

# **DEPARTMENT OF BUSINESS ADMINISTRATION**

(ETHICAL ACTIVITIES CONDUCTED UNDER THE HIGHLIGHTED SUBJECTS OF BBA COURSE CURRICULAM)

SCHEME OF EXAMINATION FOR B.B.A (2022-23)					
Subject Code	Paper Title	M.Marks		No. of lectures Per week	Tutorials Per Week***
<b>FIRST SEMESTER</b>					
BBA 101A/ BBA 101B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50		3	
BBA 102	ORGANISATION BEHAVIOUR	100		6	
BBA 103	FUNDAMENTALS OF INFORMATION TECHNOLOGY	100		6	
BBA 104	MANAGEMENT CONCEPTS AND PRACTICES	100		6	
BBA 105	FINANCIAL ACCOUNTING*	100		5	1
BBA 106	ESSENTIALS OF BUSINESS ECONOMICS – I	100		6	
	TOTAL	550			
<b>SECOND SEMESTER</b>					
BBA 121A/ BBA 121B	PUNJABI / HISTORY AND CULTURE OF PUNJAB	50		3	
BBA 122	BUSINESS STATISTICS*	100		5	1
BBA 123	ESSENTIALS OF BUSINESS ECONOMICS – II	100		6	
BBA 124	LEGAL ASPECTS OF BUSINESS	100		6	
BBA 125	PERSONALITY DEVELOPMENT & PROFESSIONAL SKILLS	100		6	
BBA 126	MANAGERIAL ACCOUNTING*	100		5	1
	TOTAL	550			
	ENVIRONMENT, ROAD SAFETY EDUCATION, VIOLENCE AGAINST WOMEN /CHILDREN AND DRUG ABUSE**	100			
<b>THIRD SEMESTER</b>					
BBA 201	ENGLISH & BUSINESS COMMUNICATION SKILLS	50		3	
BBA 202	OPERATION RESEARCH*	100		5	1
BBA 203	MARKETING MANAGEMENT	100		6	
BBA 204	ECONOMICS OF MONEY AND BANKING	100		6	
BBA 205	LEGAL FRAMEWORK FOR COMPANIES	100		6	
BBA 206	TAX LAWS- I	100		5	1
		<u>550</u>			

<b>FOURTH SEMESTER</b>					
BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50		3	
BBA 222	FINANCIAL MANAGEMENT	100		5	1
BBA 223	RESEARCH METHODOLOGY	100		6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100		6	
BBA 225	TAX LAWS - II	100		5	1
BBA 226	FUNDAMENTALS OF E-COMMERCE	100		6	
	<b>TOTAL</b>	<b>550</b>			
<b>FIFTH SEMESTER</b>					
BBA 301	PRINCIPLES OF INSURANCE AND RISK MANAGEMENT	100		6	
BBA 302	FINANCIAL MARKETS AND FINANCIAL SERVICES	100		6	
BBA 303	BUSINESS ENVIRONMENT	100		6	
BBA 304	ENTREPRENEURSHIP AND NEW VENTURE CREATION	100		6	
<b>FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:</b>					
<b>MARKETING MANAGEMENT</b>					
BBA 305	CONSUMER BEHAVIOUR	100		6	
BBA 306	SLAES AND LOGISTICS MANAGEMENT	100		6	
<b>FINANCIAL MANAGEMENT</b>					
BBA 307	FINANCIAL STATEMENT ANALYSIS	100		5	1
BBA 308	INVESTMENT MANAGEMENT	100		5	1
<b>HUMAN RESOURCE MANAGEMENT</b>					
BBA 309	ORGANIZATIONAL DEVELOPMENT	100		6	
BBA 310	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION	100		6	
	<b>TOTAL</b>	<b>600</b>			
<b>SIXTH SEMESTER</b>					
BBA 321	BUSINESS POLICY AND STRATEGY	100		6	
BBA 322	PRODUCTION AND OPERATIONS MANAGEMENT	100		6	
BBA 323	BUSINESS ETHICS AND CORPORATE GOVERNANCE	100		6	
BBA 324	PROJECT REPORT AND VIVA VOCE	50		3	
<b>STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER</b>					
<b>MARKETING MANAGEMENT</b>					
BBA 325	ADVERTISING AND BRAND MANAGEMENT	100		6	
BBA 326	RETAIL MANAGEMENT	100		6	

	<b>FINANCIAL MANAGEMENT</b>				
BBA 327	COST ACCOUNTING AND ANALYSIS	100		5	1
BBA 328	STRATEGIC FINANCIAL MANAGEMENT	100		5	1
	<b>HUMAN RESOURCE MANAGEMENT</b>				
BBA 329	HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT	100		6	
BBA 330	COMPENSATION MANAGEMENT	100		6	
	TOTAL	550			

## IDEA GENERATION

DATE – February 8, 2023

VENUE – Rusa seminar hall

RESOURCE PERSON- Er. Shilpa Miglani Narang

ORGANISATION – Training & Placement Officer GNIMT  
Gujarkhan Campus

No. Of Students attended- 150

The objective of the Idea Generation workshop was to highlight the various aspects to be considered while starting out sustainable and scalable business. She encouraged students to think of the various problems faced by society and spoke about generating ideas that would be viable as businesses. Idea generation competition was also conducted on the spot. Students were provided with a detailed form to mention their ideas. These form were screened later in which 8 students got selected **3 students from BBA Ritika, Akansha , Himanshi** for further prelims round on 24th march.

Selected students.

BUSINESS PLAN 2023					
Government college for girls					
Sr. No.	Name	Class	Semester	Topic	contact no.
1	Ritika kohl	BBA	6	Flower based beverages and sweets	8360704370
2	Akansha	BBA	6	Support belt	8198817424
3	Himanshi gaba	BBA	6	Healthy cravers	8146383555
4	Charan malhotra	B.COM	6	Rivaaz	9417647036
5	Shagun jain	B.COM	6	Parenthood	8427495822
6	Ziha kachroo	B.COM	6	safe world	9682649135
7	Taniksha	B.COM	4	Goverdhan app	9417460677
8	Saloni sharma	M.COM	4		8968964812



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 WR4W+X4R, Rakh Bagh, Koh - E -  
 Ludhiana, Punjab 141001, India  
 Lat 30.907897°  
 Long 75.84395°  
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 Punjab 141001, India  
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# IDEA GENERATION

Speaker Er. Shilpa Miglani Naranda



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 Ludhiana, Punjab 141001, India  
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## **EFFECTIVE PUBLIC SPEAKING**

DATE – March 07, 2023 to March 09, 2023

VENUE – ROOM NO. 6

RESOURCE PERSON- Mrs. Abha Bajaj Sikri

ORGANISATION -

No. Of Students attended- 120

2 day workshop on topic 'EFFECTIVE PUBLIC SPEAKING ' was conducted wherein speaker explains and demonstrated in how to specialise in art of public speaking. She explains influence of communication and public speaking and then also conducted various activities to teach students how to communicate effectively in personal and business communication. 118 students from **BBA**, **BCOM** and **BA music** of 1st year participated.



**Public workshop**  
**Speaker :-**  
**Mrs. Abha balaj sikri**

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Ludhiana, Punjab 141001, India  
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Long 75.842468°  
09/03/23 12:51 PM GMT +05:30



Attendance sheet 1

3/03/2023

Student Name	Roll No	Class	Father Name	Mobile No	Signature
1. Kanya Prerita	20028	B.A-2	Manpreet Singh	8878968338	Kanya Prerita
2. Lushka Sidani	138	B.com-1	Harish Kumar	7529170219	Lushka Sidani
3. ANSHIKA GUPTA	0007	B.com I	KAPIL GUPTA	7888276045	Anshika
4. Jaya	068	B.com-1	Suman Grover	9701933663	Jaya
5. Khuski	069	B.com I	Chavhat Bhusan	7696816461	Khuski
6. Anjali	004	B.com-1	Anamjeet	8872228539	Anjali
7. Pragat Kaur	029	B.com-III	Rajinder Singh	7009396422	Pragat
8. Pooja Sharma	118	B.com-1	Keshav Dutt Sharma	8968559099	Pooja Sharma
9. Suman Kumari	133	B.com-1	ASHOK KUMAR	6284251023	Suman
10. Pooja Grewal	102	B.com-1	Ram Gopal	9872791373	Pooja Grewal
11. Monika	87	B.com I	Mr. Nalhuam	9815102253	Monika
12. Suidhi	135	B.com I	Mr. Raj Kumar	9501429379	Suidhi
13. Ranjana	117	B.com I	Mr. Tolokam Singh	9814300713	Ranjana
14. Riya	113	B.com I	Mr. Anamjeet	8360228202	Riya
15. Rety	2746	BA-2	Ram Babu	7710449343	Rety
16. Nisha Anwar	097	B.com I	Gyanadin	9915038142	Nisha Anwar
17. Diya	025	B.com I	Anshu Singh	7340935360	Diya
18. Gurleen Kaur	0039	B.com I	Ram Singh	6284467808	Gurleen
19. Ranika	115	B.com I	Rajinder Kumar	9780695155	Ranika
20. Sudha	132	B.com I	Ram Saran	9988652256	Sudha
21. Muskan	084	B.com I	Vijay Kumar	7696357845	Muskan
22. Neha Kumari	096	B.com I	Sushant Mangy	7089576049	Neha Kumari
23. Tamandeep Kaur	141	B.com I	Chamanjit Singh	9968416291	Tamandeep Kaur
24. Anmolpreet Kaur	80007	B.A-I	Jandeu Singh	984700516	Anmol
25. Neha Chahra	047	B.A-I	Hindarsh Chahra	9780306446	Neha
26. Pooja	2700	B.A-II	Bhola Prasad	8699583725	Pooja
27. Mahal	31	B.A-I	Jatinder Kumar	8117500032	Mahal
28. Kiran	40	B.A-I	Katiraj Singh	6287628851	Kiran
29. Kirandeep Kaur	26	B.A-I	Harsinder Singh	7710486500	Kirandeep
30. Kavita	22	B.A-I	Jhawan Jyoti	9876271430	Kavita
31. Bhavdeep K.	10	B.A-I	Sandeep Singh	9465059712	Bhavdeep K.
32. Naina Kapoor	33	B.A-I	Kamlesh Kapoor	8524781872	Naina Kapoor
33. Kajal Kumar	80020	B.A-I	Rajesh Kumar	6279604013	Kajal
34. Preeti	80038	B.A-I	Anish Kumar Singh	9779759943	Preeti
35. Kamalpreet K.	80027	B.A-I	Harman Singh	7586940860	Kamalpreet
36. Tisha	80044	B.A-I	Ram Lakshmi	6283230912	Tisha
37. Mehak	80030	B.A-I	Sandeep Kumar	6229874761	Mehak
38. Navreet Kaur	80035	B.A-I	Charmant Singh	7347310578	Navreet Kaur

/s/

Hollan





7/04/23

Student Name	Roll No	Class	Father Name	Mobile No	Signature
Ritika	110	B.com IIB	Prince Mehi	7973449253	Ritika
Nandani Bhatia	086	B.com IIB	Ashwani Kumar	7529059546	Nandani Bhatia
Kashish	065	B.com I(A)	Som Nath	7986244625	Kashish
Babneet Kaur	013	B.com I(A)	Jasvinder Singh	8968367704	Babneet Kaur
Deekha Sharma	023	B.com I(A)	Rajeev Kumar	8137575115	Deekha Sharma
Anshul Kumar	154	B.com IIB	Sahaj Singh	7914265480	Anshul Kumar
Nurkiran Verma	083	B.com IIB	Kuldeep Singh	7657980931	Nurkiran Verma
Chaitanya Garg	019	B.com IIB	Sumesh Garg	8365792555	Chaitanya Garg
Deepika Gupta	020	B.com IIB	Sandeep Kaur	9779701095	Deepika Gupta
Divyanshi Gupta	026	B.com I(A)	Kish Gupta	6280741204	Divyanshi Gupta
Balraj Kaur	014	B.com IIB	Ram Singh	7937029024	Balraj Kaur
Kashish	066	B.com IIB	Kushal Singh	8146343689	Kashish
Hansika Kaur	045	B.com I(A)	Neeraj Singh	7889197377	Hansika Kaur
Aditi Salasia	001	B.com I(A)	Maharaj Singh	7465959912	Aditi Salasia
Akshita	002	B.com I(A)	Mr. Baljit Kumar	9464724795	Akshita
Esthera Goyal	158	B.com I(A)	Suraj Goyal	9872405698	Esthera
Urvashi Verma	051	B.com I(A)	Jagdeep Singh	9056683792	Urvashi Verma
Hansika Verma	43	B.com I(A)	Sandeep Kumar	9973125604	Hansika Verma
Shruti Garg	16	B.com I(A)	Satish Kumar	9976550901	Shruti Garg
Sophiya Singh	41	BBA I	Harpreet Singh	6380205911	Sophiya Singh
Jasbinder Kaur	14	BBA I	Kuldeep Singh	628062727	Jasbinder Kaur
Jyoti Kaur	46	BBA I	Harpreet Singh	9879910116	Jyoti Kaur
Jasmeet Kaur	16	BBA I	Harpreet Singh	7710522115	Jasmeet Kaur
Prachi Puri	37	BBA I	Satish Puri	8699266815	Prachi Puri
Jyoti Kaur	46	BBA I	Harpreet Singh	9879910116	Jyoti Kaur

7/04/23

7/03/2023

Student Name	Roll No	Class	Father Name	Mobile No	Signature
Sirmar	124	B.com I B	Rishan Lal	783719685	Sirmar
Anuraj Sethi	148	B.com I B	Aman Sethi	987755923	Anuraj Sethi
Komal	72	B.com I A	Aineesh Chander	7182943113	Komal
Nalini Raju	98	A.com I B	Charan Kumar	7035950711	Nalini
Rashmi Kaur	106	B.com I B	Beesagar Prasad	9984848817	Rashmi
Raja, Nital	114	B.com I B	Samir Kumar	987255845	Raja, Nital
Kuljit Kaur	74	B.COM I A	Arshdeep Singh	91154-77151	Kuljit Kaur
Gracy Kaur	30	B.com I B	Manmohan Kaur	78145-01702	Gracy Kaur
Komal Sharma	073	B.com I A	Santosh Sharma	9779333400	Komal Sharma
Jarvi Bhardwaj	059	B.COM I A	Mukul Bhardwaj	6283718619	Jarvi Bhardwaj
Gurdeep Kaur	35	B.COM I A	Charanjit Singh	9915867013	Gurdeep Kaur
Gurleen Kaur	42	B.COM I A	Amarik Singh	9878845781	Gurleen Kaur
Gurpreet Kaur	124	B.COM I A	Mohinder Singh	7009284686	Gurpreet Kaur
Jaspreet	4116	BBA (3)	Baljinder S. Singh	9517809909	Jaspreet
Komal Kaur	4117	BBA (3)	Jaswant Singh	9815488110	Komal
Aashdeep Kaur	10	B.com I A	Jagdeep Singh	8837646643	Aashdeep Kaur
Jaspreet Kaur	61	B.com I A	Jaspal Singh	9559081417	Jaspreet Kaur
Gurleen Kaur	37	B.Com I A	Gursharan Singh	9615700094	Gurleen Kaur
Jiya, Anura	63	B.Com I A	Mamaj Kuman	7973549735	Jiya Anura

A  
Kaur