

**Bachelor of Business Administration (BBA) (CBGS)**  
**(Faculty of Business Studies)**  
(New Syllabus from Academic Session 2024-2025, 2025-26, 2026-27)  
**Punjabi University, Patiala**

**(Credit Based Grading System) (CBGS)**

**(SEMESTER--: I-II)**

**(For Colleges)**

Programme Code: BBAU3PUP



**Bachelor of Business Administration (BBA)**  
**(New Syllabus from Academic Session 2024-2025, 2025-26, 2026-27)**  
**Punjabi University, Patiala**

**Semester-I**

Course Code	Course	Course Title	L	T	P	Credit	Total Marks
BBAU1101T	Major	Principles and Practices of Management	4	-	-	4	100
BBAU1102T	Major	Financial Accounting	4	-	-	4	100
BBAU1103T	Major	Business Statistics	4	-	-	4	100
BBAU1104T	Ability Enhancement	General English	2	-	-	2	100
BBAU1105P	Multi-Disciplinary	Seminar on Business Ethics and Values	-	-	2	2	50
BBAU1106P	Ability Enhancement	Workshop on Business Communication-I	-	-	2	2	50
	Value Enhancement	EVS	2	-	-	2	50
	Indian Language	Punjabi / Mudla Gyan	4	-	-	4	100

**Semester-II**

Course Code	Course	Course Title	L	T	P	Credit	Total Marks
BBAU2101T	Major	Organisational Behaviour	4	-	-	4	100
BBAU2102T	Major	Marketing Management	4	-	-	4	100
BBAU2103T	Major	Business Economics	4	-	-	4	100
BBAU2104T	Ability Enhancement	Computer Applications for Business	2	-	-	2	100
BBAU2105P	Multi-Disciplinary	Seminar Media Literacy	-	-	2	2	50
BBAU2106P	Ability Enhancement	Workshop on Business Communication-II	-	-	2	2	50
	Value Enhancement	Drug Abuse	2	-	-	2	50
	Indian Language	Punjabi / Mudla Gyan	4	-	-	4	100



**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.





## **Bachelor of Business Administration (BBA)**

### **SEMESTER – I**

### **Principles and Practices of Management**

BBAU1101T Principles and Practices of Management

4L:0T:0P

4 Credits

#### **Course Description:**

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

#### **Course Objectives:**

1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in decision-making, and leadership.

#### **Course Content:**

##### **Unit I**

**Management:** Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Principles of management, Scientific Management.

**Evolution of Management Thought:** Contribution of F. W. Taylor, Henri Fayol, Elton Mayo, Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

**Planning:** Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

**Organizing:** Meaning, Nature and Purpose of organization, Principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization.

##### **Unit II:**

**Authority:** Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization, Decentralisation and Departmentation.

**Staffing:** Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

**Coordination:** Principles and Techniques, Difference between coordination and cooperation.

**Controlling:** Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

**Corporate social responsibility (CSR):** Meaning, Arguments against and in favour of CSR, CSR towards various stakeholders, recent trends in CSR.

#### **Text Books (Latest Editions):**

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

## **Bachelor of Business Administration (BBA)**

### **Financial Accounting**

BBAU1102T Financial Accounting

4L:0T:0P

4 Credits

#### **Course Description:**

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

#### **Course Objectives:**

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business

#### **Course Content:**

##### **Unit- I:**

**Introduction to Accounting, Accounting system and process:** Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Accounting concepts and conventions, Classification of capital and revenue- expenditure and income,

**Recording transactions and Trial balance:** Transactions -nature, Entry in Journal, GST transactions, Entry in Ledger, Cash book and Subsidiary books, Trial balance,

##### **Unit – II:**

**Final Accounts:** Preparation of Trading and Profit and Loss account, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.

**Rectification of Error, Bank Reconciliation Statement:** Rectification of Error, Bank reconciliation Statement, Depreciation Accounting: Straight Line and Written Down Value Methods.

**Green Accounting and Sustainable Reporting-** Need and objectives and Importance.

#### **Text Books (Latest Editions):**

1. Jain S.P., & Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: [www.ifac.org](http://www.ifac.org)
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications





## **Bachelor of Business Administration (BBA)**

### **Business Statistics**

BBAU1103T

Business Statistics

4L:0T:0P

4 Credits

#### **Course Description:**

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

#### **Course Objectives:**

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends
5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.40

#### **Unit – I:**

**Introduction to Statistics-** Definition, Importance and Limitations, Functions and scope

**Measures of Central Tendency,** Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode and meaning of partition values- quartiles, deciles, percentiles,

**Dispersion:** Measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.

**Correlation:** Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error.

#### **Unit – II**

**Regression and Time Series:** Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. Definition of Time Series. Components of Time Series. Methods for measuring secular trends: i) Methods of Semi Averages ii) Methods of Moving Averages iii) Method of Least Squares (only for straight line).

**Index numbers:** Need, definition and limitations of Index numbers-simple and weighted index numbers Laspyer's, Paasche's and Fisher Index numbers, Criterion of ideal index numbers, problems involved in the construction of index numbers.

#### **Readings:**

Textbooks (Latest Editions):

1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
3. SP Gupta. Statistical Methods, Sultan Chand and Sons

## **Bachelor of Business Administration (BBA)**

**BBAU1104T/General English**

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:  
Section-A

It will consist of four **essay** type questions set by the **examiner** from Part-i and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weight of the section is 24 marks.

It will consist of four **essay** type questions set by the **examiner** from Part-ii and the candidate shall be required to attempt two. Each question shall carry 12 marks; total weight of the section is 24 marks.

It will consist of 11 short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 22 marks.

Course Input:

Imaginative Use of Parts of Speech. How to Plan Paragraph Writing. How to Change Direct into Indirect Speech and Vice Versa. Sentence Connectors and Cohesion. Substitution

and Phrases. Letter writing Prose and Comprehension. Paraphrasing and Expansion, Descriptive writing. Report writing. Script writing for Announcement. Comparing etc.

Language and Society, Style and Registers. Language and Communication Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a Communication of Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

For Practical:

There shall be two tutorial periods per period for the students to face the camera, gestures, speech, facial expression, Sip and eye movement, voice training and training in Techniques of broadcasting, etc. For all these purposes there should be organization of quiz competition, debates and other competitions, etc.

Recommended Readings:

1. N, Krishnaswamy; Modern English (Macmillan-India)
2. R.O. Neil: English in Situations (OUP)
3. Ed Viola Huggins: What to say when (BBC London)
4. Geoffrey Boughton: Success with English: The Penguin Course: Course Book-I
5. Alexander Baird: Success with English: The Penguin Course. A first reader.
6. S.P. Jain: The Art of Broadcasting.
7. Corl Warren: Radio News Writing.



## **Bachelor of Business Administration (BBA)**

### **Seminar on Business Ethics and Values**

BBAU1105P Seminar on Business Ethics and Values

0L:0T:2P

2

#### **Course Description**

The objective of this course is to develop the ability in the students to define and analyze the business ethics problems and make the students aware and sensitized towards these issues.

#### **Course objectives**

1. Develop the skills to identify the appropriate Business Ethics and Values;
2. Analyse the Business problems, and
3. Learn about Ethics and Values inter-linked in Business, weaknesses of the Business.

#### **Course Content**

##### **Group-I:**

**Introduction:** Ethics and Values and their Importance in Business: Ethical Issues in Capitalism and Market System; Ethical and Social Systems.

**Issues in BEV:** The Social Responsibility of Business, Ethical Conflicts, Whistle Blowing. Ethics and Organizations

**Ethics in Functional Areas:** Ethics in Human Resource Management and Organizational Culture; Ethics in Marketing, Ethics in Finance, Ethical Codes and Incentives in Corporate Sector.

##### **Group-II:**

**Social Ethical Issues:** Broader Ethical Issues in Society- Corruption, Ecological Concerns, Discrimination on the Basis of Gender, Caste or Race.

**Updation of Ethical Issues:** Ethics and Information Technology, Impact of Govt. Policies and Laws on Ethics, Resolving Ethical Dilemmas.

#### **Pedagogy:**

Extensive use of technology in the class rooms, Online modules of MOOCs, Research Based teaching, use of concerned Article from journals and magazines.

#### **Case/Class Discussions:**

Students will work in a group to prepare a brief write-up, due before the start of class, covering the case study. Questions in the case study would include the quantitative analysis of the problems-solving and decision-making.





## **Bachelor of Business Administration (BBA)**

### **Workshop on Business Communication-I**

BBAU1106P Workshop on Business Communication-I

0L:0T:2P

2

#### **Course Description:**

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

#### **Course Objectives:**

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

#### **Course Content:**

##### **Unit I**

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

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

##### **Unit II**

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

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

#### **Text Books (Latest Editions):**

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

**ਸਮੇਸਟਰ ਪਹਿਲਾ**

ਕੁਲ ਅੰਕ : 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 30 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 70 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

(ਅਧਿਆਪਨ: 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

ਕੁੱਲ 04 ਕ੍ਰੈਡਿਟ

**ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ**

ਭਾਗ-ੳ: ਬੱਤਖ ਦੇ ਖੰਭਾਂ ਜਿਹੇ ਸਫੈਦ ਦਿਨ (ਨਾਵਲਿਟ)-ਪ੍ਰਗਟ ਸਿੰਘ ਸਿੱਧੂ 12+12 = 24 ਅੰਕ

ਭਾਗ-ਅ : (1) ਨਿਬੰਧ-ਰਚਨਾ: ਮਨੁੱਖੀ ਜੀਵਨ ਤੇ ਪੰਜਾਬੀ ਸਮਾਜ ਵਿਚ ਕੰਪਿਊਟਰ, ਤਕਨਾਲੋਜੀ, ਵਪਾਰ, ਪ੍ਰਬੰਧਨ ਦੇ ਮਹੱਤਵ ਅਤੇ ਭੂਮਿਕਾ ਬਾਰੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 12 ਅੰਕ

ਭਾਗ-ਅ : (2) ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਅਤੇ ਅਨੁਵਾਦ: (i) ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (ਲਗਭਗ 100 ਸ਼ਬਦ): ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ। 06 ਅੰਕ

(ii) ਵਪਾਰ-ਪ੍ਰਬੰਧਨ ਨਾਲ ਸੰਬੰਧਿਤ ਕਿਸੇ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ 06 ਅੰਕ

ਭਾਗ-ੲ: ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ-ੳ ਅਤੇ ਭਾਗ-ਅ ਦੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਂਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ੳ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਤਿੰਨ ਭਾਗ ੳ ਅ ੲ ਹੋਣਗੇ।
  2. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ੳ ਵਿੱਚ ਨਾਵਲਿਟ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ/ਕਥਾਨਕ ਅਤੇ ਪਾਠਕ ਦੇ ਪ੍ਰਭਾਵਾਂ ਬਾਰੇ ਵਿਸਤ੍ਰਿਤ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ
  3. ਭਾਗ ੳ ਵਿੱਚੋਂ ਨਾਵਲਿਟ ਦੇ ਪਾਤਰਾਂ ਦੀ ਜਾਣ-ਪਛਾਣ ਕਰਵਾਉਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਚਾਰ ਵਿੱਚੋਂ ਦੋ)  $2 \times 6 = 12$  ਅੰਕ
  4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ  
ਅ-2 ਦੇ ਉਪ-ਭਾਗ (i) ਵਿਚ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ 6 ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਕੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06 ਅੰਕ
  - ਭਾਗ ਅ-2 ਦੇ ਉਪਭਾਗ (ii) ਵਿਚ ਵਣਜ ਵਪਾਰ ਤੇ ਵਪਾਰ-ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਇਕ ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਦਾ ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 06 ਅੰਕ
  5. ਭਾਗ-ੲ: ਇਸ ਵਿਚ ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ੳ ਅਤੇ ਭਾਗ ਅ (i) ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 11 (ਨਾਵਲ ਵਿੱਚੋਂ 6 ਅਤੇ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਵਿੱਚੋਂ 5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ) ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  $2 \times 11 = 22$  ਅੰਕ
- ਨੋਟ: ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ ਸੰਬੰਧਿਤ ਸੰਖੇਪ ਅਖ਼ਬਾਰੀ ਲੇਖਾਂ ਅਤੇ ਬਲੋਗ-ਰਚਨਾਵਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕੈਨ ਕੋਪੀ ਬੁੱਕ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ। ਉਸ ਦੇ ਆਧਾਰ ਤੇ ਅਸਾਈਨਮੈਂਟ ਦੇ ਅੰਕ ਲਗਾਏ ਜਾਣਗੇ। ਮੌਲਿਕ ਲੇਖਣੀ ਨੂੰ ਤਰਜੀਹ ਦਿੱਤੀ ਜਾਵੇ।



# **Bachelor of Business Administration (BBA)**

## **SEMESTER – II**

### **Organisational Behaviour**

BBAU2101T Organisational Behaviour

4L:0T:0P

4 Credits

#### **Course Description:**

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

#### **Course Objectives:**

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

#### **UNIT-I:**

**Introduction:** Definition, Nature and Scope of Organizational Behavior – Need for Studying Organizational Behavior- Disciplines that Contribute to OB- OB Models – Challenges and Opportunities of OB

**Individual behavior:** -

**Perception:** Meaning – Process-Improving Perception,

**Personality :** Development Determinants of Personality-Personality Traits.

**Learning :** Theories and Principles of Learning.

**Motivation:** Meaning and Importance – Theories of Motivation Maslow's need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, Vroom's Expectancy Theory.

#### **UNIT-II:**

**Group Behavior:-**

**Groups** – Definition – Types – Group Development;- Groups Norms–Group Cohesiveness– Group Decision Making

**Conflict-** Individual Conflict – Interpersonal Conflict- Group Conflict – Resolving Conflict.

**Leadership:** Leadership Styles, Traits of good Leader, Difference between Leader and Manager.

**Organizational Culture:** Organisational Culture - Meaning - Definition - Concept - Characteristics - Types of Culture, Functions of Culture - Creating and Sustaining Culture - Learning Culture –

**Organizational Change:** Forces of change; Planned change; Resistance; Approaches .

#### **Text Books (Latest Editions):**

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.



## Bachelor of Business Administration (BBA)

### Marketing Management

BBAU2102T Marketing Management

4L:0T:0P

4 Credits

**Course Description:** Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

#### Course Objective(s):

1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.
2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives
3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.

#### Course Content:

##### Unit-I

**Introduction:** Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;

**Marketing Environment:** Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. **Segmentation, Targeting and Positioning:** Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets;

**Consumer Behavior:** Consumer Buying Decision Process, Factors affecting consumer behavior.

**Product decisions:** Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling., New Product Development.

##### Unit II

**Pricing Decisions:** Determinants of Price, Pricing Methods

**Promotion Decisions:** Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.

**Marketing Channel Decision:** Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.

**Marketing of Services:** unique characteristics of services, marketing strategies for service firms – 7Ps.

**Contemporary issues in Marketing,** Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing Green Marketing (Introductory aspects only).

#### Readings/Text Books (Latest Editions):

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth |
4. *Marketing Management*. Pearson Higher Education
5. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
6. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.
7. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
8. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
9. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.



## **Bachelor of Business Administration (BBA)**

### **Business Economics**

BBAU2103T

Business Economics

4L:0T:0P

4 Credits

#### **Course Description:**

Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.

#### **Course Objective:**

1. It equips students with fundamental concepts of microeconomics.
2. Business economics delves into the complexities of market structures, helping students navigate
3. challenges such as competition, regulatory environments, and technological disruptions.
4. It fosters critical thinking by analyzing real-world case studies, enabling students to propose
5. innovative solutions to business problems.
6. A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts
7. seeking to thrive in today's dynamic and interconnected business landscape.

#### **Course Content:**

##### **Unit-I**

**Nature and scope of Business Economics,** Role of Business,

**Demand:** Demand Classification, Elasticity of Demand, Meaning of demand and its types, Law of demand. Price elasticity of demand its measurement.

**Consumer's Behaviour:** Utility approach: Brief outline of law of diminishing marginal utility law of equi-marginal utility. Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect,

**Theory of Supply:** Concept and law of supply, factors affecting supply, Elasticity of Supply

##### **Unit-II**

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

**Theory of Cost:** Short and Long period costs, Concept of total cost, Marginal and Average cost, cost in short-run and long-run.

**Concept of revenue:** Total Revenue, Average Revenue Relationship between Average and Marginal Revenue and Price elasticity of demand.

**Pricing Under Various Market Conditions:** Perfect Competition Equilibrium of Firm and Industry under Perfect Competition, Monopoly Price determination under Monopoly Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

#### **Text Books (Latest Editions):**

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics





## **Bachelor of Business Administration (BBA)**

### **Computer Applications for Business**

BBAU2104T Computer Applications for Business

2L:0T:0P

2

#### **Unit-I**

**Computer Fundamentals:** Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers. Internal and External Memory Storage: RAM, ROM, PROM, EPROM.

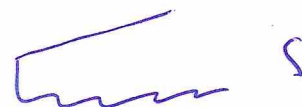
**Commonly used Input/output/Memory storage devices:** Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter. Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.

#### **Unit-II**

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

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

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





## **Bachelor of Business Administration (BBA)**

### **Seminar Media Literacy**

BBAU2105P Seminar Media Literacy

0L:0T:2P

2

#### **Course Description**

This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.

#### **Course Objective(s):**

1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.
2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.
3. Explore media production dynamics and ownership structures in the Indian context.
4. Address ethical and regulatory considerations in media practices.
5. Enhance digital media literacy for responsible online engagement and combating misinformation.

#### **Course Content:**

##### **Unit I**

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

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

##### **Unit II**

**Media Consumption and Production Dynamics:** Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns

**Ethics, Regulation, and Digital Media Literacy:** Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.



## **Bachelor of Business Administration (BBA)**

### **Workshop on Business Communication-II**

BBAU2106P Workshop on Business Communication-II

0L:0T:2P

2

#### **Course Description:**

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

#### **Course Objectives:**

1. To understand the concept, process, and importance of business communication with a strategic imperative.
2. To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills
3. To train students to acquire and master intra and interorganizational communication
4. To train students for communicating effectively for the purpose of gaining employment.

#### **Unit-I**

**Written communication:** intra organizational/ departmental/ workplace communication Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memoranda, Office Orders, News Letters; Positive and Negative Messages, Use of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting;


**Oral Communication, Professionalism and team work:** Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews.

#### **Unit-II**

**Negotiation Skills and Cross-Cultural Communication:** Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.

**Contemporary Communication:** Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship –digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts.

**Job Searching in Digital Age;** Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.





ਬੀ.ਬੀ.ਏ. (ਤਿੰਨ ਸਾਲਾਂ ਅਤੇ ਚਾਰ ਸਾਲਾਂ) ਭਾਗ-ਪਹਿਲਾ, ਪੇਪਰ: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ, ਸਮੇਸਟਰ 1 ਅਤੇ 2

ਸੈਸ਼ਨ: 2023-24, 2024-25 ਅਤੇ 2025-26

### ਸਮੇਸਟਰ ਦੂਜਾ

ਕੁਲ ਅੰਕ : 100

ਵਿਸ਼ੇ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 30 ਅੰਕ

ਅਧਿਆਪਨ: 06 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 70 ਅੰਕ

ਕੁੱਲ 04 ਕ੍ਰੈਡਿਟ

ਸਮਾਂ : 3 ਘੰਟੇ

### ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ-ੳ: ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ, ਸੰਪਾ. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਡਾ. ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ

ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

12+12=24ਅੰਕ

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

12 ਅੰਕ

ਅ -2 (i) ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ, ਗਿਆਨ ਅਤੇ ਭਾਸ਼ਾ: ੳ ਪ੍ਰਬੰਧ ਨਾਲ ਸੰਬੰਧਿਤ ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ (ਲਗਭਗ 100

ਸ਼ਬਦ): ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਅਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ।

06 ਅੰਕ

(ii) ਗਿਆਨ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ: ਦੂਜੀਆਂ ਭਾਸ਼ਾਵਾਂ ਵਿੱਚੋਂ ਤਕਨੀਕੀ ਸ਼ਬਦ ਉਧਾਰ ਲੈਣ ਦੇ ਤਰੀਕੇ (ਤੱਤਸਮ, ਤਦਭਵ) ਸ਼ਬਦ ਘਾੜਤ, ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦੇ ਸ਼ਬਦਜੋੜਾਂ ਅਤੇ ਉਚਾਰਣ ਦਾ ਨਿਰਧਾਰਣ, ਸ਼ਬਦ-ਜੋੜਾਂ ਦਾ ਟਕਸਾਲੀਕਰਨ ਤੇ ਇੱਕਸਾਰਤਾ ਦਾ ਸਵਾਲ

06 ਅੰਕ

ਭਾਗ-ੲ ਉਪਰੋਕਤ ਸਿਲੇਬਸ 'ਤੇ ਆਧਾਰਿਤ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

### ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਾਠਕ੍ਰਮ ਦੇ ਦੋ ਭਾਗ ੳ ਅਤੇ ਅ ਹਨ ਪਰ ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ੳ, ਅ ਅਤੇ ਏ ਵਿਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।

2. ਭਾਗ ੳ ਵਿੱਚੋਂ: (i) ਕਿਸੇ ਇਕ ਦਾ ਵਿਸ਼ਾ/ਸਾਰ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ)

12 ਅੰਕ

(ii) ਨਿਬੰਧਾਂ ਵਿਚਲੇ ਵਿਚਾਰਾਂ ਸਬੰਧੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ)

2x6=12 ਅੰਕ

4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਪੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ)

12 ਅੰਕ

ਅ-2 ਦੇ ਉਪਭਾਗ (i) ਵਿੱਚੋਂ 10 ਅੰਗਰੇਜ਼ੀ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ 6 ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਤੇ ਵਾਕਾਂ ਵਿਚ ਵਰਤੋਂ ਲਈ ਕਿਹਾ

ਜਾਵੇਗਾ। ਅਤੇ ਉਪਭਾਗ (ii) ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੂੰ ਇੱਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

06+06 =12 ਅੰਕ

5. ਭਾਗ-ੲ ਵਿਚ ਪਾਠਕ੍ਰਮ ਦੇ ਭਾਗ ੳ ਅਤੇ ਭਾਗ ਅ-2 ਵਿੱਚੋਂ ਸਾਂਝੇ ਤੌਰ 'ਤੇ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 11 (ਪਾਠ ਪੁਸਤਕ ਚੋਣਵੇਂ

ਪੰਜਾਬੀ ਨਿਬੰਧ ਵਿੱਚੋਂ 06 ਅਤੇ ਭਾਗ ਅ-2 ਵਿੱਚੋਂ 05) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ

ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

11 x2=22 ਅੰਕ

ਨੋਟ: ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਦੇ ਅੰਕਾਂ ਵਿੱਚੋਂ ਅਸਾਈਨਮੈਂਟ ਦੇ ਕਾਰਜ ਲਈ ਪੰਜਾਬੀ ਵਿਚ ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ ਨਾਲ

ਸੰਬੰਧਿਤ ਸੰਖੇਪ ਅਖਬਾਰੀ ਲੇਖਾਂ ਅਤੇ ਬਲੋਗ-ਰਚਨਾਵਾਂ ਦੀ 20-25 ਪੰਨਿਆਂ ਦੀ ਸਕੈਨ ਕੀਤੀ ਤਿਆਰ ਕਰਵਾਈ ਜਾਵੇਗੀ।

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