

**Study Scheme & Syllabus of**  
**Bachelor of Business Administration**  
**(Rural Development)**  
**Batch 2018 onwards**



**Department of Academics**  
**I.K. Gujral Punjab Technical University**

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

**Courses & Examination Scheme:**

**First Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA 101-18	Core Theory 1	Principles and Practices of Management	5	1	0	40	60	100	6
BBA 102-18	Core Theory 2	Basic Accounting	5	1	0	40	60	100	6
BBAGE101-18	General Elective 1	Managerial Economics I	5	1	0	40	60	100	6
BTHU103/18	Ability Enhancement Compulsory Course (AECC)	English	1	0	0	40	60	100	1
BTHU104/18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	2	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
	<b>TOTAL</b>		<b>19</b>	<b>3</b>	<b>6</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>25</b>

\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

**Note:** One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the seminar at least once during the semester. It will be binding for all students to attend the seminar.

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**Second Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBA201-18	Core Theory 3	Business Statistics	5	1	0	40	60	100	6
BBA 202-18	Core Theory 4	Business Environment	5	1	0	40	60	100	6
BBAGE201-18	General Elective 2	Managerial Economics II	5	1	0	40	60	100	6
EVS102-18	Ability Enhancement Compulsory Course (AECC) -III	Environmental Studies	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
<b>TOTAL</b>			<b>17</b>	<b>3</b>	<b>2</b>	<b>195</b>	<b>240</b>	<b>425</b>	<b>21</b>

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**BBA 101-18 PRINCIPLES AND PRACTICES OF MANAGEMENT**

**Course objective:** the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management and to facilitate the students in appreciating need/significance and applications of various managerial functions.

**Unit – I**

**Management:** Meaning, definitions, nature and scope, functions of management. Managerial roles and skills.

**Evolution of management thoughts:** Scientific Management, General Administrative theories, Quantitative approach, behavioural approach, systems approach, contingency approach.

**Unit – II**

**Planning:** nature, purpose and functions, types of plan, Management by Objective (MBO), steps in planning.

**Strategic planning** – concept and process.

**Decision Making:** Meaning, Steps in Decision Making, Techniques of Decision Making.

**Unit – III**

**Organizing:** concept, nature, types, principles and process; Formal and Informal organizations, Organization chart, **Organization structure:** different forms of organizational structure, factors affecting organization structure, features of a good organization.

**Departmentalization:** concept and bases, **Authority:** Definition, types, Responsibility and Accountability, Delegation, Decentralization v/s Centralization, determinants of effective decentralization, Line and staff authority: Issues and Remedies, **Coordination** – types, techniques

**Unit –IV**

**Concept of staffing-** Recruitment and Selection, **Motivation** – concept, importance, theories of motivation: Maslow's need hierarchy theory, Herzberg's theory, Theory X and theory Y, Vroom's Expectancy model.

**Control:** function, process and types of control, techniques of controlling, Direct control v/s preventive control.

**Span of Control:** Nature and significance.

**Suggested Readings:**

- Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2010.
- Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2007.
- Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearson , 2011.
- V S P Rao & V H Krishna, *Management*, Excel Books
- P. Subba Rao, *Principles of Management*, Himalaya Publishing
- Dubrin, *Management: Concepts & Cases*, Cengage Learning
- Ferrell, *Business: A Changing World*, Tata McGraw Hill
- P C Tripathi & P N Reddy, *principles of management*, Mc Graw Hill
- Mukherjee, *Principles of Management and Organisational behaviour*, Tata McGraw Hill.

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**BBA 102-18 BASIC ACCOUNTING**

**Objective:** The aim course is to familiar students with basic concepts and principles of accounting and their applications in business.

**Unit I**

**Introduction to Accounting-** Meaning, objectives and Scope of Financial Accounting, Basic Accounting terms, users of accounting information, limitations of financial Accounting. Accounting Concepts and Conventions.

**Accounting Standards-** Concept, objectives, benefits, brief review of Accounting Standards in India.

**Unit II**

**The Accounting Equation;** Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process:** Recording Transactions in Journal; Preparation of Ledger Accounts, Cash Book; Preparation of Trial Balance.

**Unit III**

Preparation Bank Reconciliation Statement, **Accounting for Partnership Firms:** Partnership, meaning, features, contents of partnership deed, constitution, reconstitution and change in profit sharing ratio, admission of a partner, retirement and death of a partner, dissolution of partnership firm.

**Unit IV**

**Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

**Computerised Accounting:** Computers and its application in accounting, Accounting software packages.

**Suggested Readings:**

- Maheshwari, S.N. and Maheshwari, S.K, "Financial Accounting", 2009, Vikas Publishing House, New Delhi.
- Mukherjee, A. and Hanif, M., "Financial Accounting", 1st Edition, 2003, Tata McGraw Hill.
- Ramchandran, N. and Kakani, R.K., "Financial Accounting for Management", 2nd Edition, 2007, Tata McGraw Hill.
- Tulsian, P.C., Financial Accounting,
- Horngren, Charles T., Sundem, Gart 1, Elliot, John A. Philbrick, Donna R., "Introduction to Financial Accounting", Prentice Hall, New Delhi.
- Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
- Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.

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**BBAGE 101-18 MANAGERIAL ECONOMICS- I**

**Objective:** The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

**Unit-I**

**Introduction to Managerial Economics: Managerial Economics:** Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

**Demand:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand. Demand forecasting: Introduction and techniques.

**Unit-II**

**Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

**Production Function:** Meaning, Concept of productivity and technology, Short Run and long run production function, Introduction to Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale.

**Unit-III**

**Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

**Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

**Unit-IV**

**Market Structure:** Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly.

**Supply:** Introduction to supply and supply curve.

**Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

**Note:** Relevant Case Studies will be discussed in class.

**Suggested Readings:**

- D. M. Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, Tata McGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Koutsoyiannis, *A Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication

**I.K.G. Punjab Technical University**  
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**AECC BTHU103/18**  
**ENGLISH**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Detailed Contents:**

**Unit1- 1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**Unit- 2 (Language of Communication)**

- Verbal and Non-verbal  
(Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**Unit-3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

**OR**

- **Precis writing /Paraphrasing (for International Students)**
- Literary/Knowledge Texts

**Unit-4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

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**AECC  
BTHU104/18 ENGLISH PRACTICAL /LABORATORY**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press



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AECC

**HVPE 101-18 HUMAN VALUES, DE-ADDICTION AND TRAFFIC RULES**

**Course Objective:** This introductory course input is intended

- a. To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

**Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

**Content for Lectures:**

**Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]**

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration—what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

**Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]**

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

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**Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship [6]**

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;  
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
17. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha* )- from family to world family!  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]**

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]**

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
  - a) Ability to utilize the professional competence for augmenting universal human order,
  - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
  - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - b) At the level of society: as mutually enriching institutions and organizations

**Text Book**

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

**Reference Books**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits*

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*to Growth – Club of Rome's report*, Universe Books.

9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press

10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.

11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.

12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, <http://uhv.ac.in>

2. Story of Stuff, <http://www.storyofstuff.com>

3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA

4. Charlie Chaplin, *Modern Times*, United Artists, USA

5. IIT Delhi, *Modern Technology – the Untold Story*

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**AECC**

**HVPE 102-18 Human Values, De-addiction and Traffic Rules (Lab/Seminar)**

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

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**BMPD102-18 MENTORING AND PROFESSIONAL DEVELOPMENT**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

**Part – A (Class  
Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B  
(Outdoor Activities)**

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various professional student chapters, Cultural Clubs, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department and details shall be uploaded on websites of the institutions.

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**BBA 201-18 Business Statistics**

**Course Objective:** The course aims to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

**Unit I**

**Introduction to Statistics:** Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

**Data Collection:** Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

**Sampling Concepts:** Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systematic Sampling, Judgement Sampling and Convenience Sampling.

**Unit II**

**Measures of Central Tendency:** Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

**Measures of Variation:** Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

**Sampling Distribution:** Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

**Unit III**

**Simple Correlation Analysis:** Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, Pearson's correlation coefficient and Rank Correlation.

**Simple Regression Analysis:** Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

**Unit IV**

**Theory of Probability:** Meaning of Probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

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**Probabability Distribution:** Binomial Distribution:Prbabability Distribution function,Constants,Shape ,Fitting of Binomial Distribution, Poission Distribution:Probbability Function (including Poission approximation to binomial distribution) Constatnts,Fitting of Poission Distribution, Normal Distribution:Probabability Distribution Function,Properties of Normal Curve,Calculation of Probababilities.

**Suggested Readings:**

1. Levin, Richard and David S. Rubin. “*Statistics for Management*”. Prentice Hall of India, New Delhi.
2. Chandan, J.S., “*Statistics for Business and Economics*”, Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., “*Quantitative Analysis for Management*”, Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V, “*An Introduction to Statistical Methods*”, Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

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**BBA202-18 Business Environment**

**Course Objective:** The objective of this paper is to acquaint students with the issues of business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

**Unit I**

**Introduction to Business Environment:** Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

**Unit II**

**Political and Legal Environment of Business:** Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

**Unit III**

**Socio- Cultural Environment:** Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector-** Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

**Unit IV**

**International Business Environment:** Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO ,Consequences of WTO for India. IMF. Regional Groupings.

**SUGGESTED READINGS:**

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises  
-  
Himalya Publishing House(13<sup>th</sup> Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing  
House Pvt. Ltd.(20<sup>th</sup> Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India)  
Private Limited.(4<sup>th</sup> Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing  
House  
Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.



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**BBAGE 201-18 Managerial Economics-II**

**Course Objectives:** The objective of this paper is to equip the students with a framework that will be useful for understanding broad features of the behaviour of macroeconomic situation of an economy for better decision making.

**Unit I**

**National Income:** Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money – Classical theories of demand for money – Friedman’s re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

**Unit II**

**Theories of Inflation and Unemployment:** Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation  
Meaning and types of unemployment. - Cost of unemployment and Oakun’s Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

**Unit III**

**Business cycle:** Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

**Unit IV**

**Macro-economic Framework in Indian Economy**–Public Finance–Tax system in India–Financial Administration: Finance Commission.

**SUGGESTED READINGS:**

1. Ahuja,H.L.(2015) [\*Macroeconomics-Theory and Policy\*](#). New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N.(2017)*Macroeconomics: Theory and Practice: Theory & Practice*. NewDelhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P.(2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

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Ability Enhancement Compulsory Course

EVS102-18 Environmental Studies

<u>Course Code</u>	<u>Course Type</u>	<u>Course Title</u>	<u>Load Allocations</u>			<u>Marks Distribution</u>		<u>Total Marks</u>	<u>Credits</u>
						<u>Internal</u>	<u>External</u>		
<u>EVS 102-18</u>	<u>Ability Enhancement Compulsory Course (AECC)-III</u>	<u>Environmental Studies</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>60</u>	<u>100</u>	<u>2</u>

**Course Outcomes:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**UNIT-1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance

Need for Public Awareness

**UNIT-2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

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**UNIT-3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**UNIT-4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

**UNIT-5: Environmental Pollution & Social Issues**

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

**UNIT-6: Field Work**

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

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Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

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**BMPD202-18 Mentoring and Professional Development**

**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

**Part – A (Class  
Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B  
(Outdoor Activities)**

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

**Note:** Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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BBA (RD)

Third Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBARD 301-18	Core Theory 5	Human Resource Management	5	1	0	40	60	100	6
BBARD 302-18	Core Theory 6	Marketing Management	5	1	0	40	60	100	6
BBARD 303-18	Core Theory 7	Agrarian Relations, Laws and Peasant Struggle	5	1	0	40	60	100	6
BBARD-GE 301-18	General Elective 3	Organizational Behaviour	5	1	0	40	60	100	6
BBARD-SEC 301-18	Skill Enhancement Course-1	IT tools for Business	2	0	0	40	60	100	2
BMPD302-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			22	4	2	225	300	525	27

Fourth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBARD 401-18	Core Theory 8	Financial Management	5	1	0	40	60	100	6
BBARD 402-18	Core Theory 9	Rural society and Polity	5	1	0	40	60	100	6
BBARD 403-18	Core Theory 10	Rural Economy and Development	5	1	0	40	60	100	6
BBARD 404-18	Core Theory 10	Agriculture-I (Crop Production)	5	1	0	40	60	100	6
BBARD-GE 401-18	General Elective 4	Business Research Methods	5	1	0	40	60	100	6
BBARD-SEC 401-18	Skill Enhancement Course-2	Business Ethics and Corporate Social Responsibility	2	0	0	40	60	100	2
BMPD402-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			27	5	2	465	360	625	33

**I.K.G. Punjab Technical University**  
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BBARD 301-18 Human Resource Management

Course Objective: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

**Unit I**

Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges. Human Resource Planning: Meaning, factors affecting HRP, Human Resource Planning process.

**Unit II**

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information, Job description, job specification. Job design: job simplification, job rotation, job enrichment and job enlargement. Recruitment: sources of recruitment, policies and procedure of recruitment. Selection process, testing and interviews, Placement and induction.

**Unit III**

Training and Development: Identification of training needs, process of training and methods of training and development.

Career planning and development: career life cycle, process of career planning and development.

**Unit IV**

Performance appraisal: Meaning, process of performance appraisal, methods and problems of performance appraisal.

Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Industrial Relations: Meaning & Concept of Industrial Relations.

**Suggested Readings:**

1. Monnappa and Saiyadan, *Personnel Management*, Tata Mcgraw Hill.
2. Dessler, Garg, *Human Resource Management*, Pearson education.
3. C.B. Memoria *Personal Management* Himalaya
4. K. Aswathappa *Human Resource Management* Tata McGrawHill
5. Rao V.S.P. *Human Resource Management*, Excel books

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BBARD 302-18 Marketing Management

Course Objective: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

**Unit I**

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

**Unit II**

Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.  
Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

**Unit III**

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.  
Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

**Unit IV**

Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.  
Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

**Suggested Readings:**

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.



**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD 303-18

Agrarian relations, Laws and Peasant Struggle

Unit I: Land, Agriculture and Society; Custom, law and Jurisprudence , Caste-Tribe Settlements, Agrarian Social Structure and Emergent Class Relations, Land Ownership and Agrarian Relations, Decline of Agrarian Economy, De-Peasantization and Migration, Agrarian Unrest and Peasant Movements, Changing Inter-Community Relations and Violence

Unit II: Agrarian Struggles Since Independence, Pre British Agrarian Relations in India; Agrarian Relationships during British colonial Administration and the emergence of peasant struggles after the year 1950 in Punjab, Major Peasant Movements in India

Unit III: The law of tenancy, Survey, settlement and the record of rights; Communitarian Agrarian Relations and the Scheduled Areas under the Constitution of India.

Unit IV: Land, Forests and Human Rights in India; Land reforms, wasteland development and the law. Natural resources— types, use, conservation and management of a) land and soil, b)water, c)fisheries, d) forestry. Land and soil as Resource, Types of Land and its uses. Land use dynamics and Decisions , Land and soil Degradation Problem and Strategies of Development of land and soil. Water as Resource Water use ,Conservation and Management

Suggested Readings :

1. The Land system of British India by L B.H.Bedan Powell, 1992, Atlantic Publishers Distributors, New Delhi.
2. The District Gazetters and the survey and Settlement Reports of the Districts in Punjab.
3. The Constitution of India and Other relevant Agrarian Laws.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD-GE 301- Organizational Behaviour

Course Objective: This course emphasizes the importance of human capital in the organizations of today. It gives an insight to the students regarding individual and group behaviour in any organization.

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges and opportunities for OB.

Individual behaviour in organization: Foundations of individual behaviour, Factors influencing Individual Behaviour.

Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

Unit II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

Attitude: Meaning, importance, components and types of work related attitude.

Personality: Meaning, determinants of personality, personality traits.

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness,

Work Teams: Meaning, characteristics, types of team, Creating effective team.

Leadership: nature, leadership styles, Leadership theories: trait theory and behavioural theories.

Unit IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management.

Stress management: sources of stress, approaches for stress management.

Organizational culture: meaning, concept, types of culture, dimensions of organizational culture.

Suggested Readings/ Books:

- Robbins, *Organization Behaviour*, Pearson Education Asia
- Luthans, *Organization Behaviour*, Tata McGraw Hill
- Newstrom, *Organizational Behaviour: Human Behaviour at Work*, Tata McGraw Hill
- L.M. Prasad, *Organisation Behaviour*, Sultan Chand
- Parikh, Gupta, *Organisational Behaviour*, Tata McGraw Hill
- Aswathappa, *Organization Behaviour*, Himalaya

**I.K.G. Punjab Technical University**  
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BBARD- SEC 301 IT Tools for Business

Course Objective: The purpose of this course is to provide a through exposure to the operating and office management tools available in different packages. A student can be exposed to the working knowledge of Windows based operating systems and software packages such as Windows-95, 98, 2000-Professional, windows -XP and MS -Office.

Unit –I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware) Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers. Data Representation: Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion.

Unit –II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low- and High-Level Languages. Computer Memory: Primary Memory & Secondary memory. Storage Media. Introduction to Windows Operating System: All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, renaming a File Using accessories such as calculator, paint brush, CD player, etc

Unit –III

MS-Word: History, Creating, Saving, Opening, Importing, Exporting and Inserting document, Formatting pages, Alignment, Paragraphs and Sections. Indents and Outdents, creating lists and numberings Formatting Commands: Headings, Styles, Fonts and Size editing, Viewing Text, Finding and Replacing text, Headers and Footers, Inserting page breaks, Page numbers, Special Symbols and Dates Mail merge, Preview and Printings command.

MS-PowerPoint: History, Creating, Saving, Opening, existing presentation, Creating and Saving a Presentation using Auto Content Wizard, Design Template, Blank Presentation the Slide Sorter View, Slide Show, Inserting pictures and graphics and Printing Slides.

Unit –IV

MS-Excel: Introduction, Components of Excel History, Creating, Saving, Opening, Spreadsheet, Formatting numbers and Text, Graph and Chart Formatting Commands, Menu Bar, Toolbars, Producing Charges, Protecting Cell Macro and Printing Operation, Spell Checking, Cell Editing, Calculation of various Financial and Statistical Functions using Formulas.

Note: Relevant Case Studies should be discussed in class.

Suggested Readings:

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- Ram, B.(2018).*Computer Fundamentals Architecture and Organization*. New Delhi: Age Publications
- Sinha, P.K. and Sinha, P. (2017).*Foundation of computing*. New Delhi: BPB Publications.
- Arora, A.(2015) *Computer fundamentals and applications*. Vikas Publishing.
- Rajaraman, V.(2014).*Fundamentals of Computers*. Delhi: Prentice-Hall.
- Roger,J. (2010).*MicrosoftAccess2010*.Delhi:PearsonEducation.
- Forouzan,(2009).*Basics of Computer Science*. India: Cengage Learning
- Levi, D.S., Kaminsky, P. (2007) *Designing and Managing the Supply Chain*. McGraw Hill
- Turban, E., Aronson JE., Liang, TP. (2005). *Decision Support Systems and Intelligent Systems*  
(7th Edition). Pearson Publishers.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BMPD302-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

Part – A  
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B  
(Outdoor Activities)

4. Sports/NSS/NCC
5. Field project.
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.  
Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**I.K.G. Punjab Technical University**  
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BBARD 401-18 Financial Management

Course Objective: To develop a conceptual clarity and basic understanding of the fundamentals of corporate finance among the students. Further help them comprehend its practical applicability in the corporate world.

Unit I

Financial management -Introduction: Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Sources of finance-Long term and short term. Concept of Time Value of Money-present value, future value, annuity, Present Value of a series of payments.

Unit II

Cost of Capital: Meaning and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital. Form of Capital: Introduction to Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure. Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage

Unit III

Investment Decision Making: Meaning, importance, nature of investment decisions. Investment evaluation criteria, Capital budgeting Techniques-Non-discounted cash flow- Pay back methods; Post Payback period; Accounting rate of return method, Discounted cash flow techniques-Net Present value method; Internal rate of return method; Profitability index method.

Unit IV

Working Capital: Meaning, significance, types, approaches, Factors affecting working capital management capital. Dividend Policies: Issues in dividend decisions. Forms of dividend- Theories of relevance and irrelevance of dividends.

Suggested Readings:

- I. Khan, M. Y. and Jain P. K.(2011),”Financial Management, Text, Problems & Cases”, Tata McGraw Hill Company, New Delhi.
- II. Pandey, I.M.(2015), “Essentials of Financial Management”, 4<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- III. Maheshwari, S.N.(2019), “Financial Management – Principles & Practice”, 15<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
- IV. Rustagi,Dr.R.P.(2017), “Basic Financial Management”, 8<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
- V. Patel, Bhavesh(2014),” Fundamentals of Financial Management”, Vikas Publishing House Pvt. Ltd., New Delhi.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD 402-18  
Rural Society and Polity

Objectives

The main objective of this course is to provide an understanding of basic concept of rural area and its society, different issues, challenges and approaches for the development.

Unit I

Introduction to Rural Sociology: Origin, Nature, Subject Matter and Importance.

Understanding Rural Areas: What is rural area, Definition of urban area, Statutory towns, Census town, urban agglomeration (UA), out growths (OGs), Methodologies to define rural, and Criteria for distinguishing the rural social world from the urban social world.

Rural society in India: Social differentiation and stratification of rural society, Indological Perspective, Structural- Functional Perspective, Marxian Perspective, Subaltern Perspective, Non- Brahmanical Perspective, Jajmani System in Rural Society.

Unit II

Rural Social Structure: Caste and Class in Rural Set Up, Inter Caste Relation with reference to Jajmani System; Rural Family and Changing pattern

Concept of development, social justice & weaker sections of society:

Meaning of Development, concept of underdeveloped-developing and Third World countries, Defining social justice, types, weaker sections of the society, Basis for identifying weaker sections of society

Rural Economy: Land Tenure System, Land Reforms; Green Revolution and Its Impact; Bonded and Migrant Labourers; Major Changes in Rural Society.

Unit III

Social exclusion & Social capital:

Definition and multidimensionality of social exclusion, active and passive exclusion, Types of Capital, Sources and Dimensions of Social Capital.

Growth with equity and inclusive growth:

Understanding the concept of growth, Equity: concept and meaning, gender equity, factors influencing equity, growth versus equity, Concept of inclusive growth.

Gender and development:

Differences related to sex and to gender, Women's triple roles, Gender needs, Women In Development (WID) and Gender And Development

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Unit IV

Rural Political Structure: Traditional Caste and Village Panchayats; Panchayati Raj before and after 73rd Constitutional Amendment, Panchayati Raj and Empowerment of Women

Participatory approaches to rural development and social development:

Questions on Participation, Supply Driven Development, Participatory Development, Sustainable Development, Demand/Community Driven Development People Centered/Controlled Development, Rights Based Approach, shifts in development approaches, Distinction between participation in development and participatory development, Typology of participation.

References

1. Vivek P. S, Sociological Perspectives and Indian Sociology, Himalaya Publishing House, Mumbai, .
2. Das Veena, Critical Events, An Anthropological Perspective on Contemporary India, Oxford University Press, New Delhi,
3. A.R. Desai (Ed). Introduction of Rural Sociology in India. C.B. Mammoria. Indian Social Problems
4. Abraham M. F, Modern Sociological Theory, OUP, New Delhi,
5. Shah Ghanshyam, Social Movements and the State, Sage Publications, New Delh



**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD 403-18  
RURAL ECONOMY AND DEVELOPMENT

**UNIT I**

Concepts of rural area and rural development - definition - scope of rural development, causes of rural backwardness - need for rural development – historical evolution of the concept of rural development in Indian context, population growth in India - analysis of trends and changes in the composition of rural population and rural work force

**UNIT II**

Problems of unemployment and underemployment in rural areas, conditions and problems of agricultural labor, levels of living of rural people poverty indicators - measurement of rural poverty - poverty line – integrated rural poverty

**UNIT III**

Education in rural areas - literacy rates - educational institutions - formal and non formal education - qualitative and quantitative aspects, health services in rural areas - structure - accessibility - maternal and child health - nutrition - icds - eradication of contagious diseases, issues in community health - aids control programme - national health policy of India

**UNIT IV**

Housing in rural areas - problems - rural housing programmes - low cost housing - appropriate technologies in rural housing, drinking water supply - sources - problems - programmes to solve drinking water problems, problems of sanitation in rural areas.

**Suggested readings:**

1. B.S. Khanna , Rural Development in south Asia , India, Deep and Deep publisher
2. E.F. Schumacher, Small is beautiful, Abacus
3. B.C. Mehta , Rural poverty in India, concept, publisher.
4. Rajaram Dasgupta, Indian agri. Economics, concept, publisher.

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BBARD 404-18  
AGRICULTURE-1 (CROP PRODUCTION)

To orient students with workable knowledge of efficient production of various important crops focusing on genetics, environmental , ethnic and economic factors of crop production.

Unit – 1: factors of crop production, genotype, phenotypic, ethnic ,etc. HYV and hybrid variety, impact of biotechnology on crops. Farm operations and implements

Unit -2 : Cultivation techniques for important crops. weeds and their control. Plant diseases and insect pest management

Unit – 3: vegetables and their cultivation; fruit growing , orchard establishment , propagation use of phytohormons.

Unit – 4: management information system in agriculture, food preservation and storage.

Suggested readings:

1. R. S. Singh , Plant diseases, oxford and IBH PUBLISHING CO.
2. J. P. Singh , Crop protection in the tropics, vikas publishing house pvt. Ltd.
3. D. V. S Chouhan , Vegetable production in india , ram Prasad and sons.
4. V. S Rao , Principle of weed science, oxford and IBN publishing co.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD-GE 402-18 Business Research Methods

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

**UNIT I**

Research Methodology: definition, objectives, scope in management research, process of Research and limitations.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors

**UNIT II**

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non- probability sampling techniques, Probability sampling techniques, Sampling and non sampling errors. Data collection: primary, secondary data collection, observation methods and survey method:

**UNIT III**

Measurement Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio

Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques,

Questionnaire Designing: Types, Guidelines for developing a good questionnaire

**UNIT IV**

Data Preparation And Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts)

Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

*Suggested Readings:*

1. K.V. Rao : Research Methodology, Sterling Publishers,
2. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
3. Rajinder Nargundhkar : Marketing Research, Tata McGraw Hill
4. Cooper and Schindler, Business Research Methods, Tata McGraw Hill
5. C.R. Kothari : Research Methodology, New Age International Publishers

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BBARD-SEC 401-18 Business Ethics & Corporate Social Responsibility

Course Objective: This paper aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

**Unit I**

Business Ethics: Nature, scope and purpose of ethics, Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business, Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR, Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

**Unit-II**

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain. Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics Human Values, Different meaning of human values: foundational human values – freedom, creativity, love and wisdom, Nature of Human freedom.

**UNIT III**

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; Initiatives in India.

**UNIT IV**

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.

**Suggested Readings:**

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000).
3. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
4. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
5. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
6. Human Values By : Prof. A.N. Tripathi New Age International
7. Corporate Social Responsibility in India - Sanjay K Agarwal
8. Handbook on Corporate Social Responsibility in India, CII.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

BMPD402-18 Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A  
(Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B  
(Outdoor Activities)

7. Sports/NSS/NCC
8. Field project.
9. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

**I.K.G. Punjab Technical University**  
**BBA (Rural Development)**

**Fifth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBARD 501-18	Core Theory 11	Operation Research	5	1	0	40	60	100	6
BBARD 502-18	Core Theory 12	Mercantile Law	5	1	0	40	60	100	6
BBARD 511-18	Discipline Specific ELECTIVE 1	Agriculture II (Animal Production Management)	5	1	0	40	60	100	6
BBARD 512-18	Discipline Specific ELECTIVE 2	Rural Natural Resources and Sustainable Development	5	1	0	40	60	100	6
BMPD 502-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			20	4	2	185	240	425	25

**Sixth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BBARD 601-18	Core Theory 13	Strategy Management	5	1	0	40	60	100	6
BBARD 602-18	Core Theory 14	Company Law	5	1	0	40	60	100	6
BBARD 611-18	Discipline Specific ELECTIVE 1	Rural Industrialization and Entrepreneurship	5	1	0	40	60	100	6
BBARD 612-18	Discipline Specific ELECTIVE 2	Agribusiness Management	5	1	0	40	60	100	6
BMPD 602-18		Mentoring and Professional Development	0	0	2	25	--**	25	1
TOTAL			20	4	2	185	240	425	25

## BBARD 501-18-Operation Research

**Course objective:** This course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in use of quantitative techniques for optimum decision making and to facilitate the students in understanding the need/significance and applications of various techniques of operation research in decision making.

**Course Outcomes:** After the course the student will be able to:

**CO1:** Formulate and solve simple and complex optimization problems.

**CO2:** Formulate and solve transportation and assignment problems for cost minimization.

**CO3:** Formulate and solve job sequencing and network models.

**CO4:** Carry out economical replacement analysis for obsolete /worn out industrial equipment.

**CO5:** Formulate and solve different inventory model problems.

### UNIT-I

**Introduction:** Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research.

**Linear Programming Problem** – Formulation of LPP, Graphical solution of LPP. Simplex Method, Artificial variables, Big-M method, two-phase method, degeneracy and unbound solutions.

### UNIT-II

**Transportation Problem:** Formulation, solution, unbalanced Transportation problem. Finding basic feasible solutions – Northwest corner rule, least cost method and Vogel's approximation method. Optimality test: the stepping stone method and MODI method.

**Assignment Model:** Formulation, Hungarian method for optimal solution, Solving unbalanced problem, Travelling salesman problem and assignment problem.

### UNIT-III

**Sequencing Models:** Solution of Sequencing Problem, Processing n Jobs through 2 Machines, Processing n Jobs through 3 Machines.

**Network Models:** PERT & CPM, Introduction, analysis of time bound project situations, construction of net works, identification of critical path, slack and float, crashing of network for cost reduction.

### UNIT-IV

**Replacement Models:** Replacement of Items that deteriorate whose maintenance costs increase with time without change in the money value. Replacement of items that fail suddenly: individual replacement policy, group replacement policy.

**Inventory Models:** Inventory costs. Models with deterministic demand model (a) demand rate uniform and production rate infinite, model (b) demand rate non-uniform and production rate infinite, model (c) demand rate uniform and production rate finite.

### Suggested Readings:

- Wagner, HM, *Principles of Operations Research*; Prentice Hall.
- Gupta, PK and Hira, DS, *Operations Research*, S. Chand & Co.
- Taha, *Introduction to Operation Research*; Pearson.
- Hiller, F.S. and Libermann, G.I. *Introduction to Operation Research*; Holden Ray.
- Sharma, J.K. *Operations Research Theory & Applications*; Macmillan India Ltd.
- Sharma J.K. *Operations Research, Problems and Solutions*; Macmillan India Ltd.

## BBARD 502-18 Mercantile Law

**Course Objective:** To provide the brief idea about the framework of Indian business laws. To familiarize students, about the legal aspects of business. Along with these the course aims to familiarize the students with case law studies related to business laws.

**Course Outcomes (Cos):** After completion of the course, the students shall be able to:

CO1: Understand the applicability of various laws applicable to different business

CO2: Understanding and implementing various contract acts applicable to business

CO3: Learning and understanding the different types of negotiable instruments

CO4: Understanding various acts applicable to partnership firm of business

CO5: Gain knowledge about the applicability of different rights and protective laws for consumers

### UNIT- I

**Law of Contract:** Introduction, kinds of contract, valid, void, voidable, contingent and quasi contract and E contract, Agreement, kinds of agreement, distinguish between Agreement and Contract, offer and acceptance, consideration, capacity of parties, free consent, legality of object, performance and discharge of contract.

Remedies for breach of contract, Indemnity and guarantee. Law of Agency:- Introduction, definitions ,creation of agency ,estoppel, types of agents, authority of an agent .

Bailment and Pledge: Introduction, definitions, rights and duties of bailor and bailee, Pledge, rights and duties of pawnee and pawnor.

### UNIT-II

**Sale of Goods Act:** Introduction, definitions, formation of contract, distinction between 'sale' and 'agreement of sell, distinction between sale and hire purchase agreement, conditions and warranties, difference between transfer of property and possession, right of an unpaid seller, performance of contract of sales

### UNIT-III

**Negotiable Instruments:** Introduction, definitions, characteristics of negotiable instruments, operational rules of Evidence- Presumptions, classification of negotiable instruments, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonour of negotiable instruments, rules of evidence, banker and drawer.

### UNIT-IV

**Law of Partnership:** Introduction to Partnership Act, definitions, formation, rights, duties, liabilities of partners, dissolution of partnership firm, limited liability partnership, Salient features of RTI Act, Consumer Protection ACT 2019.

#### Suggested Readings/Books:

- Kapoor N.D., *Elements of Mercantile Law*; Sultan Chand & Sons, New Delhi
- Kuchhal M.C., *Business Law*; Vikas Publications.
- Majumdar A.K. and Kapoor G.K., *Company law* Taxmann publishers
- Akhileshwar P., *Legal Aspects of Business*, Tata McGraw Hill Education.



**BBARD 511 -18**  
**Agriculture II (Animal Production Management)**

**Course Objective:** This course is intended to familiarize the students with the knowledge of livestock production and rearing.

**UNIT I**

**Concept of animal husbandry**, Importance of livestock in Agriculture Economy of Indian livestock population, problem of livestock Industry in India  
Rational for production of food from animals for human consumption- in terms of land use, efficiency of food production, nutrition, biological value and consumer demand. Potential ways of increasing food production from animal source.

**UNIT II**

**Growth, Nutrition and development of animals**, Appetite, Efficiency in livestock production. Animal behaviour, Domestic Animals. Health and diseases in livestock, First Aid , General approach to livestock health programmes. Prevention of diseases. Hygiene and sanitation on animal farm

**UNIT III**

**General Management of Farms.** Types of housing, space requirement of different categories of livestock importance of sanitation in Livestock farm.  
Different types of animal farming: Mixed farming Integrated farming, Specialised dairy farming and their relative economic merits.

**UNIT IV**

**Management of Livestock**, Livestock Enterprises, Dairy, poultry etc, their types and production cycles. Livestock improvement by breeding, breeding policy of cattles in India. Different breeds of livestock viz, Cattle, Buffalo, Sheep, Goat and Pigs both Indian and exotic.

**Suggested readings:**

- Handbook of animal husbandry , ICAR, new Delhi
- Livestock health and housing , Sainsbury, David, ELBS, 1971
- Text book of animal husbandry, G.C.Banerjee, oxford and IBH publishing co. New Delhi

**BBARD 512-18**  
**Rural Natural Resources and Sustainable Development**

**Course Objective:** To make the students aware about the basics of Rural Natural Resources and their importance in rural development and Management. Further to make them learn as to how to go with rural development in sustainable manner keeping futuristic perspective in mind

**UNIT I**

**Rural Ecology and Eco System,** Human Activities in Rural areas and its Impact on land. Soil, Type of Soil, Soil Erosion, Soil Fertility, Soil Conservation measures, Sustainable Development practices for rural India.

**UNIT II**

**Development of Forestry in India,** Forest and Forest products, Social Forestry-Concept Its Objectives and types , Tree Planting in Agricultural land, Forests and Human Ecosystem, National Afforestation Programme

**UNIT III**

**Water resources** – Need for judicious use of Water – Ground Water Utilization, Tank irrigation, and Minor irrigation.  
Watershed Management: Watershed concept, Identification and characterization of watersheds. Hydrological and geomorphological characteristics of watersheds. Principles of watershed management

**UNIT IV**

**Rural Energy System,** Conventional – Fire wood, cow dung, Non-Conventional – Bio gas. Solar. Agriculture and Domestic Waste and their recycling.  
Sustainable development goals for Rural Development 2030, How to achieve a Sustainable Rural Development

**Suggested Readings:**

- Lorentz. C.Pearson, principles of Agronomy, East West Press
- H.D.Foth & I.M.Turk, Fundamentals of Soil Science, Wiley Eastern
- Fenwick \* Knapp, Soils-Process & Response, Duckworth.
- Ojha & Michael, Principles of Agri.Engineering Vol.I & II, Jain Bro
- T.N.Khoshoo & B.L.Deekshatulu (Eds.), Land and Soils, ARR Anand Publication
- O.C.E.D, Management of Water Projects.
- Nyle C.. Brady, The Nature & Properties of Soils, Eurasia Publishing House
- I.C.A.R (C.R.I.D.A) Efficient Management of Dryland Crops
- Yawalker, Agrawal & Bokde, Manures and Fertilizers, Agri-Horticultural Publishing House.
- 1Agarwal, Yadav & Gupta, Saline and Alkali Soil of India, I.C.A.R.

## **BMPD 502-18**

### **Mentoring and Professional Development**

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills

Presentation Skills

The course shall be split in two sections i.e. class activities and outdoor activities.

For achieving the above, suggestive list of activities to be conducted are:

#### **Part – A (Class Activities)**

Expert and video lectures (The experts can be from the fields of industrial practices, professionals, recognized motivational speakers to speak on ethics, self-development, situation handling skills etc The choice of topics will be a matter of choice for the teachers)

Aptitude Test (with respect to business practices, emotional quotient, learning abilities, placement aptitude, job culture aptitude etc)

Group Discussion (The students can be divided of not more than 8 in a group, a write up as a case study, cuttings of news series, current affairs etc followed by a GD).

Quiz (General/Technical) (quizzes can be oral using a PPT, written MCQs/short answer type questions covering general knowledge (Business world, economic affairs) and current affairs)

Presentations by the students (Preferably to an individual student or at the most more than a group of 2 students; Topics can be success stories of business personalities, Resilience of business houses, caselets etc)

Team building Exercises (team events within the class for problem solving)

#### **Part – B (Outdoor Activities) (A brief report of minimum 10-15 pages must be submitted at the end of semester)**

Sports/NSS/NCC

Field project (surveys, social awareness campaigns etc); The whole class can be made to

visit to a mall, village, specific locality etc).

Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc. Group events in the form of social campaigns, humanitarian activities, making students

turn Samaritans etc)

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

## BBARD 601-18-Strategy Management

**Course Objective:** The objective is to develop an understanding of corporate strategy formulation, implementation and its evaluation. The aim is to develop an understanding of how organizational strategies are formulated and implemented in a changing global environment.

CO1 Gain familiarity with the basics of strategy planning

CO2 Understand the complete process of strategic management- planning, implementation and control

CO3 Comprehend various models of strategic choice

CO4 Identify and understand different types of strategy and its applicability in corporate world

### UNIT I

**Strategy:** concept, role and basic framework; Strategic planning, process of strategy and decision making, business and corporate strategies, development of strategic ideas, Overview of **Strategic Management**, Traditional approaches of Strategy, Levels of Strategy, Scope and importance of Strategic management, Framework of Strategic Analysis

### UNIT II

**Business Environment: External analysis**, Competitive dynamics, Dynamic Competition: Hyper competition, and Competitor Analysis Resource based view, Competitive advantages, Segmentation and Strategic Groups, PEST analysis, Porter Analysis, Life stage analysis, **Environmental Scanning**, Environmental Threat and Opportunity Profile

### UNIT III

**Diversification strategy:** meaning, objective, competitive advantage; Cost and differentiation strategy, Innovation, Balanced Scorecard, **Strategic Choice:** Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix

### UNIT IV

**Strategic Implementation:** The process of strategy implementation, resource allocation – Strategy and structure – Supportive culture – Implementing strategies in functional areas  
**Strategic evaluation and control:** Evaluation of strategy and strategic control, evaluation process, strategic control process, types of external controls, Managing Strategic Change, Strategic Leadership and Specialist issues in strategic management

### Suggested Readings:

- Kazmi, Azhar: *Business Policy*, Tata McGraw Hill
- Jouch & Gluick: *Strategic Management & Business Policy*, Tata McGraw Hill
- Wheelen & Hunger: *Strategic management & Business Policy*, Pearson Education
- Pearce & Robinson: *Strategic Management* AITBS
- Hill & Manikutty, *Strategic Management*, Cengage Learning
- Pitts, Robert A and Lei, David. “*Strategic Management Building and Sustaining Competitive Advantage*”, Thomson, India
- David, R Fred, “*Strategic Management- Concepts and Cases*”, Pearson Education, India

## BBARD 602-18 Company Law

**Course Objective:** The course aims at providing basic knowledge of the provisions of the Companies Act 2013. The course will enable the students to abide by the corporate laws.

**Course Outcomes:** After completion of the course, the students shall be able to:

CO1: Understand the various clauses of Indian Companies Act-2013

CO2: Know the procedure of formation of a company and winding up of a company.

CO3: Describe the borrowing powers of a company

CO4: Know about the appointment and removal of directors.

CO5: Develop an understanding of conducting of board and other meetings.

### UNIT-I

**Company: Meaning and Definition,** Characteristics of a company, Latest Amendments, Company distinguished from partnership. Classification of companies including one person company, Limited Liability Partnership (LLP), Lifting the corporate veil.

**Formation of a company:** Promoters, their legal position, pre-incorporation and provisional contracts, Steps involved in the formation and incorporation of a company, on-line filing of documents, on-line registration of a company.

### UNIT-II

**Documents: Memorandum of association:** Meaning and Importance, Form and Contents, Alteration of Memorandum. **Articles of association:** Meaning, Relationship and distinction between MOA and AOA, Doctrine of Constructive Notice and Indoor management.

**Prospectus:** Meaning, Definition and contents, statutory requirements in relation to prospectus.

### UNIT-III

**Share capital:** Kinds of share capital, Alteration of share capital, Allotment of shares, share certificate and share warrant, calls on shares, Forfeiture and surrender of shares, transfer of shares. Demat of shares, **Borrowing powers;** Debentures and charges.

**Management:** Directors, Classification of directors, women directors, independent director, small shareholder's director; Disqualifications, director identity number (DIN); Appointment; Legal positions, removal of directors, powers and duties of directors.

**Meetings of shareholders and board;** Types of meeting, convening and conduct of meetings, requisites of a valid meeting, proxies, voting, meeting through video conferencing.

### UNIT-IV

**Winding up** – concept and modes of winding up, consequences of winding up.

**Administration of Company Law** including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts.

**Dividends, Accounts, Audit**– Provisions relating to payment of Dividend, Books of Account, Provisions relating to Audit.

#### **Suggested Readings/Books:**

- Singh Avtar: *Company Law*; Eastern Book Co., Lucknow.
- Kuchal M.C.: *Modern India Company Law*; Shri Mahavir Books, Noida.
- Kapoor N.D.: *Company Law -Incorporating the Provisions of the Companies, Amendment Act*, Sultan Chand & Sons, New Delhi
- Ramaiya, A., “*A Ramaiya’s Guide to Companies Act*”, Lexis Nexis Butterworths Wadhwa, Nagpur
- Singh, Harpal, “*Indian Company Law*”, Galgotia Publishing, Delhi.
- Manual of Companies Act, Corporate Laws and SEBI Guidelines, Bharat Law House, New Delhi,

## **BBARD 611-18 Rural Industrialization and Entrepreneurship**

**Course Objective:** In the era of globalization, entrepreneurship development in the rural context is a challenge. The objective of this course is to understand the prospects and challenges for rural entrepreneurship in the context of rural development in India. Further significance of rural industrialization, rural and women entrepreneurship and financing option is being emphasized.

### **Unit I**

**Rural Industrialization:** Concept of Rural Industrialization, Importance of Rural Industrialization for Rural Development, Gandhian Approach to Rural Industrialization, Appropriate Technology for Rural Industries, Strategies for Improving Rural Industrialization, Rural Industrialization through Technology-Based Entrepreneurship

### **Unit II**

**Rural Entrepreneurship** Concept, Characteristics and Types of Entrepreneurship; Entrepreneurship and Rural Industrialization; Development of Rural Entrepreneurship in India; Factors promoting entrepreneurship; Problems and Prospects of Rural Entrepreneurship in India, Role of Rural Entrepreneurs in Economic Development

### **UNIT III**

**Women Entrepreneurship** Introduction to women entrepreneurs, Industries promoted by Women entrepreneurs, Problems and prospects of Rural Women Entrepreneurship, factors contributing to women entrepreneurship progress. Current Status of Women Entrepreneurship in India, Schemes that are Empowering Women Entrepreneurs in India.

### **UNIT IV**

**Financing Options** - Bridge capital, Seed capital assistance, Margin money scheme, Industrial Sickness, Causes-Remedies, Importance, types & advantages of Microfinance, Role of Microfinance supporting Institute in rural development, Process & procedures to connect with MFI. Entrepreneurial development- SIDBI, NABARD, Commercial Banks. Other financing options- venture Capital, lease funding, Angel Investors. Revival, Exit and End to a ventures, Latest Schemes of Govt. of India to promote Rural Entrepreneurship.

### **Suggested Readings**

- Ahmed, Jaynal Ud-Din (2015) “ Entrepreneurship Development: Issues & Perspectives” New Century Publications .
- Alsos, GA, Ljunggren, E & Petterson, LT (2003), „Farm-Based Entrepreneurs: What Triggers the Start-up of new Business Activities”, Journal of Small Business and Enterprise Development, vol. 10, no. 4,pp. 435-443
- Bhole (2009) “Financial Institutions & Markets” (5Edn), Tata McGraw-Hill Education, Delhi
- Bneerjee G. D, Srijeet (2012) „Rural Entrepreneurship Development Programme in India ,An Impact Assessment, Abhijeet publication
- Desai Vasant (1991), „Entrepreneurial Development“, in Entrepreneurship and Small Scale Industries: New Potentials edited by Batra and Dangwal, Vol.1, Himalaya Publishing House, Bombay, p.30
- Nandan H,(2013): “ Fundamentals of Entrepreneurship” ,Prentice Hall India Learning Private Limited; Third edition
- Roy Rajeev (2011) “Entrepreneurship” Oxford University Press; Second edition

## **BBARD 612-18 Agribusiness Management**

**Course Objective:** To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business.

### **Unit I**

**Theory of agro production,** production relationship: factor – product relationship, factor – factor relationship, Product-product relationship, cost relationship and profit maximization. Introduction to buyer's (consumer) behaviour and market segmentation, Demand assessment and forecasting, supply behaviour, product policy, pricing policy.

### **Unit II**

**Marketing research and information system;** Marketing organization; Marketing programme and planning; Marketing law and public policy.

**Business development strategies for agri-commodity systems** – How to promote competitive advantages – the value chain and transaction cost approach towards building up suitable institutional-contractual designs.

Business development strategies for agri-commodity systems – Application of the basic transacting cost approach to institutional – contractual design.

### **Unit III**

**Business development strategies for agri-commodity systems** – Critique of transaction cost approach and Tripolar Institutional Framework, commodity characteristics.

Business development strategies for agri-commodity systems – Environmental concern, collective action and governance structure, Legal theory of contract.

### **Unit IV**

**Advertising** - Symbols and advertising; meaning, communicational and advertising.

Advertising – Factors influencing decision-making of consumers; Creative strategy and message construction; Product analysis and message construction; Advertising – Message strategy; Media-message Interaction; Media and media choices; Campaign planning; Media budgeting, Layout and artwork; Preparation of contact report; Functioning of art directors in campaign planning.

Advertising – Role of account executives; Presentation of advertising campaign to company executives; Exercise in designing a communication campaign.

### **Suggested Readings:**

- Bradford, Lawrence, & Glenn, Farm management analysis, John Wiley & Sons
- Johl & Kapur, Fundamentals of farm business management, Kalyani Publisher.
- Sadhu & Singh, Fundamentals of agriculture economics, Himalaya Publisher House.
- Kotler, Roberto & Nancy, Social marketing, Sage.
- Krishnamacharyulu & Ramakrishnan, Rural marketing: Text and Cases, Pearson Education Asia.
- Malhotra, N. K., Marketing Research: An applied orientation, Pearson Education Asia.
- Rajagopal, Organising rural business: Policy, planning, and management, Sage.
- Mentzer & Bienstock, Sales forecasting management.

## **BMPD 602-18 Mentoring and Professional Development**

Guidelines regarding Mentoring and Professional Development

The objective of mentoring will be development of:

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills

Presentation Skills

The course shall be split in two sections i.e. class activities and outdoor activities.

For achieving the above, suggestive list of activities to be conducted are:

### **Part – A (Class Activities)**

Expert and video lectures (The experts can be from the fields of industrial practices, professionals, recognized motivational speakers to speak on professionalism, discipline, time

Management etc. The choice of topics will be a matter of choice for the teachers)

Aptitude Test (with respect to business practices, intellectual creativity, team skills, Decision making skills, leadership skills etc)

Group Discussion (The students can be divided of not more than 8 in a group, a write up as a case study, cuttings of news series, current affairs etc followed by a GD).

Quiz (General/Technical) (quizzes can be oral using a PPT, written MCQs/short answer type questions covering general knowledge (latest business developments and key announcements by government/autonomous bodies, world bodies etc

Presentations by the students (Preferably to an individual student or at the most more than a group of 2 students; Topics can be success stories of business personalities, Resilience of business houses, caselets etc)

Team building Exercises (team events within the class for problem solving)

**Part – B (Outdoor Activities)** (A brief report of minimum 10-15 pages must be submitted at the end of semester)

Sports/NSS/NCC

Field project (may be general topics, business topics or awareness about government social

schemes, health and hygiene, UGC social initiatives etc).

Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

(Group events in the form of social campaigns, humanitarian activities, making students turn

Samaritans etc)

Note: Evaluation shall be based on rubrics for Part – A & B. Mentors/Faculty in-charge will

maintain proper record student wise of each activity conducted and the same shall be submitted

to the department.