

Unitization of Syllabus (Session 2023-24) BBA 4thSem
Subject - General English (ENC251) Maximum Marks - 50

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Unitization of Syllabus:

Subject	January -February	March	April
General English	Book -- Moments in Time --- Poems Porphyria’s Lover Because I could not Stop for Death Are you Digging on my Grave Stopping by Woods on a Snowy Evening The Wild Swans at Coole Park The Emperor of Ice - Cream Book --Making Connections – Unit—3 – Aspects of Language Readings 1st and 2nd	Book --Making Connections – Unit—3 – Aspects of Language Readings – 3rd to 5th Grammar: Modals Passive Voice Reported speech.	Book -- Making Connections – Unit --- 4 – Sustaining Planet Earth Grammar: Relative Clauses Conjunctions

Books Prescribed:

- 1. Moments in Time**
- 2. Making Connections**
- 3. Murphy’s English Grammar**

Unitization of Syllabus (Session 2023-24) BBA 4thSem
Subject - PUNJABI (COMPULSORY)BBA-402 Maximum Marks – 50

ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ ਹਰ ਭਾਗ ਵਿਚ ਦਿਤੇ ਹੋਏ ਦੋ ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚੋਂ ਇਕ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ।
 ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕਰ ਸਕਦੇ ਹੋ | ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਅੰਕ ਬਰਾਬਰ ਹੋਣਗੇ |

Subject	January -February	March	April
PUNJABI (COMPULSORY)	* 'ਮੇਰੀਜੀਵਨਗਾਥਾ' ਪਾਠਗਤਅਧਿਐਨਅਤੇਨਾਇਕ- ਬਿੰਬ * 'ਮੇਰੀਜੀਵਨਗਾਥਾ'ਦੀਸਵੈਜੀਵਨੀਦੇਤੌਰ'ਤੇਪ ਰਖ *ਲੇਖਰਚਨਾ (ਸਮਾਜਿਕ,ਸੱਭਿਆਚਾਰਕ,ਇਤਿਹਾਸਕਅਤੇ ਵਿੱਦਿਅਕਸਰੋਕਾਰਾਂਸਬੰਧੀ)	<ul style="list-style-type: none"> • 'ਫਾਸਲੇ'ਨਾਟਕਦਾਪਾਠ ਗਤਅਧਿਐਨ • 'ਫਾਸਲੇ'ਨਾਟਕਦਾਵਿਸ਼ਾ- ਵਸਤੂ • 'ਫਾਸਲੇ'ਨਾਟਕਦਾਸਾਰ 'ਫਾਸਲੇ'ਨਾਟਕਦੀਨਾਟਕ- ਕਲਾ 	*ਸ਼ਬਦਜੋੜਾਂਦੇਨਿਯਮ * ਗੁਰਮੁਖੀਲਿਪੀਦੀਆਂਵਿਸ਼ੇਸ਼ਤਾਵਾਂ * ਅਖਬਾਰਨੂੰਇਸ਼ਤਿਹਾਰ(ਨਿੱਜੀਅਤੇ ਦਫਤਰੀ) * 'ਮੇਰੀਜੀਵਨਗਾਥਾ'ਸਵੈਜੀਵਨੀਦੀ ਵਾਰਤਕਸ਼ੈਲੀ

Books Prescribed:

- *ਮੇਰੀਜੀਵਨਗਾਥਾ(ਸਵੈਜੀਵਨੀ)ਡਾਕਟਰਦੀਵਾਨਸਿੰਘ
- *ਫਾਸਲੇ(ਨਾਟਕ)ਜਤਿੰਦਰਬਰਾੜ
- *ਪੰਜਾਬੀਭਾਸ਼ਾਬੋਧਕਸਤੂਰੀਲਾਲਐਂਡਸਨਜ

Unitization of Syllabus (Session 2023-24) BBA 4thSem

Subject -FINANCIAL MANAGEMENT (BBA–403)

Maximum Marks - 50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Unitization of Syllabus:

Subject	January & February	March	April
FINANCIAL MANAGEMENT	<p>SECTION-A</p> <ul style="list-style-type: none"> Finance and Financial Management-Meaning and nature,Financialgoals,Financefu nctions,Theories of capitalizations. Capital structure theory- Conceptual frame work,Determinants, Net income approach, Net operating income approach,Intermedaryapproac h,MM approach . <p>SECTION-B</p> <ul style="list-style-type: none"> Cost of capital- Meaning and significance ,calculations of cost of debt,Combined cost of capital. Sources of finance-Long term and Short term 	<p>SECTION-C</p> <ul style="list-style-type: none"> Capital budgeting –Nature of investment decisions,Investment evaluations criteria,On discounted cash flow criteria,Disconted cash flow criteria,Risk analysis in capital budgeting. Dividend policies –Issues in dividend decisions, Forms of dividend, Theories of relevance and irrelevance of dividend . 	<p>SECTION-D</p> <ul style="list-style-type: none"> Operating and financial leverage-Measurement of leverages , Financial and operating leverage,Combinedeverage. Management of working capital-Meaning ,Significance ,Types ,Approaches of working capital.

Book: Fundamentals of banking: Parmod Sharma(Kalyani Publications)

Unitization of Syllabus (Session 2023-24) BBA 4thSem

Subject -PRODUCTION AND OPERATIONS MANAGEMENT (BBA-404)

Maximum Marks - 50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Subject	January & February	March	April
Production and Operations Management	<p>SECTION-A</p> <ul style="list-style-type: none"> ● Concept of production and operation management, market analysis competitive priorities and capabilities new product design and development plant location and plant layout scheduling for manufacturing system production scheduling for manufacturing system production scheduling techniques sequencing ● Economic batch quantity with joint production runs, gantt chart ,network analysis <p>SECTION-B</p> <ul style="list-style-type: none"> ● Productivity-Concept And importance factors affecting productivity methods to improve productivity value analysis 	<ul style="list-style-type: none"> ● Work study -.method analysis- various charts ,principles of motion, economy Work measurements <p>SECTION C</p> <ul style="list-style-type: none"> ● Inventory management- concept and classification of inventory relevant cost ● Inventory decisions- inventory control models reorder level lead time and safety stock 	<p>SECTION-D</p> <ul style="list-style-type: none"> ● Supply chain management concept and components of supply chain activities in supply chain management logistic management ● Quality issues -concept of quality and total quality management,statistical quality control, just in time manufacturing system

Textbook- Principles of Management (KalyaniPublishers)

Unitization of Syllabus (Session 2023-24) BBA 4thSem**Subject** -BUSINESS ENVIRONMENT (BBA-405)**Maximum Marks - 50**

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Subject	January -February	March	April
BUSINESS ENVIRONMENT	<p>Section-A</p> <p>Introduction: The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.</p> <p>Section -B</p> <p>The process of environmental scanning and its importance. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries. Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India..</p>	<p>Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of Current Annual Budget.The Social responsibility of business, social audit, business ethics & corporate governance.</p>	<p>Section-D</p> <p>Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications. Fiscal and Monetary Policy Changes in India, Salient Features of FEMA.</p>

Suggested readings; Sharma publication

Unitization of Syllabus (Session 2023-24) BBA 4thSem

Subject -OPERATIONS RESEARCH (BBA–406)

Maximum Marks - 50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

Subject	January & February	March	April
OPERATIONS RESEARCH	<p style="text-align: center;">Section A</p> <ul style="list-style-type: none"> • Operation Research: Meaning, significance and scope. • Introduction to linear programming, formation of linear programming problem, • Graphical method, Simplex method, two phase Simplex method. Duality in linear programming. <p style="text-align: center;">Section B</p> <ul style="list-style-type: none"> • Transportation problem • Assignment problem • Inventory types-nature and classification, economic lot size models, quantity discount 	<p style="text-align: center;">Section C</p> <ul style="list-style-type: none"> • CPM/PERT: Basic concepts of network models, preparation of the network diagram Project duration and critical path, probability of project completion 	<p style="text-align: center;">Section D</p> <ul style="list-style-type: none"> • Linear Programming: Definition of Dual Problem, general rules of converting primal into its dual • Games Theory: Two person zero Sum games, pure strategies, mixed strategies, Dominance

Suggested readings;Sharma publication

Subject -FUNDAMENTALS OF INSURANCE (BBA–407)

Maximum Marks - 50

Special Instructions: Eight questions of equal marks i.e.10 marks each (specified in the syllabus) are to be set in the paper, two in each of four sections (A-D). Questions may be subdivided into parts. Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

UnitizationofSyllabus:

Subject	January -February	March	April
FUNDAMENTAL OF INSURANCE	SectionA: ➤ Insurance- <ul style="list-style-type: none">• Concept of Insurance, Need, Purpose• Principles of Insurance SectionB: ➤ Reforms in Indian Insurance Sector- <ul style="list-style-type: none">• Insurance Act 1938• LIC Act, 1956• GIC Act 1972	Section B: ➤ IRDA Act 1999 SectionC: ➤ Underwriting: <ul style="list-style-type: none">• Meaning, Purpose and Process ➤ Reinsurance : <ul style="list-style-type: none">• Meaning and Features• Difference between Reinsurance and Double insurance• Essentials of reinsurance as per IRDA	SectionD: ➤ Distribution Channels in Insurance ➤ Insurance Specialists

Textbook- Fundamentals of Insurance Sharma Publications