

GGDS COLLEGE, KHERI GURNA

TEACHING PLAN
COMMUNICATION SKILLS IN ENGLISH (BBA 202)
BBA: 2ND SEMESTER (JAN-APRIL, 2017)

Topics	References	No. of sessions
<u>UNIT: I</u>		
Imaginative Use of Parts of Speech	RR 1 Chapter 1	1-3
How to plan Paragraph Writing	RR 4 Ch. 4	4-6
Direct and Indirect Speech	RR 1 Chapter 4.3	7-8
Sentence Connectors and Cohesion	RR 1 Ch. 4.15	9-11
Substitution and Ellipsis	RR 1 Ch. 4.17	12-14
Rewriting of Sentences	RR1 Ch. 4.18	15-17
Idioms and Phrases	RR 1 Ch. 4.20	18-20
Letter Writing	RR 1 Ch. 5.1	21-26
Précis and Comprehension	RR 3 Ch. 20-26	27-30
Paraphrasing and Expansion	RR 1 Ch. 5.2	30-32
Report Writing	RR 3 Ch.6	33-36
Script Writing for Announcement	RR 1 Ch. 5.3	37-38
Comparing	RR 1 Ch. 5.4	39-40
	RR 3 Ch. 7	
	RR 2	
<u>UNIT: II</u>		
Language and Society	RR 2 Ch. 14	41-42
Style and Registers	RR 2 Ch. 15	43-44
Language and Communication	RR Ch. 15	45-47
Fundamentals of Broadcasting	RR 3 Ch. 1	48-51
Radio as a communication of Broadcasting	RR 3 Ch. 30	52-55
TV Network in India and Education TV	RR 3 Ch. 30	56-60
Current Affairs and General Knowledge	RR 3 Ch. 3	60-65
Revision and Doubt Session	BBC and Newspapers	65-70

Recommended Readings

1. N. Krishnaswamy: *Modern English* (Macmillan India)
2. Achhru Singh: *Personality Development and Soft Skills*
3. M. Balasubrahmanian: *Business Correspondence*
4. Vandana R. Singh: *The Written Word*
5. RSN Pillai Bagavathi: *Commercial Correspondence and Office Management*

Further Readings

6. R.O. Neil: *English in Situations* (OUP)
7. Ed. Viola Huggins: *What to say When* (BBC London)
8. Geoffrey Boughton: *Success with English* The penguin Course Book
9. Slexander Baird: *Success with English : The Penguin Course, A first reader*

10. S.P. Jain: *The Art of Broadcasting*
11. Corl Warren: *Radio News Writing*

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test: 15 Marks

Written Assignment: 15 Marks

Attendance : 5 Marks

Class Participation : 5 Marks

Total : 40 Marks

GGSD COLLEGE, KHERI GURNA

**TEACHING PLAN
BUSINESS ECONOMICS - II (BBA 202)
BBA: 2ND SEMESTER (JAN-APRIL, 2017)**

Topics	References	No. of sessions
UNIT: I		
<i>Monopolistic Competition:</i> Concept, assumptions, price determination, selling costs, excess capacity Difference between Monopolistic competition and imperfect competition Introduction to Oligopoly and Monopoly	TB, Ch.1-3 R-1, Part 4 R-5, Ch.12	1-6 7 8
<i>Theory of Distribution:</i> Pricing of factor Marginal productivity theory of distribution Euler's theorem and its application to distribution Modern theory of distribution: Introduction to Macro theories of distribution.	TB, Ch.4-7 R-1 Part 5 R-5, Ch.13	9-12 13-14 15-22
<i>Concept of Rent, Wages and Interest</i> Rent: Ricardian and Modern theory Profit: Dynamic, risk and uncertainty theory	TB, Ch.8-10 R-2, Ch. 1-4 R-5, Ch.14-17	23-27 28-31
UNIT: II		
<i>Basic Concepts and National Income</i> Definition, importance, measurement, and problems	TB, Ch.12-13 R-1, Part 7 R-2, Ch. 6 R-3, Ch.1-2 R-5, Ch. 18-19	32-46
<i>Consumption function</i> Meaning, importance, and determinants	TB, Ch.14 R-2, Ch.10 R-3, Ch.6 R-5, Ch. 24	47-52
<i>Saving and Investment function</i> Meaning, importance, and determinants Concept, types, determinants, difference, measures and sources	TB, Ch.16 R-2, Ch.11 R-3, Ch. 7 R-5, Ch. 25	53-60
<i>Multiplier</i> Statis and dynamic, relevance, working, relevance, leakages Interaction between multiplier and acceleration	TB, Ch.15, 17-18 R-2, Ch.12-13 R-3, Ch.8, 11 R-5, Ch. 26-27	61-68 69-72

Text book

Business Economics-II by R.K. Leikhi ,Kalyani Publishers.

References

1. Ahuja, H.L. (2017), Advanced Economic Theory, Sultan Chand Publishers, New Delhi.
2. Jain, T.R. (2012), Macro Economics, V.K. Publishers, New Delhi.
3. Khanna, O.P. (2015), Principles of Economics, V.K. Publishers, New Delhi.
4. Mithani, D.N. (2016), Macro Economics, Himalayan Publishers.
5. Jain, T.R. (2006), Business Economics, V. K. Publishers, New Delhi.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 15 Marks

Written Assignment : 10 Marks

Attendance : 10 Marks

Class Participation : 5 Marks

Total : 40 Marks

GGDSD COLLEGE, KHERI GURNA

TEACHING PLAN

BUSINESS STATISTICS (BBA 203)

BBA: 2ND SEMESTER (JAN-APRIL, 2017)

Topics	References	No. of sessions
UNIT: I		
<i>Statistics</i> Introduction, importance and scope	TB, Ch.1 R-1, Ch. 1 R-2, Ch. 1 R-3, Ch.1	1-2
<i>Measures of Central Tendency</i> Mean, Median, Mode and Quartiles	TB, Ch.2 R-1, Ch. 7 R-2, Ch. 2 R-3, Ch.3 R-4, Ch. 2	3-21
<i>Measures of Dispersion</i> Range, Quartile, deviation, Mean deviation and Standard deviation	TB, Ch.3 R-1, Ch. 8 R-2, Ch- 3 R-3, Ch.4 R-4, Ch. 3	22-36
<i>Correlation analysis</i> Introduction, types and measurement: Karl's Pearson and Spearman's rank correlation	TB, Ch.8 R-1, Ch. 10 R-2, Ch. 8 R-3, Ch.14 R-4, Ch. 4	37-45
UNIT: II		
<i>Regression analysis</i> Introduction, utility, least square method, coefficient of regression, standard error of estimate and coefficient of determination	TB, Ch.9 R-1, Ch. 11 R-2, Ch. 9 R-3, Ch.13 R-4, Ch. 5	46-52
<i>Time series and forecasting</i> Introduction, components, measurement of secular trend, seasonal variations and cyclical variations.	TB, Ch.4-5, 10 R-1, Ch. 14 R-2, Ch.4-5, 10 R-3, Ch.18 R-4, Ch. 9	53-60
<i>Index numbers</i> Introduction, quantity, price index numbers and choice of base for calculating index numbers	TB, Ch.6-7 R-1, Ch. 13 R-2, Ch. 6-7 R-3, Ch. 7 R-4, Ch. 10	61-67
<i>Interpolation and Extrapolation</i> Introduction, Utility, assumptions, methods	TB, Ch.11 R-2, Ch. 11 R-3, Ch.8, 11	68-72

Text book

Business Statistics by T.R. Jain , V.K. Publishers.

References

1. Gupta, S.P. (2013), Statistical Methods, Sultan Chand and Sons, New Delhi
2. Sandhu, A.S. (2015), Quantitative Methods, V.K. Publishers, New Delhi
3. Spiegel, et.al. (1999), Statistics, Tata Mc.Graw-Hill, New Delhi
4. Srivastava (2002), Business Mathematics and Statistics, Suchita Prakashan (P) Ltd.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 15 Marks

Written Assignment : 10 Marks

Attendance : 10 Marks

Class Participation : 5 Marks

Total : 40 Marks

GGSD COLLEGE, KHERI GURNA

TEACHING PLAN

BUSINESS ORGANIZATION AND MANAGEMENT PRINCIPLES-II (BBA 205)

B.B.A.: 2nd SEMESTER (JAN-APRIL 2017)

Topics	References	No. of sessions
<u>UNIT: I</u>		
Evolution of Management Thought: Schools of Management Thought	TB, Ch.1 R-1, Ch.1 R-2, Ch.2 R-3, Ch.2	1-5
Frederick Taylor and Scientific Management	TB, Ch.2 R-2, Ch.2 R-3, Ch.2 Ppt*	6-12
Henry Fayol and Principles of Management	TB, Ch.3 R-2, Ch.2 R-3, Ch.2 Ppt	13-17
Emergence of Behavioural Sciences (Hawthorne Experiments & Chester Barnard), Elton Mayo	TB, Ch.1 R-2, Ch.2 R-3, Ch.2	18-21
Maslow And Hierarchy of Needs, Contribution Of McGregor, Human Factors in Management & Motivation	TB, Ch.5 R-1, Ch.14 R-2, Ch.18 R-3, Ch.20 Ppt	22-26
Leadership: Nature and Styles, Developing Quality and Techniques of Leadership	TB, Ch.4 R-1, Ch.15 R-2, Ch.20 R-3, Ch.21	27-32
Communication Process	TB, Ch.6 R-1, Ch.17 R-2, Ch.21 R-3, Ch.23	33-36
<u>UNIT: II</u>		
Organizational Behavior: Concept, Scope, Significance, OB Model, Historical Perspective & Evolution of OB, Emerging Trends and Future Prospects	TB, Ch.7 R-4, Ch.1 R-5, Ch.1 R-6, Ch.1,2 Ppt	37-43
Individual Behavior: Conceptual Framework for Understanding the Individual Behavior as an input – output system, Biological Foundations of Behavior, Sensation Cognitive Process Beliefs	TB, Ch.8 R-4, Ch.2 R-5, Ch.2,3 R-6, Ch.3	44-49
Values: Importance, Sources of Value System, Type of Values	TB, Ch.9 R-4, Ch.4 R-6, Ch.7	50-54
Group: Definition, Classification, Why do people join Group,	TB, Ch.10	55-62

Usefulness of Groups in Organizations, Nature and Significance of Informal Groups Group Dynamics: Methods of Group Analysis, Group Behavior Model, Contingency Variables that effect Group Behavior	R-4, Ch.9 R-5, Ch.9 R-6, Ch.12,13 Ppt	
Group Cohesiveness	TB, Ch.11 Ppt	63-66
Group Decision Making: Nature, Process, Styles, How do Groups make Decisions, Advantages & Disadvantages, Strategies of Improving Group Decisions	TB, Ch.12 R-1, Ch.16 R-4, Ch.9 R-5, Ch.8	67-72

*PowerPoint Presentations taken up in class

Textbook

Business Organization and Management Principles-II by Shashi K. Gupta, R.K. Sharma & Rosy Joshi, Kalyani Publishers.

References

1. Harold Koontz & Heinz Weihrich. *Essentials of Management*, 10e, Tata McGraw Hill, New Delhi.
2. L.M. Prasad. *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi.
3. T. Ramasamy. *Principles of Management*, Himalaya Publishing House, New Delhi.
4. Stephen P. Robbins, Timothy A. Judge & Seema Sanghi, 13e, *Organizational Behavior*, Pearson Education, New Delhi.
5. Steven L. McShane, Mary A.V. Glinow & Radha R. Sharma. *Organizational Behavior*, Tata McGraw Hill, New Delhi.
6. L.M. Prasad. *Organizational Behaviour*, Sultan Chand & Sons, New Delhi.
7. W. Haynes. *Principles and Practice of Management*, Current Distributors.
8. Fred Luthans. *Organizational Behavior*, Tata McGraw Hill, New Delhi.

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test : 18 Marks

Written Assignment :10 Marks

Attendance :6 Marks

Class Participation : 6 Marks

Total : 40 Marks

GGDSD COLLEGE, KHERI GURNA

**TEACHING PLAN
BBA 201-PUNJABI COMPULSORY
BBA : 2ND SEMESTER (JAN-APRIL 2017)**

Topics	References	No. of sessions
UNIT: I		
feos	TB-1, Ch.1	1-3
xo dk fgnko	TB-1, Ch.2	4-7
T\wo bwh j' ; edh W	TB-1, Ch.3	8-11
n/Eo{	TB-1, Ch.6	12-15
g\bkDk gi' kp	TB-1, Ch.7	16-19
w\bk ewok-fg\sb dh eVkj h	TB-1, Ch.8	20-23
fJr b\w dk ; 'rh ; wtko	TB-1, Ch.10	24-27
; Ve gko eodk p\Ygk	TB-1, Ch.11	28-31
n\w\kB fBe'pko dh Xosh s/	TB-1, Ch.12	32-35
fu\NhnK oksk d/\fj o ftu	TB-1, Ch.13	36-39
d'; sh dh wfj e	TB-1, Ch.14	40-43
fyvkohnK d/ tfj w	TB-1, Ch.15	44-47
UNIT: II		
f\tnkeoB Gk\ok tBr\hnK Gk\ok dk Ne; kbh og, Gk\ok ns/ Tg^Gk\ok dk n\so ns/n\so ; p\X, gi' kph TgGk\oktK s/gSkD fuB\l	RB-1, Ch.2, 2.1, 2.3, 2.4, 2.4.2 RB-3, Ch.1, Ch.3	48-55
\fpd^pDso ns/\fpd ouB\l gfoGk\ok, w\Yb/ ; \ebg	RB-3, Ch.16-17 RB-2, Ch.11-12	56-60
\fpd \fDhnK ns/ogksoB	RB-1, Ch.3, 3.3 RB-2, Ch.3-10	61-64
ftj kfoe gi' kph l g\ BN, fog'oN fbyDk, foft T\{fbyDk, noi h ns/g\so	RB-3,Part-2, Ch.2-4	65-70

Text books

1. गणको, ई फ़न्दो फ़; ऋ नस/ फ़; IX, गौी हस फ़; ऋ, उ'दतल गौी कपि फ़BपिX, गपुबहेडB फ़pT'p', गौी कपि : Bहतोफ़; नह, गफ़Nनकुक

References

- 1) ; ऋक, ; य़तदो फ़; ऋ, गौी कपि Gकक फ़tfr नकB, गौी कपि Gकक नेकुदव, ई बख़ो
- 2) य़fj ok, ; f़oदो फ़; ऋ, गौी कपि Gकक-f़tnkeoB नस/ pDso, गपुबहेडB फ़pT'p', गौी कपि : Bहतोफ़; नह, गफ़Nनकुक, 2006
- 3) j oehos फ़; ऋ, frnkBh बकुब फ़; ऋ, गौी कपि f़tnkeoD, गौी कपि ; NN : Bहतोफ़; नह Nे; N-pे pव uvhr V 2010

Suggested Readings

- य़ी ग़सपक, Gकक फ़tfr नकB फ़tob ने

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test	:	10 Marks
Written Assignment	:	5 Marks
Presentation	:	5 Marks
Class Participation	:	5 Marks
Total	:	25 Marks

GGDS COLLEGE, KHERI GURNA

TEACHING PLAN

ELEMENTARY PUNJABI (w/Ybk fr nkB) (BBA 201 A)

BBA: 2ND SEMESTER (JAN-APRIL 2017)

Topics (Theoretical)	References	No. of sessions
UNIT: I		
ਸ਼ਬਦ ਪ੍ਰਬੰਧ: ਸ਼ਬਦ ਜੋੜਾਂ ਦੀ ਵਰਤੋਂ - ਦੋ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ, ਤਿੰਨ ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ, ਬਹੁ-ਅੱਖਰੀ ਸ਼ਬਦਾਂ ਦੇ ਸ਼ਬਦ ਜੋੜ	www.learnpunjabi.org	1-15
UNIT: II		
ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼੍ਰੇਣੀਆਂ ਦੇ ਵਿਆਕਰਣਕ ਵਰਗਾਂ ਦੀ ਪਛਾਣ - ਸ਼ਬਦਾਂ ਦੀਆਂ ਸ਼੍ਰੇਣੀਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਆਦਿ) ftnkeoBe torK dh gSkD s/ tosll (fbr , tuB, gby, ekb nkfd)	www.learnpunjabi.org	16-30
UNIT: III		
ਸ਼ਬਦ ਬਣਤਰਾਂ ਅਤੇ ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ ਤੇ ਵਰਤੋਂ- gji kph ਸ਼ਬਦ ਬਣਤਰਾਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਅਗੇਤਰ, ਪਿਛੇਤਰ, ਸਮਾਸ, ਦੁਹਰਕਤੀ), ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦਾ ਸਿਧਾਂਤ, ਪਛਾਣ ਤੇ ਵਰਤੋਂ (ਵਾਕੰਸ਼, Tgtke s/ tke) ਸ਼ਬਦਾਂ ਦਾ ftnkeoBe wb- f; Xks s/ftj ko	www.learnpunjabi.org	31-55
UNIT: IV		
ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪਛਾਣ ਤੇ ਵਰਤੋਂ	www.learnpunjabi.org	56-70

References

- 1) www.learnpunjabi.org
- 2) oki ftldo f; x, gji kph fr nkB ; havh (Computer Application to learn and teach punjabi)

Suggested Readings

- ਸੰਧੂ, ਸਤਿਨਾਮ ਸਿੰਘ, ਗੁਰਮੁਖੀ ਸਿੱਖੋ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
- ਸੀਤਾ ਰਾਮ ਬਹਾਰੀ, ਪੰਜਾਬੀ ਸਿਖੀਏ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
- Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala, 2003

INTERNAL ASSESSMENT BREAKUP

Mid- Semester Test	:	10 Marks
Written Assignment	:	5 Marks
Presentation	:	5 Marks
Class Participation	:	5 Marks
Total	:	25 Marks
