

281/A

Appendix to Order No. XXI

2186/RM

17/05/2023

27/6/23

15/8/23

PANJAB UNIVERSITY, CHANDIGARH

Copy of paragraph 5 from the minutes of the meeting of the Faculty of Business Management and Commerce dated 26.3.2023.

5. The members considered the recommendation of the Committee dated 17.3.2023, constituted by the Vice-Chancellor, to recommend an appropriate mechanism, as an interim arrangement, for smooth conduct of various academic activities of the University that students of B. Voc. Logistic Management be made eligible for admission in M.Com. w.e.f. session 2023-24, as per UGC Circular No. F-2/27/2014 (CC/NVEQF)/Misc. dated 03.08.2016.

Dr. Kirandeep Kaur opined that there are regulations regarding admission in M.Com. If there are some deficient subjects, the candidates can appear in those papers.

Dr. Jagwant Singh stated that Regulations of M.Com. allow graduates from any faculty as eligible for the course. They have to clear two deficient papers, one of Commercial Laws and another of Accounting and Audit, therefore, B.Voc. is eligible. They may have to clear deficiency, in case they have not studied any of these two papers.

Prof. Sanjay Kaushik pointed out that we cannot bypass the regulations and as such necessary action should be taken subject to fulfilment of the requirement of regulations.

The members authorised Dean to take decision in this regard.

Resolved: It was decided that the Dean, Business Management & Commerce be authorised to take decision on behalf of the Faculty after examining the Regulations of M.Com.

No. 5536/GM

Date 18-04-2023

Copy of the above along with the Eligibility of M.Com is forwarded to Prof. Keshav Malhotra, Dean Faculty of Business Management & Commerce DES-MDRC, P.U., Chandigarh for necessary action.

In view of the decision of the Faculty as at 'X', the Dean, Faculty of Business Mgt & Commerce is again requested to expedite the matter to enable this office to proceed further in the matter.
Assistant Registrar (General)
OSM 17/5/23
A.R.G. 17/5/23
Prof. Keshav Malhotra - DES-MDRC, P.U. and

B.Voc courses are covered under clause d of Regulation 3.1 for M.Com.
In light of this, any graduate is eligible for M.Com. Course.
Keshav 17/5/23

'X'

17/5/23
PT.

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Reference from pre-page:-

In view of Y on pre page, the amendment in the eligibility criteria of M.Com (Semester System) w.e.f the session 2023-24 has been placed below for the approval of the Dean, Faculty of Business Management and Commerce, on behalf of Faculty of Business Management and Commerce.

~~OSM III~~ ^{M2} 2/6/2023

~~A.R.G (on leave)~~

~~D.R.G~~ ^{2/6/23}

Prof. Keshav Malhotra
DES-MDRC


01.06.2023

Approved on behalf of faculty
Keshav Malhotra
14/6/23


The amendment in the regulation 3.1(d) for M.Com (Semester system) w.e.f 2023-24 (copy enclosed duly approved by the Dean, Faculty of Business Mgt and Commerce, on behalf of Faculty, is forwarded to O.S.M.-I for placing the same before the Academic Council.

~~OSM III~~ ^{M2} 14/6/2023

~~A.R.G~~ ^{14/6/23}

~~D.R.G (on leave)~~

~~OSM-I~~ ^{15/6/23}


14/6/23

~~Sh. Ali/Sanjay~~
Sh. Ali/Sanjay

Table 2: NEP-2020 Aligned Template for the Award of Certificate/Diploma (Commerce) /Degrees (B.Com, B.Com(Honours), and B.Com (Honours) with Research) under Three/Four Years Under Graduate (Single Major) Programme for the Panjab University Campus, Its Constituent and Affiliated Colleges

1	2	3	4	5	6	7	8	9	11	12
I Semester (Structure & Total Credits)	Major or Discipline Specific Core (DSC) 4 credits paper	Minor Discipline Courses (MDC) (Number x Credits) 4 credits paper	Ability Enhancement Compulsory Course (AEC) (Number x Credits) 2 credits paper	Value Added Courses (VAC) (Number x Credits) 2 credits paper	Skill Enhancement Courses (SEC) (Number x Credits) 3 credits paper	Multidisciplinary Courses (MDSC) (Number x Credits) 3 credits paper	Summer Internship /Community Service/Outreach/Internship/field based project(s) (CEOIF) (Number x Credits) 2 credits paper	Research Methodology/Data Analytics (RMDA) (Number x Credits) 4 credits paper	Total Credits in Each Semester	Certificate Awarded with Cumulative Credits
II (2 DSC+ 1 MDC+ 2 AEC + 1 VAC+ 1 SEC + 1 MDSC= 24 Credits)	DSC-2 DSC-3	MDC-2	AEC-3 AEC-4	VAC-2	SEC-2	MDSC-2			24	Under Graduate Diploma with Cumulative Credits 20+24+20+24=88
IV (4 DSC + 1 MDC + 1 VAC = 24 Credits)	DSC-6 DSC-7 DSC-8 DSC-9	MDC-4		VAC-4			CEOIF - 1 (Internship)		24	
V (4 DSC+ 1 MDC = 20 Credits)	DSC-10 DSC-11 DSC-12 DSC-13	MDC-5							20	
VI (5 DSC+ 1 MDC + 1 VAC = 24 Credits)	DSC-14 DSC-15 DSC-16 DSC-17 DSC-18	MDC-6							24	
VII (3 DSC+ 1 MDC + 1 RMDA = 20 Credits)	DSC-19 DSC-20 DSC-21	MDC-7						RMDA-1	20	
VIII (5 DSC + 1 MDC = 24 Credits)	DSC-22 DSC-23 DSC-24** DSC-25** DSC-26**	MDC-8							24	

Note: i) ** These papers shall be offered to the students opting for 'Four Year Undergraduate Honours Programme' in lieu of 'Four Year Undergraduate Honours Programme with Research'; ii) The Colleges can offer MDC, MDSC, SEC, VAC, AE and CEOIF courses as per the infrastructure/ specializations available at respective campuses; iii) A Department/College may design its own curriculum for each of aforementioned category of courses and get it approved from various academic bodies of Panjab University, Chandigarh; iv) A 'Four Year Undergraduate Honours Programme with Research' shall be offered either by Panjab University or its constituent and affiliated colleges as per the Guidelines of its approved in page 399 (e).



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Course Outline for B.Com, B.Com Honours, B.Com Honours with Research as per NEP
2020 w.e.f session 2023-24

Semester-I

Paper Code	Type of Course	Subject Name	Credits
DSC	Discipline specific course-Core	Principles of Financial Accounting	4
DSC	Minor	Micro Economics	4
IDC	Interdisciplinary courses	Commercial Law	3
AEC	Ability Enhancement courses (Language)	English	2
AEC	Ability Enhancement Courses (Language)	As per University policy	2
SEC	Skill Enhancement courses	Data Analytics	3
CVA	Common Value-Added courses	Common Basket*	2
Total Credits			20

Semester-II

Paper Code	Type of Course	Subject Name	Credits
DSC	Discipline specific courses - Core	Corporate Accounting	4
DSC	Discipline specific courses - Core	Human Resource Management	4
DSC	Minor	Macro Economics	4
IDC	Interdisciplinary courses	Business Laws	3
AEC	Ability Enhancement courses (Language)	English	2
AEC	Ability Enhancement Courses (Language)	As per University policy	2
SEC	Skill Enhancement courses	Computer Application in Accounting & Finance	3
CVA	Common Value-Added courses	Common Basket*	2
Total Credits			24



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Semester-III

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificC ourses-Core	Cost Accounting	4
DSC	DisciplineSpecificC ourses-Core	Psychology for Managers	4
DSC	Minor	Business Mathematics & Statistics	4
IDC	Interdisciplinary Course	Company Law	3
SEC	SkillEnhancementC ourses	Digital Marketing	3
CVA	Common Value- AddedCourse	Common Basket*	2
TotalCredits			20

Semester-IV

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificCourses- Core	AdvancedAccounting	4
DSC	DisciplineSpecificCourse- Core	Auditing andSecretarialPractices	4
DSC	DisciplineSpecificCourse- Core	GST	4
DSC	DisciplineSpecificCourse- Core	Cost Management	4
DSC	DisciplineSpecificCourse -Minor	Banking and Insurance	4
CVA	Common Value- AddedCourse	Common Basket*	2
	Internship**	Compulsory for all	2
Total Credits			24

Semester-V

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificCourses- Core	ManagementAccounting	4
DSC	DisciplineSpecificCourses- Core	Direct Tax Law and Practice – Part-I	4
DSC	DisciplineSpecificCourses- Core	Financial Markets	4
DSC	DisciplineSpecificCourses- Core	Entrepreneurship and Start-up	4
DSC	Minor	Indian Economy	4
			20



Semester-VI

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificCourses-Core	FinancialManagement	4
DSC	DisciplineSpecificCourses-Core	Direct TaxLaw and Practice - Part-II	4
DSC	DisciplineSpecificCourses-Core	Security Analysis &PortfolioManagement (SAPM)	4
DSC	DisciplineSpecificCourses-Core	CorporateReportingPractices	4
DSC	DisciplineSpecificCourses-Core	Social and Ethical Issues in Business	4
DSC	Minor	OperationsResearch	4
		Total Credits	24

Semester-VII

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificCourses-Core	Research Methodology	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	Minor	Business Environment	4
		Total Credits	20

Semester-VIII

PaperCode	TypeofCourse	Subject Name	Credits
DSC	DisciplineSpecificCourses-Core	CSR & CG	4
DSC	DisciplineSpecificCourses-Core	Project Planning & Management	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	DisciplineSpecificCourses-Core	One Course from the Selected Elective Group	4
DSC	Minor	International Economics	4
		Total Credits	24



PANJAB UNIVERSITY, CHANDIGARH



Elective Groups – There are 3 elective groups and students can opt for any of the group.

Elective Subjects – SEMESTER VII

Paper	Accounting & Finance	Human Resource	Marketing
DSC 1	Financial Statement Analysis	Industrial Relations & Labour Laws	Marketing of Services
DSC 2	Bank & Insurance Management	Strategic HRM	Market Research & Product Management
DSC 3	Advanced Corporate Accounting	Training & Development	Global Supply Chain Management

Elective Subjects – SEMESTER VIII

Paper	Accounting & Finance	Human Resource	Marketing
DSC 4	Financial Engineering	Performance & Compensation Management	CRM & Sales Management
DSC 5	Corporate Valuation	Cross Cultural HRM	Industrial & Rural Marketing
DSC 6	International Financial Management	Organizational Change & Development	Advertising & Consumer Behaviour

The students who are opting for B.Com (Honours with Research) will not choose from above elective groups in Semester VIII rather they will complete 12 credits from research project/dissertation as per the specialization selected.

ANNEXURE - I

Syllabus of B.Com Ist Semester (NEP Structure)

1. Disciplinespecificcourse-Core (DSC) - MAJOR

PRINCIPLES OF FINANCIAL ACCOUNTING

Objective:

The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

UNIT - I

Financial Accounting- Meaning-Theoretical Framework - Accounting Concepts and Conventions- Generally Accepted Accounting Principles (GAAP): Branch Accounting-Dependent and Independent Branches (Excluding Foreign Branches). Departmental Accounting- Meaning, Need, Advantages, Apportionment of Expenses, Inter -Departmental Transfers and Provision for Unrealised Profit.

UNIT - II

Partnership Accounts with admission- Retirement -insolvency and dissolution firm including piecemeal distribution- Royalty Accounts- accounting for Joint Venture and consignment.

Practical work:

1. Practical Accounting work using Tally Software

Reference books:

1. Shukla and Grewal – Advanced Accounting, S. Chand Publication, New Delhi.
2. R.L. Gupta and V.K. Gupta - Advanced Accounting, Sultan Chand Publication, New Delhi.
3. T.S. Reddy & A. Murthy – Financial Accounting, Margham Publications, Chennai.
4. P.C. Tulsian – Financial Accounting, S.Chand and Sons.

2. Discipline specific course-Core (DSC) – MINOR

MICRO ECONOMICS

Objective:

To study the basic concepts of microeconomics relevant for Business decision making and helping the students to understand the application of economic principles in business management

UNIT - I

Consumer Behaviour Utility Approach: Meaning, Types, Relationship between Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium, Derivation of Demand Curve. Indifference Curve Approach: Properties, Consumer Equilibrium, Price Effect, Income Effect, Substitution Effect, Price Effect a combination of Income Effect and Substitution Effect. Law of Demand Elasticity of Demand: Definitions, Types, Measurement, Factors and Importance.

UNIT-II

Production and Revenue Production Function : Laws of Returns, Law of Variable Proportion and Returns to Scale. Cost and Cost Curves : Concept of Nominal Real Economic Implicit, Explicit and Opportunity Cost, Cost Curve under Short-run and Long-run, Relationship between Average Cost and Marginal Cost. Revenue Curves: Concept of Total Average and Marginal Revenue under different Market Conditions, Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand. Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time element in Price Determination. Monopoly: Feature, Equilibrium of Firm/Industry, Price Discrimination and Its Types. Monopolistic Combination: Features, Price-Output Policy of the Firm. Selling Cost, Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

Reference books:

1. Dwivedi, D.N. Managerial Economics, 7th Edition, Vikas Publishing House.
2. Salvatore, D. Managerial Economics in a Global Economy, 6th Edition, Oxford University Press.
3. Peterson, L. and Jain Managerial Eco., 4th Edition, Pearson Education.
4. A. Kontsoyianis; Modern Micro-Economics.
5. M. Adhikary ; Business Economics

3. Interdisciplinary courses(IDC)

COMMERCIAL LAW

Objective -The main objective of the paper is to acquaint the students with general Commercial Laws.

UNIT I

Indian Contract Act, 1872: Definition & Nature of Contract, Classification; Offer & Acceptance; Consideration; Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts; Discharge of Contract; Contingent Contracts; Quasi Contracts; Remedies for Breach of Contract.

UNIT II

Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency. Introduction to Right to Information Act, 2005 The Consumer Protection Act, 2019: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

Reference books:

1. AvtarSingh : The Principles of Mercantile Law
2. M.C.Kuchhal : Business Law
3. N.D.Kapoor : Business Law
4. P.R.Chandra : Business Law, Galgotia, New Delhi
5. Gogna : Mercantile Law, S.Chand
6. M.S.Shukla : Business Law, Sultan Chand.

Practical Work

1. How to file an application under Consumer Protection Act
2. Short case studies to be included in section A

4. Skill Enhancement Courses (ESC)

DATA ANALYTICS

Objective: This course will help to enhance the analytical mindset, capabilities, and practices required to build more agile and innovative organizations.

UNIT-I

Create and Manage Documents; Format Text using formatting tools, Paragraphs, and Sections; Create Tables and Lists; Create and Manage References; Insert and Format Graphic Element;

Create Advanced References: Create and Manage Indexes; proofing a document; Create and Manage References; Manage Forms, Fields, and Mail Merge Operations

Print settings for word documents.

UNIT- II

Manage Presentations: Modify slide masters, handout masters, and note masters, Change presentation options and views, Configure print settings for presentations, Configure and present slide shows, Prepare presentations for collaboration

Manage Slides: Insert Slides, Modify Slides, Order and group slides, Insert and Format Text, Shapes, and Images: Format text, Insert links, Insert and format images, Insert and format graphic elements, Order and group objects on slides,

Insert Tables, Charts, SmartArt, 3D Models, and Media; Insert and format tables, Insert and modify charts, Insert and format SmartArt graphics. Insert and manage media; Apply Transitions and Animations: Animate slide content, set timing for transitions

Syllabus of B.Com II Semester (NEP Structure)

1. Discipline specific course-Core (DSC) - MAJOR

CORPORATE ACCOUNTING

Objective: To gain knowledge about basic corporate accounting with the relevant Accounting standards.

UNIT I

Issue of shares through Book building process- Forfeiture- Reissue - Buy-Back of Shares, Redemption of Preference Shares. Right Issue and Bonus Shares. Underwriting of Shares and Debentures Preparation of Final Accounts of Companies- managerial remuneration

UNIT II

Profit Prior to Incorporation -Issue and Redemption of Debentures-Accounts of Banking Companies Accounts of Insurance Companies.

Note: Accounting Standards are to be covered along with topics.

Practical Work:

1. Preparation of Final Accounts of Companies and critical evaluation.
2. Comparison of annual reports of companies and disclosures norms.

REFERENCE BOOKS

1. Chakraborty – Advanced Accountancy
2. R.L. Gupta and M. Radhaswamy – Advanced accounts – Sultan Chand.
3. ShuklaGarewal and Gupta – Advanced accounts – S.Chand, NewDelhi.
4. D. Chanderbose – Advanced Accounting, Vol. I, PHI Learning Pvt.Ltd.
5. T.S. Reddy and A. Murthy – Corporate Accounting, MarghamPublications,Chennai
6. Jain &Narang – Company Accounts

2. Discipline specific course-Core (DSC) – MAJOR

HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

UNIT – I

Human Resource Management: Introduction, Meaning and Definitions, Nature, Functions, Importance and Limitations of HRM. Contemporary Challenges in HRM. HR Planning; Introduction, Definitions, Features, Need for HR Planning, Factors affecting HR Planning, Types, Benefits. Job Analysis: Meaning, Objectives and Benefits, Process, Techniques and Problems in Job Analysis. Job Design- Meaning, Objectives and Techniques of Job Design. Recruitment and Selection: Meaning and Definitions, Importance and

Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in Recruitment. Selection: Meaning and Definition, Selection Process and Methods.

UNIT – II

Training and Development: Concepts, Importance, Identification of Training Needs. Types of Training: On the Job and Off the Job Methods of Training. Designing and Evaluation of Training Programmes. Meaning of Development, Difference between Training and Development. Performance Appraisal: Concept, Objectives, Methods of Performance Appraisal; How to Make it Effective. Internal Mobility and Transfers: Promotions, Demotions and Other Forms of Separations, Definitions, Purpose, and Basis of Promotions. Transfer: Definitions, Purpose, Types and Transfer Policy.

Reference books:

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. Ian Beardwell and Len Holden, Human Resource Management, Macmillan.
4. Wendell French, The Personnel Management Process, Houghton Mifflin Co., Boston
5. M S Saiyadain, Human Resource Management, Tata McGraw

3. Discipline specific course-Core (DSC) – MINOR

MACRO ECONOMICS

Objective: The paper aims at providing the knowledge of basic concepts of the distribution and modern tools of macro-economic analysis.

UNIT-I

Distribution Wages : Meaning, Types, Marginal Productivity Theory of Wages, Modern Theory of Wages. Rent: Meaning, Types, Ricardian Theory of Rent, Modern Theory of Rent, Quasi- Rent. Interest: Meaning, Types, Classical Theory of Interest, Neo-Classical Theory of Interest, Liquidity Preference Theory of Interest. Profits: Nature, Types, Dynamic Theory of Profits, Innovation Theory of Profits, Risks Bearing Theory of Profit, Uncertainty Bearing Theory of Profits.

UNIT-II

Say's Law of Market: Meaning, Implications, Classical Theory of Income Output and Employment: Keynesian Theory of Employment. Effective Demand: Determination, Importance

Consumption Function: Meaning, Factors Influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance. Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment, Measures to Raise Private Investment. Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier, Multiplier and Under-Developed Countries.

Reference books:

1. Shapiro. E Macroeconomic analysis Galotia publications, NewDelhi.
2. Eugene Diulio Macro Economics, 4th Edition, Tata McGraw Hills, Publishing Col. Ltd, NewDelhi.
3. Dornbusch R, Fisher, S and Startz, R Macro Economics, 8th Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi.
4. Ackley, G. Macroeconomics: Theory and Policy, Macmillan, New York

4. Interdisciplinary courses (IDC)

BUSINESS LAWS

Objective: The main objective of the paper is to acquaint the students about Business Laws.

UNIT-I

Sale of Goods Act, 1930: Contract of Sale of Goods, Conditions & Warranties; Transfer of Ownership; Performance of the Contract: Remedial Measures; Auctionable Claims. Negotiable Instruments Act, 1881: Definition, Acceptance and Negotiation, Rights and Liabilities of Parties, Dishonor of Negotiable Instrument, Hundis, Bankers and Customers.

UNIT-II

Factories Act, 1948: Objectives; Definitions; Approval; Licensing & Registration of Factories; The Inspecting Staff Health; Safety Welfare; Working Hours of Adults; Employment of Women; Child Labour - Issues and Challenges; Leave with Wages. The Industrial Disputes Act, 1947: Scope & Object; Definitions; Authorities; Reference of Disputes; Procedure; Powers & Duties of Authorities; Award & Settlement; Strikes & Lockouts; Lay-off & Retrenchment etc.

Note: short case studies to be included in Section A

Reference books:

1. Malik, K.L., Industrial Laws and Labour Laws, Eastern Book Company, Lucknow
2. Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi
3. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.
4. Sharma, J.P., Simplified Approach to Labour Laws, Bharat Law House (P) Ltd., New Delhi.
5. Sharma, J.P., Industrial laws, Taxmann, New Delhi.

5. Skill Enhancement Courses (SEC)

COMPUTER APPLICATIONS IN ACCOUNTING & FINANCE

UNIT-1

Introduction to spreadsheet, Working with spreadsheets Formula/Functions – Lookup tools and Reference Functions, Logical Functions, Database Functions, Date and Time Functions, Information Functions, Mathematical and Statistical Functions, Financial formula plans. Text Functions

UNIT-2

Conditional Formatting, Data Sorting and Filtering, Pivot Tables, Pivot Charts, Introduction to Solver Add-in, Excel Charting,

Print settings for spreadsheets.

Or

Any one accounting software as made available by the college.

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Appendix to Item No XXIII

Table 2: NEP-2020 Aligned Template for the Award of Certificate (Business Administration)/Diploma (Business Administration)/Degrees (BBA, BBA (Honours), and BBA (Honours with Research) under Three/Four Years Under Graduate (Single Major) Programme for the Panjab University Campus, Its Constituent and Affiliated Colleges

1	2	3	4	5	6	7	8	9	11	12
Semester (Structure & Total Credits)	Major or Discipline Specific Core (DSC)	Minor Discipline Courses (MDC) [Number x Credits]	Ability Enhancement Compulsory Course (AEC) [Number x Credits]	Value Added Courses (VAC) [Number x Credits]	Skill Enhancement Courses (SEC) [Number x Credits]	Multidisciplinary Courses (MDSC) [Number x Credits]	Summer Internship /Community Service/Outreach/Internship/field based projects (CEOLF) [Number x Credits]	Research Methodology/Data Analysts (RMDA) [Number x Credits]	Total Credits in Each Semester	Certificate Awarded with Cumulative Credits
I (1 DSC+ 1MDC+ 2 AEC + 1 VAC + 1 SEC + 1 MDSC = 20 Credits)	DSC-1	MDC-1	AEC-1	VAC-1	SEC-1	MDSC-1			20	Under Graduate Certificate with Cumulative Credits 20 + 24 = 44
II (2 DSC+ 1 MDC+ 2 AEC + 1 VAC+ 1 SEC + 1 MDSC= 24 Credits)	DSC-2	MDC-2	AEC-3	VAC-2	SEC-2	MDSC-2			24	Under Graduate Diploma with Cumulative Credits 20+24+20+24=88
III (2 DSC+ 1 MDC+ 1 VAC + 1 SEC + 1 MDSC = 20 Credits)	DSC-4	MDC-3	VAC-3	SEC-3	MDSC-3				20	Under Graduate Diploma with Cumulative Credits 20+24+20+24=88
IV (4 DSC + 1 MDC + 1 VAC = 24 Credits)	DSC-5	MDC-4	VAC-4	SEC-3	MDSC-3		CEOLF - 1 (Internship)		24	BBA Degree Single Major with Cumulative Credits 20+24+20+24+20+24=132
V (4 DSC+ 1 MDC = 20 Credits)	DSC-10	MDC-5							20	BBA Degree Single Major with Cumulative Credits 20+24+20+24+20+24=132
VI (5 DSC+ 1 MDC + 1 VAC = 24 Credits)	DSC-14	MDC-6							24	BBA (Honours)/BBA (Honours with Research) with Cumulative Credits 20+24+20+24+20+24+20+24=176
VII (3 DSC+ 1 MDC + 1 RMDA = 20 Credits)	DSC-15	MDC-7						RMDA-1	20	BBA (Honours)/BBA (Honours with Research) with Cumulative Credits 20+24+20+24+20+24+20+24=176
VIII (5 DSC + 1 MDSC = 24 Credits)	DSC-22	MDC-8							24	BBA (Honours)/BBA (Honours with Research) with Cumulative Credits 20+24+20+24+20+24+20+24=176
	DSC-23									
	DSC-24**									
	DSC-25**									
	DSC-26**									

Note: i) ** These papers shall be offered to the students opting for 'Four Year Undergraduate Honours Programme' in lieu of 'Four Year Undergraduate Honours Programme with Research'; ii) The Colleges can offer MDC, MDSC, SEC, VAC, AE, and CEOLF courses as per the infrastructure/ specializations available at respective campuses; iii) A Department/College may design its own curriculum for each of aforementioned category of courses and get it approved from various academic bodies of Panjab University, Chandigarh; iv) A Four Year Undergraduate Honours Programme with Research shall be offered either by Panjab



Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Management Foundations	4
DSC	Minor	Micro Economics	4
IDC	Inter-disciplinary courses	Legal Aspects of Business	3
AEC	Ability Enhancement Courses (Language)	As per University Policy	2
AEC	Ability Enhancement Courses (Language)	English	2
SEC	Skill Enhancement Courses	E-Commerce	3
CVA	Common Value-Added Courses	Common Basket*	2
Total			20

Semester-II

Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Introduction to Accounting	4
DSC	Discipline Specific Courses-Core	Human Resource Management	4
DSC	Minor	Macro Economics	4
IDC	Inter-disciplinary courses	Business Statistics	3
AEC	Ability Enhancement Courses (Language)	As per Panjab University Policy	2
AEC	Ability Enhancement Courses (Language)	English	2
SEC	Skill Enhancement Courses	Computer Applications in Business	3
CVA	Common Value-Added Courses	Common Basket*	2
Total			24

Semester-III

Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Financial Management	4
DSC	Discipline Specific Courses-Core	Psychology for Managers	4
DSC	Minor	Bank Management	4
IDC	Inter-disciplinary courses	GST	3
SEC	Skill Enhancement Courses	Contemporary issues in Management	3
CVA	Common Value-Added Courses	Common Basket*	2
Total			20

Semester-IV



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Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Financial Markets	4
DSC	Discipline Specific Courses-Core	Managerial Accounting	4
DSC	Discipline Specific Courses-Core	Total Quality Management	4
DSC	Discipline Specific Courses-Core	Company law	4
DSC	Minor	Operations Research	4
CVA	Common Value-Added Courses	Common Basket*	2
	Internship	Compulsory for all	2
Total			24

Semester-V

Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Entrepreneurship and start-ups	4
DSC	Discipline Specific Courses-Core	Financial Literacy	4
DSC	Discipline Specific Courses-Core	Customer Relationship Management	4
DSC	Discipline Specific Courses-Core	Tax Laws -I	4
DSC	Minor	Business Environment	4
Total			20

Semester-VI

Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Business Policy and Strategy	4
DSC	Discipline Specific Courses-Core	Production and Operation Management	4
DSC	Discipline Specific Courses-Core	Business Ethics and Corporate Governance	4
DSC	Discipline Specific Courses-Core	Tax Laws-II	4
DSC	Discipline Specific Courses-Core	Logistics & Retail Management	4
DSC	Minor	International Business	4
Total			24

Semester-VII

Paper Code	Type of Course	Title	Credits
DSC	Discipline Specific Courses-Core	Business Research Methods	4
DSC	Discipline Specific Courses-Core	One Course from the Selected Elective Group	4
DSC	Discipline Specific Courses-Core	One Course from the Selected Elective	4



		Group	
DSC	Discipline Specific Courses-Core	One Course from the Selected Elective Group	4
DSC	Minor	Indian Economy	4
TOTAL			24

Semester-VIII

Paper Code	Type of Course	Title	Credits
	Discipline Specific Courses-Core	MIS	4
	Discipline Specific Courses-Core	Project Planning & Control	4
	Discipline Specific Courses-Core	One Course from the Selected Elective Group	4
	Discipline Specific Courses-Core	One Course from the Selected Elective Group	4
	Discipline Specific Courses-Core	One Course from the Selected Elective Group	4
	Minor		4

Elective Groups – There are 3 elective groups and students can opt for any of the group.

Elective Subjects – SEMESTER VII

Paper	Accounting & Finance	Human Resource	Marketing
DSC 1	Financial Statement Analysis	Industrial Relations & Labour Laws	Marketing Services
DSC 2	Bank & Insurance Management	Strategic HRM	Market Research & Product Management
DSC 3	Corporate Accounting	Training and Development	Dynamics of Supply Chain Management

Elective Subjects – SEMESTER VIII

Paper	Accounting & Finance	Human Resource	Marketing
DSC 4	Financial Engineering	Performance & Compensation Management	CRM & Sales Management
DSC 5	International Finance	Cross Cultural HRM	Industrial & Rural Marketing
DSC 6	International Management	Financial Organisational Development	Change and Advertising & Consumer Behaviour



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The students who are opting for BBA (Honours with Research) will not choose from above elective groups in Semester VIII rather they will complete 12 credits from research project/dissertation as per the specialization selected.

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ANNEXURE - II

Syllabus of BBA1st Semester (NEP Structure)

1. Discipline specific course-Core (DSC) - MAJOR

MANAGEMENT FOUNDATIONS

Objective: The objective of the paper is to help the students understand the process of business management.

UNIT-I

Introduction: Concept of Management, Process, Principles, Levels, Functions and Significance of Management, Management Vs. Administration, Role of Managers. Evolution of Management Thought: Classical, Neo-Classical Theory, Behavioural Sciences, Approach, Quantitative, Systems and Contingency Approach, Modern Management Thought (Likert, Drucker, Porter, Prahalad). Planning: Concept, Process and Significance, Types, Relationship between Planning and Controlling. Decision Making; Concept, Types and Process, Effective Decision, Rationality in Decision Making, MBO. Organization: Concept, Process and Significance, Principles, Organization Design and Classical Theory, Departmentation, Bases, Span of Control (Classical Theory and Situational Approach), Delegation of Authority, Principles, Centralization and Decentralization, Line and Staff Organization.

Unit II

Direction and Motivation: Concept, Principles, Effective Supervision, Techniques. Leadership: Concept, Difference between Leadership and Management, Theories of Leadership (Trait Theory, Behavioural Theory, Managerial Grid), Situational Theory, Contemporary Issues in Leadership (Transformational, Transaction, Charismatic and Visionary Leadership). Coordination: Concepts, Importance, Internal – External Coordination. Control: Concept, Steps, Types of Controlling, Techniques of Controlling.

Reference Books:

1. Peter F. Drucker, 'The Practice of Management'
2. Weihrich and Koontz, 'Essentials of Management'
3. Stoner and Freeman, 'Management'
4. David R Hampton, 'Modern Management'
5. Stephen P Robbins, David A DeCenzo, 'Fundamentals of Management- Essential Concepts and Applications'
6. VSP Rao & V. Hari Krishna, 'Management Text & Cases'.

2. Discipline specific course-Core (DSC) – MINOR

MICRO ECONOMICS

Objective:

To study the basic concepts of microeconomics relevant for Business decision making and helping the students to understand the application of economic principles in business management

UNIT - I

Consumer Behaviour Utility Approach: Meaning, Types, Relationship between Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium, Derivation of Demand Curve. Indifference Curve Approach: Properties, Consumer Equilibrium, Price Effect, Income Effect, Substitution Effect, Price Effect a combination of Income Effect and Substitution Effect. Law of Demand Elasticity of Demand: Definitions, Types, Measurement, Factors and Importance.

UNIT-II

Production and Revenue Production Function : Laws of Returns, Law of Variable Proportion and Returns to Scale. Cost and Cost Curves : Concept of Nominal Real Economic Implicit, Explicit and Opportunity Cost, Cost Curve under Short-run and Long-run, Relationship between Average Cost and Marginal Cost. Revenue Curves: Concept of Total Average and Marginal Revenue under different Market Conditions, Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand. Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time element in Price Determination. Monopoly: Feature, Equilibrium of Firm/Industry, Price Discrimination and Its Types. Monopolistic Combination: Features, Price-Output Policy of the Firm. Selling Cost, Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

Reference books:

1. Dwivedi, D.N. Managerial Economics, 7th Edition, Vikas Publishing House.
2. Salvatore, D. Managerial Economics in a Global Economy, 6th Edition, Oxford University Press.
3. Peterson, L. and Jain Managerial Eco., 4th Edition, Pearson Education.
4. A. Kontsoyianis; Modern Micro-Economics.
5. M. Adhikary ; Business Economics

3. Interdisciplinary courses (IDC)

LEGAL ASPECTS OF BUSINESS

Objective: The objective of the paper is to impart basic knowledge of the important business laws.

UNIT- I

The Indian Contract Act, 1972: Contract- Meaning, Characteristics and Kinds, Essentials of a Valid Contract- Offer and Acceptance, Consideration, Contractual Capacity, Free Consent, Legality of Objectives. Void Agreements, Discharge of Contract- Modes of Discharge including Breach and its Remedies. Special Contracts: Contingent Contracts, Quasi- Contracts, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

The Indian Sale of Goods Act, 1932: Contract of Sale, Meaning and difference between Sale and Agreement to Sell, Conditions and Warranties, Transfer of Ownership in Goods including Sale by Non- Owners, Performance of Contract of Sale, Unpaid Seller- Meaning and Rights of An Unpaid Seller against the Goods and the Buyer

The Consumer Protection Act, 2019: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

Practical Work: How to file an application under Consumer Protection Act

NOTE: Short case laws to be included in section A

Suggested Readings:

1. Kucchal, M.C., "Business Law", Vikas Publishing, House (P) Ltd., New Delhi.
2. Singh, Avtar, "The Principles of Mercantile Law", Eastern Book Company, Lucknow.
3. Maheshwari & Maheshwari, "Business Law", National Publishing House, New Delhi.
4. Kapoor, N. D., "Business Law", Sultan Chand & Sons, New Delhi.

4. Skill Enhancement Courses (ESC)

E-COMMERCE

Objective: To enable the students to become competent to understand the mechanism for excelling in e-commerce based employments and self-employment opportunities.

UNIT - I

Introduction to E-Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce, Electronic Commerce Applications, Framework of E-Commerce, Supply Chain Management, Electronic Commerce and Electronic Business.

Nature and dynamics of the internet. Electronic business models: B2B, B2C, C2C, C2B. Web-site Design: Web sites as market place. E-commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.

UNIT II

Changing Structure of Organisation – The Impact of E-Commerce on Various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. SocioEconomic Impacts of E-Commerce.

Electronic Payment System: Types of Payment System — E-Cash and Currency Servers, E-Cheques, Credit Cards, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.

Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Laws – Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication.

Reference Books:

1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E-Commerce, Macmillan India Ltd.
2. Bajaj, Debyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al., Electronic commerce: A Managerial Perspective, Pearson Education Asia.
4. Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.
5. Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., E-business and E-commerce for managers, Pearson Education.

Syllabus of BBAIInd Semester (NEP Structure)

1. Discipline specific course-Core (DSC) - MAJOR

INTRODUCTION TO ACCOUNTING

Objective:

The objective of this paper is to help students to acquire conceptual knowledge of accounting and to impart skills for recording various kinds of business transactions.

UNIT-I

Accounting- concept, meaning, as a source of information, objectives, advantages and limitations, types of accounting information; users of accounting information and their needs. Qualitative Characteristics of Accounting Information. Role of Accounting in Business. Basic Accounting Terms and terminology, Theory Base of Accounting, Fundamental accounting assumptions, Basic accounting concepts and conventions, GAAP, vouching Cash Book: Simple, cash book with bank column and petty cash book, Depreciation: Meaning, Features, Need, Causes, factors, Other similar terms: Depletion and Amortisation, Methods of Depreciation, Excluding change of method, Trial balance: objectives, meaning and preparation, Errors, classification-errors of omission, commission, principles, and compensating; their effect on Trial Balance, Detection and rectification of errors; (i) Errors which do not affect trial balance (ii) Errors which affect trial balance, preparation of suspense account.

UNIT - II

Financial Statements- Meaning, objectives and importance, preparation of Trading and Profit and Loss Account, Preparation of Trading and Profit and Loss account and Balance Sheet of a sole proprietorship with adjustments.

Partnership Accounts with admission- Retirement – death-insolvency and dissolution firm-Royalty Accounts- accounting for Joint Venture and consignment.

Suggested Readings:

1. Anthony, R.N., and J.S. Reece, "Accounting Principles", Richard D. Irwin, Inc.
2. Monga, J.R., "Financial Accounting: Concepts and Applications", Mayoor Paper Backs, New Delhi.
3. Shukla, M.C., T.S. Grewal and S.C.Gupta, "Advanced Accounts", Vol-I, S. Chand &Co., New Delhi.
5. Maheshwari, S.N. and. S. K. Maheshwari, "Financial Accounting", Vikas PublishingHouse, New Delhi.
6. Sehgal, Ashok, and Deepak Sehgal, "Advanced Accounting", Part -I, Taxmann AppliedServices,
7. T.S. Reddy & A. Murthy – Financial Accounting, MarghamPublications,Chennai.

2. Discipline specific course-Core (DSC) – MAJOR

HUMAN RESOURCE MANAGEMENT

Objective: The objective of the paper is to familiarize the students with the different aspects of managing human resource in the organization.

UNIT - I

Human Resource Management: Introduction, Meaning and Definitions, Brief History, Nature, Functions, Importance and Limitations of HRM. Challenges faced by Modern HR Managers. Human Resource Planning: Introduction, Definitions, Features, Need for HR Planning, Objectives, Process, Factors affecting HR Planning, Types, Benefits, Problems in HR planning and Suggestions for Making HR Planning Effective, Succession Planning. Recruitment, Selection, Training and Development.Placement and Induction, Transfers and Promotions.

UNIT - II

HR Department and Policies – Organisational Design of HR Department, Composition, Functions, HRM Environment. HR Information System – Meaning, Need, Objectives, Process, Designing of HRIS, Computerized HRIS, Personnel Inventory. HR Records– Meaning, Purpose, Essentials of Good Record Keeping, Significance, Description. 47 HR Research – Objectives, Kinds and Techniques. HR & Audit – Objectives, Need, Process, Types and Approaches.

NOTE: The question paper will include short case studies in Section - A

Reference Books:

1. Dessler, Personnel Human Resource Management, Prentice Hall of India.
2. D A DeCenzo and S P Robbins, Personnel/ Human Resource Management, Prentice Hall of India.
3. M S Saiyadain, Human Resource Management, Tata McGraw.
4. VSP Rao, Human Resource Management, Excel Books

3. Discipline specific course-Core (DSC) – MINOR

MACRO ECONOMICS

Objective: The paper aims at providing the knowledge of basic concepts of the distribution and modern tools of macro-economic analysis.

UNIT-I

Distribution Wages : Meaning, Types, Marginal Productivity Theory of Wages, Modern Theory of Wages. Rent: Meaning ,Types, Ricardian Theory of Rent, Modern Theory of Rent, Quasi- Rent. Interest: Meaning, Types, Classical Theory of Interest, Neo-Classical Theory of Interest, Liquidity Preference Theory of Interest. Profits: Nature, Types, Dynamic Theory of Profits, Innovation Theory of Profits, Risks Bearing Theory of Profit, Uncertainty Bearing Theory of Profits.

UNIT-II

Say's Law of Market: Meaning, Implications, Classical Theory of Income Output and Employment: Keynesian Theory of Employment. Effective Demand: Determination, Importance Consumption Function: Meaning, Factors Influencing Consumption Function, Average and Marginal Propensities to Consume, Propensity to Save, Psychological Law of Consumption and its Importance. Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment, Measures to Raise Private Investment. Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier, Multiplier and Under-Developed Countries.

Reference books:

- 1.Shapiro. E Macroeconomic analysis Galotia publications, NewDelhi.
2. EugeneDiulio Macro Economics, 4th Edition, Tata McGraw Hills, Publishing Col. Ltd, NewDelhi.
- 3.Dornbusch R, Fisher, S andStartz,R Macro Economics, 8th Edition, Tata McGraw Hills Publishing Co. Ltd., New Delhi.
- 4.Ackley,G. Macroeconomics: Theory and Policy, Macmillan, NewYork

4. Interdisciplinary courses (IDC)

BUSINESS STATISTICS

Objective: To impart the students about the basic knowledge of statistics.

UNIT-I

Statistics-Definition, Functions, Scope, Usage and Limitations of Statistics Measures of Central Tendency: Types of Averages- Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation. Correlation Analysis: Meaning, Types, Measurement of Simple Linear Correlation, Karl Persons Correlation Coefficient Method, Rank Correlation Method (Excluding multiple correlations). Regression (Simple and Multiple Regression, Why there are two Regression Lines, Estimation of Parameters), Properties of Regression Coefficient

UNIT -II

Measures of Dispersion, Skewness and Kurtosis Index Numbers: Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method: Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index. Time Series Analysis: Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares), Seasonal Variation.

Reference Books:

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Dr. A K Arte & R V Prabhakar: A textbook of Business Mathematics.
3. Sanchethi and Kapoor, Business Mathematics.
4. Gupta S.P. - Statistical Methods
5. Navaneethan P. - Business Mathematics
6. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
7. P.R. Vittal - Business Mathematics and Statistics.

ANNEXURE - III

STRUCTURE & SYLLABUS OF VOCATIONAL COURSES

Subject: Advertising, sales promotion and Sales Management

Outlines of Tests, Syllabi and Courses of studying in the subject of Advertising, Sales Promotion and Sales Management for 3 Years BA Degree (General) under NEP-2020

Semester-I		
Course	Paper	Credit
Major or Discipline Specific Core (DMC)-1	Fundamentals of Personal Selling	4
Minor Discipline Course (MDC)-1:	--	4
Ability Enhancement Compulsory Course (AEC)-1	--	2
Ability Enhancement Compulsory Course (AEC)-2	--	2
Value Added Course (VAC-1)	--	2
Skill Enhancement Course (SEC)-1	Ad Copy Writing	3
Multi-Disciplinary Course (MDSC)-1	Marketing for Beginners-1	3
CEOIF-1 (Community Service & Outreach)		2
Total Credits		22

Semester-II		
Major or Discipline Specific Core (DMC)-2	Marketing Communication	4
Minor Discipline Course (MDC)-2:	--	4
Ability Enhancement Compulsory Course (AEC)-3	--	2
Ability Enhancement Compulsory Course (AEC)-4	--	2
Value Added Course (VAC-2)	--	2
Skill Enhancement Course (SEC)-2	Product and Brand Photography	3
Multi-Disciplinary Course (MDSC)-2	Marketing for Beginners-2	3
CEOIF-2 (Internship)		2
Total Credits		22

Semester-III		
Course	Paper	Credit
MajororDisciplineSpecificCore (DMC)-3	IntroductiontoAdvertising	4
MajororDisciplineSpecificCore (DMC)-4	MarketingManagement-I	4
MajororDisciplineSpecificCore (DMC)-5	UnderstandingConsumerBehaviour	4
MinorDisciplineCourse(MDC)-3		4
SkillEnhancementCourse(SEC)-3		3
Multi-DisciplinaryCourse(MDSC)-3		3
TotalCredits		22

Semester-IV		
Course	Paper	Credit
MajororDisciplineSpecificCore (DMC)-6	AdvertisingMedia	4
MajororDisciplineSpecificCore (DMC)-7	MarketingManagement-II	4
MajororDisciplineSpecificCore (DMC)-8	Social,Ethical&LegalAspectsof Advertising	4
MajororDisciplineSpecificCore (DMC)-9	CustomerRelationshipManagement	4
MinorDisciplineCourse(MDC)-4		4
ValueAddedCourse(VAC)-3		2
TotalCredits		22

Semester-V		
Course	Paper	Credit
MajororDisciplineSpecificCore (DMC)-10	SalesPromotion	4
MajororDisciplineSpecificCore (DMC)-11	SalesForceManagement-I	4
MajororDisciplineSpecificCore (DMC)-12	BrandManagement	4
MajororDisciplineSpecificCore (DMC)-13	DigitalMarketing	4
MinorDisciplineCourse(MDC)-5		4
CEOIF-2(FieldBasedProjects)		2
TotalCredits		22

Semester-VI		
Course	Paper	Credit
MajororDisciplineSpecificCore (DMC)-14	PublicRelations&Publicity	4
MajororDisciplineSpecificCore (DMC)-15	SalesForceManagement-II	4
MajororDisciplineSpecificCore (DMC)-16	IMC(integratedMarketing Communication)	4
MajororDisciplineSpecificCore (DMC)-17	BasicsofRetailing	4
MinorDisciplineCourse(MDC)-6		4
ValueAddedCourse(VAC)-4		2
TotalCredits		22

Major or Discipline Specific Core (DSC)-1

Subject: Advertising, Sales Promotion & Sales Management

Semester I

Paper: Fundamentals of Personal Selling

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Fundamentals of Personal Selling Discipline Specific Core (DSC)-1	3 (3 Hours each in a week)	-	1 (2 Hours Each in a Week)	4
Maximum Marks: 100	Theory: 50	Internal assessment-10		Practical: 40

Learning Objectives: In the Paper- Fundamentals of Personal Selling, Students will learn the theoretical and practical techniques used in selling goods and services in a Business – to-Business (B-to-B) environment. Emphasis is given to developing practical skills in presenting goods and services to prospective buyers.

Learning Outcomes: Upon successful completion of this paper, students will have reliably demonstrated the ability to:

- a. Understand the concepts that are central to personal selling
- b. Understand the buying motives that is essential for creating successful sales.
- c. Develop and apply the various sales techniques needed to achieve a profitable sale.
- d. Develop and present an effective sales interview.
- e. Demonstrate effective sales presentation techniques

Instruction to Paper-Setter and candidates (Theory Paper):

- i. Theory paper will be of 50 marks and maximum time allowed would be 3 hours. The candidate shall attempt 4 questions in all (one compulsory and one each from three units). The first compulsory question shall comprise of 10 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 7. Each question will carry 2 marks. Rest of the paper shall contain 3 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 12 marks.
- ii. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (15 Hours)

- Introduction to Personal Selling: Meaning, Definition & Characteristics, Nature and Importance of personal selling
- Buying Motives: Types of buying motives and their uses in personal selling
- Types of Selling Situations
- AIDAS Model of Selling

Unit-2 (15 Hours)

- Selling Process: Meaning, concepts and Process of effective selling, Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale; Post sale activities, follow up and Dealing customer concerns and complaints.
- Qualities of successful sales person
- Types of Sales Personnel

Unit -3 (15 Hours)

- Sales Reports: Reports and Documents, Sales manual, Catalogue, Order Book, Cash Memo, Tour Diary, Daily and Periodical Reports
- Problems and difficulties in Selling
- Career opportunities in selling, Selling as an attractive career

Suggested Practical:

- Submit any one assignment by each student at the end of session from following topics (10 Marks):
 - a. Assignment on "Buying Motives with reference to any industry".
 - b. Assignment on "Any Company's AIDAS Model of Selling".
 - c. Assignment on "Analyse Selling Process of any company"
- Research will be conducted by each student on Personal selling with reference to any company. Primary data will be collected and analysed in form of "Research report on Personal selling". Questionnaire can be either developed by student or can be provided by concerned Department. (20 Marks)
- Viva-Voce of above submissions (10 Marks). At the end of semester, the portfolios (Assignment and Research Report) would be evaluated by the internal and external examiner. External Examiner will be designated by the Controller of Examinations, Panjab University. The Examiner would evaluate the portfolio for a maximum of 30 marks and conduct viva-voce examination for 10 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

Reference Books:

- Charles Futrell: Fundamentals of Selling, McGraw Hill.
- Still, Cundiff & Govani: Sales Management, Prentice Hall of India.

- Rusell, F. A. Beach and Richard H. Buskirk: Selling: Principles and Practices, McGraw Hill
- Futrell, Charles: Sales Management: Behaviour, Practices and Cases, The Dryden Press.
- Rolph E. Anderson: Essentials of personal selling: the new professionalism, Prentice Hall.

Major or Discipline Specific Core (DSC)-2

Subject: Advertising, Sales Promotion & Sales Management

Semester II

Paper: Marketing Communication

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Marketing Communication Discipline specific Core (DSC)-2	3 (3 Hours each in a week)	-	1 (2 Hours Each in a Week)	4
Maximum Marks: 100	Theory: 50	Internal assessment-10	Practical: 40	

Learning Objectives: The Objective of this paper is to provide insights into the communication aspects of marketing. They will be able to understand the steps involved in development of effective marketing communication and determining the various tools of promotion.

Learning Outcomes: Upon successful completion of this paper, students will have reliably demonstrated the ability to:

- Explore the fundamental concepts of marketing communication and learn effective communication.
- Develop effective marketing communication simulations
- Categorize the promotion mix tools to be used for creating public relations, sales promotion and direct marketing.
- Conversant with the process of integrated marketing communication process and also how to manage cultural diversity through communication

Instruction to Paper-Setter and candidates (Theory Paper):

- Paper will be of 50 marks and maximum time allowed would be 3 hours. The candidate shall attempt 4 questions in all (one compulsory and one each from three units). The first compulsory question shall comprise of 10 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 7. Each question will carry 2 marks. Rest of the paper shall contain 3 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 12 marks.

- ii. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (15 Hours)

- Communication: Meaning, Nature and importance of communication, Types of Communication, objectives of Communication, Communication Process, Problems in Communication and suggestions for making communication effective.

Unit-2 (15 Hours)

- Marketing Communication: Meaning, Types, factors, Process of Marketing Communication, Steps to develop effective Marketing Communication, Noise in Marketing Communication, Application of the Communication process in Marketing

Unit-3 (15 Hours)

- Promotion or Communication Mix: Meaning, components- Advertising, Personal Selling, Public Relations, Sales Promotion, their meaning and distinct characteristics; factors, Process, Optimum Promotion Mix, Advertising Vs. Sales Promotion, Advertising Vs. Personal selling
- IMC (Integrated Marketing Communication): Integrated marketing Communication: the target audience, determining objectives, designing the message, Selecting Communication Channel, establishing budget, Promotional Tools, Factors in setting the Marketing Communication Mix and Measuring Results.

Suggested Practical:

- Submit any one assignment by each student at the end of session from following topics (10 Marks):
 - a. Assignment on "Role of Communication in marketing".
 - b. Assignment on "Problem faced in Marketing Communication by any company in form of discussion of case study related to any company".
 - c. Assignment on "Design and develop Integrated promotion campaign for rural market."
- Research will be conducted by each student on Promotion Mix with reference to any company. Primary data will be collected and analysed in form of "Research report on Promotion Mix". Questionnaire can be either developed by student or can be provided by concerned Department. (20 Marks)
- Viva-Voce of above submissions (10 Marks). At the end of semester, the portfolios (Assignment and Research Report) would be evaluated by the Internal and external examiner. External Examiner will be designated by the Controller of Examinations, PanjabUniversity. The Examiner would evaluate the portfolio for a maximum of 30 marks and conduct viva-voce examination for 10 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

Reference Books:

- E Belch, George; Michael A. Belch; Keyoor Purani: Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
- Terence A. Shimp, J. Craig Andrews: Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, South West Cengage Learning
- Shah, Kruti: Advertising and Integrated Marketing Communications, McGraw Hill Education
- Aggarwal, K.V: Marketing Communication, Scholar Tech Press, Delhi.

Skill Enhancement Course (SEC)-1

Subject: Advertising, Sales Promotion & Sales Management

Semester I

Paper: Ad Copy Writing

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Ad Copy Writing Skill Enhancement Course (SEC)-1	1 (1Hours each in a week)	-	2 (4 Hours Each in a Week)	3
Maximum Marks: 75	Theory: 28	Internal assessment: 7	Practical:40	

Learning Objectives: The objective of the course is to familiarize the students with the basic concepts of how to write advertising copy so that they can apply this information to create and evaluate effective advertising strategies and tactics.

Learning Outcomes: On completion of this course, learners will be able to:

- Acquaint with the concepts of advertising copy and gain the basic knowledge different types of advertising copy for developing creative strategies for advertising
- create advertising message using various advertising appeals and elements of advertising copy used by the marketers for promoting their brands in the market.

Instruction to Paper-Setter and candidates (Theory Paper):

- Paper will be of 28 marks and maximum time allowed would be 2 hours. The candidate shall attempt 3 questions in all (one compulsory and one each from two units). The first compulsory question shall comprise of 6 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 4. Each question will carry 2 marks. Rest of the paper shall contain 2 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 10 marks.
- For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (7 Hours)

- Advertising: Introduction, Evolution, Features, Functions, types of advertising, Advertising process, principles of effective advertising

Unit-2 (8 Hours)

- Advertising Copy: concept, Types of advertising copy, Structure of Advertising Copy: Headlines, sub headlines, Illustrations, body of the copy, Colour, Process of making Print Ad copy, Broadcast Ad copy, internet Ad copy.

Suggested Practical:

- Submit any one assignment by each student at the end of session from following topics (25 Marks):
 - a. Make a Print Ad-copy of any company with creative ideas.
 - b. Make a Broadcast Ad-copy of any company with creative ideas
 - c. Make a internet Ad-Copy of any company with creative ideas
- Viva-Voce of above submissions (15 Marks). At the end of semester, Ad-copy would be evaluated by the Internal and external examiner. External Examiner will be designated by the Controller of Examinations, PanjabUniversity. The Examiner would evaluate the Ad-copy for a maximum of 25 marks and conduct viva-voce examination for 15 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

Reference Books:

- Arens W.A.: Contemporary Advertising, Tata McGraw Hill, New Delhi.
- Batra. R. Myers, J.G. and Aaker D.A.: Advertising management, Prentice Hall of India, New Delhi
- Mohan, Manendra: Advertising Management: Concepts & Cases, Tata McGraw Hill
- Wells, W.; Moriarty, S. Burnett: Advertising: Principles and Practice, PHI Learning
- Chunawalla, SA. Advertising Theory and Practice, Himalaya Publishing House.
- Jethwaney, Jaishri: Advertising Management, Oxford University Press.

Skill Enhancement Course (SEC)-2

Subject: Advertising, Sales Promotion & Sales Management

Semester II

Paper: Product & Brand Photography

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Product & Brand Photography Skill Enhancement Course (SEC)-2	1 (1Hours each in a week)	-	2 (4 Hours Each in a Week)	3
Maximum Marks: 75	Theory: 28	Internal assessment: 7	Practical:40	

Learning Objectives: The objective of the paper is to familiarize the students with the basic concepts of Brand, Branding, types of brands, products and practically how to click effective pictures of product/ brand so that they can apply this information to create and evaluate effective marketing strategies and tactics.

Learning Outcomes: On completion of this paper, learners will be able to:

- a. Acquaint with the concepts of Branding, types of for developing creative strategies for marketing.
- b. createskills for how to click an effective picture of product or Brand that can be very useful in using various marketing campaigns used by the marketers for promoting their brands in the market.

Instruction to Paper-Setter and candidates (Theory Paper):

- i. Paper will be of 28 marks and maximum time allowed would be 2 hours. The candidate shall attempt 3 questions in all (one compulsory and one each from two units). The first compulsory question shall comprise of 6 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 4. Each question will carry 2 marks. Rest of the paper shall contain 2 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 10 marks.
- ii. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (7 hours)

- Product: Introduction, Characteristics, importance of product, levels of product, Product classification, consumer and industrial products, modern Classification.
- Product Mix: Concept, factors, Development of product mix, product strategies

Unit-2 (8 hours)

- Concept of brand, Trade mark, logo, Branding; Types of Brands, Importance of Branding, Brand policies 7 Strategies, importance of Product photography in marketing

Suggested Practical:

- Submit any one assignment by each student at the end of session from following topics (25 Marks):
 - a. Select any Brand or product from Service sector and take an original photo and submit the same with undertaking that this photograph is original and clicked by student.
 - b. Select any Brand or product from Education sector and take an original photo and submit the same with undertaking that this photograph is original and clicked by student.
 - c. Select any Brand or product from any other sector of students' choice and take an original photo and submit the same with undertaking that this photograph is original and clicked by student.
- Viva-Voce of above submissions (15 Marks). At the end of semester, product or Brand Photography would be evaluated by the Internal and external examiner. External Examiner will be designated by the Controller of Examinations, Panjab University. The Examiner would evaluate the Ad-copy for a maximum of 25 marks and conduct viva-voce examination for 15 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

Reference Books:

- Kotler, P., Armstrong, G., Agnihotri P.: Principles of Marketing, Pearson Education. Indian edition.
- Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A.: Marketing, McGraw Hill.
- Philip Jones, John: What is a Brand: Building Equity through Advertising, Tata McGraw Hill
- Mathur, U.C.: Product and Brand Management, Excel Books
- Sengupta, Subroto: Brand Positioning: Strategies for Competitive Advantage.

Multi-Disciplinary Course (MDSC)-1

Subject: Advertising, Sales Promotion & Sales Management

Semester I

Paper: Marketing for Beginners-1

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Marketing for Beginners-1 Multi Discipline Course (MDSC)-1	2 (2Hours each in a week)	-	1 (2 Hours Each in a Week)	3
Maximum Marks: 75	Theory: 42	Internal assessment:8	Practical:25	

Learning Objectives: The structure of this course is to provide a basic understanding of concepts, principles, tools and techniques of marketing and to develop their conceptual skills to be able to manage marketing operations of a business firm.

Learning Outcomes: Upon successful completion of this course, students will have reliably demonstrated the ability to:

- Develop an understanding of basic concepts of marketing, marketing philosophies and marketing environmental conditions affecting the marketing decisions of a firm.
- Judge the segmentation of a product, service, event, or organisation of companies.
- Discuss and make the students understand the complexities involved in various targeting and positioning decisions.
- Take effective decisions for launching new products.
- Identify and analyse the marketing decisions involving Product line, packaging and labelling

Instruction to Paper-Setter and candidates:

- Paper will be of 42 marks and maximum time allowed would be 3 hours. The candidate shall attempt 4 questions in all (one compulsory and one each from three units). The first compulsory question shall comprise of 5 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 3. Each question will carry 2 marks. Rest of the paper shall contain 3 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 12 marks.
- For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (10 Hours)

- Introduction to Marketing: Concept, Evolution, Scope and Importance; Marketing Philosophies. Difference between Marketing and Selling, Marketing Myopia
- Marketing Environment: Need for studying marketing environment; Micro environment & Macro environment

- Market Segmentation: Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Developing a Segmentation Strategy, Niche Marketing

Unit-2 (10 Hours)

- Marketing Mix: Concept, Components, formulation of marketing Mix - 4 P's, importance, Factors Determining Marketing Mix, Concept of Extended Marketing Mix
- Product Mix: Concept of product mix, Product Concepts and Classification, Product Planning, Product Line
- New Product Development: Concept and Process

Unit-3 (10 Hours)

- Product Life cycle: concept, stages, strategies
- Branding
- Packaging and Labelling

Suggested Practical:

- Research will be conducted by each student on Marketing topic from the syllabus with reference to any company. Primary data will be collected and analysed in form of "Research Report on Marketing". Questionnaire can be either developed by student or can be provided by concerned Department. (15 Marks)
- Viva-Voce of above submissions (10 Marks). At the end of semester, the Research Report would be evaluated by the Internal and external examiner. External Examiner will be designated by the Controller of Examinations, Panjab University. The Examiner would evaluate the portfolio for a maximum of 30 marks and conduct viva-voce examination for 10 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

Reference Books:

- Kotler, P., Armstrong, G., Agnihotri P.: Principles of Marketing, Pearson Education. Indian edition.
- Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A.: Marketing, McGraw Hill.
- Perreault, W.D. and Jerome, E.M.: Basic Marketing, Tata McGraw Hill, New Delhi
- Masterson, R.: Marketing, 5ed., Sage Textbook
- Baines Et AL: Fundamentals of Marketing., Oxford University Press
- Ramaswamy, N.: Marketing Management, Sage
- Kapoor, N.: Principles of Marketing, Prentice Hall of India
- Czinkota, M.R. and Kotabe.M.: Marketing Management, Vikas Publishing, New Delhi.

Multi-Disciplinary Course (MDSC)-2

Subject: Advertising, Sales Promotion & Sales Management

Semester II

Marketing for Beginners-2

Course Title	Credit distribution of course			Total Credits
	Lecture	Tutorial	Practical	
Marketing for Beginners-2 Multi Discipline Course (MDSC)-2	2 (2Hours each in a week)	-	1 (2 Hours Each in a Week)	3
Maximum Marks: 75	Theory: 42	Internal assessment:8	Practical:25	

Learning Objectives: The structure of this course is to provide a basic understanding of concepts, principles, tools and techniques of marketing specially stressing upon Price, Place and Promotion.

Learning Outcomes: Upon successful completion of this course, students will have reliably demonstrated the ability to:

- a. Identify and analyse the marketing decisions involving Price, Place and Promotion.
- b. Compare the pricing strategies of various companies.
- c. Understand the implications of different pricing strategies.
- d. Develop the skills among students to enable them to design the promotion-mix strategies
- e. Explore the marketing decisions related to distribution
- f. Equip them with the knowledge of various developments in the marketing area that may govern the marketing decisions of a firm.
- g. Make the students aware about the current trends in marketing to enable them to take proactive measures while taking marketing decisions.

Instruction to Paper-Setter and candidates:

- i. Paper will be of 42 marks and maximum time allowed would be 3 hours. The candidate shall attempt 4 questions in all (one compulsory and one each from three units). The first compulsory question shall comprise of 5 short-answer type questions, covering the whole syllabus, to be answered in 25-30 words each, out of which the candidate would be required to attempt any 3. Each question will carry 2 marks. Rest of the paper shall contain 3 units, each unit having two questions, out of which the candidate would be required to attempt one. Each question will carry 12 marks.
- ii. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in practical paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.

The paper-setter must put note (ii) in the question paper.

Unit-1 (10 Hours)

- Brief of Marketing Concepts, Marketing Mix, Product Mix
- Price: Concept, Objectives & Factors affecting price of a product, Pricing policies and Strategies, Types of Pricing Decisions, Pricing Methods

Unit-2 (10 Hours)

- Place: Concept of Channels of Distribution, Types, Factors Affecting Choice of Distribution Channels

- Physical Distribution: Meaning, objective and Importance
- Transportation, Inventory and Warehouse

Unit-3 (10 hours)

- Promotion Mix: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix
- Recent trends in Marketing; Internet Marketing, Mobile Marketing, Social Media Marketing, Green Marketing

Suggested Practical:

- Research will be conducted by each student on Marketing topic from the syllabus with reference to any company. Primary data will be collected and analysed in form of "Research Report on Marketing". Questionnaire can be either developed by student or can be provided by concerned Department. (15 Marks)
- Viva-Voce of above submissions (10 Marks). At the end of semester, the Research Report would be evaluated by the Internal and external examiner. External Examiner will be designated by the Controller of Examinations, Panjab University. The Examiner would evaluate the portfolio for a maximum of 30 marks and conduct viva-voce examination for 10 marks. The award lists duly signed are to be sent the Controller of Examinations.

Teaching Learning Process: Effective teaching learning process includes vital methods like audio-visual materials, class presentations, expert lectures, case studies and group discussion using ICT, Research Projects, Case Studies Discussions and Presentations, Experiential Learning via Simulation Exercises and Role Playing.

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- Perreault, W.D. and Jerome, E.M.: Basic Marketing, Tata McGraw Hill, New Delhi
- Masterson, R.: Marketing, 5ed., Sage Textbook
- Baines Et AL: Fundamentals of Marketing., Oxford University Press
- Ramaswamy, N.: Marketing Management, Sage
- Kapoor, N.: Principles of Marketing, Prentice Hall of India
- Czinkota, M.R. and Kotabe.M.: Marketing Management, Vikas Publishing, New Delhi.

Outline of tests, syllabi and courses of reading for B.A./B.Sc. (General) Examination in the Major Discipline Specific Core (DSC)/ Minor Discipline Courses (MDC) of OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

SCHEME OF STUDIES

Paper	Name of the Paper	Credits	Contact Hrs.	Examination				Total Marks
				Marks (Th)	Hrs	Marks (Pr)	Hrs	
Semester-I								
I	Office Management & Methods	4	60	50	3	50	3	100
Semester-II								
II	Computing Basics & its Applications-I	4	60	50	3	50	3	100
Semester-III								
III	Secretarial Practice & Basic Phonography-I	4	60	50	3	50	3	100
Semester-IV								
IV	Computing Basics & its Applications-II	4	60	50	3	50	3	100
Semester-V								
V	Secretarial Practice & Basic Phonography-II	4	60	50	3	50	3	100
Semester-VI								
VI	Communication : Office & Business Correspondence	4	60	50	3	50	3	100

	2.1	Office Layout : Introduction and Objectives of Layout, Principles of Office Layout, Factors to be considered in Physical Layout
	2.2	Concept, Advantages and Drawbacks of Open and Private Offices, New Trends in Office Layout.
	2.3	Ergonomics of the Office : Office Lighting - Natural and Artificial Light, Ventilation and Temperature Control, Noise - Internal and External, Office Furniture, Cleanliness and Sanitary Arrangements, Security of Employees
Unit III	OFFICE AUTOMATION	
		10 marks
	3.1	Meaning, advantages and disadvantages of Mechanization, Factors in selection of Office Machines
	3.2	Modern Office machines (Their Uses & Operations) : Computer and its Peripherals like Scanner and Printers (Laser, Inkjet, Impact), Plotter, Multimedia Devices (Digital Camera, Projector), Photocopier, Spiral Binding Machine, Lamination System, Telephone, Intercom, Facsimile machine, PBX, EPABX, Internet
Unit IV	OFFICE FORMS, MAIL AND RECORD MANAGEMENT	
		20 marks
	4.1	Office Forms : Introduction, Importance and Advantages of Office Forms, Types of Forms, Principles of Form Designing, Computerization of Office Forms (with special reference to e-Forms)
	4.2	Office Stationery : Methods of Purchasing Stationery, Purchase Procedure, Control on Consumption of Office Stationery. Management of Stationery in Stock Register.
	4.3	Mail Management: Meaning and Importance of Mail, Inward and Outward Mail Procedure, Centralization and Decentralization of Mail System, Dispatch of Official Documents using Postal, Courier and Internet Services (with special reference to e-Mail)
	4.4	Record Management : Principles, Objectives and Essentials of Record Management and Record Keeping, Centralization vs Decentralization of Record Keeping, Meaning, Importance and Advantages of Filing, Essentials of a Good Filing and

		Indexing System, Classification and Arrangement of Files, Methods of Filing, Retention and Weeding of Old Records.
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Suggested Readings

- Chhabra, T.N., Modern Business Organisation, New Delhi, Dhanpat Rai & Sons.
- Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.
- P.K. Ghosh, "Office Management", Sultan Chand & Sons. New Delhi
- R.K. Chopra, Office Management, Himalaya Publishing House

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

OFFICE MANAGEMENT AND METHODS

1. The students should visit different modern offices (minimum two) in order to understand the concept of an office. After the visit, a Project Report indicating different departments of office, functions of office, functions of Office Manager etc. to be prepared by each student.
2. The students are required to study different Organizational Charts online and prepare at least one sample of the same.
3. During the visit mentioned above, the students should observe the office layout, environment aspects of the office, physical amenities provided to the staff etc. The changing scenario in the office being visited has to be observed by the students and their views presented in the Project Report.
4. The students should create their own E-mail Accounts and send letters to their friends and keep a record of the same in their project files (Minimum five mails).

	<p>1.3 of Computer, Input and Output Devices, Memory : Primary Storage and Secondary Storage</p> <p>1.4 Types of Computer Software : System, Application and Utility Software</p> <p>1.5 Operating Systems : Types and Functions</p>
Unit II	<p>Basic Concepts of Internet and Networks</p> <p align="right">10 marks</p>
	<p>2.1 Keywords: URL, IP address, Hyperlinks, Web pages, Home page, web sites, WWW, Dial-up, Broadband, Dedicated, ISP, Browser, DSL, DNS, Gateways, Chat rooms, Downloading and Uploading, Wifi.</p> <p>2.2 Internet : Introduction, Host and Terminals, Types of Internet Connections, Uses of Internet, Search Engines and their Types, Browsing Information from the Web using popular Internet Search Engines</p> <p>2.3 E-mail : Opening accounts; Creating, Reading, Printing, Deleting, Replying, Forwarding e-mail with or without attachment</p> <p>2.4 Networking : Need, Advantages, Disadvantages and Types of Computer Network</p> <p>2.5 Computer Virus: Working of Viruses, Types of Viruses, Virus Detection, Prevention and Cure, antivirus Packages</p>
Unit III	<p>E-Typewriting</p> <p align="right">10 marks</p>
	<p>3.1 Sitting Posture - Chair & Table Height Guideline & Placement of Monitor & Keyboard</p> <p>3.2 Methods of Keyboard Operation - Sight Method & Touch Method, Meaning and uses of Touch Method</p> <p>3.3 The student is required to achieve proficiency in e-typewriting with touch method of typewriting Method of speed calculation</p> <p>3.4 The minimum accurate speed to be attained is 30 words per minute.</p>
UNIT IV	<p>Word Processing</p> <p align="right">20 marks</p>
	<p>4.1 Meaning of Word Processor, Need and Uses of Word Processing, Advantages and Limitations of Word Processing</p> <p>4.2 Software used for Word Processing, Why MS-Word and which version?</p>

	4.3	Starting Word: MS-Word interface, opening a blank document, hiding and showing toolbars, templates.
	4.4	Working in Word: selecting text, editing text, finding and replacing text, formatting text, checking and correcting spellings, Justification and Alignment, Bullets and Numbering, Tabs, Paragraph formatting, Indent, Page Formatting, Header and Footer & Word Count.
	4.5	Working with a Document: Page Setup of a document, viewing a document, switching between documents, saving a document, print preview, printing a document.
	4.6	Finishing Touch to a document: Inserting date and time, Special effects such as Bold, Scripts, etc., Inserting a Picture, Inserting Scanned and Digital Camera Images, Creating & Using Auto Text Entries, Adding Tables to the Documents, Adding New Row in a Table, Drawing Tables Freehand, Adding Borders (to Table as well as Page)
	4.7	Using Mail Merge
		Note : The relevant short cut keys of MS Word to be discussed.

Suggested Readings

- * Absolute Beginner's Guide to Computer Basics, Michael Miller.
- * Fundamental of Computers, Akash Saxena, Kratika Gupta.
- * Fundamentals of Information Technology, Alexis and Mathew.
- * Computer Fundamentals, P.K. Sinha.
- * Principles of Typewriting, D.P. Bhatia and S.S. Sangal.
- * Microsoft Word 2010 Step by Step(Microsoft) by Joyce Cox and Joan Lambert.
- * MS Word 2000 Thumb Rules and Details, Snigdha Banerjee.
- * Word 2010 All-in-One For Dummies, Doug Lowe and Ryan C. Williams

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computing Basics & Its Applications - I

1. E-typewriting : A paragraph of 300 words to be typed in 10 minutes
2. A question on MS-Word comprising of simple formatting of passage/letter e.g. bold, italics etc.
3. General mail merge for the letter so created to send it to multiple recipients at the same time
4. Working with Microsoft Internet Explorer: Opening a web page, opening multiple browser windows, opening multiple tabs in a single browser windows and their management, working offline, deleting temporary files, exploring Internet Options
5. Viva-Voce

R02/23/5883

19/04/23

08/06/2023 18-04-23

18/4/23

PANJAB UNIVERSITY, CHANDIGARH

Appendix to Item No. XXV 21/4/23

It is submitted that the Syndicate at its meeting held on 19.12.2022 (Para 16 Flag 'A') has considered the recommendations of the Committee dated 29.11.2022 constituted by the Vice-Chancellor, to recommend an appropriate mechanism, as an interim arrangement, for smooth conduct of various academic activities of the University and resolved that the eligibility criteria of MBA (Infrastructural Management) w.e.f. the session 2023-24 be referred to the Faculty of Business Management and Commerce for consideration in the first instance.

VCD/23/1269 21/4/23

Accordingly, the Faculty of Business Management & Commerce at its meeting held on 26.03.2023(Para 2 (ii) Flag 'B') considered the above said matter and resolved that the eligibility criteria of MBA (Infrastructural Management) w.e.f. the session 2023-24 be approved as under:

Present	Proposed
Bachelor's degree in Engineering/Technology, i.e. B.E./B. Tech. (in any Branch) of Panjab University or of any other University recognized by Panjab University as equivalent there to with at least 50%*marks in the aggregate. OR Bachelor's degree in any Science subject with Physics and/or Mathematics of Panjab University or of any other University recognized by Panjab University as equivalent there to with at least 50%* marks in the aggregate. OR Bachelor's in Computer Applications (BCA) of Panjab University or any of the other University recognized by the Panjab University as equivalent thereto with atleast 50% * marks in the aggregate. OR AMIE examination with 50% marks or more after having passed the diploma examination with 60% marks or above and have at least 5 years research/teaching or professional experience.	A Bachelor's or Master Degree in any discipline of Panjab University or of any other university which has been recognized by the syndicate as equivalent thereto with not less than 50% * marks in the aggregate. Provided that in case of candidates having Bachelor's degree of the University through Modern Indian Languages [Hindi/Urdu/Punjabi (Gurumukhi Script)] and/or in a classical language (Sanskrit/Persian/Arabic) or degree of any other university obtained in the same manner recognized by the Syndicate, 50% marks in the aggregate shall be calculated by taking into account full percentage of marks in all the papers in Language excluding the additional optional paper, English and the elective subject taken together. OR Pass in the final examination conducted by either (a) Institute of Chartered Accountants of India or England, or (b) Institute of Cost and Works Accountants of India or England or (c) Institute of Company Secretaries of India. OR AMIE examination with 50% marks or more after having passed the diploma examination with 60% marks or above and have at least 5 years research/teaching or professional experience.
*5% Concession is admissible in eligibility marks to SC/ST/BC/PwD Candidates. Candidates appearing in the Final Degree Examination are eligible to apply and can take the test provisionally.	*5% Concession is admissible in eligibility marks to SC/ST/BC/PwD Candidates. Candidates appearing in the Final Degree Examination are eligible to apply and can take the test provisionally.

It is submitted that the above recommendation is to be implemented w.e.f. the session 2023-24, but the same is yet to be placed before the Academic Council, which is usually held in the month of May/June. However, the admission process will be started well before the meeting of the Academic Council.

In view of position explained above, the Hon'ble Vice-Chancellor is requested to approve the eligibility criteria of MBA (Infrastructural Management) w.e.f. the session 2023-24 as at 'X' above in anticipation of the approval of the Academic Council and also allow to place the same before the Syndicate for consideration and approval, please.

M
21/4/23

17.04.2023
(Jyoti/Amit)

O.S.M. III (Neeru Bala) 18/4/2023
A.R.G. (Laj Wanti) 18/4/23
D.R.G. (Hansraj) 18/4/23
Registrar 18/4/23
DUI 18/4/23
Vice Chancellor

may be approved fds

"Approved as per Rules
21/4/23
Vice-Chancellor"

21/4/23

21/4/23

