



**DEPARTMENT OF DISTANCE EDUCATION
PUNJABI UNIVERSITY, PATIALA**

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
PART-III (ANNUAL SYSTEM)
FOR 2011, 2012 & 2013 EXAMINATION**

NOMENCLATURE OF PAPERS

		Marks
BBA 301	Business Research Methods	100 = (60+40)
BBA 302	Stock Market Operations & Investment Management	100 = (60+40)
BBA 303	Export and Rural Marketing	100 = (60+40)
BBA 304	Human Resource Management	100 = (60+40)
BBA 305	DBMS and Web Designing	100 = (60+40)
BBA 306	Fundamentals of Banking and Insurance	100 = (60+40)
BBA 307	Project Report	50
	Seminar on Project Report	50
BBA 308	Viva-Voce	100

BBA-301 : BUSINESS RESEARCH METHODS

Time Allowed : 3 Hrs.

Max. Marks :100

Theory : 60

Internal Assessment : 40

Instructions for Paper Setters/Candidates

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each questions shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**PART-I**

Research methodology : Meaning, objectives and process of research, Types of Research, Research methods in social sciences, Exploratory, Descriptive and Experimental research; their applications and limitations. Sampling Design : concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors.

PART-II

Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing. Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications. Questionnaire designing and pretesting. The measurement process : Difficulties in measurement and concepts of validity and reliability; Attitudes measurement general methods; scaling techniques: Thurston, likert, and semantic differentials. Report writing and presentation.

Suggested Readings

1. Statistical Techniques - By S.P. Gupta
2. Business Statistics - By B.M. Aggarwal
3. Research Methodology - By C.R. Kothari
4. Business Statistics - By R.S. Bhardwaj

BBA-302 : STOCK MARKET OPERATIONS AND INVESTMENT MANAGEMENT**Time Allowed : 3 Hrs.****Max. Marks :100****Theory : 60****Internal Assessment : 40****Instructions for Paper Setters/Candidates**

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each questions shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**PART-I**

Indian Stock Markets : Introduction, Evolution and Growth of Stock markets in India, Functions of Stock Exchange, Intermediaries in the secondary market, Secondary Market Mechanism. An overview of Major Stock Exchanges in India - N.S.E., B.S.E., and O.T.C.E.I.

Stock Market Indexes : Concept, types, Brief overview of BSE SENSEX and S&P CNX Nifty.

Legal Framework for Stock Exchanges : The Securities Exchange Board of India Act 1992- Definition, Powers and Functions of SEBI, SEBI (Stock Brokers and Sub Brokers) Rules and Regulations, 1992.

Trading Mechanism at N.S.E. : Introduction, Market Types, Market Phases, Order Management, Trade Management.

Clearing and Settlement : Introduction-Transaction Cycle, Settlement Process, Settlement Agencies, Risks in Settlement, Settlement Cycle, Securities & Funds Settlement, Shortages Handling, Risk Cotainment, Dematerialisation and Electronic Transfer of Securities.

Future Market Operations : Introduction to Futures (Stock Futures and Index Futures) and Options (Stock options and Index options).

PART-II

Investment Management Basics : Introduction, Investment objectives, Different Investment avenues for individuals, Risks of Investment, Relationship between Risk and Return, Time value of Money- Present Value, Future Value, Annuities.

Valuation of Bonds : Different types of bonds, features of bonds, Risks of Bonds, Yields of Bonds, Rating of Bonds.

Valuation of Equity Shares : Introduction to Equity shares, features, Dividend theories and valuation of Shares-Walter, Gordon and MM theory.

Security Analysis : Fundamental Analysis - Economy, Industry and Firm analysis.

Technical Analysis and Charting. Efficient Market Theory

Portfolio Management : Concept of Portfolio, Diversification of Risk, Capital Asset Pricing Model - Assumptions, CML and SML, Calculating Beta Coefficients, Empirical Tests of CAPM. Optimum portfolio, portfolio selection and revision : basic understanding.

SUGGESTED READINGS

1. Sharpe, Alexander, Bailey, Investments (Prentice Hall of India).
2. Fischer, Jordon : Security Analysis and Portfolio Management.
3. V.K. Bhalla : Investment Management (S.Chand).
4. Barua, Varma and Raghunathan, Portfolio Management (TMH).
5. L.M.Bhole : Financial Institutions and Markets TMH.
6. V.A. Avadhani : Investment Management.
7. Preeti Singh : Investment Management.

BBA-303 : EXPORT AND RURAL MARKETING**Time Allowed : 3 Hrs.****Max. Marks :100****Theory : 60****Internal Assessment : 40****Instructions for Paper Setters/Candidates**

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

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each questions shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**PART-I**

Theoretical framework of International Business : Nature of export marketing, export marketing differentiating from domestic marketing, conceptual framework of international trade and its significance, tariff and non-tariff barriers, dynamics of foreign exchange, balance of trade and balance of payments, regional economic forces and their implications for export marketing. International Markets framework : Foreign market entry, and involvement and the EPRG Approach, choice of markets.

Marketing mix through product strategy, international trade product like cycle, export pricing strategy, export distribution strategy, channels logistics support, transportation, and export promotion strategy.

PART-II

Nature and scope of rural marketing with special reference to India. Buying behaviour in rural markets, Rural marketing information system, exploring the rural markets, Rural communication, Rural large format retail stores.

Study of rural markets with special reference to product strategy, pricing strategy, promotion strategy and distribution strategy. Information technology for rural markets. Rural market research.

SUGGESTED READINGS

1. Ballon, Ronald H., Business Logistics Management

2. Buxton, Graham, Effective Marketing Logistics
3. Coyle, John J. & Edward J. Bardi, The Management of Business Logistics
4. Mossman, Frank H. & Newton Morton, Logistics of Distribution System
5. Schor, Jerry, Alexander, Milton & France, Logistics in Marketing
6. Shankar, Ravi, Managing Distribution
7. Sherlock, Jim, Principles of International Physical Distribution

BBA-304 : HUMAN RESOURCE MANAGEMENT**Time Allowed : 3 Hrs.****Max. Marks :100****Theory : 60****Internal Assessment : 40****Instructions for Paper Setters/Candidates**

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SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :**PART-I**

Foundation of individual behaviour. Values and attitudes. Foundations of group behaviour 5 stage model of group development, socio-metery, group structure, group decision making and managerial implications.

Team working-types of team, creating high performance teams, inter-group behaviour, inter active conflict and negotiating skills. Transaction analysis : T-group analysis, assertiveness training.

PART-II

Industrial Relations and its concept and models; Industrial Relations and Role of the State; Present status and future of Trade Unionism with special reference to India; Industrial Relations and Technological Change.

Causes, forms and effects of Industrial conflict: Preventive and Settlement measures of Industrial Disputes in India; Comparative Study of Industrial Relations in developed and developing economies; Role of ILO and significance of Social Clause of WTO.

SUGGESTED READINGS

1. Aswathappa, Human Resource and Personnel Management, New Delhi, TMG-Hill, 2002.
2. Human Resource Management (Text Cases) by S.S. Khanka, Sultan Chand and Company Ltd.
3. Human Resource Management by L.M. Prasad, Sultan Chand and Sons.

BBA-305 : DBMS & WEB DESIGNING**Time Allowed : 3 Hrs.****Max. Marks :100****Theory : 60****Internal Assessment : 40****Instructions for Paper Setters/Candidates**

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SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

PART-I**DBMS**

Basic Concepts : Data modelling; Traditional File Processing System : characteristics, limitations; Database : Definition, composition; Database management systems : Definition, characteristics, advantages and disadvantages.

DBMS Architecture : data independence, mapping between different levels.

Keys : super candidate, primary, unique, foreign; Model : Concepts mapping cardinalities, entity relationship diagrams, weak and strong entity sets, converting ER diagrams to tables.

Relational Data Model : Concepts, constraints; Relational Algebra : Basic operations, additional operations. Dependencies and Normalization; Database protection, database integrity and concurrency.

PART-II

WEB DESIGNING

Introduction to Internet, WWW, http & URL and HTML. Mark up & Traditional Programming Languages. Creating HTML Pages, structure of HTML page, Tags & attributes color codes and fonts, different elements in head section of HTML document. Text Formatting Tags, applying format to body section of HTML document, Creating internal & external links. Adding graphic, images maps.

Tables : Presenting information in tables, table attributes, table as layout tool.

Working with Frames, Forms.

REFERENCES :

1. Elmasry Navathe, "DBMS" Pearson India Limited.
2. C.J. Date, "An Introduction to Data Base Systems" 3rd Edition, Narosa Publishers, 1997. (Reprint).
3. Jeffrey D. Ullman, "Principles of Database Systems", 2nd Edition, Galgotia Publications, 1984.
4. Henry F. Korth, "Database System Concepts", McGraw Hill. Inc., 1997.
5. Naveen Prakash, "Introduction to Database Management," TMH, 1993.
6. Deital, Deital and Nieto : Internet & WWW. How to program, 2nd Edition, Pearson Education Asia.
7. E Stephen Mack, Janan Platt : HTML 4.0, No Experience Required, 1998, BPB Publications.
8. "HTML Complete" by Sybex, BPB Publicationa, 2001.
9. Bayross, "Web Enabled Commercial Applications Development Using HTML, DHTML, Java Script, Perl CGI," Third Edition, BPB Publications.

BBA-306 : FUNDAMENTALS OF BANKING AND INSURANCE

Time Allowed : 3 Hrs.

Max. Marks :100

Theory : 60

Internal Assessment : 40

Instructions for Paper Setters/Candidates

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COURSE INPUT :**PART-I**

Bank : Definition, importance and functions; Balance Sheet of a Bank: Main assets and liabilities and their significance. Indian Banking System: Structure and organisation of Banks; Reserve Bank of India; Apex Banking Institution; Commercial Banks; Regional Rural Banks; Cooperative Banks (including private and foreign banks); Development Banks. Reserve Bank of India : objectives; organisation; functions and working; Monetary Policy; credit control measures and their effectiveness.

PART-II

Introduction to Insurance: purpose and need of Insurance, Insurance as a social security tool; Insurance and economic development. Fundamentals of Agency Law: Definition of an agent; Functions of an Agent, Code of conduct for an agent, Procedure for becoming an Agent, Agent's regulations; Insurance intermediaries; Agents' compensation.

Principles of Life Insurance, Marine, Fire, Medical and General Insurance; Insurable Interest, Indemnity, Contribution, Utmost Good Faith.

REFERENCES :

1. Banking and Insurance - By R.K. Sharma, Shashi K. Gupta, Jagwant Singh
2. Insurance - Principles & Practice - By M.N. Mishra
3. Insurance - Fundamentals, Environment & Procedures - B.S. Bodla, M.C. Garg and K.P. Singh
4. Principles of Insurance - By S.K. Jain.

BBA-307 : PROJECT REPORT - **50 marks** (Internal Evaluation)
SEMINAR ON PROJECT REPORT - **50 marks**

Every candidate is required to prepare a Project Report on a topic allotted by the sub-unit and the candidate will present seminar based on the project report.

BBA-308 : VIVA-VOCE**Total Marks : 100**

Viva-Voce will be conducted as prescribed in the ordinance.