- familiarize oneself with the techniques used in Cost accounting
- Know the functions of Cost.
- Identify the different types of Cost.
- Describe the relationship between Cost with other allied disciplines
- Know the significance of different types of Costs.
- Understand the meaning of Total cost and Per unit cost.
- Know about Cost Sheet.
- Understand the need for Absorption costing.
- Point out the significance of Unit costing.
- Describe the budgetary control process.
- Spell out the factors influencing different costs.
- Describe the kinds of Cost control.
- Analyze the combined effects of Job and Batch control.
- Understand Marginal Costing and Break Even Analysis.

COURSE NAME : CONSUMER BEHAVIOUR (BBA- 511)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–V

Objectives:

The course objective is to introduce students to consumers, consumer behavior in the market place and analyze marketing strategies. The principal factors influencing consumer behavior are discussed and the buying decision process analyzed.

Course outcomes:

After the completion of the topics, Students will be able to

- Be able to identify the dynamics of consumer behavior.
- Understand the various factors influencing consumer decision process.
- Know about the models of consumer behavior and their practical application.
- Recognize the social and ethical implications of marketing actions on consumer behaviour .
- Analyze the dynamics of motivating consumers .
- To understand the effect of diffusion of innovation in the consumer adoption process .
- Appraise models of Consumer Behaviour .
- Determine the relevance of theories to practical marketing situations.
- Understand the importance of consumer related reference groups

COURSE NAME : ADVERTISING & SALES MANAGEMENT (BBA- 512)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-V

Objectives:

This course is designed to provide students information regarding the concept of Advertising and salesmanship. It covers the concepts of advertising, modes of advertising, Advertising Media, salesmanship, recruitment and selection of sales force training needs of sales force, Compensation and performance evaluation.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the importance and function of advertising
- Understand the advertising Media
- Understand the role of sales force
- Get information regarding modes of advertising.
- Realize the benefits of advertising
- Learn about training needs of sales force
- Acquire knowledge about performance evaluation methods.
- To get in-depth knowledge modes of advertising.
- To find out role of sales force
- Understand role and functions of advertising
- Conceptual knowledge of sales management
- Understand the procedure of advertising
- Access the information regarding advertising media
- Gets practical knowledge regarding training needs of salesman.

COURSE NAME : ENGLISH (COMPULSORY) (BBA- 601)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives of the course:

As the concluding level program in the subject of English for students at the graduation levels, the course is aimed at preparing students in the target language for an optimum and skilful use in their further studies.

Course Outcomes:

1. Comprehending and appreciating literature in the pure textual form
2. Ensuring an acquaintance with English drama and its various devices
3. Learning numerous literary techniques as put forth through the curriculum
4. Enhancing writing skills through skill-based questions on the same
5. Developing general awareness on current issues in target language
6. Reviewing the language acquisition over the previous semesters and upgrading the areas requiring attention in terms of language proficiency

COURSE NAME : PUNJABI (COMPULSORY) (BBA- 602)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER-VI

ਕੋਰਸ ਦਾ ਨਾਮ: ਲਾਜ਼ਮੀ ਪੰਜਾਬੀ

ਪ੍ਰੋਗਰਾਮ: ਬੀ.ਏ / ਬੀਐੱਸ.ਸੀ / ਬੀ.ਕਾਮ/ਬੀ.ਬੀ.ਏ.

ਸਮੇਸਟਰ: ਛੇਵਾਂ

ਕੋਰਸ ਦੇ ਉਦੇਸ਼ : ਇਸ ਕੋਰਸ ਦਾ ਉਦੇਸ਼ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਸਾਹਿਤ ਬਾਰੇ ਜਾਗਰੂਕ ਕਰਨਾ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਾਹਿਤ ਵਿਚ ਰੁਚੀ ਪੈਦਾ ਕਰਕੇ ਸਾਹਿਤ ਰਚਣ ਲਈ ਪ੍ਰੇਰਿਤ ਕਰਨਾ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਆਕਰਣ ਬਾਰੇ ਜਾਣੂ ਕਰਵਾਉਣਾ।

ਇਸ ਪ੍ਰੋਗਰਾਮ ਨਾਲ ਹੋਣ ਵਾਲੀਆਂ ਪ੍ਰਾਪਤੀਆਂ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ :

- ਵਿਦਿਆਰਥੀ ਭਾਸ਼ਾ ਦੀਆਂ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰਥ ਹੋਣਗੇ।
- ਸਾਹਿਤ ਵਿਚ ਰੁਚੀ ਪੈਦਾ ਹੋਏਗੀ।
- ਵਿਆਕਰਨਿਕ ਇਕਾਈਆਂ ਅਤੇ ਵਿਆਕਰਨਕ ਵਰਗਾਂ ਨਾਲ ਜੁੜੇ ਹੋਏ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਬਾਰੇ ਜਾਣਨਗੇ।
- ਸ਼ਬਦ ਬਣਤਰ ਤੇ ਸ਼ਬਦ ਰਚਨਾ ਦੇ ਨਾਲ-ਨਾਲ ਮਾਤ ਭਾਸ਼ਾ ਪੜ੍ਹਣ ਤੇ ਬੋਲਣ ਵਿੱਚ ਰੁਚੀ ਪੈਦਾ ਹੋਏਗੀ।

ਅਮਲੀ ਹੁਨਰ (Practical skill) :

1. ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੇ ਜਰੀਏ ਪ੍ਰਾਪਤ ਕੀਤੇ ਗਿਆਨ ਨੂੰ ਵਿਦਿਆਰਥੀ ਵੱਖ-ਵੱਖ ਖੇਤਰਾਂ ਵਿਚ ਲਾਗੂ ਕਰ ਸਕਦੇ ਹਨ।
2. ਇਸ ਪ੍ਰੋਗਰਾਮ ਦੇ ਜਰੀਏ ਵਿਦਿਆਰਥੀ ਤਕਨਾਲੋਜੀ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।
3. ਇੰਟਰਨੈੱਟ ਦਾ ਗਿਆਨ ਵਿਦਿਆਰਥੀ ਦੀ ਬਹੁਪੱਖੀ ਸਖਸ਼ੀਅਤ ਨੂੰ ਉਘੇੜਣ ਤੇ ਨਿਖਾਰਨ ਵਿਚ ਸਹਿਯੋਗ ਦੇਵੇਗਾ।

*ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਪਰਖ ਲਈ ਉਹਨਾਂ ਨੂੰ ਸਮੇਂ-ਸਮੇਂ ਵੱਖ-ਵੱਖ ਵਿਸ਼ਿਆਂ ਤੇ ਲਿਖਤ ਕਾਰਜ ਦਿੱਤਾ ਜਾਵੇਗਾ।

COURSE NAME : Basic Punjabi (BBA- 602)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives: This course aims at acquainting students with history of Punjab during the period of Maharaja Ranjit Singh and after him (1799-1966). It also aims to show how the Britishers annexed Punjab after his reign. It also aims to show how Punjabi's contributed in the freedom struggle.

Course Outcomes:

A. Knowledge and understanding

Students will understand the history of Punjab from the foundation of first Sikh empire in 1799 to the formation of New Punjab in 1966.

B. Intellectual Skills

Students will be able to

- Acquire General knowledge and subject expertise
- Prepare for competitive exams

C. Practical skills

- Students will learn to make assignment and prepare seminars.
- They will be able to analyze the relation of the past with the present situations.
- It will help them to get prepared for the various competitive exams.
- It will develop analytical skills among them.

D. Transferable Skills

- Communication skills
- Analytical skills
- Critical thinking
- Knowledge

COURSE NAME : INCOME TAX (BBA- 603)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives:

The course objective is to equip the student with the necessary understanding of the role of income tax department in regulating the income tax returns. The objective of the study is to obtain the opinion and perception of the taxpayers about the influence of e-filing in their tax compliance patterns. Identifying personal characteristics of taxpayers. Establishing and examine the taxpayers' level of knowledge of about e-filing. Determining constraints that lead to taxpayers' non-compliance.

Course outcomes:

After the completion of the topics, Students will be able to

- know the Steps involved in computation of tax
- know the meaning and scope of direct tax
- Receive knowledge relating to various heads for computing tax
- Know how to compute tax liability after deductions
- Understand the Nature Of income tax
- Understand the process of computing tax liability
- Develop and understanding of the main rules and regulations of income tax .
- Compute residential status of individual
- How to compute total income of individual.
- build ability to apply and communicate in a way that showcases expertise.
- have strong tax awareness plus the essential skills to file income tax return.
- Awareness relating to exemptions and deductions
- understanding of filing of returns
- analytical and critical thinking
- a creative approach to problem solving related to tax
- decision-making

COURSE NAME : FUNDAMENTALS OF CAPITAL MARKETS (BBA- 604)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives:

This course is designed to provide students information regarding the capital market and its importance in present scenario. Capital Market is a long term market in which various types of securities are issued or traded. In order to control and investigate different activities in the capital market, SEBI Act was passed in 1992. The basic objective of SEBI is not only control the securities market but also provide protection to investors. Due to Liberalization, Privatization and Globalization (LPG), investors can invest both in national and international markets also. So main objective of this course is to provide students basic knowledge of various issues involved in capital market.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the importance and functions of capital market in present era.
- Understand the various financial instruments issued by company to raise finance.
- Learn functions and importance of capital market.
- Get information regarding role of SEBI in controlling securities markets in India.
- Realize the benefits of issuing various securities from view point of investors and company.
- Learn about various new sources of finance.
- Acquire knowledge about process of issuing new securities.
- To get in-depth knowledge of different type of financial institutions available in India.
- To find out role of financial institutions in development of Indian economy.
- Understand role and functions of participants in capital market.
- Differentiate between new issue market and capital market.
- Demarcate between capital market and money market
- Invest in various sources of finance as per their requirements.
- Find job opportunities for themselves by studying role of capital market in development of Indian economy.
- Tell the importance stock exchanges to investors.
- Understand the procedure of listing securities in stock exchange.
- Access the information regarding mutual funds and its types.
- Get practical knowledge regarding investment in securities and perform the job of financial advisor.

COURSE NAME : SERVICES MARKETING (BBA- 611)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives:

The course objective is to provide an introduction to service marketing activities which involve the efforts to promote and sell intangible services. In addition to intangibility, services are inseparable, inherently variable and perishable. Using these four features, students are taught primary objectives of service marketing such as building trust, empowering service delivery personnel, establishing uniform process and promoting customer satisfaction.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the conceptual framework of service marketing.
- Understand the characteristics and classification of services.
- Learn the service marketing mix.
- Learn the 4Ps of service marketing in detail.
- Acquire knowledge regarding extended 3Ps of service marketing mix.
- Learn the service marketing implementation through services marketing triangles, servqual model rater, PZB gap model.
- Demonstrate the understanding of service marketing activities and applications pertaining to 7Ps(4Ps +3Ps extended) e.g. product service mix, price, place, promotion, people, process, physical evidence.
- Develop a frame of reference through which to identify, evaluate and solve problems related to 7Ps of service marketing mix and service marketing implementation.
- Build ability to explore and communicate in a way that showcases expertise.
- Have strong service marketing awareness and gain essential skills to function as effective service marketing managers both at national and international level.
- Develop a multi-disciplinary knowledge base of evolution and understanding of service marketing to aid with problem solving and decision making skills to support service business.
- Develop an in-depth understanding of topics related to training and development of employees, motivation and empowerment, importance of service scopes, strategies for managing inconsistency, and customer service in service marketing.

COURSE NAME : E-MARKETING (BBA- 612)
CLASS - BACHELOR OF BUSINESS ADMINISTRATION SEMESTER–VI

Objectives:

The basic objective of this paper is to make the students aware of the relevant aspects of electronic marketing. Moreover, this subject helps to understand the Search Engine Optimization, Electronic Payment Systems, Video marketing and Blogging. No doubt importance of online marketing is growing in everyone's life.

Course outcomes:

After the completion of the topics, Students will be able to

- Know the various aspects of e-marketing;
- Understand the various principles and search engines optimization of e-marketing;
- Familiarize oneself with the present scenario of the online marketing and m-commerce in India.
- Understand key issues relating to online advertisement and electronic payment systems.
- Know the details of e-marketing;
- To know the various principles and search engines optimization of e-marketing;
- Describe customer loyalty and satisfaction relationship;
- Understand key relating to online advertisement and electronic payment systems.
- Meaning of e-marketing;
- How to follow the electronic payment systems;
- Understand the pay per click marketing;
- Familiarize oneself with video marketing and use of debit and credit cards;
- Understand key issues relating to mobile marketing trends and terminologies.
- Understanding benefits and applications of Mobile Phones and smart phones applications;
- Describe the use of customer relationship management and e-marketing in modern business scenario.