

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

for

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

(Semester: I-VI)

Session: 2026-27



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR**

(Autonomous)

BBA

Bachelor of Business Administration

Duration: 3 Years

Level: Graduation

Type: Degree

BBA provides the students a basic understanding of what management is all about. Along with this, students are taught the art of communicating effectively – this also prepares them for their entrepreneurial journey. Students get practical trainings in the form of presentations, case studies, visits to industries, and interactions with industry experts.

Programme Specific Outcomes

Towards the end of the programme, it would:

PSO1: strengthen a student's managerial and communication skills,

PSO2: enhance his/her decision making ability

PSO3: make the student ready for the corporate world

PSO4: develop self-confidence and awareness of general issues prevailing in the society

PSO5: give industry exposure to the students which would prepare them for their entrepreneurial journey

PSO6: prepare students for job types in different employment areas

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATION
Bachelor of Business Administration (Three Years Degree Programme)/
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SESSION: 2026-27

Semester I										
Course Code	Course Name	Course Type	Hours Per Week L-T-P	Total Credits L-T-P	Credits	Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
BBRL-1421 BBRL-1031 BBRL-1431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-1212	English Language Skills – I	AEC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-1323	Basic Accounting	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-1324	Business Organization and Systems	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-1175	Managerial Economics	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRM-1120	Computer Applications for Business	SEC	2-0-2	2-0-1	3	100	40	30	30	3+3
USEP-0001	Entrepreneurship Mindset -I	SEC	0-0-4	0-0-2	2	50	-	50	-	-
VACF-1491	Foundation Course	VAAC	2-0-0	2-0-0	2	50	35	-	15	1
Total					27					

C- Compulsory

AEC- Ability Enhancement Course

DSC-Discipline Specific Course

SEC-Skill Enhancement Course

VAAC- Value Added Audit Course

¹Special paper in lieu of Punjabi (Compulsory)

²Special paper In lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab

*Credits/ Grade Points of these courses will not be added in SGPA/ CGPA of the Semester/Programme. Only Grades will be provided.

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SESSION: 2026-27

SESSION-2019-20

Semester II										
Course Code	Course Name	Course Type	Hours Per Week	Total Credits	Credits	Marks				Examination time (in Hours)
			L-T-P	L-T-P		Total	Ext.		C A	
							L	P		
BBRL-2421 BBRL-2031 BBRL-2431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL- 2212	Appreciating English Literature-I	MDC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-2323	Business Laws	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-2324	Principles of Management	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-2325	Fundamentals of Banking	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRP-2090	Workshop on Life Skills	SEC	0-0-4	0-0-2	2	50	-	35	15	3
USEP-0002	Entrepreneurship Mindset - II	SEC	0-0-4	0-0-2	2	50	-	50	-	-
VACD-2161	Drug Abuse and Ethical Education	VA C	4-0-0	4-0-0	4	100	70	-	30	3
	Total				28					

C-Compulsory

MDC-Multidisciplinary Course

DSC-Discipline Specific Course

SEC-Skill Enhancement Course

YAC- Value Added Course

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Semester III										
Course Code	Course Name	Course Type	Hours Per Week	Total Credits	Credits	Marks				Examination time (in Hours)
			L-T-P	Total		Ext.		CA		
						L	P			
BBRL-3421 BBRL-3031 BBRL-3431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-3212	English Language Skills – II	AEC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-3173	Statistics for Business	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-3324	Fundamentals of Human Resource Management	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-3325	Management Accounting	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRM-3090	Computer Based Accounting System	SEC	2-0-2	2-0-1	3	100	50	20	30	3
USEP-0003	Entrepreneurship Mindset Level - III	SEC	0-0-4	0-0-2	2	50	-	50	-	-
VACE-3221	Environmental Studies	VAC	2-0-0	2-0-0	2	50	35	-	15	3
Total					27					

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DSC-Discipline Specific Course

SEC-Skill Enhancement Course

VAC- Value Added Course

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Semester IV										
Course Code	Course Name	Course Type	Hour s Per Week	Total Credits	Credits	Marks				Examination time (in Hours)
			L-T-P	Total		Ext.		CA		
						L	P			
BBRL-4421 BBRL-4031 BBRL-4431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-4212	Appreciating English Literature- II	MDC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-4323	Financial Management	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-4324	Business Environment	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-4325	Fundamentals of Marketing Management	DSC	4-0-0	4-0-0	4	100	70	-	30	3
USEP-0004	Entrepreneurship Mindset Level - IV	SEC	0-0-4	0-0-2	2	50	-	50	-	-
VACP-4511	* Personality Development and Gender Sensitization	VAAC	2-0-0	2-0-0	2	50	35	-	15	2
	Total		24							

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DSC-Discipline Specific Course

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***Credits/Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.**

Only Grades will be provided.

Note: A student will have to undergo compulsory internship during summer break for 4-6 weeks duration.

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Semester V										
Course Code	Course Name	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination Time (in Hours)
						Total	L	P	CA	
BBRL-5421 BBRL-5031 BBRL-5431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-5212	English Language Skills-III	AEC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-5323	Company Law	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-5324	Entrepreneurship and Small Business	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-5325	Cost Accounting	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRI-5326	Internship and Report Writing	C	0-0-4	0-0-2	2	50	-	50	-	-
BBRM-5120	Excel for Managers	SEC	2-0-2	2-0-1	3	100	40	30	30	3+3
Total					25					

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Semester VI										
Course Code	Course Name	Course Type	Hours Per Week L-T-P	Credits L-T-P	Total Credits	Marks				Examination Time (in Hours)
						Total	L	P	C/A	
BBRL-6421 BBRL-6031 BBRL-6431	Punjabi (Compulsory) ¹ Basic Punjabi ² Punjab History and Culture	C	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-6212	Appreciating English Literature-III	MDC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-6323	Income Tax	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-6324	Fundamentals of Capital Markets	DSC	4-0-0	4-0-0	4	100	70	-	30	3
BBRL-6325	Indian Financial System	DSC	4-0-0	4-0-0	4	100	70	-	30	3
VACH-6401	Human Rights and Constitutional Duties	VAC	2-0-0	2-0-0	2	50	35	-	15	3
Total					22					

NOTE: The students who do not exit the course after Semester-VI will have to undergo compulsory internship during summer break for 4-6 weeks duration.

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DSC-Discipline Specific Course

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Semester- I

Session: 2026-27

PUNJABI (COMPULSORY)

COURSE CODE- BBRL-1421

COURSE OUTCOMES

CO1: ‘ਦੋ ਰੰਗ’(ਕਵਿਤਾ ਭਾਗ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲਾਂਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO2: ‘ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿਧ ਹਸਤੀਆਂ’ ਜੀਵਨੀ ਦੀ ਵਿਧਾ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਜੀਵਨੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਜੀਵਨੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਪੈਰਾ ਰਚਨਾ ਅਤੇ ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਵਿਚ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ ਚਿੰਨ੍ਹ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ : ਪਹਿਲੀ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਭਾਸ਼ਾ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

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Semester- I

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-1421**

**ਸਮਾਂ : 3 ਘੰਟੇ
L-T-P
4-0-0**

**Maximum Marks: 100
Theory : 70
CA :30**

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਦੋ ਰੰਗ (ਕਵਿਤਾਭਾਗ) (ਸੰਪਾ.ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਪ੍ਰਸ਼ੰਸਾ ਸਹਿਤ ਵਿਆਖਿਆ /ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ)

ਯੂਨਿਟ-II

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 1 ਤੋਂ 9 ਤੱਕ)

(ਸੰਪਾ.ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਨ), ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

(ਵਿਸ਼ਾ-ਵਸਤੂ/ ਨਾਇਕ ਬਿੰਬ/ ਸਾਰ)

ਯੂਨਿਟ-III

(ੳ) ਪੈਰਾ ਰਚਨਾ (ਤਿੰਨ ਵਿਚੋਂ ਇੱਕ)

(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਯੂਨਿਟ-IV

(ੳ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਵਿਚ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ ਚਿੰਨ੍ਹ।

(ਅ) ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ : ਪਹਿਲੀ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ

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BASIC PUNJABI

IN LIEU OF PUNJABI (COMPULSORY)

COURSE CODE - BBRL -1031

COURSE OUTCOMES

CO1:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਤਾਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO2:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਦੀ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ) ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester- I

Session: 2026-27

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

COURSE CODE - BBRL -1031

ਸਮਾਂ : 3 ਘੰਟੇ

L-T-P

4-0-0

Maximum Marks: 100

Theory :70

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਥਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਯੂਨਿਟ-III

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਬਤ ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਚੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
SEMESTER-I**

SESSION: 2026-27

Course Title: PUNJAB HISTORY AND CULTURE (From Earliest Times to C 320)

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE CODE: BBRL-1431

Course Outcomes:

After completing Semester I and course on Punjab History and Culture students of History will be able to identify and have a complete grasp on the sources & writings of Ancient Indian History of Punjab

CO1: Identify and understand the sources and physical features of Punjab

CO 2: To study the earliest civilisation (Indus Valley Civilization) and original home of Aryans

CO 3: To examine the Social, Religious and Economic life during Early and Later Vedic Age

CO 4: To comprehend the Buddhist, Jain and Hindu faith and their relevance in the modern times

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

SEMESTER-I

SESSION: 2026-27

Course Title: PUNJAB HISTORY AND CULTURE (From Earliest Times to C 320)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BBRL-1431

Examination Time: 3 Hours

Credits L-T-P: 4-0-0

Contact Hours: 4 Hrs/ Week

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter:

Eight questions of equal marks to be set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any sections. Each question will carry 14 Marks.

Unit-I

1. Physical features of Punjab.
2. Sources of the ancient history of Punjab

Unit-II

3. Harappan Civilization: Social, Economic and Religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

Unit-III

5. Social, Religious life during Early Vedic Age and Later Vedic Age.
6. Economic and Political life during Early Vedic Age and Later Vedic Age.

UNIT-IV

- 7 Rise of Buddhism and Teachings of Buddha.
- 8 Rise of Jainism and Teachings of Jainism.

Suggested Readings

- B.N. Sharma, Life in Northern India, Delhi. 1966.
- Budha Parkash, Glimpses of Ancient Punjab, Patiala, 1983.
- Chopra, P.N., Puri, B.N., & Das, M.N. (1974). A Social, Cultural & Economic History of India, Vol. I, New Delhi: Macmillan India.
- L. M Joshi (ed.), History and Culture of the Punjab, Art-I, Patiala, 1989 (3rd edition)
- L.M. Joshi and Fauja Singh (ed.), History of Punjab, Vol. I, Patiala 1977.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

SEMESTER-I

SESSION: 2026-27

ENGLISH LANGUAGE SKILLS-I

Course Code: BBRL -1212

(NEP-2020)

Course Outcomes

After passing this course, the students will be able to:

CO 1: understand fundamental grammatical rules governing tenses, the use of modal verbs and make correct usage in their language through the study of “English Grammar in Use” by Raymond Murphy

CO 2: to develop the art of creative expression by writing a paragraph on any given topic

CO 3: comprehend the meaning of texts and answer questions related to situations, episodes, and characters depicted in them through the study of the essays in the text “Prose for Young Learners”

CO 4: appreciate the writings of various Indian and foreign story and prose writers and relate them to their socio-cultural milieu through the study of the essays in the text “Prose for Young Learners”

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

SEMESTER-I

SESSION: 2026-27

ENGLISH LANGUAGE SKILLS-I

Course Code: BBRL -1212

(NEP-2020)

Max. Marks: 100

Theory: 70

CA: 30

Time: 3 Hrs

L-T-P

4-0-0

Instructions for the Examiner:

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks. (14x5=70)

UNIT-I

English Grammar in Use, 5th Edition by Raymond Murphy, CUP (Units: 1-37)

UNIT-II

Paragraph Writing and English Grammar in Use (Units: 38-48)

UNIT-III

Prose for Young Learners: Essays at Sr. No. 1, 2, 3, 5 and 6

UNIT-IV

Prose for Young Learners: Essays at Sr. No. 7, 8, 9, 10 and 11

Texts Prescribed:

1. *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester- I

Session: 2026-27

Basic Accounting

Course Code: BBRL -1323

Course Outcomes:

After successful completion of this course, students will be able to –

CO1: Acquire conceptual knowledge of basic accounting and gain skills required for recording various kinds of business transactions.

CO2: Acquire indepth knowledge of maintaining different types of Subsidiary Books and different methods of calculating Depreciation.

CO3: Prepare final accounts of sole proprietor (Trading account, Profit & Loss Account and Balance Sheet).

CO4: Prepare final accounts of Companies as per Companies Act, 2013.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester- I
Session: 2026-27
Basic Accounting
Course Code: BBRL -1323**

**Time: 3 Hours
L-T-P
4-0-0**

**Max. Marks: 100
Theory: 70
CA: 30**

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, Users of Accounting Information and Limitations of Financial Accounting.

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.

Recording of Transactions: Accounting Process/Cycle, Journal.

UNIT-II

Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.

Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

UNIT-III

Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.

Final Accounts with Adjustments: Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.

UNIT-IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)

Suggested Readings:-

1. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
2. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart l, Elliot, John A. Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-I

Session: 2026-27

Business Organization and Systems

Course Code: BBRL-1324

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-I

Business Organization and Systems

Course Code: BBML-1325

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand the meaning, importance and scope of business.

CO2: gain in-depth knowledge of different forms of organisation.

CO3: learn about the changing role of business towards society.

CO4: develop awareness of stock exchange and produce exchange.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-I

Session: 2026-27

Business Organization and Systems

Course Code: BBRL-1324

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-I

Business Organization and Systems

Course Code: BBML-1325

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade-Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

UNIT-II

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

UNIT-III

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal **Domestic & Foreign Trade:** Import export trade procedure & their organization.

UNIT-IV

Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy.

Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., “Business Environment” Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-I
Session 2026-27
Managerial Economics
Course Code: BBRL-1175**

Course outcomes:

After passing this course, students will be able to:

CO1: describe and apply the methods of analyzing consumer behavior through demand, elasticity of demand and utility.

CO2: will have in-depth knowledge of indifference curve analysis and concept of supply.

CO3: learn about the various concepts of production function, cost and revenue.

CO4: learn about various market structures

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-I
Session 2026-27
Managerial Economics
Course Code: BBRL-1175**

**Time: 3 Hours
L-T-P (Credits): 4-0-0**

**Max. Marks: 100
Theory: 70
CA: 30**

Note: Instructions for the Paper–Setter:

Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

Unit – I

Theory of Demand: Meaning of demand and its types, Law of demand; Price Elasticity of demand: degrees and its measurement.

Consumer's Behaviour: Utility approach (Brief outline of law of diminishing marginal utility and law of equi-marginal utility).

Unit – II

Indifference Curve Approach: Consumer equilibrium, Income, Price and Substitution effect. Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply.

Unit – III

Theory of Production: Law of variable proportions, total, average and marginal physical product, 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, Theory of 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.

Unit – IV

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.

Suggested Readings:

1. Ahuja, H.L.(2018), *Advanced Economics Theory: Micro Economics analysis*, S. Chand Publishing.
2. Dwivedi, D.N. (2018), *Microeconomics: Theory and Applications*, Pearson Education, New Delhi.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-I

Session 2026-27

Computer Applications for Business

Course Code: BBRM-1120

Course Outcomes

After passing this course the student will be able to:

CO1: Comprehend the basic knowledge of computer, its components, Input/Output and memory devices of computer.

CO2: Articulate various internal and external commands used in Disk Operating System.

CO3: Apply word processing software to create, edit and format documents.

CO4: Manage spreadsheets and presentations using associated application software.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-I
Session 2026-27
Computer Applications for Business
Course Code: BBRM-1120**

Examination Time: 3+3 Hours

Max. Marks: 100

**L-T-P
2-0-1**

**Theory:40
Practical: 30
CA:30**

Instructions for Paper Setter -

Eight questions of equal marks (08 Marks) are to set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided 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.

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.

UNIT-II

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. Basic Commands of Internal & External commands in DOS.

UNIT-III

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

UNIT-IV

Spreadsheet: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

Presentation: Presentation Basics Menus and Toolbars, Opening and saving and existing presentation creating and 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.

References:

1. Peter Norton, Introduction to Computers, Tata McGraw-Hill, 2006.
2. Sanjay Sexana, A First Course in Computers, Vikas Publishing House, New Delhi, 2015.
3. V. Rajaraman, Neeharika Adabala, Fundamentals of Computers, PHI Learning, 2015.
4. Dr. S.S Srivastava., MS-Office, Firewal Media, New Delhi, 2008.
5. Anshuman Sharma, A book of Fundamentals of Information Technology, Lakhanpal Publishers, 5th Edition.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-I
Session 2026-27
Entrepreneurship Mindset-I
(Mandatory Skill Enhancement Course)
Course Code: USEP-0001**

Course Outcomes:

After studying this course, students will be able to:

- Launch and manage a business within their chosen track.
- Identify profitable opportunities and develop innovative solutions.
- Implement marketing and sales strategies using both digital and traditional methods.
- Use financial metrics to track performance and make informed business decisions.
- Scale a business using operational systems and automation tools.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-I
Session 2026-27
Entrepreneurship Mindset-I
(Mandatory Skill Enhancement Course)
Course Code: USEP-0001**

**L-T-P
0-0-2**

**Max Marks: 50
Practical: 50**

Introduction: This course provides students with a holistic framework to develop entrepreneurial skills across the student's journey. The curriculum covers core principles of entrepreneurship, including identifying business opportunities, setting up operations, marketing, scaling, and financial management.

The aim of this course is to ensure that, by the end, learners acquire essential entrepreneurial competencies such as **strategic thinking, practical application, founders & growth mindset, operational skills, and foundational financial literacy.**

Learning Objectives

By the end of this course, students will be able to:

- Understand and apply entrepreneurial principles to real-world business situations.
- Develop and implement business strategies across different industries.
- Use digital tools, including AI, to enhance and automate business operations.
- Build sustainable business models, manage financials, and scale operations.

Entrepreneurial Specialization Tracks: Skill Development and Business Implementation:

Throughout the program, students will select **one of the following five specialized tracks** using the ***“Punjab Entrepreneurship Mindset Programme”*** App, designed to provide a structured pathway for developing entrepreneurial skills and implementing business ventures.

1. **E-commerce:** In this track, students will learn how to build, manage, and scale an online business. From setting up an e-commerce platform to managing digital marketing strategies, inventory, and customer experience, this specialization provides the tools needed to succeed in the rapidly growing digital marketplace.
2. **Content Creation:** This track focuses on empowering students to create, curate, and market digital content across various platforms. Students will learn how to build a personal or brand identity, develop engaging content, and monetize their platforms, whether through social media, video production, blogging, or influencer marketing.
3. **Professional Services:** In this track, students will learn how to capitalize on freelance and contract-based opportunities. They will explore strategies for building a sustainable service-based business, manage client relationships, and maximize the flexibility that comes with this track.
4. **Retail Business:** This track introduces students to the fundamentals of starting and managing small scale retail ventures. Learners will discover how to identify in-demand products, source suppliers, setup shop (physical or home-based), and attract local customers. Emphasis will be placed on practical steps like pricing, promotion, customer service, and building repeat sales to establish as steady income stream.

5. **Miscellaneous:** This track gives students the freedom to explore unique and diverse business ideas that don't fit into one category. Learners can identify opportunities around them, test simple solutions, and creates mall ventures based on local needs or personal interests. The focus is on creativity, problem- solving, and learning how to turn everyday ideas into earning opportunities.

The focus is on practical application, with students engaging in real-world projects that culminate in the creation and scaling of a business.

Registration on the APP:

For Android Users:

Step1: Click the following link to download and install the App:

https://drive.google.com/file/d/1zgfoFWN0Y1zWJNf_gMpbGvlyeQl0WPM2/view?usp=drivesdk

Step2: Register by providing your details and generate OTP.(If the OTP is not generated, use the last six digits of your mobile number as the OTP).

Step3: Open the tasks and complete it by giving your feedback and handling the AI based Quiz.

For I-Phone Users:

Step1: Click on this link <https://punjabstartup.com/>

Step2: Signup to create an account and generate OTP

Step3: Filliny our personal and educational details. After your account is created, open the tasks and complete it by giving your feedback and handling the AI based Quiz.

SEMESTER-I Content Creation		
Week/ Milestone	Milestone	Description
1	Start your journey as a content creator	Learn how to reach thousands of followers online by creating content
2	Decide your content topic	Explore different topics and finalize one topic on which you will create content
3	Start your own content channel	Launch your official channel on YouTube or Instagram and start building your audience
4	Plan your first week content calendar	Learn how to create a simple weekly content calendar that would keep your audience engaged and make them follow you
5	Plan and record your first video	Learn how to create a clear and catchy script for your first video and shoot it using your phone
6	Edit and launch your first video	Learn how to edit your video with trendy music And cool effects and launch your channel with first video
7	Reach first 100 followers	Use WhatsApp and personal Instagram account to tell people about your channel and reach first 100 followers/subscribers
8	Master the skill of engaging people with your content	Learn how to connect with your audience so they stay engaged and feel involved
9	Follow latest trends and famous influencers to grow your channel	Learn how to use trending to pics and tag well-known channels or creators to boost your reach and attract more followers
10	Learn how you can make money from your content	Discover how to do brand deals and promote brands or products your followers truly care about
11	Make your first partnership	Reach out to 10 brands for partnership and turn one into your first paid deal
12	Plan your business growth	Create a 1-month plan on what to post on a weekly basis to grow your followers and earn money

SEMESTER-I		
E-commerce		
Week/ Milestone	Milestone	Description
1	Learn how to start selling online	Learn what an E-commerce business is and how you can start selling online in less than 30 days
2	Choose your product	Explore different products and finalize what you want to sell online
3	Find a supplier who will deliver the product for you	Identify suppliers who can send your product directly to the customer and help you launch your E-commerce business
4	Create your E-commerce store	Make a simple online store using Instamojo and learn how to upload product images and description on the store
5	Activate payments on your store	Learn how to link your bank account to a payment gateway and integrate that with your Instamojo store to Start receiving payments
6	Launch your online store	Connect your domain name to your Instamojo account, create your launch poster, and officially launch your E-commerce store
7	Get first 100 people visit your online store	Learn how to write simple and catchy messages to promote your store and send it to 100 people
8	Make your first sale	Convert one paying customer and learn how to process the order from beginning to delivery
9	Create and post your first ad	Learn how to design a simple promotional ad and post it to bring in more people and sales
10	Take feedback from customers	Engage with your paid customers, take product feedback, and upload success stories or reviews on your website
11	Get a repeat customer or referral	Build trust with your paid customers to get either a repeat order or a referral
12	Plan your business growth	Make a 1-month plan to promote and grow your E-commerce store and earn more money

Professional Service		
Week/ Milestone	Milestone	Description
1	Start your journey in professional services	Learn what is a service and how you can earn money by offering your skill as a service
2	Choose your service skill	Choose one skill you are good at and turn it into a service that people will pay for
3	Find your ideal customer	Talk to people directly or through social media apps, understand who is willing to pay For your service and "WHY"
4	Build your online profile and show what you offer	Explore apps or websites such as WhatsApp Business, Upwork, or Urban Company, and learn how to create an online profile
5	Write your service description	Learn how to write your service in a simple and powerful way that gets people excited to try it
6	Finalize your pricing and launch your service	Learn how to set the right price that your customer finds fair and launch your service
7	Get first 100 leads for your service	Learn how to write catchy messages to promote your service in the market and get first 100 leads
8	Offer a free service and learn from feedback	Give your service for free to real users and use their feedback to make it better
9	Make your first sale	Get one paying customer for your service and work really hard to get a 5 star rating and a video testimonial
10	Build trust with customers and get repeat orders	Use your trust and good relationship with existing customers to get your first repeat customer
11	Earn your first referral	Start offering bonus or other additional services to your existing customers and get Your first referral
12	Plan your business growth	Make a 1 month plan on how to get more customers and earn more money

Retail Business		
Week/ Milestone	Milestone	Description
1	Learn how to start retail business	Understand how retail works, the types of business you can start, and talking to local shops
2	Choose your product and ideal customer	Look at products in demand in your area and choose what you'll focus on based on Your customer needs
3	Find a supplier for your product	Identify suppliers or wholesalers who can give you quality products/raw materials at good prices
4	Setup your business	Arrange your shop/home or prepare your product stocked with shopkeepers
5	Decide product prices and prepare stock	Decide the right selling price, maintain a simple record of sales, and get ready to handle cash or digital payments
6	Launch your business	Put up posters near your shop, and share the announcement with friends, family, and local Community groups
7	Promote your business in your area	Learn how to use simple ways to promote your business locally
8	Make your first sale	Ensure the buying process is smooth and the customer is happy
9	Take feedback from customers	Engage with your paid customers and take product feedback
10	Discover other platforms to grow your sales	Learn how to setup a free WhatsApp Business account for your shop and collect Orders there
11	Get a repeat customer or referral	Build trust with your paid customers to get either a repeat order or a referral
12	Plan your business growth	Make a 1-month plan to promote and grow your retail business and earn more money

Miscellaneous		
Week/ Milestone	Milestone	Description
1	Start your journey as an entrepreneur	Learn what entrepreneurship means and how you can start earning by solving problems around you
2	Identify and valid a tea problem to solve	Look around yourself, talk to people, and pick one real problem that many people face
3	Define your customer and their pain points	Find out who will buy from you, what difficulties they face, and why they need your solution
4	Generate business ideas and finalize one idea	Think of different ways to solve the problem, compare options, and choose one idea to move ahead with
5	Define your product or service	Decide clearly what product or service you will Provide and how it will solve the customer's problem
6	Finalize your pricing and launch your business	Set a fair price for your product or service and take the first step to launch your business
7	Promote your business and get first 100 leads	Tell people about your business using word of mouth, posters, or social media, and collect interest from 100 people
8	Make your first sale	Get your first paying customer and deliver your product or service with full effort
9	Take feedback from customers and improve	Listen to what customers say after using your product/service and make it better step by step
10	Build trust with customers and get your first repeat order	Keep your promise, give good quality, and motivate your customer to buy from you again
11	Earn your first referral and expand your sales	Ask happy customer store commend you to friends and family so that you can grow your sales
12	Plan your business growth	Make a simple plan for the next month to get more customers, increase sales, and grow your business

Evaluation Criteria

The evaluation will be conducted by a committee consisting of the class mentor, nodal officer and the principal HOD or his/her nominee.

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks, including activities, reflection prompts, graded quizzes etc	60%
Target Completion	Performance-based evaluation on hitting revenue or Profit targets (e.g., generating ₹ 10,000 revenue)	20%
Final Project	A comprehensive project depending the theme of the semester	20%

Evaluation mechanism: The score generated by the app will be final.

Weekly Component:

Each week of the course follows a structured format designed to guide students from learning to doing, using simple, mobile-accessible components:

Component	Duration	Description
Action Lab	~4hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission(e.g., video, reflection, or proof of action)
Learning Resources	Self-paced	-Videos, short readings, real-life stories, and tools to deepen understanding at their own pace
Check-in	Self-paced	-Quizzes & Reflection prompts

Syllabus Overview for Semester 1-5

Semester	Learning Focus	Learner's demonstration	Revenue Target
1	Setup & Launch	Understand. Create. Start.	í 10,000
2	Marketing Basics	Engage. Share. Grow.	í 40,000
3	Operations &Scale	Earn. Deliver. Expand.	í 80,000
4	Organic Growth	Attract. Retain. Build.	í 160,000
5	AI Automation & Finance mastery	Simplify. Track. Sustain	í 400,000

Semester 1: Setup & Launch

In Term 1, students will explore what entrepreneurship means and how it connects to their daily lives. They will learn to identify problems, shape simple business ideas, and test the mineral settings. This semester builds the foundation—mindset, observation, value creation, and action.

Semester 2: Marketing Basics

In Term 2, students will learn how to attract customers and grow their visibility using digital platforms and community-based marketing strategies. Students will also begin to run paid advertising campaigns and learn how to optimize their marketing efforts.

Semester 3: Operations & Scale

This semester focuses on the day-to-day operations of running a business, including order fulfillment, customer service, and logistics. Students will also focus on scaling operations as demand grows, with an emphasis on managing resources effectively.

Semester 4: Organic Growth

Students will learn how to grow their businesses organically, using referrals, partnerships, and community engagement. This semester focuses on building a loyal customer base and using word-of-mouth marketing to increase reach and credibility.

Semester 5: AI Automation & Financial Mastery

The final semester prepares students for long-term sustainability. Students integrate AI to improve productivity, automate routine tasks, and enhance decision-making. They also dive deep into financial planning, learning to set income goals, track expenses, understand profit margins, and create simple financial forecasts. This semester helps students solidify their entrepreneurial identity design systems for financial stability and scalability.

Suggested Readings

- Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Portfolio/Penguin
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business
- Jonah Berger, *Contagious: How to Build Word of Mouth in the Digital Age*, Simon & Schuster
- Phil Knight, *Shoe Dog: A Memoir by the Creator of Nike*, Scribner
- Jason Fried and David Heinemeier Hansson, *Rework: Change the Way You Work Forever*, Crown Business
- Héctor García and Francesc Miralles, *Ikigai: The Japanese Secret to a Long and Happy Life*, Penguin Books
- Tim Ferriss, *Tools of Titans (Selected Chapters)*, Houghton Mifflin Harcourt
- Peter Thiel and Blake Masters, *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business
- Anil Lamba, *Romancing the Balance Sheet*, Anil Lamba Publications
- The Better India/Your Story, *Young Entrepreneurs Series* (Collection of Articles)
Real Indian stories
Of youth starting businesses, snackable reads that show what's possible.

**Bachelor of Business Administration (Three Years Degree Programme)/
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Semester-II

Session: 2026-27

PUNJABI (COMPULSORY)

COURSE CODE- BBRL-2421

Course Outcomes

CO1: 'ਦੋ ਰੰਗ' (ਕਹਾਣੀ ਭਾਗ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਹਾਣੀ ਦੀ ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲਾਂਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO2: 'ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿਧ ਹਸਤੀਆਂ' ਜੀਵਨੀ ਦੀ ਵਿਧਾ ਨੂੰ ਸਿਲੇਬਸ ਵਿੱਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਜੀਵਨੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਜੀਵਨੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿੱਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ। ਮੁਹਾਵਰੇ/ਅਖਾਣ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿੱਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿੱਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

CO4: ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ, ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-2421**

ਸਮਾਂ : 3 ਘੰਟੇ

L-T-P

4-0-0

Maximum Marks: 100

Theory : 70

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) (ਸੰਪਾ.ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ/ ਸਾਰ)

ਯੂਨਿਟ-II

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 10 ਤੋਂ 18 ਤਕ)(ਸੰਪਾ.ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਮ), ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਨਾਇਕ ਬਿੰਬ/ ਸਾਰ)

ਯੂਨਿਟ-III

(ੳ) ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ

(ਅ) ਮੁਹਾਵਰੇ/ਅਖਾਣ

ਯੂਨਿਟ-IV

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ

(ਅ) ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

BASIC PUNJABI

In lieu of Punjabi (Compulsory)

COURSE CODE - BBRL -2031

Course outcomes

CO1: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO2: ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ(ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ, ਮਿਸ਼ਰਤ ਵਾਕ, ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ) ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸ ਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਉਨ੍ਹਾਂ ਦੀ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜ਼ਬੂਤ ਹੋਵੇਗੀ।

CO3: ਪੈਰਾ ਰਚਨਾ ਅਤੇ ਸੰਖੇਪ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ। ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

BASIC PUNJABI

In lieu of Punjabi(Compulsory)

COURSE CODE - BBRL -2031

ਸਮਾਂ : 3 ਘੰਟੇ

L-T-P

4-0-0

Maximum Marks: 100

Theory :70

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ

(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਯੂਨਿਟ-III

ਪੈਰ੍ਹਾ ਰਚਨਾ

ਸੰਖੇਪ ਰਚਨਾ

ਯੂਨਿਟ-IV

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)

ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ (ਲਿਸਟ ਨਾਲ ਨੱਥੀ ਹੈ)

ਅਖਾਣ

ਉਠੇ ਤਾ ਉੱਠ ਨਹੀਂ ਰੇਤੇ ਦੀ ਮੁੱਠ, ਉੱਦਮ ਅੱਗੇ ਲੱਛਮੀ ਪੱਖੇ ਅੱਗੇ ਪੌਣ , ਉਹ ਦਿਨ ਡੁੱਬਾ ਜਦੋਂ ਘੋੜੀ ਚੜ੍ਹਿਆ ਕੁੱਬਾ , ਉੱਚੀ ਦੁਕਾਨ ਫਿੱਕਾ ਪਕਵਾਨ , ਉਲਟੀ ਵਾੜ ਖੇਤ ਨੂੰ ਖਾਏ , ਉੱਚਾ ਲੰਮਾ ਗੱਭਰੂ ਪੱਲੇ ਠੀਕਰੀਆਂ , ਅਸ਼ਰਫ਼ੀਆਂ ਦੀ ਲੁੱਟ ਤੇ ਕੋਲਿਆਂ ਤੇ ਮੁਹਰਾਂ, ਅੱਗੇ ਸੱਪ ਪਿੱਛੇ ਸ਼ੀਂਹ, ਆਦਰ ਤੇਰੀ ਚਾਦਰ ਨੂੰ ਬਹਿਣਾ ਤੇਰੇ ਗਹਿਣੇ ਨੂੰ, ਆਪੇ ਫਾਥੜੀਏ ਤੈਨੂੰ ਕੌਣ ਛੁਡਾਏ, ਆਪਣੇ ਹੱਥੀਂ ਆਪਣਾ ਆਪੇ ਹੀ ਕਾਜ ਸਵਾਰੀਐ, ਆਰੀ ਨੂੰ ਇੱਕ ਪਾਸੇ ਦੰਦੇ ਜਹਾਨ ਨੂੰ ਦੋਹੀਂ ਪਾਸੀਂ, ਅੱਖੀਂ ਵੇਖ ਕੇ ਮੱਖੀ ਨਹੀਂ ਨਿਗਲੀ ਜਾਂਦੀ , ਅੰਦਰ ਹੋਵੇ ਸੱਚ ਤਾਂ ਕੌਣ ਚੜ੍ਹ ਕੇ ਨੱਚ , ਆਪੇ ਮੈਂ ਰੱਜੀ ਪੁੱਜੀ ਆਪੇ ਮੇਰੇ ਬੱਚੇ ਜਿਉਣ , ਆਪ ਕੁਚੱਜੀ ਵਿਹੜੇ ਨੂੰ ਦੇਸ਼ , ਅੰਨ੍ਹਾ ਵੱਡੇ ਰਿਉੜੀਆਂ ਮੁੜ ਮੁੜ ਆਪਣਿਆਂ ਨੂੰ , ਅਕਲ ਵੱਡੀ ਕੇ ਮੱਝ , ਅੰਨ੍ਹਿਆਂ ਵਿੱਚ ਕਾਣਾ ਰਾਜਾ , ਆਪਣੀ ਪੀੜ੍ਹੀ ਹੇਠ ਸੋਟਾ ਫੇਰਨਾ , ਇਕ ਅਨਾਰ ਸੌ ਬਿਮਾਰ , ਇਕ ਹੱਥ ਨਾਲ ਤਾੜੀ ਨਹੀਂ ਵੱਜਦੀ , ਇੱਕ ਚੁੱਪ ਸੌ ਸੁੱਖ ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ , ਸਹਿਜ ਪੱਕੇ ਸੌ ਮੀਠਾ ਹੋਵੇ , ਦਾਲ ਵਿੱਚ ਕਾਲਾ ਹੋਣਾ , ਸੰਗ ਤਾਰੇ ਕੁਸੰਗ ਡੋਬ, ਸੱਦੀ ਨਾ ਬੁਲਾਈ ਮੈਂ ਲਾੜੇ ਦੀ ਤਾਈਂ , ਸਵੈ ਭਰੋਸਾ ਵੱਡਾ ਤੋਸਾ, ਸੌ ਦਿਨ ਚੋਰ ਦੇ ਇਕ ਦਿਨ ਸਾਧਦਾ , ਸੱਪ ਦਾ ਬੱਚਾ ਸਪੋਲੀਆ , ਸੱਪ ਮਰ ਜਾਵੇ ਲਾਠੀ ਵੀ ਨਾ ਟੁੱਟੇ , ਸਾਈਆਂ ਕਿਤੇ ਵਧਾਈਆਂ ਕਿਤੇ , ਹੰਕਾਰਿਆ ਸੌ ਮਾਰਿਆ , ਹੱਥ ਨੂੰ ਹੱਥ ਧੋਂਦਾ ਹੈ, ਹਾਥੀ ਲੰਘ ਗਿਆ ਪੂਛ ਰਹਿ ਗਈ, ਕੋਹ ਨਾ ਚੱਲੀ ਬਾਬਾ ਤਿਹਾਈ, ਕੁੱਛੜ ਕੁੜੀ ਸ਼ਹਿਰ ਢੰਡੋਰਾ , ਕੋਲਿਆਂ ਦੀ ਦਲਾਲੀ ਵਿੱਚ ਮੂੰਹ ਕਾਲਾ , ਕਰੇ ਕੋਈ ਭਰੇ ਕੋਈ , ਖਿੱਦੋ ਫ਼ਰੋਲਿਆਂ ਲੀਰਾਂ ਹੀ ਨਿਕਲਦੀਆਂ ਹਨ, ਖਵਾਜੇ ਦਾ ਗਵਾਹ ਡੱਡੂ , ਖੇਤੀ ਖਸਮਾਂ ਸੇਤੀ , ਖਰਬੂਜ਼ੇ ਨੂੰ ਦੇਖ ਕੇ ਖਰਬੂਜ਼ਾ ਰੰਗ ਬਦਲਦਾ ਹੈ, ਖੂਹ ਪੁੱਟਦੇ ਨੂੰ ਖਾਤਾ ਤਿਆਰ , ਘੜੇ ਨੂੰ ਹੱਥ ਲਾਇਆ ਸਾਰਾ ਟੱਬਰ ਤਿਹਾਇਆ, ਘਰ ਦਾ ਭੇਤੀ ਲੰਕਾ ਢਾਹੇ , ਘਰ ਦੀ ਕੁੱਕੜੀ ਦਾਲ ਬਰਾਬਰ , ਚਿੰਤਾ ਚਿਖਾ ਬਰਾਬਰ , ਛੱਜ ਤਾਂ ਬੋਲੇ ਛਾਣਨੀ ਵੀ ਬੋਲੇ, ਛੋਟੀ ਮੂੰਹ ਵੱਡੀ ਗੱਲ , ਜੋ ਰਾਤੀਂ ਜਾਗਣ ਕਾਲੀਆਂ ਸੌ ਹੀ ਖਾਣ ਸੁਖਾਲੀਆਂ, ਜਾਂਦੇ ਚੋਰ ਦੀ ਲੰਗੋਟੀ ਹੀ ਸਹੀ , ਜਿਸਦੀ ਕੋਠੀ ਦਾਣੇ ਉਹਦੇ ਕਮਲੇ ਵੀ ਸਿਆਣੇ , ਜਿਹੜੇ ਗੱਜਦੇ ਨੇ ਉਹ ਵਰ੍ਹਦੇ ਨਹੀਂ , ਝੱਟ ਮੰਗਣੀ ਪੱਟ ਵਿਆਹ , ਨਵਾਂ ਨੌ ਦਿਨ ਪੁਰਾਣਾ ਸੌ ਦਿਨ, ਪਾਣੀ ਵਿੱਚ ਸੋਟਾ ਮਾਰਿਆ ਪਾਣੀ ਦੇ ਨਹੀਂ ਹੋ ਜਾਂਦੇ, ਵਿੱਦਿਆ ਵਿਚਾਰੀ ਤਾਂ ਪਰਉੱਪਕਾਰੀ, ਵੇਲੇ ਦੀ ਨਮਾਜ਼ ਕੁਵੇਲੇ ਦੀਆਂ ਟੱਕਰਾਂ, ਇਕ ਦਰ ਬੰਦ ਸੌ ਦਰ ਖੁੱਲ੍ਹਾ, ਬਿੱਲੀ ਦੇ ਸਿਰ੍ਹਾਣੇ ਦੁੱਧ ਨਹੀਂ ਜੰਮਦਾ, ਰੱਸੀ ਸੜ ਗਈ ਵੱਟ ਨੂੰ ਗਿਆ

ਮੁਹਾਵਰੇ

ਉਸਤਾਦੀ ਕਰਨੀ, ਉਗਲ ਕਰਨੀ, ਉੱਲੂ ਬਣਾਉਣਾ , ਉੱਚਾ ਸਾਹ ਨਾ ਕੱਢਣਾ, ਉੱਡਦੇ ਫਿਰਨਾ , ਉੱਘ ਸੁੱਘ ਮਿਲਣੀ, ਅੱਖਾਂ ਵਿੱਚ ਰੜਕਣਾ , ਉਂਗਲਾਂ ਤੇ ਨਚਾਉਣਾ, ਉਧੜ-ਧੁੰਮੀ ਮਚਾਉਣਾ, ਉਠ ਦੇ ਮੂੰਹ ਵਿੱਚ ਜ਼ੀਰਾ ਦੇਣਾ, ਅੱਗ ਲਾਉਣਾ , ਆਵਾ ਉਤ ਜਾਣਾ , ਅਸਮਾਨ ਨੂੰ ਟਾਕੀਆਂ ਲਾਉਣਾ, ਅੱਖਾਂ ਵਿੱਚ ਲਾਲੀ ਉਤਰਨੀ , ਅਕਲ ਤੇ ਪਰਦਾ ਪੈਣਾ, ਅੱਖਾਂ ਅੱਗੇ ਖੋਪੇ ਚਾੜ ਦੇਣੇ, ਅੱਖਾਂ ਉੱਤੇ ਬਿਠਾਉਣਾ, ਅੱਲੇ ਫੱਟਾਂ ਤੇ ਲੂਣ ਛਿੜਕਣਾ, ਆਪਣੇ ਅੱਗੇ ਕੰਡੇ ਬੀਜਣਾ, ਆਪਣੇ ਤਰਕਸ਼ ਵਿੱਚ ਤੀਰ ਹੋਣਾ, ਸਿਰ ਚੜ੍ਹਨਾ, ਈਨ ਮੰਨਣੀ, ਈਦ ਦਾ ਚੰਨ ਹੋਣਾ, ਇੱਟ ਨਾਲ ਇੱਟ ਖੜਕਾਉਣਾ, ਸਿਰ ਫਿਰਨਾ, ਸਿਰ ਤੇ ਚੜ੍ਹਨਾ , ਸਬਰ ਦਾ ਘੁੱਟ ਭਰਨਾ, ਸਿਰ ਪੈਰ ਨਾ ਹੋਣਾ, ਸਿਰ ਖੁਰਕਣ ਦੀ ਵੇਹਲ ਨਾ ਹੋਣਾ, ਸੱਠੀ ਦੇ ਚੌਲ ਖੁਆਣੇ, ਹੱਥ ਧੋ ਕੇ ਪਿੱਛੇ ਪੈਣਾ, ਹੱਥੀਂ ਛਾਂਵਾਂ ਕਰਨੀਆਂ, ਹੱਡ ਭੰਨਣੇ, ਹੱਥ ਤੰਗ ਹੋਣਾ , ਹੱਥ ਮਲਣਾ, ਹੱਥ ਪੈਰ ਮਾਰਨਾ, ਹੱਥ ਉੱਤੇ ਹੱਥ ਧਰ ਕੇ ਬੈਠਣਾ, ਹੱਥ ਵਟਾਉਣਾ, ਹਵਾ ਦੇ ਘੋੜੇ ਸਵਾਰ ਹੋਣਾ, ਕੰਨੀਂ ਕਤਰਾਉਣਾ, ਕੰਨ ਤੇ ਜੂੰ ਨਾ ਸਰਕਣਾ, ਕੰਨ ਘੋਸਲ ਮਾਰਨੀ, ਕਣਕ ਨਾਲ ਘੁਣ ਵੀ ਪਿਸਣਾ, ਕੱਖ ਭੰਨ ਕੇ ਦੂਹਰਾਂ ਨਾ ਕਰਨਾ, ਕਲਮ ਦੇ ਧਨੀ ਹੋਣਾ, ਕਿਤਾਬੀ ਕੀੜਾ ਹੋਣਾ, ਖਾਨਾ ਖਰਾਬ ਹੋਣਾ, ਖਾਨਿਓ ਜਾਣਾ, ਖੂਹ ਨਿਖੁੱਟ ਜਾਣਾ, ਗੁੱਡੀ ਚੜ੍ਹਨੀ, ਗਲ ਪੈਣਾ , ਗੰਗਾ ਨਹਾਉਣਾ , ਚੜ੍ਹ ਮੱਚਣੀ, ਚੰਦ ਚਾੜ੍ਹਨਾ, ਚਾਦਰ ਵੇਖ ਕੇ ਪੈਰ ਪਸਾਰਨਾ , ਚਕਮਾ ਦੇਣਾ , ਛੱਕੋ ਛੜਾਉਣਾ , ਛਾਪਾ ਮਾਰਨਾ, ਛਿੱਲ ਲਾਉਣੀ , ਛਿੱਕੇ ਟੰਗਣਾ

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Course Title: PUNJAB HISTORY AND CULTURE (C. 320 to 1000 A.D.)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE - BBRL -2431

Course Outcomes:

After completing Semester II and course on Ancient History of Punjab students will be able to understand:

CO 1: The reasons and impact of Alexander's invasions and to comprehend various factors leading to rise and fall of empires and emergence of new dynasties and their administration specifically of Maurya rule in general and Ashok in particular

CO 2: art and architecture of Gupta period and the Indo-Greek style of architecture under Gandhara School

CO 3: To have an insight into the socio-cultural history under Harshvardhan and Punjab under the stated period

CO 4: To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Greek Art and Architecture in Punja

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Semester-II
Session: 2026-27**

**Course Title: PUNJAB HISTORY AND CULTURE (C. 320 TO 1000 A.D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
COURSE CODE - BBRL -2431**

Examination Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter:

Eight questions of equal marks to be set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any sections. Each question will carry 14 Marks.

Unit-I

1. Alexander's Invasion's and Impact
2. Administration of Chandragupta Maurya with special reference to reforms introduced by Ashoka

Unit-II

3. The Kushans: Gandhar School of Art
4. Gupta Empire: Golden Period-Social and Cultural life, Art and Architecture)

Unit-III

5. The Punjab under Harshvardhana: Society and Religion during the time of Harshvardhana
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

UNIT IV

7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

Suggested Readings

- B.N. Sharma: *Life in Northern India*, Delhi. 1966
- Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
- L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
- L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Punjabi University, Patiala, 1977.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Semester-II
Session: 2026-27**

**APPRECIATING ENGLISH LITERATURE-I
Course Code: BBRL -2212**

(NEP-2020)

COURSE OUTCOMES

After passing this course, the students will be able to:

CO 1: change the narration and voice of sentences after understanding fundamental grammatical rules governing them through the study of “English Grammar in Use” by Raymond Murphy

CO 2: to learn to write personal letters and enhance the writing skills

CO 3: comprehend the meaning of texts and answer questions related to situations, episodes, themes and characters depicted in them through the study of the stories in the text “Tales of Life”.

CO 4: appreciate the writings of various Indian and foreign story and Short - Story writers and relate them to their socio-cultural milieu through the study of the stories in the text “Tales of Life”.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

APPRECIATING ENGLISH LITERATURE-I

Course Code: BBRL -2212

**Examination Time: 3 Hrs
L-T-P (Credits): 4-0-0**

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters:-

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks. (14x5=70)

UNIT-I

English Grammar in Use, 5th Edition by Raymond Murphy, CUP (Units: 49-81)

UNIT-II

Personal letter Writing and English Grammar in Use (Units: 82-97)

UNIT-III

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 1, 2, 3, 5 and 6

UNIT-IV

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 7, 9, 10, 11, 12

Texts Prescribed:

1. *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP
2. *Tales of Life* (Guru Nanak Dev University, Amritsar)

**Bachelor of Business Administration (Three Years Degree Programme)/
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Semester-II

Session: 2026-27

Business Laws

Course Code: BBRL -2323

Course Outcomes:

After passing this course, the students will able to:

CO1: understand the Indian Contract laws.

CO2: understand the legal framework governing relationship between buyer and seller.

CO3: understand the provisions regarding Consumer Protection Act.

CO4: gain in-depth knowledge of negotiable instruments.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Business Laws

Course Code: BBRL -2323

Time: 3 Hours

L-T-P

4-0-0

Max Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration.

UNIT-II

Law of Contract: Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract.

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties.

UNIT-III

Sales of Goods Act : Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.

UNIT-IV

Law of Agency: Meaning, Features of the Contract of Agency, Types of Agency, Creation of Agency, Rights and Duties of Principal and Agent, Personal Liabilities of an Agent, Termination of Agency, Irrevocable Agency.

Indemnity and Guarantee: Meaning of the Contract of Indemnity and Guarantee. Rights of Indemnity Holder and Indemnifier, Essentials and Types of contract of Guarantee, Nature and extent of Surety's Liability, Rights and Discharge of Surety.

Suggested Readings:

1. Singh, Avtar, "The Principles of Mercantile Law", Eastern Book Company, Lucknow.
2. Kapoor, N.D., "Business Law", Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., "Business Law", Tata McGraw Hill, New Delhi.
4. Usa Tbp Usa, "Indian Business Law", International Business Publications, USA.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-II
Session: 2026-27
Principles of Management
Course Code: BBRL -2324**

Course Outcomes:

After successful completion of this course, students will be able to –

CO1. demonstrate their knowledge of business and management principles, discuss and communicate management evolution and how it would affect future managers

CO2. practice the process of managerial functions of planning and organizing.

CO3. able to understand various departmentation methods and how delegation of work is done.

CO4. practice the process of managerial functions of directing, staffing and controlling and acquire critical thinking and problem-solving skill.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Principles of Management

Course Code: BBRL -2324

Time: 3 Hours

L-T-P

4-0-0

Max Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

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

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.

UNIT-II

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

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

UNIT-III

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

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

UNIT-IV

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

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation. **Controlling:** Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw- Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Fundamentals of Banking

Course Code: BBRL -2325

Course Outcomes:

After successful completion of this course, students will be able to –

CO1. To give conceptual understanding of different banks.

CO2. To provide awareness of functioning of Central Bank and practical aspects of Banking.

CO3. To explain the functioning of clearing house system.

CO4. To explain different systems of Banking.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Fundamentals of Banking

Course Code: BBRL -2325

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks.

Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks.

UNIT-II

Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation. Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange.

UNIT-III

Customer's Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System

UNIT-IV

Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varsheney, “Banking Theory, Law & Practice”, Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, “Banking Theory and Practice”, Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, “Elements of Banking and Insurance”, PHI Learning
4. Private Limited, New Delhi
5. www.rbi.org

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
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Semester-II

Session: 2026-27

Workshop on Life Skills

Course Code: BBRP-2090

Course Outcomes:

After completion of this course, students will be able to:

CO1: Learn those abilities that help promote overall well being and competence to be able to face the realities of life.

CO2: Develop psycho social competencies and interpersonal skills that will help them to make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others and cope with managing their lives in a healthy and productive manner.

CO3: Adapt and adjust well with the changing demands of the society as young adolescents extend their relationships beyond parents and family and are intensely influenced by their peers and the outside world.

CO4: Get support in dealing with emotional conflicts and personal problems in the college and will learn how to incorporate the same in their daily lives.

**Bachelor of Business Administration (Three Years Degree Programme)/
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Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-II

Session: 2026-27

Workshop on Life Skills

Course Code: BBRP-2090

Time: 3 Hours

L-T-P

0-0-2

Max Marks: 50

Practical: 35

CA: 15

Instructions for the Paper Setters: The students will prepare Power Point Presentations on the topics specified in the syllabus. The examiner will evaluate the students on the basis of the presentation and their performance in Viva Voce.

Division of Marks:

Presentation: 20

Viva-Voce: 15

This workshop is designed to create awareness on various concepts of Life Skills (Emotional skills, thinking skills and social skills).

- Understanding Self-Esteem
- Positive Self-Talk
- Self-Care Basics
- Balanced Self-Care
- Making Plans and Setting Goals
- Empathy
- Critical thinking
- Creative thinking
- Decision-making
- Problem Solving
- Effective communication
- Interpersonal relationship
- Coping with stress
- Coping with emotions

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Session: 2026-27

Semester-II

**Entrepreneurship Mindset-II
(Mandatory Skill Enhancement Course)
Course Code- USEP-0002**

Course Outcomes:-

After studying this course, students will be able to:

- Launch and manage a business within their chosen track.
- Identify profitable opportunities and develop innovative solutions.
- Implement marketing and sales strategies using both digital and traditional methods.
- Use financial metrics to track performance and make informed business decisions.
- Scale a business using operational systems and automation tools.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Session: 2026-27

Semester-II

**Entrepreneurship Mindset-II
(Mandatory Skill Enhancement Course)**

Course Code- USEP-0002

L-T-P

0-0-2

Max Marks: 50

Practical: 50

**Semester Snapshot - Semester 2
Entrepreneurship 102/201 (Marketing Basics)**

Introduction

This semester helps learners understand marketing as a practical life skill - not just “advertising.” It teaches them how to communicate value, attract the right customers, and grow something small into something sustainable. Learners explore the basics of customer psychology, messaging, content creation, and simple sales strategies. Through hands-on activities, they will practice real marketing techniques for their micro-hustle or a simulated business idea, learning how to get attention, build trust, and generate sales.

Learners Objective

- Understand the core concepts of marketing using simple, relatable real-world examples.
- Learn how customers think, choose, and buy—and how businesses influence decisions ethically.
- Identify and define a target customer clearly instead of “selling to everyone.”
- Create clear messaging: what they sell, who it helps, and why it matters.
- Use basic marketing channels (offline + online) to attract customers.
- Run a simple marketing campaign and measure what worked.
- Build confidence in selling, promoting, and talking about their product/service.

Outcome

By the end of this semester, learners will be able to market a product/service using basic strategies, attract real customers, and improve their results through feedback and experimentation.

Guiding Principles/Approach

This syllabus is built on action-based learning, clarity-first communication, and customer-first thinking. Learners don’t just *study* marketing - they *practice* it in real situations through small experiments and repeated improvement. The course is designed to feel approachable and practical: learners create simple content, test messaging, talk to real people, and observe what influences decisions.

Instead of heavy theory, students build marketing skills through doing: customer discovery, storytelling, channel experiments, and reflection. The curriculum emphasizes confidence-building, ethical marketing, and communication as a leadership skill. By helping learners see results quickly (even small wins like one customer or one inquiry), the program builds motivation, creativity, and real-world business readiness.

Semester 2 Curriculum

Recap Milestone

The recap milestone focuses on revising all the 12 milestones of semester 1 and also helps students understand the upcoming 12 milestones journey of semester 2.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
Recap	Recap and Introduction	Revise what you learned in Semester 1 and plan what you will do in Semester 2	1	Revise first 12 milestones of Semester 1	Watch a video on "Semester 1 summary"
					Download 12 summary cards of Semester 1 milestones
					Write 3 key learnings of Semester 1
					Write 3 things you will improve in semester 2
					Attempt Semester 1 Recap Quiz
			2	Set your goals for Semester 2	Learn how to 4X your revenue in Semester 02 using Marketing
					Read how famous brands use marketing to increase revenue
					Set your marketing goals
					Attempt Semester 2 Readiness Quiz

Milestone 13: Marketing Fundamentals

Marketing Fundamentals milestone focuses on helping students understand the basics of marketing and how they can use marketing to scale their businesses and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
13	Learn marketing fundamentals to scale your business	Learn how you can use multiple types of marketing to scale your business and grow your revenue	1	Understand what is marketing	Watch a video on marketing fundamentals
					Read examples of famous marketing campaigns in India
					Explain what you learned about marketing
					Attempt task 01 quiz
			2	Learn different types of digital marketing	Watch a video on what is digital marketing
					Read a document on types of digital marketing
					Write what what kind of digital marketing works best for your business and why
					Attempt task 02 quiz
			3	Write 3 marketing ideas for your business	Read a document on how businesses like yours are using marketing to generate revenue
					Write 3 marketing ideas to scale your business
					Validate your ideas with 3-5 people
					Shortlist the best idea and explain how it will generate revenue
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 14: WhatsApp Community Marketing

WhatsApp Community Marketing milestone focuses on helping students learn how to build a WhatsApp community for their users and use it to generate trust, engagement, and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
14	Build and activate your WhatsApp community	Build a WhatsApp community for your users and use it to generate trust, engagement, and sales	1	Create your WhatsApp community	Watch a video on why you should build a WhatsApp Community
					Read a document on how to create a WhatsApp community
					Enter the name of your community
					Upload your WhatsApp community link
					Attempt task 01 quiz
			2	Invite people to join your WhatsApp community	Read a few sample invite and welcome messages
					Draft an invite message to invite 50 people to join your community
					Draft a welcome message for your community members
					Upload a screenshot of your welcome message
					Attempt task 02 quiz
			3	Engage your community users and start building trust	Learn 'how to engage people in your community'
					Read top 10 community engagement ideas for your business
					Write 5 types of content to post weekly in your community
					Create and upload your weekly calendar
					Attempt task 03 quiz
			4	Get 3 sales from your WhatsApp Community	Learn how to do soft-selling on community
					Create a community-only offer
					Learn how to convert interested people into paid customers
					Write a simple plan to generate 3 sales per month from the community
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 15: Generating Content for Marketing using AI

AI-led Content creation and marketing milestone focuses on helping students learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
15	Use AI to generate content for marketing	Learn how to use AI tools to generate creative ideas and create professional videos, posters, and blogs	1	Learn what is content marketing	Watch a video on 'what is content marketing'
					Learn which content works for brand awareness or revenue generation
					Write 3 types of content you believe your customers like
					Attempt task 01 quiz
			2	Generate content ideas to attract customers	Learn how to use AI to generate content marketing ideas for your business
					Generate 10 small content ideas to attract your customers
					Discuss the ideas with your users and take feedback
					Shortlist top 3 content ideas to attract customers
					Attempt task 02 quiz
			3	Create your first brand video using AI	Watch a video on "How to use AI tools to create simple short videos"
					Read this guide on how to ask AI to write a video script
					Generate 5 ideas for your AI videos and write them here
					Upload your AI generated video link
					Attempt task 03 quiz
			4	Create a brand poster using AI	Learn how to create a poster using AI
					Write a prompt for the poster will you create using AI
					Upload the AI poster you have created
					Post this poster in your WhatsApp community
					Attempt task 04 quiz
			5	Write a blog using AI	Learn how to use prompt engineering to write content for your business
					Read list of topics on which you can write a blog
					Write the topic on which you will write a short blog
					Write the first version of your blog
					Share your blog with your friends and faculty
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 16: Social Media Marketing

Social Media Marketing milestone focuses on helping students learn what social media marketing is and how to create a social media weekly plan that engages users and improves brand visibility.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
16	Plan your social media marketing strategy	Learn what is social media marketing and how can you execute it to scale your business	1	Learn what is social media marketing	Watch a video on "Introduction to Social media marketing"
					Learn different types of social media marketing
					Read a document on how to use social media marketing to generate revenue
					Write your understanding of social media marketing
					Write one social media marketing idea for your business
					Attempt Task 01 Quiz
			2	Research your competitors	Learn how to research your competitors
					Find your competitors
					Write top 3 things your competitors are posting
					Find one unique gap that you can capture
					Attempt task 02 quiz
			3	Finalize your content pillars	Watch a video on 'what are content pillars'
					Read examples of 'content pillars'
					Write 5 content pillars for your social media strategy
					Attempt task 03 quiz
			4	Create your weekly social media plan	Watch a video on 'how to create a weekly social media plan'
					Look at examples of 'social media calendar'
					Create and upload your weekly calendar
					Upload the link of your Instagram Channel
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 17: Trust-led Marketing

Trust-led Marketing milestone focuses on helping students build trust through social media proofs, testimonials, or basic engagement and later converting them into leads and sales.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
17	Generate leads and turn them into sales	Use testimonials, conversations, and daily posts to generate leads and close sales.	1	Use social proof to build trust	Identify 2 happy customers
					Create a testimonial post with CTA
					Post testimonial on social media
					Post testimonial on the community
					Attempt task 01 quiz
			2	Make people share their problems	Learn how to ask open-ended questions
					List 5 customer problems
					Post these problems in community and social media
					Evaluate top 2 problems customers face
					Encourage people to share their problems
					Attempt task 02 quiz
			3	Help your users with 3-5 days content sprint and generate leads	Brainstorm or use AI to create a solution document for each problem
					Post solution to 1 problem on a daily basis
					DM people to check if your solution is helping them
					Write how many leads did you generate
					Attempt task 03 quiz
			4	Convert leads into sales	Learn how to convert leads into sales
					Soft sell your offering in community and social media
					DM people how can your product help them better
					Follow up after 24 to 48 hours
					Write how many leads you converted into sales
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 18: Viral/Trend Marketing

Viral Marketing milestone focuses on helping students learn how to launch viral campaigns for their businesses using the latest trends and make their brand go viral without spending any money.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
18	Make your brand go viral	Design viral marketing campaigns to reach 5X users without spending any money	1	Learn viral marketing	Understand what is virality and how it works
					Read about top 10 viral marketing campaigns in India
					Write 3 reasons why people share content
					Attempt task 01 quiz
			2	Design 2 viral campaigns for your business	Learn 5 types of common viral marketing strategies
					Read 10 viral marketing ideas for your business
					Design 2 viral campaigns for your business
					Take feedback from people and finalize one campaign
					Set your campaign targets
					Attempt task 02 quiz
			3	Launch one viral campaign to increase customer reach	Create your campaign launch video or poster
					Create your campaign launch message
					Launch your campaign on your social media platform
					Launch your campaign in your WhatsApp community
					Attempt task 03 quiz
			4	Promote your campaign to make it viral	Share your campaign in other groups and forums
					Measure your campaign performance
					Learn how to improve your campaign
					Analyze your campaign and record final metrics
					Enter the summary of your campaign
					Share your experience of doing this milestone
					Attempt task 04 quiz

Milestone 19: BTL/Offline Marketing

BTL/Offline Marketing milestone focuses on helping users learn about BTL (below the line) or offline marketing and use it to reach out to local customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
19	Drive revenue through offline/BTL marketing	Use offline activities to reach local customers and generate sales	1	Understand offline or BTL marketing	Watch a video on what is BTL marketing
					Read about famous BTL marketing campaigns
					Write how you can use BTL marketing for your business
					Attempt task 01 quiz
			2	Pick your offline marketing idea	Learn about common offline tactics for your business
					Write 1 offline marketing idea you can execute
					Design your brand poster for offline marketing
					Create your offline marketing offer or pitch
					Practice your pitch with friends and take feedback
					Attempt task 02 quiz
			3	Execute offline marketing in local market	Identify people or locations in local for offline marketing
					Pitch to at least 10 real customers
					Collect contact details for WhatsApp Community invite
					Close at least one sale
					Write your offline marketing metrics
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 20: Collaboration and Affiliate Marketing

Collaboration and Affiliate Marketing milestone focuses on helping users learn about affiliate marketing and how to collaborate with individuals/businesses to reach more customers and generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
20	Grow through collaboration and affiliation marketing	Use partners and affiliates to reach new audiences and generate sales	1	Understand affiliate marketing and collaboration	Watch a video on what is affiliate marketing
					Read about top collaboration or affiliate marketing campaigns
					Learn 10 common types of collaboration or affiliate marketing for your business
					Pick 3 types that can work for your business
					Attempt task 01 quiz
			2	Design your affiliation model	Learn how to start an affiliation program
					Decide your commission structure
					Write a pitch for partnership
					Attempt task 03 quiz
			3	Finalize one person or business for collaboration	Learn how to find a right partner for collaboration
					Create a list of 5 to 10 people or businesses for collaboration
					Send your partnership pitch to potential partners
					Write the name of one final partner
					Attempt task 03 quiz
			4	Execute the collaboration	Explain how will the partner market your brand
					Post the link or screenshot of successful collaboration
					Respond to new leads within 24 hours
					Close at least one sale
					Attempt task 04 quiz
			5	Measure your collaboration	Write number of leads generated
					Write number of sales closed and revenue generated
					Write what worked and how to improve collaboration
					Share your experience of doing this milestone
					Attempt task 05 quiz

Milestone 21: Advertising Marketing (Meta)

Advertising Marketing milestone focuses on helping users learn how to post a paid ad on Meta (Instagram and Facebook) promoting their business and reach to more users or generate revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
21	Run your first ad on Instagram	Learn how to boost posts or run simple video ads to reach new viewers	1	Setup your Meta Business Suite	Watch a video on why to run ads on Meta
					Learn different types of ads
					Read the guide on Meta Ad account setup
					Setup your Meta Ad account
					Attempt task 01 quiz
			2	Design your first paid ad	Watch samples of good ad designs for your business
					Finalize your ad objective
					Upload the final draft of your ad with final copy and creatives
					Attempt task 02 quiz
			3	Define your target audience and budget	Watch a video on 'how to target the right people for ad'
					Define your target audience
					Learn how to decide the right budget for your ad
					Decide your final budget
			4	Launch your ad	Attempt task 03 quiz
					Learn how to create and launch your ad
					Create your ad and review ad preview
					Upload the screenshot of launched ad
			5	Manage incoming leads from ad	Attempt task 04 quiz
					Draft a message for incoming leads
					Send draft message to leads within 24 hours
					Pitch your offer to leads and follow up
			6	Measure your ad performance	Close at least one sale
					Attempt task 05 quiz
					Learn metrics to measure ad performance
					Write money spent and leads or impressions
					Mention CPL or CPM
					Write revenue generated and number of sales closed
					Write what worked and how to improve ads in future
					Share your experience of doing this milestone
					Attempt task 06 quiz

Milestone 22: Psychological Marketing

Psychological Marketing milestone focuses on helping users identify psychological triggers like urgency, pricing, and offers, and use them to increase conversions and revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
22	Use Psychological Triggers to Increase Sales	Learn how to use urgency, pricing, and offers to increase conversions and revenue	1	Understand the psychological triggers	Learn why people buy products
					Share a story of one product you purchased because of a trigger
					Identify buying triggers for your business
					Attempt task 01 quiz
			2	Execute FOMO or urgency marketing	Learn how to create a FOMO or urgency marketing campaign
					Write how will you create FOMO or urgency for your customers
					Create one FOMO/urgency marketing campaign
					Launch your campaign on social media and community
					Attempt task 02 quiz
			3	Execute one offer or discount marketing campaign	Learn how to create offer or discounting marketing campaigns
					Write how will you create an offer/discount campaign
					Create one offer/discount campaign for your customers
					Launch your campaign on social media and community
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 23: Data-Driven Marketing

Data-Driven Marketing milestone focuses on helping users analyze the data of the last 10 milestones and run specific campaigns or ideas that resulted in lead generation or revenue.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
23	Use Data-Driven Marketing to Grow Faster	Analyze data of the last 10 milestones to identify top campaigns or ideas and decide what to continue, improve, or stop.	1	Analyze your marketing data	Learn how businesses make decisions using data
					List 3 things that worked well and why
					List 3 things that didn't work well and why
					Attempt task 01 quiz
			2	Re-execute top performing campaign	Re-execute top 1-2 campaigns for 1 week
					Write how it helped generate leads or revenue
					Attempt task 02 quiz
			3	Improve one low performing campaign and relaunch it	Pick one low performing campaign and write how to improve it
					Improve the campaign and relaunch it
					Measure its performance and see if it was better
					Share your experience of doing this milestone
					Attempt task 03 quiz

Milestone 24: Closure and Next Step

The final milestone focuses on helping users reflect on their learnings and also create an action plan for the next few months to continue to scale and grow their business.

Milestone #	Milestone Name	Milestone Description	Task #	Task Title	Activity title
24	Plan your next growth phase	Document your 12 weeks of learning and create a 1 month plan to scale and grow your business	1	Review your progress	List all the ideas you executed
					Write which milestone helped you the most and how
					Write which milestone helped you the least and why
					Write your key learnings from this semester
					Create a not-to-do list for your business
					Attempt task 01 quiz
			2	Create your 1 month marketing plan	Learn how to create a 1 month marketing plan
					Set your marketing goal
					Create and upload your 1 month plan to achieve this goal
					Share your experience of doing this milestone
					Attempt final semester quiz

Evaluation Criteria

The evaluation will be conducted by a committee consisting of the class mentor, nodal officer and the principal HOD or his/her nominee.

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks, including activities, reflection prompts, graded quizzes etc	60%
Target Completion	Performance-based evaluation on hitting revenue or Profit targets (e.g., generating ₹10,000 revenue)	20%
Final Project	A comprehensive project depending the theme of the Semester	20%

Evaluation Mechanism: The score generated by the app will be final.

Weekly Component:

Each week of the course follows a structured format designed to guide students from learning to doing, using simple, mobile-accessible components:

Component	Duration	Description
Action Lab	~4hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Learning Resources	Self-paced	- Videos, short readings, real-life stories, and tools to deepen understanding at their own pace
Check-in	Self-paced	- Quizzes & Reflection prompts

Syllabus Overview for Semester 1-5

Semester	Learning Focus	Learner's demonstration	Revenue Target
1	Setup & Launch	Understand. Create. Start.	₹ 10,000/-
2	Marketing Basics	Engage. Share. Grow.	₹ 40,000/-
3	Operations & Scale	Earn. Deliver. Expand.	₹ 80,000/-
4	Organic Growth	Attract. Retain. Build.	₹ 160,000/-
5	AI Automation & Finance mastery	Simplify. Track. Sustain	₹ 400,000/-

Semester 1: Setup & Launch

In Term 1, students will explore what entrepreneurship means and how it connects to their daily lives. They will learn to identify problems, shape simple business ideas, and test the mineral settings. This semester builds the foundation—mindset, observation, value creation, and action.

Semester 2: Marketing Basics

In Term 2, students will learn how to attract customers and grow their visibility using digital platforms and community-based marketing strategies. Students will also begin to run paid advertising campaigns and learn how to optimize their marketing efforts.

Semester 3: Operations & Scale

This semester focuses on the day-to-day operations of running a business, including order fulfillment, customer service, and logistics. Students will also focus on scaling operations as demand grows, with an emphasis on managing resources effectively.

Semester 4: Organic Growth

Students will learn how to grow their businesses organically, using referrals, partnerships, and community engagement. This semester focuses on building a loyal customer base and using word-of-mouth marketing to increase reach and credibility.

Semester 5: AI Automation & Financial Mastery

The final semester prepares students for long-term sustainability. Students integrate AI to improve productivity, automate routine tasks, and enhance decision-making. They also dive deep into financial planning, learning to set income goals, track expenses, understand profit margins, and create simple financial forecasts. This semester helps students solidify their entrepreneurial identity design systems for financial stability and scalability.

Suggested Readings:-

- Simon Sinek, *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Portfolio/Penguin
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Crown Business
- Jonah Berger, *Contagious: How to Build Word of Mouth in the Digital Age*, Simon & Schuster
- Phil Knight, *Shoe Dog: A Memoir by the Creator of Nike*, Scribner
- Jason Fried and David Heinemeier Hansson, *Rework: Change the Way You Work Forever*, Crown Business
- Héctor García and Francesc Miralles, *Ikigai: The Japanese Secret to a Long and Happy Life*, Penguin Books
- Tim Ferriss, *Tools of Titans (Selected Chapters)*, Houghton Mifflin Harcourt
- Peter Thiel and Blake Masters, *Zero to One: Notes on Startups, or How to Build the Future*, Crown Business
- Anil Lamba, *Romancing the Balance Sheet*, Anil Lamba Publications
- The Better India/Your Story, *Young Entrepreneurs Series* (Collection of Articles)
Real Indian stories Of youth starting businesses, snack able reads that show what's possible.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
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Semester-II

Session: 2026-27

Drug Abuse and Ethical Education

Course Code: VACD-2161

COURSE OUTCOMES

After completing the course, students will be able to:

- To analyze the physical, psychological and social consequences on individuals and develop strategy for prevention and management to promote healthy life style and community well being .

**Bachelor of Business Administration (Three Years Degree Programme)/
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**Semester-II
Session: 2026-27**

**Drug Abuse and Ethical Education
Value Added Audit Course**

Course Code: VACD-2161

Time: 3 Hrs

**L-T-P
4-0-0**

Max Marks: 100

**Theory:70
CA: 30**

Instructions for the Paper Setter:

The question paper will consist of five Sections I, II, III and IV.

Section A: Compulsory Section: The examiner shall set 35 multiple Choice questions from unit IV and V.

**Each question shall carry 1 mark . The student will attempt 30 questions out of 35 multiple choice questions
(30x1=30)**

**Section B, C, D: 2 questions will be set in I, II & III unit of the syllabus. The candidates will have to attempt 1 question from each section. Fourth question can be attempted from any unit . Each question shall carry 10 marks.
(10x4=40)**

UNIT-I

Meaning of Drug Abuse: Meaning, Drug Use & Misuse, Drug Abuse and Addiction

Drug Abuse as a Social Problem: How society is affected?

Common Terms: Dependence, Tolerance and Withdrawal

Nature and Extent of Drug Abuse in India and Punjab

Reasons of Drug Abuse: Unemployment, Stress, Family Issues and Peer pressure

UNIT-II

Consequences of Drug Abuse on: Individual, Family and Society

Prevention of Drug abuse:

Role of family: Supervision, Support, Communication and Values

Role of School and Colleges: Counselling, Teacher as role-model and Awareness

Community Prevention: Youth Activities, Local Awareness and De-Stigma Approach

UNIT-III

Management of Drug Abuse

Medical management : medication for treatment and to withdrawal effects.

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

UNIT-IV

Understanding the Self:

Character building : Self awareness; Self growth; Self Control; Self Discipline; Character and Destiny

Generation gap: Relation with peer group; siblings and elders

UNIT-V

Social Responsibility:

Opposite Sex Relations

Globalization and IT Boom- Advantages and Disadvantages

Suggested Readings:

- 1.Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
- 2 Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
- 3.Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
- 5.Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
- 6.National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
- 7.Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
- 8.Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
- 9.Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
- 10.Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.

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Semester-III

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-3421**

COURSE OUTCOMES

CO1: ‘ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ’ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਵਾਰਤਕ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ‘ਆਧੁਨਿਕ ਇਕਾਂਗੀ’ ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਇਕਾਂਗੀ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ। ਦਿੱਤੇ ਪੈਰੋਂ ਵਿਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ :

ਨਾਂਵ ,ਪੜਨਾਂਵ ,ਕਿਰਿਆ, ਸਬੰਧਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ -ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**Bachelor of Business Administration (Three Years Degree Programme)/
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Semester-III

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-3421**

ਸਮਾਂ : 3 ਘੰਟੇ

L-T-P

4-0-0

Maximum Marks: 100

Theory : 70

CA : 30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਚੋਣਵੇ ਪੰਜਾਬੀ ਨਿਬੰਧ (ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
ਘਰ ਦਾ ਪਿਆਰ, ਉਮਰ ਲੰਮੀ ਹੋ ਸਕਦੀ ਹੈ, ਅੱਥਰੂ, ਪੁਰਾਣਾ ਪੰਜਾਬ, ਇੰਗਲੈਂਡ ਦਾ ਸੋਗੀ ਸੋਮਵਾਰ, ਖਿਡਾਰੀਆਂ ਦੇ ਵਹਿਮ।
(ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਕਲਾ ਪੱਖ)

ਯੂਨਿਟ-II

ਆਧੁਨਿਕ ਇਕਾਂਗੀ
(ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੂਜਾ, ਮਨਜੀਤ ਪਾਲ ਕੌਰ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਵਿਸ਼ਾ ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਨ/ਰੰਗ ਮੰਚੀ ਪੱਖ/ ਸਾਰ

ਯੂਨਿਟ-III

(ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)
(ਅ) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨਾ

ਯੂਨਿਟ-IV

ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ :

- (ੳ) ਨਾਂਵ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ਅ) ਪੜਨਾਂਵ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ੲ) ਕਿਰਿਆ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
- (ਸ) ਸਬੰਧਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ

**Bachelor of Business Administration (Three Years Degree Programme)/
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Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

**Basic Punjabi
(In lieu of Punjabi Compulsory)
COURSE CODE- BBRL-3031**

Course outcomes

CO1:ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ। ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO2:ਕਵਿਤਾ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ।

CO3:ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ।

CO4:ਨਿਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਇਤਿਹਾਸ ਤੋਂ ਜਾਣੂ ਕਰਵਾਉਣਾ ਹੈ।

**Bachelor of Business Administration (Three Years Degree Programme)/
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Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

**Basic Punjabi
(In lieu of Punjabi Compulsory)
COURSE CODE- BBRL-3031**

ਸਮਾਂ : 3 ਘੰਟੇ

L-T-P

4-0-0

Maximum Marks: 100

Theory :70

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ

ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ

ਯੂਨਿਟ-II

ਕਵਿਤਾਵਾਂ

(ੳ) ਸਮਾਂ (ਭਾਈ ਵੀਰ ਸਿੰਘ)

(ਅ) ਖੈਰ ਪੰਜਾਬੀ ਦੀ (ਫ਼ੀਰੋਜ਼ਦੀਨ ਸ਼ਰਫ਼)

(ੲ) ਅੰਬੀ ਦਾ ਬੂਟਾ (ਪ੍ਰੋ. ਮੋਹਨਸਿੰਘ)

(ਸ) ਬਿਰਹੇ ਦੀ ਰੜਕ (ਸ਼ਿਵ ਕੁਮਾਰ)

(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਯੂਨਿਟ-III

ਕਹਾਣੀਆਂ

(ੳ) ਭੂਆ (ਨਾਨਕ ਸਿੰਘ)

(ਅ) ਦੁੱਧ ਦਾ ਛੱਪੜ (ਕੁਲਵੰਤ ਸਿੰਘ ਵਿਰਕ)

(ੲ) ਸਾਂਝੀ ਕੰਧ(ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ)

(ਸ) ਉਹ ਸੋਚਦੀ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)

(ਵਿਸ਼ਾ ਵਸਤੂ, ਸਾਰ)

ਯੂਨਿਟ-IV

ਨਿਬੰਧ

(ੳ) ਘਰ ਦਾ ਪਿਆਰ (ਤੇਜਾ ਸਿੰਘ)

(ਅ) ਖੁਸ਼ਾਮਦੀ ਨਾਲ (ਹਰਿੰਦਰ ਸਿੰਘ ਰੂਪ)

(ੲ) ਆਓ, ਗੱਲਾਂ ਕਰੀਏ (ਨਰਿੰਦਰ ਸਿੰਘ ਕਪੂਰ)

(ਸ) ਮਨੁੱਖ ਕੁਦਰਤ ਦੀ ਨੇਕ ਔਲਾਦ ਨਹੀਂ (ਸੁਰਿੰਦਰ ਮੰਡ)

(ਵਿਸ਼ਾ ਵਸਤੂ, ਸਾਰ)

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

COURSE TITLE: PUNJAB HISTORY AND CULTURE (FROM 1000-1605 A. D.)

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE CODE: BBRL-3431

After completing the paper, the students will have a thorough insight into the origin of Sikh faith and its major institutions in Punjab. They will be able to

CO 1: Understand the society and culture of Medieval Punjab.

CO 2: Understand the growth of various sects during the Bhakti Movement in Punjab.

CO 3: Comprehend and analyse the teachings of Guru Nanak Dev and its relevance today

CO 4: Make a comparison between the philosophy and teachings of first five Sikh Gurus and their relevance in the present scenario and also to understand and analyse the institutions started by Sikh Gurus and their implications till date

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1000-1605 A. D.)

**(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
COURSE CODE: BBRL-3431**

**Examination Time: 3 Hours
L-T-P
4-0-0**

**Max. Marks: 100
Theory: 70
CA: 30**

Instructions for the Paper Setter:

Eight questions of equal marks (marks) are to be set, two in each of the Four Sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any sections Each question will carry 14 Marks

Unit -1

1. Society and Culture of Punjab during Turko-Afghan Rule
2. The Punjab under the Mughals

Unit-II

3. Bhakti Movement and Impact on Society of Punjab
4. Sufism in Punjab

Unit-III

5. Guru Nanak: Early Life and Teachings
6. Concept of Sangat and Pangat

Unit-IV

7. Contribution of Guru Angad Dev, Guru Amar Das and Guru Ram Das
8. Briefly describe the compilation of the Adi Granth and its importance. Guru Arjun Dev and Compilation of Adi Granth

Suggested Readings:

- Chopra, P. N., Puri, B.N., & Das. M.N. (1974). A Social, Cultural and Economic History of India, Vol. II. New Delhi: Macmillan India.
- Grewal, J.S. (1994) The Sikhs of the Punjab, Cambridge University Press, New Delhi.
- Singh, Fauja (1972), A History of the Sikhs, Vol. II, I. Patiala: Punjabi University.
- Singh, Khushwant (2011). A History of Sikhs- Vol. I (1469-1839), New Delhi, Oxford University Press.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session 2026-27

ENGLISH LANGUAGE SKILLS-II

Course Code: BBRL -3212

(NEP-2020)

COURSE OUTCOMES

After passing this course, the students will be able to:

CO 1: understand fundamental grammatical rules governing tenses, the use of modal verbs and make correct usage in their language through the study of “English Grammar in Use” by Raymond Murphy

CO 2: to develop the art of creative expression by writing an essay on any given topic

CO 3 enhance their reading and analysing power of texts through guided reading by the study of “Making Connections” by Kenneth J. Pakenham

CO 4: enhance their reading abilities, vocabulary and writing expression through guided reading by study of “Making Connections” by Kenneth J. Pakenham

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session 2026-27

ENGLISH LANGUAGE SKILLS-II

Course Code: BBRL -3212

(NEP-2020)

Examination Time: 3 Hrs.

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters:-

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks.

(14x5=70)

UNIT-I

English Grammar in Use, 5th Edition by Raymond Murphy, CUP (Units: 98-130)

UNIT-II

Essay Writing and English Grammar in Use (Units: 131-145)

UNIT-III

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-I (Global Health) and Unit II (Multicultural Societies)

UNIT-IV

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Section III (Aspects of Language) and Section IV (Sustaining Planet Earth)

Texts Prescribed:

1. *English Grammar in Use* (Fifth Edition) by Raymond Murphy, CUP

2. *Making Connections* by Kenneth J. Pakenham, 3rd Edn. CUP

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Semester-III**

**Session 2026-27
Statistics for Business
Course Code: BBRL-3173**

Course outcomes:

After passing this course students will be able to:

CO1: understand the techniques of presentation, analysis of data, and basics of matrices and its determinants.

CO2: analyze the data using techniques of central tendency and dispersion.

CO3: learn the relationship between variables and prediction using correlation and regression and also understand the concept of time series in analyzing economics problems.

CO4: compare magnitudes of related variables to each other and over a period of time, and concepts of probability.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session 2026-27

Course Title: Statistics for Business

Course Code: BBRL-3173

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Note: Instructions for the Paper–Setter:

Two questions, each carrying 14 marks, from each of the Units I-IV (i.e. a total of eight questions) are to be set. Candidates are required to attempt five questions, selecting at least one from each unit. The fifth question may be attempted from any unit.

UNIT-1

Matrix Algebra: Types of matrices, basic operations of matrices, determinant of a matrix and its properties, rank and inverse of a matrix, solution of simultaneous linear equations – Cramer’s rule and matrix inversion method, application of matrices.

UNIT-II

Introduction and methods of presentation of statistical information, Collection and presentation of data. Frequency distributions. Concept of sampling and sampling designs.

Measures of Central Tendency: Mean, Median, Mode. Measures of dispersion: Range, quartile deviation, Average deviation and Standard deviation.

UNIT-III

Simple Correlation and Regression Analysis: Assumptions, Karl Pearson’s product moment and Spearman’s rank correlation method, least squares technique, properties of correlation and regression coefficients.

Time Series Analysis: Trend analysis using moving average and regression analysis, seasonal, cyclical and irregular fluctuations; Measurement of trend analysis using moving average and least square method.

Index number, construction of unweighted and weighted index numbers, quantity Index.

UNIT-IV

Elementary Probability Theory: Deterministic and non-deterministic experiments, different types of events, a priori and empirical definition of probability, Conditional probability, laws of addition and multiplication of probability

Properties of Binomial, Poisson and Normal distributions.

Suggested Readings:

1. Gupta, S.C. (2018), *Fundamentals of Statistics*, Himalaya Publishing House, 7th Edition, Delhi.
2. Gupta, S.P. (2014), *Statistical Methods*, Sultan Chand & Sons, 43rd Edition, Delhi.
3. Chiang A.C., *Fundamental Methods of Mathematical Economics*, McGraw Hill, Kogakusha.
4. Croxton, F.E., Cowden, D.J. and Klien, S., *Applied General Statistics*, Prentice Hall of India Pvt. Ltd.

Note: The latest edition of the books is recommended.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)
Semester-III**

Session: 2026-27

**Fundamentals of Human Resource Management
Course Code: BBRL-3324**

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-III**

**Fundamentals of Human Resource Management
Course Code: BBML-3322**

Course Outcome:

After passing this course the student will be able to:

CO1: understand the concept of human resource management, human resource planning and job analysis.

CO2: become aware of recruitment & selection and know about employee retention strategies.

CO3: become aware of techniques of training & development and performance appraisal.

CO4: become aware about employee remuneration, incentives, employee grievance system and job evaluation

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

**Fundamentals of Human Resource Management
Course Code: BBRL-3324**

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-III**

**Fundamentals of Human Resource Management
Course Code: BBML-3322**

**Time: 3 Hours
L-T-P
4-0-0**

**Max. Marks: 100
Theory: 70
CA: 30**

Instructions for the Paper Setters :-

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.
Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

UNIT-II

Job Analysis: Meaning and Objective, Process, Method of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

UNIT-III

HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives, Strategy& Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

UNIT-IV

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentive plans, fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation

Suggested Readings:

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Duran ,Pravin,"Human Resource Management ,"New Delhi, Pearson.
3. Noe, RaymondA., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage,"New Delhi, McGraw-Hill.
4. Mathis, Robert L .and Jackson ,John H,"Human Resource Management,"New Delhi, Thomson Publishing.
5. Gomez, Mejia,Balkin,Cardy,"Managing Human Resources,"NewDelhi,Pearson Education.
6. Aswathappa, K., "Human Resource Management",Text and Cases.New Delhi,Tata McGraw Hill.
7. Snell,Scott, and Bohlander,George,"Human Resource Management,"NewDelhi, Cengage Learning.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

**Management Accounting
Course Code: BBRL-3325**

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: explain the role of management accounting in decision making, analysis and interpretation of financial statements through comparative, common size and trend analysis.

CO2: evaluate the fund flow and cash flow statements with practical examples and analysis of financial statement through ratios.

CO3: explain how management accounting contributes to financial reporting and working capital management.

CO4: understand the role of responsibility accounting and transfer pricing

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

Management Accounting

Course Code: BBRL-3325

Time: 3 Hours

Max. Marks: 100

L-T-P

Theory: 70

4-0-0

CA: 30

Instructions for the Paper Setters: -

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting.

UNIT -II

Financial statement Analysis: -meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios)

UNIT-III

Fund flow and Cash flow analysis

Responsibility Accounting: -Meaning, feature, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method

UNIT-IV

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft, Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing working capital by banks.

Suggested Readings:

1. Jain ,P.K and Khan M.Y “Management Accounting”, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
2. Horngren Charles , Gary ,Sundem ,Stratton William, “Introduction to Management Accounting”, Pearson Education Publishers,

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

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

Computer Based Accounting System

Course Code: BBRM-3090

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: Understand the concepts of Computerised Accounting Groups and Accounting Package.

CO2: Learn about the creation and implementation of RDM for financial accounting and SQL to retrieve data and generate accounting information.

CO3: Know about the preparation and online finalization of accounts through TALLY, ERP 9.0

CO4: Become conversant with Accounts Masters and preparation and compilation of complete balance sheet of organizations.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-III

Session: 2026-27

**Computer Based Accounting System
Course Code: BBRM-3090**

Time: 3 Hours

L-T-P

2-0-1

Max. Marks: 100

Theory: 50

Practical: 20

CA: 30

Instructions for the Paper Setters: -

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 10 marks.

UNIT-I

Computerized Accounting: -Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.

Accounting package - Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.

UNIT-II

Database Design for Accounting

Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.

UNIT-III

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

Tally

Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP9.0, Phases of Implementation, Aides for implementation. Accounts Management (Using Tally, ERP 9.0 Software Package)

UNIT-IV

Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms.

(The mentioned versions of Tally must be replaced with latest available version)

The Students will be given hands on training for the preparation of TALLY PRIME (ERP 9.0).

Suggested Readings:

1.Hall, J.A, “Accounting Information System”, South Western College Publishing.

Gelinas ,Ulric,J.andSteve,G.Suffon,“Accounting Information System, South Western Thomson Learning.“ Tally- ERP 9, Simple Steps of Learning”, Kogent Learning

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER–III
Session: 2026-27**

**Course Title: Environmental Studies (Theory)
Course Code: VACE-3221**

COURSE OUTCOMES:

After passing this course, students will be able to:

- CO1. Understand the concept and need of environmental education and role of an individual in conservation of natural resources.
- CO2. Learn about role of major Eco system and their conservation and Develop desirable attitude, value and respect for protection of Biodiversity.
- CO3. Learn about the control measure of pollution and solid waste management and climate change and global warming.
- CO4. Knowledge regarding welfare programmes and Human rights and understand the role of different agencies in the protection of environment

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER–III
Session: 2026-27
Course Title: Environmental Studies (Theory)
Course Code: VACE-3221**

Time: 3 Hours

L-T-P

2-0-0

Max. Marks: 50

Theory: 35

CA: 15

Instructions for the Paper Setter:

Eight questions of equal marks (7 marks) are to be set, two in each out 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.

Unit I

1. The multidisciplinary nature of environmental studies

- Definition, scope and importance, Need for public awareness

2. Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

Unit II

3. Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

4. Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: *In-situ* and *Ex-situ* conservation of biodiversity

Unit III

5. Environmental Pollution

- Definition, causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

6. Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Public awareness

Unit IV

7. Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Artificial Intelligence in Environment and Human Health

8. Introduction to Environmental Laws, Environmental Audit and Impact Assessment

- Constitutional provisions- Article 48A
- Article 51A(g) and other derived environmental rights
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Environmental risk assessment Pollution control and management
- Waste Management- Concept of 3R (Reduce, Recycle and Reuse)
- Ecolabeling /Ecomark scheme

References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
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**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-IV
Session: 2026-27
Punjabi (Compulsory)
COURSE CODE- BBRL-4421**

COURSE OUTCOMES

CO1: ‘ਗਲੀਏ ਚਿਕੜ ਦੂਰਿ ਘਰੁ’ (ਸਵੈ ਜੀਵਨੀ) ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਵੈਜੀਵਨੀ ਸਾਹਿਤ ਰੂਪ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ‘ਫਾਸਲੇ’ (ਨਾਟਕ) ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਟਕ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਨਾਟਕ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰਨ ਦਾ ਮਕਸਦ ਵਿਦਿਆਰਥੀਆਂ ਦੁਆਰਾ ਲਿਖਤ ਵਿਚ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਲਤੀਆਂ ਨੂੰ ਸੁਧਾਰਨਾ ਹੈ। ਅਖ਼ਬਾਰ ਵਿਚ ਇਸ਼ਤਿਹਾਰ ਲਿਖਣਾ ਸਿਖਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

CO4: ਪੰਜਾਬੀ ਬਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-IV
Session: 2026-27
Punjabi (Compulsory)
COURSE CODE- BBRL-4421**

**ਸਮਾਂ : 3 ਘੰਟੇ
L-T-P
4-0-0**

**Maximum Marks: 100
Theory : 70
CA : 30**

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

**ਗਲੀਏ ਚਿਕਤੂ ਦੂਰਿ ਘਰੁ (ਸਵੈਜੀਵਨੀ): ਸ.ਸ.ਵਣਜਾਰਾ ਬੇਦੀ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ
(ਨਾਇਕ ਬਿੰਬ/ਸਵੈ ਜੀਵਨੀ ਦੇ ਤੌਰ ਤੇ ਪਰਖੋ/ਵਾਰਤਕ ਸ਼ੈਲੀ)**

ਯੂਨਿਟ-II

**ਫਾਸਲੇ (ਨਾਟਕ) : ਜਤਿੰਦਰ ਬਰਾੜ,
(ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਨਾਟਕ ਕਲਾ)**

ਯੂਨਿਟ-III

- (ੳ) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸ਼ੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਨਾ
(ਅ) ਅਖ਼ਬਾਰ ਨੂੰ ਇਸ਼ਤਿਹਾਰ (ਨਿੱਜੀ, ਦਫ਼ਤਰੀ)

ਯੂਨਿਟ-IV

- (ੳ) ਪੰਜਾਬੀ ਬਬਦ ਸ਼੍ਰੇਣੀਆਂ
(ੳ) ਵਿਸ਼ੇਸ਼ਣ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
(ਅ) ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
(ੲ) ਯੋਜਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ
(ਸ) ਵਿਸਮਕ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER-IV
Session: 2026-27**

**Basic Punjabi
(In lieu of Punjabi Compulsory)
COURSE CODE- BBRL-4031**

Course outcomes

CO1:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਦੇ ਵਿਦਿਆਰਥੀ 'ਆਤਮ ਅਨਾਤਮ' (ਕਵਿਤਾ ਭਾਗ) ਦੇ ਨਾਮਵਰ ਕਵੀਆਂ ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਦੀਆਂ ਰਚਨਾਵਾਂ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO2:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਦੇ ਵਿਦਿਆਰਥੀ 'ਆਤਮ ਅਨਾਤਮ' (ਕਵਿਤਾ ਭਾਗ) ਦੇ ਵੱਖੋ ਵੱਖਰੀਆਂ ਧਾਰਾਵਾਂ ਨਾਲ ਸਬੰਧਤ ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਦੀਆਂ ਰਚਨਾਵਾਂ ਦੇ ਸਾਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO3: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਦੇ ਵਿਦਿਆਰਥੀ 'ਆਤਮ ਅਨਾਤਮ' (ਕਵਿਤਾ ਭਾਗ) ਦੇ ਵੱਖੋ ਵੱਖਰੀਆਂ ਧਾਰਾਵਾਂ ਨਾਲ ਸਬੰਧਤ ਮੋਹਨ ਸਿੰਘ, ਜਗਤਾਰ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ਼ ਕਵੀਆਂ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO4: ਲੇਖ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ। ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰਨ ਦਾ ਮਕਸਦ ਵਿਦਿਆਰਥੀਆਂ ਦੁਆਰਾ ਲਿਖਤ ਵਿਚ ਕੀਤੀਆਂ ਜਾਣ ਵਾਲੀਆਂ ਗਲਤੀਆਂ ਨੂੰ ਸੁਧਾਰਨਾ ਹੈ।

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER-IV
Session: 2026-27**

**Basic Punjabi
(In lieu of Punjabi Compulsory)
COURSE CODE- BBRL-4031**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 100

L-T-P

Theory :70

4-0-0

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ

ਯੂਨਿਟ-II

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਸਾਰ/ਵਿਸ਼ਾ ਵਸਤੂ)

ਯੂਨਿਟ-III

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ)(ਸੰਪਾਦਕ ਡਾ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਡਾ.ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

(ਕਵੀਆਂ ਦੇ ਜੀਵਨ ਅਤੇ ਰਚਨਾ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ)

ਯੂਨਿਟ-IV

ਲੇਖ ਰਚਨਾ

ਅਸ਼ੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸ਼ੁੱਧ ਕਰਕੇ ਲਿਖਣਾ

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER-IV
Session: 2026-27**

COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1605 to 1849 A.D.)

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

COURSE CODE: BBRL-4431

After completing the paper, the students will have a thorough insight into the origin of Sikh faith and its major institutions in Punjab

Course Outcomes:

CO 1: understand the adoption of new policy by Guru Hargobind and martyrdom of Guru Tegh Bahadur

CO 2: To understand the factors leading to the establishment of Khalsa Panth and its impact

CO 3: Have deep insight into the conflict with Mughals and the rise of Banda Singh Bahadur and aftermath.

CO 4: Understand the administration under Maharaja Ranjit Singh, also the fairs, festivals and folk music of Punjab.

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

SEMESTER-IV

Session: 2026-27

COURSE TITLE: PUNJAB HISTORY AND CULTURE (From 1605 to 1849 A.D)

(Special paper in lieu of Punjabi Compulsory)

(For those students who are not domicile of Punjab)

COURSE CODE: BBRL-4431

Examination Time: 3 Hours

Credits L-T-P: 4-0-0

Contact Hours: 4 Hrs/ Week

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters:

Eight questions of equal marks (marks) are to be set, two in each of the Four Sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any sections Each question will carry 14 Marks

UNIT I

1. Transformation of Sikhism under Guru Hargobind.
2. Martyrdom of Guru Teg Bahadur

UNIT II

3. Creation of Khalsa
4. Khalsa and its impact on the Punjab

UNIT III

5. Banda Bahadur and his achievements
6. Rise of Misl.

UNIT IV

7. Maharaja Ranjit Singh: - Civil, Military and Land Revenue Administration.
8. Fair, Festivals and Folk Music in the Punjab during the medieval period (Jarag, Baisakhi and Diwali)

Suggested Readings:

- Chopra P.N., Puri, B.N., & Das, M.N. (1974), A Social, Cultural & Economic History of India. Vol. II, Macmillan India Limited, New Delhi.
- Grewal, J.S. (1994). The Sikhs of the Punjab, Cambridge University Press, New Delhi.
- Singh, Fauja (1972). A History of the Sikhs, Vol. III, Patiala: Punjabi University.
- Singh, Khushwant (2011). A History of the Sikhs- Vol. I (1469-1839). New Delhi:
- Singh, Kirpal (1990). History and Culture of the Punjab-Part II (Medieval Period).

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

SEMESTER-IV

Session: 2026-27

APPRECIATING ENGLISH LITERATURE-II

Course Code: BBRL -4212

(NEP-2020)

COURSE OUTCOMES

After passing this course, the students will be able to:

CO 1: change the narration and voice of sentences after understanding fundamental grammatical rules governing them through the study of “English Grammar in Use” by Raymond Murphy

CO 2: develop an understanding of the poems taught, relate to the socio-cultural background of England through the study of the poems in the prescribes text “Moments in Time”

CO 3: understand the tone, style and central idea through the study of the poems in the prescribes text “Moments in Time”

CO 4: to enhance the writing skills through Business letters writing and E mail writing

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**SEMESTER-IV
Session: 2026-27**

**APPRECIATING ENGLISH LITERATURE-II
Course Code: BBRL -4212**

Max. Marks: 100

Theory: 70

CA: 30

Examination Time: 3 Hrs.

L-T-P (Credits): 4-0-0

Instructions for the Paper Setters:-

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks. (14x5=70)

UNIT-I

English Grammar in Use, 5th Edition by Raymond Murphy, CUP (Revision of Units: 26-37, 42-48, 92-97, 113-120)

UNIT-II

Moments in Time: Poems at Sr. No. 1-6

UNIT-III

Moments in Time: Poems at Sr. No. 7-12

UNIT-IV

Paragraph writing, Business Letters, Writing Emails

Texts Prescribed:

1. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
2. *Moments in Time*

**Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

Financial Management

Course Code: BBRL-4323

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-IV

Financial Management

Course Code: BBML-4321

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: understand both the theoretical and practical role of financial management in business corporations. CO2: analyse the financial requirements of corporations and different sources of finance along with the calculation of costs of these sources.

CO3: apply various capital budgeting techniques for taking decisions regarding acceptance and rejection of proposals.

CO4: acquire in-depth knowledge about leverage and working capital concepts & its theories.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

**Financial Management
Course Code: BBRL-4323**

Bachelor of Business Administration (Honours) – Airlines and Airport Management

Semester-IV

**Financial Management
Course Code: BBML-4321**

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters: -

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.

Capital Structure Theories: Conceptual framework. Determinants .Net income approach, Net operating income approach, Intermediary approach and M.M. approach.

UNIT-II

Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of' capital.

Sources of finance: Long term and short term.

UNIT-III

Capital Budgeting: Nature of investment decisions; Investment evaluation criteria on- discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting.

Dividend Policies: Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.

UNIT-IV

Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.

Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital.

Suggested Readings:

1. Berk , Jonathanand De Marzo,Peter,“Financial Management”, Person Education, Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlkas,“Working Capital Management: Strategies and Techniques”. Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, “Corporate Finance”, Mc Graw Hill. Int. Ed, New York.
4. Chandra, Prasanna,“Financial Management”,Tata Mc Graw Hill ,Delhi
5. Hampton, John,“Financial Decision Making”,Prentice Hall, Delhi
6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. VanHorne.J.G.andJ.M.WachowiczJr,“FundamentalsoffinancialManagement”. Prentice-Hall,Delhi.
8. VanHorne, JamesG,“Financial Management and Policy”,Prentice Hall, Delhi,
9. Khan MY,Jain PK,“Financial Management”, Tata Mc Graw Hill ,New Delhi.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

**Business Environment
Course Code: BBRL-4324**

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-IV**

**Business Environment
Course Code: BBML-4322**

Course Outcomes:

After passing this course the student will be able to:

CO1: know the impact of the economic environment, political, legal and social factors on business.

CO2: learn about the importance of ETOP and SWOT analysis in business.

CO3: know the concept of Economic planning and role of NITI Analog in development of India.

CO4: know about various policies of government which affects the business.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

Business Environment

Course Code: BBRL-4324

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-IV**

Business Environment

Course Code: BBML-4322

Time: 3 Hours

Max. Marks: 100

L-T-P

Theory: 70

4-0-0

CA: 30

Instructions for the Paper Setters: -

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks..

UNIT-I

Introduction: The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International effect 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.

UNIT-II

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; Globalization and its Implications for India.

UNIT-III

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

UNIT-IV

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.

Suggested Readings:

1. Francis Cherunilam, “Business Environment”, Himalaya Publishing House, New Delhi.
2. K Aswathappa, “Legal Environment of Business”, Himalaya Publishing House. New Delhi.
3. M.Adhikary, “Economic Environment for Business”, Sultan Chand & Sons, New Delhi.
4. Ruddar Dutt and KPM Sundharam, “Indian Economy”, S.Chand and Company Ltd., New Delhi,
5. P.K.Ghosh and G.K.Kapoor, “Business Policy and Environment”, Sultan Chand and Sons, Delhi.
6. Paul Justin, “Business Environment–Text and Cases”, TataMcGrawHillsPvt.Ltd., New Delhi
7. Govt.of India, Five Years Plan Documents.
8. Govt.of India, Various Issues of Annual Economic Survey of India.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

Fundamentals of Marketing Management

Course Code: BBRL-4325

Course Outcome

After passing this course the student will be able to:

CO1: understand what marketing is and how it improves an organization's profitability and competitiveness.

CO2: understand how the consumer makes buying decision

CO3: know how prices for products are fixed.

CO4: understand different promotional techniques

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-IV

Session: 2026-27

Fundamentals of Marketing Management

Course Code: BBRL-4325

Time: 3 Hours

Max. Marks: 100

L-T-P

Theory: 70

4-0-0

CA: 30

Instructions for the Paper Setters: -

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks..

UNIT-I

Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.

Analyzing the Micro environment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.

UNIT-II

The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, **Bases for segmenting consumer markets**: Market Targeting, Bases for segmenting business markets. Product Life Cycle Marketing Strategies:-Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.

UNIT-III

Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation.

Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

UNIT-IV

Marketing Communications: -

Advertising: -Evolution, Definition, Features, Importance, 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 and Channels of distributions.

Introduction to Generative AI for Marketing

- Create marketing slogans, product descriptions and email campaigns.
- Compare AI-generated content with manually written content.

Social Media Marketing with AI

- Generate social media posts, captions and hashtags.
- Schedule posts and analyze engagement metrics.

Suggested Readings:

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, “Marketing Management: South Asian Perspective”, Pearson Education New Delhi.
2. Ramaswamy, V.S. and Namakumari, S., “Marketing Management: Global Perspective, Indian Context”, MacMillan.
3. Kurtz, David L. and Boone ,Louis E., “Principles of Marketing, Thomson South-Western”.
4. Enis, B.M., “Marketing Classics: A Selection of Influential Articles”, New York, Mc Graw-Hill.
5. Saxena, Rajan, “Marketing Management”, Tata McGraw -Hill, New Delhi.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-5421**

COURSE OUTCOMES

CO1:ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀਆਂ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2:ਨਾਵਲ ‘ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ’(ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਨਾਵਲ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਪੈਰਾ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4: ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਭਾਵੇਂਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ (ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ),ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ,ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ -ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-5421**

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks: 100

L-T-P

Theory: 70

4-0-0

CA: 30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ

(ਸੰਪਾ.ਡਾ.ਰਮਿੰਦਰ ਕੌਰ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2018)

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਪਾਤਰ ਚਿਤਰਨ)

ਯੂਨਿਟ-II

ਨਾਵਲ : ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ(ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)

(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ /ਬਿਰਤਾਂਤਕ ਜੁਗਤਾਂ)

ਯੂਨਿਟ-III

ਲੇਖ ਰਚਨਾ (ਸਮਾਜਕ, ਸਭਿਆਚਾਰਕ, ਇਤਿਹਾਸਕ ਅਤੇ ਵਿਦਿਅਕ ਸਰੋਕਾਰਾਂ ਸਬੰਧੀ)

ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ :

(ੳ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਭਾਵੇਂਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ (ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵਰਗੀਕਰਨ)

(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ

(ੲ) ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸਬੰਧ

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Basic Punjabi

(In lieu of Punjabi Compulsory)

Course Code- BBRL-5031

COURSE OUTCOMES

CO1: ਵਿਦਿਆਰਥੀ ਸਾਹਿਤ ਅਤੇ ਲੋਕ ਸਾਹਿਤ, ਲੋਕ ਕਾਵਿ, ਲੋਕ ਵਾਰਤਕ ਬਿਰਤਾਂਤ ਦੀ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

CO2: ਵਿਦਿਆਰਥੀ ਸੁਹਾਗ, ਘੋੜੀਆਂ, ਸਿੱਠਣੀਆਂ ਦੀ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

CO3: ਵਿਦਿਆਰਥੀ ਗਿੱਧਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ), ਭੰਗੜਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ), ਝੂਮਰ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

CO4: ਵਿਦਿਆਰਥੀ ਲੋਕ ਖੇਡਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ), ਲੋਕ ਤਮਾਸ਼ੇ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ), ਲੋਕ ਕਲਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਦਾ ਵਿਹਾਰਕ ਅਧਿਐਨ ਕਰ ਸਕਣ ਦੇ ਸਮਰੱਥ ਹੋ ਸਕਣਗੇ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Basic Punjabi

(In lieu of Punjabi Compulsory)

Course Code- BBRL-5031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks : 100

L-T-P

Theory :70

4-0-0

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਸਾਹਿਤ ਅਤੇ ਲੋਕ ਸਾਹਿਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਕਾਵਿ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਵਾਰਤਕ ਬਿਰਤਾਂਤ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਸੁਹਾਗ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਘੋੜੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਸਿੱਠਣੀਆਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਯੂਨਿਟ-III

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਗਿੱਧਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਭੰਗੜਾ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਝੂਮਰ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

ਯੂਨਿਟ-IV

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਲੋਕ ਖੇਡਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਤਮਾਸ਼ੇ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)
ਲੋਕ ਕਲਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ)

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Course Title: Punjab History and Culture (From 1849-1947 A.D)

(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)

Course Code: BBRL-5431

Course Outcomes: -

After completing the course students will be able to understand:

CO 1:- the causes that led to war between the British and Sikhs that led to the annexation of the Punjab and how the region was put under the control of Board of Administration

CO 2:-various agrarian, industrial and educational policies introduced by the British in Punjab

CO 3:- analyse and evaluate the socio-religious reforms movements of Punjab

CO 4:- factors that led to Gurudwara reform movement and various other freedom struggle movements in which the Punjab played a prominent role

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester-V
Session: 2026-27**

**Course Title: PUNJAB HISTORY AND CULTURE (FROM 1849-1947 A.D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)**

COURSE CODE: BBRL-5431

Examination Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters

Eight questions of equal marks (marks) are to be set, two in each of the Four Sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 14 Marks.

Unit- I

1. First Anglo-Sikh War, Second Anglo-Sikh war and Annexation
2. Punjab Under British Administration

Unit-II

3. British Policy towards agriculture and industry
4. Spread of modern education

Unit-III

5. Socio-religious reform movements: Namdhari, Singh Sabha, Arya Samaj and Ad Dharm
6. Ghadar Movement

Unit-IV

7. Gurdwara Reform Movement
Contribution to freedom struggle: Jallianwala Bagh tragedy; Non-cooperation and Quit India Movement and Causes of Partition of Punjab

Suggested Readings

- Chopra, P.N.& Das, M.N. (1974), *A Social, Cultural & Economic History of India*. Vol.III, Macmillan India, 1974.
- Grewal, J.S., *The Sikhs of the Punjab*, New Cambridge House, New Delhi, 2005.
- Mittal, S.C, *Freedom Movement in the Punjab (1905-29)*, Concept Publishing Company Delhi, 1977.
- Rai, Satya. M (1978), *Heroic Tradition in the Punjab (1900-1947)*. Punjabi University, Patiala, 1978.
- Saini B. S, *The Social & Economic History of the Punjab 1901-1939*, EssEss Publications, Delhi, 1975.
- Singh, Fauja, *Freedom Struggle in the Punjab*, Publication Bureau, Punjabi University, Patiala, 1974.
- Singh, Fauja, *History and Culture of the Punjab*, Part II, Publication Bureau, Punjabi University, Patiala, 1987.
- Singh,Kushwant , *A History of the Sikhs*. Vol. II (1839-1998), Oxford University Press, Delhi, 1991.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

ENGLISH LANGUAGE SKILLS-III

Course Code: BBRL -5212

(NEP-2020)

COURSE OUTCOMES

After passing this course, the students will be able to:

CO 1: analyze and appreciate the dramatic technique, plot development and art of characterisation in the prescribed play, “All My Sons” by Arthur Miller

CO 2: widen their knowledge about various literary devices used in poetry through the study of prescribed poems from the text “Poems of Nature and Culture”

CO 3: analyse tone, style, imagery, figures of speech, symbolism etc. through the study of prescribed poems from the text “Poems of Nature and Culture”

CO 4: will develop skills for writing job application and suitable resume along with.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

ENGLISH LANGUAGE SKILLS-III

Course Code: BBRL -5212

(NEP-2020)

Max. Marks: 100

Theory: 70

CA: 30

Examination Time: 3 Hrs.

L-T-P (Credits): 4-0-0

Instructions for the Paper Setters:-

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks. (14x5=70)

Unit I

All My Sons by Arthur Miller

Unit II

Poems of Nature and Culture:

William Wordsworth: "The World is Too Much with Us"

Gordon Lord Byron: "She Walks in Beauty"

P.B. Shelly: "Ozymandias"

Alfred Lord Tennyson: "In Memoriam"

Robert Browning: "Meeting at Night"

Mathew Arnold: "Dover Beach"

WB Yeats: "Words"

Wilfred Owen: "Strange Meeting"

Unit III

Robert Graves: "The Portrait"

W.H. Auden: "The Unknown Citizen"

Dylan Thomas: "Do not go Gentle into that Good Night"

Ted Hughes: "The Thought-Fox"

Sylvia Plath: "Mirror"

Seamus Heaney: "Honeymoon Flight"

Rabindranath Tagore: "False Religion"

Nissim Ezekiel: "Night of Scorpion"

Unit IV

Formal letter and Application Writing, Resume Writing and Precis Writing

Texts Prescribed:

1. *All My Sons* by Arthur Miller
2. *Poems of Nature and Culture*, Guru Nanak Dev University, Amritsar
3. *Oxford Guide to Effective Writing and Speaking* by John Seely.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Company Law

Course Code: BBRL-5323

Course Outcomes

On successful completion of this course, students will be able to:

CO1: have in depth knowledge about formation of a company and its registration, MOA and learn the mode to register and fill the documents online.

CO2: learn about AOA, prospectus and related provisions

CO3: able to understand different types of share capital and related provisions and have a clear conceptual understanding about the powers, duties and legal position of directors.

CO4: have in depth knowledge about company meetings and their winding up procedures.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Company Law

Course Code: BBRL-5323

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instruction for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry 14 marks.

UNIT-I

Company – Meaning, Latest Amendments, Features, Types, Formation: Promotion and Registration, Preliminary contracts, Limited Liability Partnership, One Person Company.

Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.

UNIT-II

Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.

Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridged Prospectus, Red herring Prospectus, Liability for Misstatement in prospectus.

UNIT-III

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Managerial Remuneration. Women Directors.

UNIT-IV

Company Meetings: Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, dividend, Procedure for Conducting Meetings (including Board meetings).

Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Suggested Readings:

- Avtar Singh, “Company Law”.
- N.D. Kapoor, “Company Law & Secretarial Practice”.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Entrepreneurship and Small Business

Course Code: BBRL-5324

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-V**

Entrepreneurship and Small Business

Course Code: BBML-5321

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: Understand basic concepts in the area of entrepreneurship, the role and importance of entrepreneurship for economic development,

CO2: know about the role of Entrepreneurship Development Programmes in Entrepreneurship.

CO3: understand about the role of Small Scale Business, growth and diversification strategies in Entrepreneurship.

CO4: Understand the contribution of Commercial banks in promoting and servicing small business

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Entrepreneurship and Small Business

Course Code: BBRL-5324

**Bachelor of Business Administration (Honours) – Airlines and Airport Management
Semester-V**

Entrepreneurship and Small Business

Course Code: BBML-5321

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter: Eight questions of equal marks are to be set two in each of the four Sections(A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry 14 marks

UNIT-I

Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family

UNIT-II

Theories of entrepreneurship; Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behavior and motivation. Socio- economic environment and the entrepreneur.

UNIT-III

Entrepreneurial Development Programmes-Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation

Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations.

UNIT-IV

Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Suggested Readings:

1. Hall,B.Pricke;andRoyceL.Brahamson,“Small Business Management”.
2. Kenneth R.,VanVoorthis,“Entrepreneurship and Small Business Management”.
3. Hans Schollammer and Arthur H.Kuriloff,“Entrepreneurship and Small Business Management”.
4. Joseph R.Mancuso,“How to Start,Finance and ManageYour Own Small Business”.
5. Sharma,R.A,“Entrepreneurial Change in Indian Industries”.
6. Dhar,P.N.and Lydall H.F.,“The Role of Small Enterprises in Indian Economic Development”.

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Cost Accounting

Course Code: BBRL-5325

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

CO1: Describe how cost accounting is used for decision making and performance evaluation, cost concepts, determine material and labor costing.

CO2: Explain and understand contract costing and process costing.

CO3: Assess how cost-volume-profit are related and use CVP analysis as a planning and decision-making tool, other techniques as managerial costing, and standard costing.

CO4: Prepare a budget and use budgetary control and other techniques like standard costing and marginal costing for performance evaluation and cost control.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Cost Accounting

Course Code: BBRL-5325

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry 14 marks.

UNIT-I

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

UNIT-II

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

UNIT-III

Marginal Costing – Meaning and various concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety. **Standard Costing**- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing

UNIT-IV

Variance Analysis – Material and Labour Variances only. **Budget and Budgetary Control**- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget

Suggested Readings:

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Internship and Report Writing

Course Code: BBRI-5326

Course Outcomes:

On successful completion of this course students will be able to:

CO1: Develop strong communication skills.

CO2: Develop the skills that will help in enhancing and shaping their thoughts and creativity.

CO3: Improve their conceptual knowledge and develop critical thinking.

CO4: Improve presentation skills.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-V

Session: 2026-27

Internship and Report Writing

Course Code: BBRI-5326

**L-T-P
0-0-2**

Max. Marks: 50

Students need to go for internship of 4weeks immediately after Semester IV and submit report and present seminar on the basis of learning during internship in Semester V.

**Bachelor of Business Administration (Three Years Degree Programme) /
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester V
Session 2026-27
Course Code: BBRM-5120
EXCEL FOR MANAGERS**

COURSE OUTCOMES:

After passing this course the student will be able to:

CO1: Understand the interface and core features of MS Excel for business applications

CO2: Understand how to use excel functions to manage, organize and present business data effectively

CO3: Understand use of logical functions for decision making in datasets

CO4: Create dynamic models for efficient data handling and reporting

**Bachelor of Business Administration (Three Years Degree Programme) /
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

**Semester V
Session 2026-27
Course Code: BBRM-5120
EXCEL FOR MANAGERS**

Examination Time: (3+3) Hours

L-T-P

2-0-1

Max. Marks: 100

Theory: 40

Practical: 30

CA: 30

Instructions for the Paper Setters:-

Eight questions of equal marks (08 Marks) 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.

Section A

Introduction to Excel, Understanding Advanced Features of Excel: Text functions (Concatenate, Left, Right, Mid, Length, Proper, Upper, Lower, Trim, Replace, Substitute), Logical functions (including nested functions) Data Filter and Sort. Creating Dynamic Models.

Section B

Understanding basic mathematical functions, Describing data: Descriptive statistics, Moving Average, Random Number generator, Rank and Percentile, Variance, Standard deviation, illustrating data using Scatter Plot, Bar chart and Histogram

Section C

Measuring and incorporating Risk in Capital Budgeting projects: PV, FV, NPV, IRR, Computation of debt or loan repayment using excel, amortization functions i.e. PMT, IPMT, PPMT

Section D

Data Analysis: Estimating a simple and multiple regression using Data Analysis Tool Pack, Plotting a simple and multiple regression, plotting the least square residuals, Prediction using Excel.

Suggested Readings:

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

Note: Latest edition of text books to be followed.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-6421**

COURSE OUTCOMES

CO1: ‘ਕਾਵਿ ਗੌਰਵ’ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾਵਾਂ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO2: ‘ਧਰਤੀਆਂ ਦੇ ਗੀਤ’(ਸਫ਼ਰਨਾਮਾ) ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਲ ਕਰਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਫ਼ਰਨਾਮਾ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਇਸ ਸਾਹਿਤ ਰੂਪ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO3: ਲੇਖ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ। ਸਾਹਿਤ ਰੂਪਾਂ ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਾਰ ਤੇ ਤੱਤ ਨਾਲ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ। ਸਾਹਿਤ ਰੂਪਾਂ ਨੂੰ ਸਿਲੇਬਸ ਵਿੱਚ ਸ਼ਾਮਲ ਕਰਨ ਦਾ ਮਕਸਦ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਨ੍ਹਾਂ ਸਾਹਿਤ ਰੂਪਾਂ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਿਰਤੀ ਅਤੇ ਤੱਤਾਂ ਤੋਂ ਬਾਰੀਕੀ ਨਾਲ ਜਾਣੂ ਕਰਵਾਉਣਾ ਹੈ।

CO4: ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ, ਕਾਰਕ ਕਿਰਿਆ ਵਾਕੰਸ਼ ਦੀ ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ-ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

**PUNJABI (COMPULSORY)
COURSE CODE- BBRL-6421**

**ਸਮਾਂ : 3 ਘੰਟੇ
L-T-P
4-0-0**

**Maximum Marks: 100
Theory: 70
CA: 30**

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਕਾਵਿ ਗੌਰਵ (ਪਹਿਲੇ ਛੇ ਕਵੀ)(ਸੰਪਾ.ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਮਜੀਤ ਕੌਰ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ,
(ਸ਼ੇਖ ਫ਼ਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ, ਵਾਰਿਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ)
(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ/ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ)

ਯੂਨਿਟ-II

ਧਰਤੀਆਂ ਦੇ ਗੀਤ(ਸਫ਼ਰਨਾਮਾ), ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ, ਨਾਨਕਸਿੰਘ ਪੁਸਤਕ ਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ
(ਸਮਾਜ ਸਭਿਆਚਾਰ ਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ ਪਰਖ)

ਯੂਨਿਟ-III

(ੳ) ਲੇਖ ਰਚਨਾ (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀ ਅਤੇ ਚਲੰਤ ਮਸਲਿਆਂ ਸਬੰਧੀ)
(ਅ) ਆਧੁਨਿਕ ਸਾਹਿਤ ਰੂਪ : ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ

ਯੂਨਿਟ-IV

ਵਿਆਕਰਣ :

(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ, ਕਾਲ ਅਤੇ ਵਾਚ
(ਅ) ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਨਾਂਵ ਵਾਕੰਸ਼ ਅਤੇ ਕਿਰਿਆ ਵਾਕੰਸ਼ (ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ)

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Basic Punjabi

(In lieu of Punjabi Compulsory)

COURSE CODE- BBRL-6031

COURSE OUTCOMES

CO1: ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਪਿਛੋਕੜ, ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੀ ਭੂਗੋਲਿਕ ਸਥਿਤੀ, ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਖੜਵੇਂ ਲੱਛਣ ਦਾ ਅਧਿਐਨ ਕਰਨਗੇ।

CO2: ਪੰਜਾਬ ਦੇ ਮੇਲੇ, ਪੰਜਾਬ ਦੇ ਤਿਉਹਾਰ, ਪੰਜਾਬ ਦੇ ਪ੍ਰਮੁੱਖ ਧਾਰਮਿਕ ਸਥਾਨ ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

CO3: ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ, ਵਿਆਹ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ, ਮੌਤ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ ਬਾਰੇ ਜਾਣ ਸਕਣਗੇ।

CO4: ਪੰਜਾਬ ਦਾ ਖਾਣ ਪੀਣ, ਪੰਜਾਬ ਦਾ ਪਹਿਰਾਵਾ, ਪੰਜਾਬ ਦੇ ਲੋਕ ਵਿਸ਼ਵਾਸ ਦਾ ਅਧਿਐਨ ਕਰਨਗੇ।

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Basic Punjabi

(In lieu of Punjabi Compulsory)

COURSE CODE- BBRL-6031

ਸਮਾਂ: 3 ਘੰਟੇ

Maximum Marks :100

L-T-P

Theory :70

4-0-0

CA :30

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ (A-D) ਸੈਕਸ਼ਨ ਹੋਣਗੇ। ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਕ੍ਰਮਵਾਰ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਯੂਨਿਟ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 14 ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠਕ੍ਰਮ

ਯੂਨਿਟ-I

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦਾ ਪਿਛੋਕੜ
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੀ ਭੂਗੋਲਿਕ ਸਥਿਤੀ
ਪੰਜਾਬੀ ਸਭਿਆਚਾਰ ਦੇ ਨਿਖੜਵੇਂ ਲੱਛਣ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਪੰਜਾਬ ਦੇ ਮੇਲੇ
ਪੰਜਾਬ ਦੇ ਤਿਉਹਾਰ
ਪੰਜਾਬ ਦੇ ਪ੍ਰਮੁੱਖ ਧਾਰਮਿਕ ਸਥਾਨ

ਯੂਨਿਟ-III

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਜਨਮ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ
ਵਿਆਹ ਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ
ਮੌਤਨਾਲ ਸੰਬੰਧਿਤ ਰੀਤਾਂ ਰਸਮਾਂ

ਯੂਨਿਟ-IV

ਪੰਜਾਬੀ ਲੋਕਧਾਰਾ ਅਤੇ ਸਭਿਆਚਾਰ
(ਡਾ. ਮਨਜਿੰਦਰ ਸਿੰਘ, ਡਾ. ਹਰਿੰਦਰ ਕੌਰ ਸੋਹਲ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਪੰਜਾਬ ਦਾ ਖਾਣਪੀਣ
ਪੰਜਾਬ ਦਾ ਪਹਿਰਾਵਾ
ਪੰਜਾਬ ਦੇ ਲੋਕ ਵਿਸ਼ਵਾਸ

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

**Punjab History and Culture (1947- 2000 A.D.)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
COURSE CODE: BBRL-6431**

Course Outcomes:

After completing this paper the students will be able to

CO 1: -comprehend Punjab's contribution in the freedom struggle, the exodus and Rehabilitation and its impact on state with special reference to partition

CO 2: - comprehend the causes that led to the formation of New Punjab in 1966 and outcomes of Green Revolution in the Punjab

CO 3: -understand nature and reasons of diaspora, female foeticide and growth of education in Punjab and its impact on youth

CO 4: comprehend the growth of Punjabi literature and Drama in the Punjab after Independence and to understand the reasons of drug abuse in Punjab, its management and prevention in the Punjab

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

COURSE TITLE: PUNJAB HISTORY AND CULTURE (1947- 2000 A.D.)

**(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)**

COURSE CODE: BBRL-6431

Examination Time: 3 Hours

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setters

Eight questions of equal marks (marks) are to be set, two in each of the Four Sections (A-D). Questions of Sections A-D should be set from Unit I-IV of the syllabus respectively. Candidates are required to attempt five questions in 800 words selecting at least one question from each section. The fifth question may be attempted from any section. Each question will carry 14 Marks

UNIT I

1. Partition and its Impact on Punjab
2. Rehabilitation.

UNIT II

3. Punjabi Suba Movement and Act of 1966.
4. Green Revolution.

UNIT III

5. Punjabi Diaspora (Canada)
6. Development of education in Punjab after Independence

UNIT IV

7. Development of Punjabi Literature and Drama. (With Special Reference to Bhai Veer Singh, Shiv Kumar Batalvi)
8. Emerging Concerns: Drug Addiction and Female Foeticide (In context to the Punjab)

Suggested Readings

- Chopra, P.N. & Das, M.N. (1974), *A Social, Cultural & Economic History of India*. Vol.III, Macmillan India, New Delhi, 1974.
- Grewal, J.S., *Social and Cultural History of Punjab: Prehistoric, Ancient and Early Medieval*. Foundation Books Pvt Ltd Cambridge House, New Delhi, 2004.
- Grewal, J.S., *The Sikhs of Punjab*. New Cambridge House, New Delhi, 2005
- Rai Satya M. ,*Heroic Tradition in Punjab(1900-1947)*. Publication Bureau, Punjabi University, Patiala, 1978
- Singh, Fauja., *Freedom Struggle in Punjab*. Publication Bureau, Punjabi University, Patiala, 1974
- Singh, Fauja, *History and Culture of the Punjab*. Part II, Publication Bureau, Punjabi University, Patiala, 1987.
- Singh, Kushwant, *A History of the Sikhs*. Vol. II (1839-1998), Oxford University Press, Delhi, 1991.
- Yadav, K.C., *Haryana AitihasyikSimhavalokan* (Hindi). Haryana Sahitya Akademy, Chandigarh, 1991.

**Bachelor of Business Administration (Three Years Degree Programme)/
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Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

APPRECIATING ENGLISH LITERATURE-III

Course Code: BBRL -6212

(NEP-2020)

COURSE OUTCOMES

After passing this course, the students will be able to:

CO 1: comprehend, appreciate and critically analyse a novel through the story of the novel *The Guide* by R.K. Narayan

CO 2: analyze and appreciate the dramatic technique and plot development through the study of the prescribed plays from the book *Glimpses of Theatre*

CO 3: understand art of characterisation and themes through the study of the prescribed plays from the book *Glimpses of Theatre*

CO 4: enhance their writing skills by writing essay on any given topics well as to write report on any incident witnessed

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

APPRECIATING ENGLISH LITERATURE-III

Course Code: BBRL -6212

(NEP-2020)

Max. Marks: 100

Theory: 70

CA: 30

Examination Time: 3 Hrs.

L-T-P (Credits): 4-0-0

Instructions for the Paper Setters:-

Eight questions are to be set, two from each of the four Units (I-IV). 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. Each question will carry 14 marks. (14x5=70)

Unit I

Study of the novel, *The Guide* by R.K. Narayan

Unit II

One Act Plays from *Glimpses of Theatre*:

- i) *The Will*
- ii) *Villa for Sale*
- iii) *Progress*

Unit III

One Act Plays from *Glimpses of Theatre*:

- iv) *The Monkey's Paw*
- v) *Sorry, Wrong Number*
- vi) *No eggs! No eggs!*

Unit IV

Essay Writing, Business Letter Writing, Report Writing

Texts Prescribed:

1. *The Guide* by R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar

**Bachelor of Business Administration (Three Years Degree Programme)/
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Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Income Tax

Course Code: BBRL-6323

Course Outcomes:

After successful completion of this course, students will be able to–

CO1: Understand the concept of Income Tax Law and the different terms.

CO2: Have the knowledge of latest provisions of Income Tax Act regarding different Heads of Income-Salaries, House Property and Business and Profession.

CO3: Understand the concept of Capital Gains and Other Sources for Assessment of Income.

CO4: Compute tax liability of assessee.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Income Tax

Course Code: BBRL-6323

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter: Eight questions of equal marks (Specified in the syllabus) essay type / Numerical (in equal proportion) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry 14 marks.

UNIT-I

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

UNIT-II

Computation of income under different heads Salaries, Income from house property Profits and gains of business or profession. **SECTION**–s to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

UNIT-III

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains (Depreciable and Non-Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares. Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H. Computation of tax liability under section 111A and 112. Capital gain provisions related to Individual and Firm need to be covered.

UNIT-IV

Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual. Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8)). Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U. Computation of total income and tax liability of individuals and firms.

Suggested Readings:

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Fundamentals of Capital Markets

Course Code: BBRL-6324

Course Outcomes:

On the successful completion of this course the students will be able to:

CO1: Understand fundamental concepts, functions and components and instruments of capital market.

CO2: Gaining-depth knowledge of mutual funds and derivatives.

CO3: learn about the role of SEBI and regulatory stock exchanges in India.

CO4: understand various stock market indices and listing requirements.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Fundamentals of Capital Markets

Course Code: BBRL-6324

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be sub divided 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. Each question will carry 14 marks.

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

Listing of securities-requirement for listing, objectives of listing, advantages of listing.

Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices.

Suggested Readings:

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

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

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

Indian Financial System

Course Code: BBRL-6325

Course Outcomes:

On successful completion of this course, the student will have reliably demonstrated the ability to:

CO1: Understand the structure, functions and overall framework of Indian Financial System

CO2: Analyze the functioning, Organisation and types of financial markets

CO3: Understanding role and importance of Primary and Secondary markets

CO4: Understand concept, types and products of mutual funds.

**Bachelor of Business Administration (Three Years Degree Programme)/
Bachelor of Business Administration (Honours) (Four Years Degree Programme)
Under Credit Based Continuous Evaluation Grading System (CBCEGS)**

Semester-VI

Session: 2026-27

**Indian Financial System
Course Code: BBRL-6325**

Time: 3 Hours

L-T-P

4-0-0

Max. Marks: 100

Theory: 70

CA: 30

Instructions for the Paper Setter: Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry 14 marks.

UNIT– I

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

UNIT– II

An overview of Primary and Secondary Markets. Money Market Organisation & RBI (Role and functions).
Non Banking Financial Companies

UNIT– III

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

UNIT-IV

An Introduction to FII's and FDI's and its importance.

Financial Assets/Instruments:-An Overview of Capital Market instruments.

Suggested Readings:-

1. Khan,M.Y,“Indian Financial System”fifth edition by Tata Mc Graw Hill Publishing Co.Ltd.
2. Vasant Desai,“TheIndianFinancialSystem&Development”,HimalayaPublishingHouse.
3. Dr.K.Ravichandran,“MerchantBanking&FinancialServices”,HimalayaPublishingHouse.
4. Bhole,L.M,“IndianFinancialInstitutionsandMarket”,TataMcGrawHillPublishingCo.Ltd.
5. AvadhaniV.A.,“CapitalMarketManagement”,HimalayaPublishingHouse.
6. SEBI Guidelines,Nabhi Publication.

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

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Semester-VI

Session: 2026-27

Course Title: Human Rights and Constitutional Duties

Course Code: VACH-6401

Course Outcomes:

After completion of Semester VI, the students will be able to understand the concept of Human Rights and Constitutional Duties, which will enable:

CO 1: the students will learn about the basic characteristics and classification of Rights and Duties.

CO 2: the students will inculcate the knowledge about the international framework of Human Rights in the context of Universal Declaration of Human Rights as well as the national initiatives.

CO 3: this course will guide the students about the relationship between Human Rights and Constitutional Duties as well as the provisions under chapter III and IV of the Indian Constitution.

CO 4: the students will also learn about the relationship between Human Rights and Psychology, Human Rights Education and Human Duties for Psychologists and Their Social Responsibility in the society.

This course outcome will help the students in their further higher education programs and competitive exams.

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Semester-VI

Session: 2026-27

**Course Title: Human Rights and
Constitutional Duties**

Examination Time: 3 Hrs.

L-T-P: 2-0-0

Total Marks: 50

Theory Marks: 35

CA: 15

Instructions for the Examiner:

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. 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. Each question will carry seven marks.

Unit I

INTRODUCTION TO HUMAN RIGHTS

Foundational Aspects: Meaning, Nature, Characteristic, Classification.

International Framework: Constituents of the Universal Declaration of Human Rights (UDHR).

Unit II

INDIAN PERSPECTIVE OF HUMAN RIGHTS

Constitutional Realisation in India: Fundamental Rights (Part III, Constitution of India).

Protective Mechanism in India: The composition, Powers and Functions of the National Human Rights Commission of India (NHRC).

Unit III

INTRODUCTION TO HUMAN DUTIES

Conceptual Perspective: Meaning, Nature & Characteristics of Human Duties.

Intellectual discourses: Classification of Human Duties; Relevance of Human Duties.

Unit IV

INDIAN PERSPECTIVE OF HUMAN DUTIES

Constitutional Recognition in India: Fundamental Duties in Indian Constitution, Part IV A.

Intellectual Discourse: Critical Analysis and Significance of Fundamental Duties

Recommended Books:

1. United Nations. *The United Nations and Human Rights 1945-1995*. Geneva: United Nations Blue Books Series, Vol. VII, 1996.
2. Sastry, S. N. *Introduction to Human Rights and Duties*. Pune: University of Pune Press, 2011.
3. Mertus, Julie. *The United Nations and Human Rights-A Guide for a New Era*. London: Routledge, 2009.
4. Donnelly, Jack. *Universal Human Rights in Theory and Practice*. New York: Cornell University Press, 2013.
5. Hammarberg, Thomas. *Taking Duties Seriously- Individual Duties in International Humanitarian Law*. Versoix: International Council on Human Policy, 1999.
6. Miller P. Frederic, et al. *Fundamental Rights, Directive Principles and Fundamental Duties in India*. New York: VDM Publishing, 2009.
7. Cinganelli, Davis Louis. *Human Rights- Theory and Measurements*. London: Macmillan Press, 1988.
8. Ishay, M. R. *The History of Human Rights*. New Delhi: Orient Longman, 2004.
9. Mohapatra, Arun Ray. *National Human Rights Commission of India: Formation, Functioning and Future Perspectives*. New Delhi: Atlantic, 2004.
10. Deol, Satnam Singh. *Human Rights in India-Theory and Practice*. New Delhi: Serials Publications, 2011.
11. Rubin, Neal S. and Flores, Roseanne L. (eds.), *The Cambridge Handbook of Psychology and Human Rights (Cambridge Handbooks in Psychology)*, Cambridge University Press, 2020.

