

76.	Entrepreneur	Tl̥dwh
77.	Excise Duty	TʃsgkdB eo
78.	Export Tax	fBo: ks eo
79.	Expenditure	you
80.	Fair Trade	Tʃus tɜko
81.	Finance	ftʌs
82.	Finance affairs	ftʌʃh wkwb/
83.	Financial Penalty	ftʌʃh dɔ
84.	Fine Paper	Tʃsw j ʌh
85.	Firm	cow
86.	Firm Offer	gʌh gbeo
87.	Fiscal Policy	ftʌʃh Bʃh
88.	Fiscal Year	ftʌʃh ; kb
89.	Fixed Capital	; EkJh gʃ h
90.	Fixed Costs	; EkJh you
91.	Floatation	eo ÷ k ukb(eoBk
92.	Foreign Exchange	ft dɔh wʌdɔk
93.	Fringe Benefits	Tɜob/bkG
94.	Glut	Gowko
95.	Goods Account	wkb bʌk
96.	Gross Profit	eʌb bkG
97.	Hidden Tax	bɜs eo
98.	Hoarding	÷ yhokpk ÷ h
99.	Holding Company	fB: soe egBh
100.	Human Capital	wBʌh gʃ h

BCM101 B HISTORY AND CULTURE OF PUNJAB – I

Instructions for the paper-setter and candidates: (for paper in Semester I & II)

1. The syllabus has been divided into four Units.

There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions. Each question will carry 1 mark. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit-IV in all. Each question will carry 10 marks.

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

The paper-setter must put note (2) in the question paper.

3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one-third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be as under:
Map : 06 Marks
Explanatory Note : 04 Marks
In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.
3. The paper-setter would avoid repetition between different types of question within one question paper.

PAPER : HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849

Max. Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

Objectives: To introduce the students to the history of the Punjab region.

Pedagogy: Lectures, library work and discussions.

UNIT I

1. Harappan Civilization: extent and town planning and socio-economic life.
2. Life in Vedic Age: socio-economic and religious.
3. Growth of Jainism and Buddhism in Punjab on the region.

UNIT II

4. Society and Culture under Maurayas
5. Society and Culture under Gupta
6. Cultural Reorientation: main features of Bhakti; origin and development of Sufism

UNIT III

7. Evolution of Sikhism: teaching of Guru Nanak; Institutional Development -Manji, Masand, Sangat and pangat.
8. Transformation of Sikhism: martyrdom of Guru Arjan; martyrdom of Guru Tegh Bahadur; impact.
9. Institution of Khalsa: new baptism; significance

UNIT IV

10. Changes in Society in 18th century: social unrest; emergence of misls and institutions- rakhi, gurmata, dal khalsa.
11. Society and Culture of the people under Maharaja Ranjit Singh
12. MAP (of undivided physical geographical map of Punjab): Major Historical Places: Harappa, Mohenjodaro, Sanghol, Ropar, Lahore, Amritsar, Kiratpur, Anandpur Sahib, Tarn Taran, Machhiwara, Goindwal, Khadur Sahib.

Suggested Readings:

1. Joshi, L.M (ed.) : History and Culture of the Punjab, Part-I, Publication Bureau, Punjabi University, Patiala, 1989 (3rd edn.)
2. Joshi, L.M and Singh, : History and Culture of the Punjab, Vol. I, Punjabi University, Fauja (ed.) Patiala, 1977
3. Prakash, Buddha : Glimpses of Ancient Punjab, P.U., Patiala, 1983
4. Thapar, Romila : A History of India, Vol. I, Penguin Books, 1966
5. Basham, A.L : The Wonder That was India, Rupa Books, Calcutta (18th rep.), 1992
6. Sharma, B.N : Life in Northern India, Munshi Ram Manohar Lal, Delhi, 1966
7. Singh, Kirpal : History and Culture of the Punjab, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala 1990 (3rd edn.).
8. Singh, Fauja (ed.) : History of the Punjab, Vol. III, Punjabi University, Patiala 1972
9. Grewal, J.S. : The Sikhs of the Punjab, the New Cambridge History of India, Orient
Orient Longman, Hyderabad, 1990.
10. Singh, Khuwant : A History of the Sikhs, vol I: 1469-1839, Oxford University Press
Delhi, 1991.
11. Chopra, P.N., Puri, B.N. : A Social, Cultural and Economic History of India, Vol. II, and Das,
M.N. Macmillan, Delhi, 1974.
12. Hussain, Yusuf : Glimpse of Medieval Indian Culture, Asia Publishing
House, Bombay, 1973 (rep.).

Note: The following categories of the students shall be entitled to take option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- A. That the students who have not studied Punjabi upto class 10th.
- B. Ward of / and Defence Personnel and Central Govt. Employee/Employees who are transferrable on all India basis.
- C. Foreigners

BCM 102: ENGLISH AND BUSINESS COMMUNICATION SKILLS

Note:

- (i) There will be one paper of 80 marks. 10 marks are reserved for the Internal Assessment and 10 for the Practical Work. Total is 100.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:

I.	The Model Millionaire	: Oscar Wilde
II.	The Gift of the Magi	: O. Henry
III.	The Judgement-seat of Vikramaditya	: Sister Nivedita
IV.	Fur	: Saki
V.	A. Marriage Proposal	: Anton Chekhov
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

Business Communication: It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, and significance of positive attitude in improving communication.

Writing Skills: Letters of all kinds, tender notices, auction notices, public notices; memos and advertisements relating to sales/marketing.

Practical Work: To impart the skills of Personal Interview and public speaking like Declamation and Debate.

Practical Work:

There will be viva-voce examination of 10 marks which will include Debate, Declamation and Personal Interview.

Note : *In case of private candidates and students of School of Open Learning, the marks obtained by them out of 80 will be proportionately increased out of 100.*

Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Q. 1.	It shall consist of five short question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any three. This question shall be based upon the prescribed text Ten Mighty Pens.	12 Marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice, be based upon the prescribed text Ten Mighty Pens.	10 Marks
Note: The questions 1 & 2 should be so designed as to cover all the chapters prescribed.		
Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be designed in such a way that we are able to test a student's comprehension ability, language/presentation skills and vocabulary etc.	12 Marks
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	6 Marks
Section II (<i>Based upon Unit II</i>)		
Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	10 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/ Advertisements.(have to attempt four of 5 marks each)	20 Marks 5x4=20
Q.7.	Two short questions to test the students' understanding of various aspects of business communication.	10 Marks

Suggested Reading:

1. *Business Communication*, Ed., Om P. Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan.
2. *Textbook of Business Communication*, Anjali Kalkar, R.B. Suryawanshi, Amlanjyoti Sengupta,, Hyderabad: Orient Blackswan.
3. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan.

BCM103: PSYCHOLOGY FOR MANAGERS

Objective: The objective of the paper is to provide broad understanding about basic concepts and techniques of human behaviour to the students.

UNIT- I

Introduction: Concepts, Definitions; Need and Importance of Organisational Behaviour for Managers, Contributing Disciplines of OB. Nature and Scope, Organisational Behaviour Models.

Individual Behaviour: Introduction and Meaning, Factors Affecting Individual Behaviour, Models of Individual Behaviour

Personality: Meaning, Characteristics, Determinants and Theories of Personality

Perception: Nature & Importance, Perception Process, Perceptual Selectivity, Perceptual Organization, Perceptual Errors and Distortions.

Attitudes and Values: Components, Sources and Measurement of Attitudes. Concept, Sources and Types of Values.

UNIT II:

Motivation: Meaning and Importance of Motivation, Theories of Motivation, Morale.

Inter Personal Behaviour and Transactional Analysis (TA).

Leadership: Definition, Importance, Leadership Styles, Models and Theories of Leadership .

Stress Management: Concept, Sources of Stress, Work Stressors, Consequences, Prevention and Management of Stress.

Conflict Management: Traditional vis-a-vis Modern View of Conflict, Types and Causes of Conflict, Conflict Resolution.

Reference books:

1. Robbins, Stephens P., Organisational Behaviour
2. French, W and C. Bell, Organisational Development
3. Davis, Keith, Human Behaviour at Work: Organisational Behaviour
4. Luthans, Fred, Organisational Behaviour
5. Harold Weihrich, Koontz, Essentials of Management
6. Robbins, Stephens P., Organisational Behaviour Concepts, controversies and Applications.

BCM 104: BUSINESS ECONOMICS-I

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

UNIT – I

Consumer Behaviour

Utility Approach: Meaning, Types, Relationship between Marginal Utility and Total Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Consumer Equilibrium, Derivation of Demand Curve.

Indifference Curve Approach: Properties, Consumer Equilibrium, Price Effect, Income Effect, Substitution Effect, Price Effect a combination of Income Effect and Substitution Effect.

Law of Demand

Elasticity of Demand: Definitions, Types, Measurement, Factors and Importance.

Demand Forecasting

UNIT-II

Production and Revenue

Production Function : Laws of Returns, Law of Variable Proportion and Returns to Scale.

Cost and Cost Curves : Concept of Nominal Real Economic Implicit, Explicit and Opportunity Cost, Cost Curve under Short-run and Long-run, Relationship between Average Cost and Marginal Cost.

Revenue Curves : Concept of Total Average and Marginal Revenue under different Market Conditions, Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand.

Perfect Competition: Features, Equilibrium of Firm, Equilibrium of Industry, Role of Time element in Price Determination.

Monopoly: Feature, Equilibrium of Firm/Industry, Price Discrimination and Its Types.

Monopolistic Combination: Features, Price-Output Policy of the Firm. Selling Cost, Meaning, Effects, Equilibrium of Firm with respect to Selling Cost.

Oligopoly: Features, Price Leadership, Collusive Oligopoly, Kinky Demand Curve Analysis

Reference books:

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

BCM 105: PRINCIPLES OF FINANCIAL ACCOUNTING

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

UNIT – I

Generally Accepted Accounting Principles (GAAP): Accounting Concepts and Conventions: their Nature, Purposes and Limitations. Financial Accounting Standards: Transition from IAS to IFRS.

Financial Statements of Sole Proprietor and Partnership Firm (with adjustments): Income Statement, Balance Sheet

Branch Accounting: Dependent and Independent Branches (Excluding Foreign Branches).

Departmental Accounting: Meaning, Needs, Advantages, Apportionment of Expenses, Inter Departmental Transfers and Provision for Unrealised Profit.

UNIT – II

Accounting for Consignment.

Accounting for Joint Venture.

Accounting for Dissolution of Partnership Firm; Insolvency of Partners(excluding Sale to a Company) and Piecemeal Distribution.

Royalty Accounts

Practical work:

- 1 . Preparation of List of Accounting Standards and IFRS.
2. Comparison of US GAPP with Indian Accounting Standards.

Reference books:

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

BCM 106: COMMERCIAL LAW

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

UNIT I

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

UNIT II

Special Contracts: Indemnity & Guarantee; Bailment & Pledge; Contract of Agency.

Right to Information Act, 2005: Definitions, Right to Information & Obligations of Public Authorities, The Central & State Information Commission, Power & Functions of the Information Commissions, Appeal & Penalties.

The Consumer Protection Act, 1986: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.

Reference books:

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

BCM 107: PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective: The objective of the paper is to help the students in understanding the process of business management and its functions.

UNIT I

Management: Nature, Definitions, Scope, Levels, Process and Significance of Management. Development of Management Thoughts: Classical, Neo-Classical Systems, Contingency and Contemporary Approaches to Management (Drucker, Porter, Prahalad, Senge and Tom Peters)

Planning: Concept, Process, Nature, Steps in Planning, Significance and Types. Decision Making: Concept and Process, Types of Decisions, Management By Objectives (MBO).

Organization: Concept, Nature, Process, Significance, Types, Organisational Structure, Committees, Span of Control. Authority and Responsibility. Delegation, Decentralization and Departmentation.

UNIT II

Direction: Concept, Features, Importance and Limitations of Direction. Elements of Direction- Supervision, Motivation, Leadership and Communication

Coordination: Concept, Features, Importance and Limitations of Coordination. Internal and External Coordination

Control: Concept, Features, Importance and Limitations of Control. Control Process. Essentials of a Good Control System. Techniques of Control. Relationship between Planning and Control

Reference books:

1. Peter F. Drucker, -The Practice of Managementø
2. Weihrich and Koontz, -Essentials of Managementø
3. Stoner and Freeman, -Managementø
4. David R Hampton, -Modern Managementø
5. Stephen P Robbins, David A DeCenzo, -Fundamentals of Management, Essential Concepts and Applicationsø