

PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)  
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT  
AND COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES  
OF READING

FOR

BACHELOR OF BUSINESS ADMINISTRATION

**Instructions for Paper Setters**  
**B.B.A. Class**

**2<sup>ND</sup> Year**

**For Papers 1-6**

**Section A**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
BACHELOR OF BUSINESS ADMINISTRATION EXAMINATION - 2015  
(B.B.A. 2<sup>nd</sup> & 3<sup>rd</sup> Year)**

**NOTE :**

1. A unit should be of 30 students.
2. 80 percent marks shall be assigned to external examination and 20 percent to internal assessment. In the papers relating to computers, the division of marks shall be as follows:

Written Test	:	50 marks
Practical	:	30 marks
Internal Assessment	:	20 marks

The Internal Assessment mentioned as above be divided as under:-

HST (House Examination)	:	10 marks
Written Assignments	:	05 marks
Class Participation	:	05 marks

3. Case Study and tutorial system of imparting instructions shall be followed. A unit shall be divided into two tutorial groups.
4. Work load shall be 5 theory + 1 tutorial period per week.

**BACHEL**

## BACHELOR OF BUSINESS ADMINISTRATION 3<sup>rd</sup> YEAR

<u>Sr.No.</u>	<u>Titles</u>	<u>Marks</u>
1.	Entrepreneurship Development	100
2.	Computer Based Information System	100
3.	Project Report & Viva	100

Any two groups of the following :

Group A

1. Insu

# **SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION**

## **SECOND YEAR**

### **PAPER I : BUSINESS LAWS-II**

Max. Marks	:	100
Int. Assessment	:	20
Ext. Assessment	:	80
Time	:	3 hours

#### **UNIT-I**

Company Law: Definition, Kinds of companies, Promotion of company, Provisions of Companies Act regarding Memorandum of Association, Articles of Association, Prospectus, Membership & Directors.

#### **UNIT-II**

Tax Law: Definition, Basis of charge, Exempted income, Steps involved in calculation of total income, Calculation of incomes under various heads of income.

**PAPER II : MARKETING MANAGEMENT**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hours

**UNIT-I**

Marketing: Definition of Marketing, Importance, Modern marketing concepts, Marketing process, Strategic planning and marketing and selling, Types of Organization, Marketing environment with special reference to India & its new economic policies.

Marketing Segmentation: Targeting & Positioning, Marketing mix elements.

Product Management: Features, Classification, Policies, Product planning & development, Product mix, Product diversification. Product elimination, Modification and Producec,fa(o)-20.9868(p)-20.987/965460./F20

PAPER III : HUMAN RESOURCE MANAGEMENT

Max. Marks :100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time : 3 hours

UNIT -I

Introduction, Nature, Scope, Evolution of personnel management, Relevance of HRM, Challenges faced by Modern Personnel Specialist, Organization of Personnel Department, Personnel Policies, Principles of Personnel Management, Acquisition of Human Resources, Job Analysis and Job Description, Job Redesigning, Job Enlargement and Job Enrichment, Human Resource Planning, Recruitment and Selection Process, Psychological Tests and Interview, Placement Induction and Promotions, Meaning, Purpose and methods of Performance Appraisal. Meaning, Process, Limitations and Benefits of MBO, Concept, process and methods of job evaluation, Nature and Role of incentives, individual and organization wide incentive system, Non Financial incentives, Nature and significance of Fringe Benefits.

UNIT -II

Training: Conceptual aspects, Training and Learning, Training objectives, Training process, policies, Plans designing training programmes, Methods of training, Evaluation of training effectiveness. Significance of training, nature, significance of principles of wages and salary administration.

Development: What is development, Difference between training and development, Objectives of development, Development process, Define development needs evolving development policies, Preparing development plans, Designing development programmes.

Development Methods, Case studies, Role play, Sensitivity training in basket exercise, Development of wages and salary administration.



## PAPER IV : FINANCIAL MANAGEMENT

Max. Marks : 100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time: : 3 hours

### UNIT-I

Functions and Goals: What is finance, what are the functions of finance, what does the financial manager do, Financial goals, Profit vs Wealth, How finance functions are organized . Relationship of finance with other business functions. Cost of capital: Concept Components, Weighted average. Cost of capital: Equity share capital, Retained earnings, Cost of equity issuing.

Capital Budgeting Techniques: Pay back period, NPV, IRR, Accounting Rate of return. Working Capital Management: Meaning, Classification, Need, Factors Determining working capital management of working capital, Estimation of Working capital requirements, Functioning of working capital.

### UNIT-II

Receivables Management: Meaning, Factors influencing size of receivables, Forecasting, Objectives and Dimensions of receivables management, Formulating credit policy, Length of credit and executing credit policy, Financing investment in receivables, Forecasting



## PAPER VI: BUSINESS ENVIRONMENT

Max. Marks : 100  
Int. Assessment 20  
Ext. Assessment : 80  
Time : 3 hours

### UNIT-I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis. Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.

The process of environmental scanning. The scanning of some consumer goods industries. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc.

The key elements of economic environment. Economic system and economic planning in India. Objectives, strategies and evaluation of various Five year plans. The relevance of planning in the market oriented economy.

The changing dimensions of various Industrial policies in India particularly after 1980.

Monetary policy and its relevance to business, Fiscal Policy in India. The taxation system. The Public debt and the role of deficit financing.

The importance of Union budget. The evaluation of state budgets. The concept, philosophy and performance of public sector in India. The debate of privatization of Public Sector in India.





## References:

1. Chapter 1 and Chapter 2 Unit II and Units IX of A Book of Windows Based Computer Courses by Gurvinder Singh and Rachpal Singh, Kalyani Publishers Rs. 195.
2. Rapidex Computer Course (Windows Edition) by Vikas Gupta, Pushpak Mahal, Rs. 149/
3. P.C. Software Made Simple by R.K. Texali, Tata McGraw Hill.
4. Compact Guide to Windows, Word and Excel by Ron Mansfield, BPB publication.

# SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION THIRD YEAR

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours

## PAPER-I : ENTREPRENEURSHIP DEVELOPMENT

### Objectives:

- To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development.
- To help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
- To motivate students to put for entrepreneurship and employment as alternate career options.

### UNIT -I

Entrepreneurship and Economic Development. Definition of Entrepreneurship. Need for Entrepreneurship, Difference between entrepreneur and self employed person, Entrepreneur and Entrepreneurship, Role of Entrepreneur, Linkage between Entrepreneur and Economic Development. Entrepreneurial Motivation: Establish Entrepreneurial Competencies the essential ones only, Entrepreneurial Motivation, Defreezing with the Help of Microb, Data Collection about self. Administering Behavioral Games and Exercise for Fixing Desired Entrepreneur Behavior, Career Counselling.

### UNIT -II

Exposure to Enterprise Support System at District, State and National Level: District Level Activities and Functions of District Industry Centers (KVIC etc.). State Level State Financial Corporations, State Small Industries and Export Corporations, Commercial Banks National Level: Small Industries Development Bank of India. National Small Industries Corporations, National Research Development Corporation. Project Identification and Project Design: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal, Project Appraisal and Documentation : Appraisal Criteria and the various formalities requiring clearance for availing financial support.

## Suggestions for Teaching/Testing

1. The subject comprises many disciplines. Therefore, assistance of outside field expertise needs to be taken, Collaborative teaching is essential.
2. The question paper should include objective type as well as descriptive type questions.
3. Internal Assessment:  
Internal Assessment would largely depend upon learners regularity and punctuality in class, participation in class discussion, completion of given assignment(s), conduct of market survey and preparation of a brief business plan for a proposed/suggested project. Evaluation of market survey work and business plan should be jointly done by the teacher concerned and the expert from District Industries Center/Commercial banks.

Note: Teachers must remember that the learners are not expected to execute the project proposal prepared by them in the Entrepreneurship Development paper. The project proposal is merely a tool to give them confidence in preparing a plan for entrepreneurial venture.



Paper -II: Computer Based Information Systems

Max. Marks : 100  
Ext. Assessment 90  
Int. Assessment: 10  
Time : 3 hours.  
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1. System Life Cycle :  
System concepts, General system model, System, Data, information, System Life Cycle phases planning, Analysis, Design and Implementation, Introduction to Case tools.
2. Concepts of Computer Based Systems model, Computer based information system, Introduction to Management Information System, Decision Support System and Knowledge Based Systems.
3. Accounting Information System:  
Characteristics, Sample system, Sub system for filling customer order, Ordering replenishment stock, Performing general ledger ~~entry~~ ~~entry~~; features and use of Accounting Information System Package ~~TALLY~~ ~~TALLY~~.
4. Marketing Information System :  
Basic concepts, Model, Subsystems including, Marketing Research, Marketing Intelligence, Product, Place, Promotion and Pricing subsystems.
5. Manufacturing Information System:  
Model and subsystem including, Accounting information, Industrial Engineering, Inventory, Quality and Cost subsystem.
6. Financial Information System:  
Model and subsystems including, Forecasting, Funds management and control subsystem.
7. Human Resources Information Systems  
Model, Subsystems including, Human resources research, Human resources intelligence, HRIS data base, HRIS output.
8. Fundamentals of Electronic Commerce  
Electronic Data Interchange, Electronic Commerce ~~Model~~ ~~Model~~: Electronic Commerce Technology, Security.

References:

1. Chapter 17,18,19,20,22,23,24,25,27,29,30,31,32 from Computer Systems Today by Suresh K. Basaudra, Wheeler Publishing ~~320/-~~ ~~320/-~~

Group A

PAPER I : INSURANCE MANGEMENT

Max. Marks 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hrs

#### UNIT-I

Definition & Nature of Insurance, Evaluation of Insurance Contract, Motor Insurance, Burglary & Personal Accident Insurance, Misc. forms of insurance, Rural insurance in India, Urban non-traditional insurance, Emerging insurance, Business scans in India, Nature of life insurance contract, Principles, Classification, Amenities, Policy conditions, Salient feature of TRDA.

#### UNIT-II

General Insurance in India. Organization and Management of general insurance, Insurance and Taxation. Nature of Marine insurance in contract, Marine insurance policies, Policy conditions, Premium calculation, Marine Losses, Nature & use of Fire Insurance, Fire insurance contract, Kinds of policies & conditions, Rate fixation in Fire Insurance.

PAPER II : BANKING LAW & MANAGEMENT

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours.

UNIT-I

Banking Regulation Act 1949, A study of Negotiable Instrument Act 1881, Banker &

Group B

Paper

PAPER II : INDUSTRIAL RELATIONS & LABOUR LEGISLATION

Max. Marks :100  
Ext. Assessment: 80  
Int. Assessment :20  
Time 3 Hrs

UNIT-I

Industrial Relations: Concepts, Objectives, Approaches, Participant, Essentials of effective Industrial Relations, Industrial Conflicts: Nature, Form, Causes, Effects, Grievance administration concept, Procedure, Guidelines, Discipline, Approaches.

UNIT-II

Industrial Disputes Act 1947, Trade Unions Act 1926, Payment of Wages Act, 1936, Laws relating to Social Security, Employees State Insurance Act 1948, Compensation Act 1923, Employees Provident Fund Act, 1951. The Employment (Standards) Act, 1946.



PAPER- II : SALES AND DISTRIBUTION

Max. Marks :100  
Int. Assessment :20  
Ext. Assessment :80  
Time : 3 Hrs

UNIT-I

Management & Importance of Sales Force. Functions of sales manager, Recruitment & Selection, Training & Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Salesy considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota, Sales and Cost analyses, uses and methods.

UNIT-II

Physical Distribution: Meaning Organization & Management. Channels of Distribution: Its functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport, Transportation rates of pricing, Distribution control & performance evaluation. Inventory Management, Inventory control, Role under conditions of certainty & uncertainty. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing.

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