

# STUDENT HANDBOOK

**Bachelor of Business Administration**

Programme Code – **OBA210**

Session - **JULY 2023**

**Institute of  
Distance &  
Online  
Learning**



**Academic Block A3, Level 02,  
Chandigarh University - 140413  
[www.cuidol.in](http://www.cuidol.in)**

**AICTE Approved Programme from an  
University with A+ Grade from NAAC**

# AT A GLANCE

Name of the Programme	Programme Code	Eligibility	Duration
Bachelor of Business Administration	OBA210	10 +2 or its' equivalent examination in any stream conducted by a recognized by Board/ University/ Council.	<b>Min.:</b> 03Years <b>Max.:</b> 06 Years

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- 1 Student Handbook will be available on your LMS also.
- 2 This Handbook is valid for the Admissions of JULY 2023 Session.
- 3 Examination form is to be filled through online mode only.

# AT A GLANCE

Institute of Distance & Online Learning

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# 1.0 INSTITUTE OF DISTANCE & ONLINE LEARNING (IDOL)

Over the years, Institute of Distance & Online Learning (IDOL), Chandigarh University has emerged as the best Distance Education Institute, which couples the experience of top industry leaders and renowned academicians to foster a global approach to life-long and real-world learning. The Institute of Distance & Online Learning (IDOL) has quickly evolved into a hub of eminent and distinguished scholars whose informed guidance ingrain their students with work-ready knowledge.

The programme offered by Institute of Distance & Online Learning (IDOL) provides superior Distance Education in Punjab, India, with a desire to deliver student-focused, quality education to students with diverse learning backgrounds. We seek to create excellence in Distance & Online Learning by providing the technology interface, i.e., a Learning Management System (LMS), between the institution and the learner so that quality education can be offered at an affordable cost while also making education convenient for everyone.

Our Learning Management System (LMS) keeps your curriculum, interactive sessions, faculty, etc. a Click Away. It enables learners to plan their studies according to their learning needs and provides enough scope to the experts to plan e-content.

## 1.1 COURSE MATERIAL

Learning materials are prepared for the courses by university in-house faculty. These materials are edited & audited as per CIQA guidelines of UGC-DEB Regulations of 2020 at the Institute of Distance & Online Learning (IDOL) before they are finally sent to the press for printing. Similarly, audio and video programmes are produced at the Institute of Distance & Online Learning (IDOL) in consultation with the in-house faculty, members of CIQA and Industry experts of Corporate Advisory Board of Chandigarh University. The materials are previewed and reviewed by the faculty as well as CIQA members and edited or modified wherever necessary before they are dispatched and uploaded on Learning Management System (LMS).

## 1.2 CREDIT SYSTEM

The University follows the 'Credit System' for most of its programmes. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a four-credit course involves 120 hours of study. All commerce courses are 04 credit courses. This helps the student to understand the academic efforts one has to put in, in order to successfully complete a course. Completion of an academic programme (Degree) requires successful clearing of both, the continuous assignments and the term- end-examination of each course in a programme.

## 1.3 STUDENT SUPPORT SERVICES

Institute of Distance & Online Learning (IDOL) has established a strong & quick responsive Learner Support System as per UGC -DEB Regulation 2020. Learner support service provide counselling facilities at periodic intervals online as well as offline; act as information center at university campus for all academic and, administrative information required by the Learner. *(Toll Free Number: 1800 121 388800).*

## 1.4 DELIVERY SYSTEM

The methodology of instruction in Institute of Distance & Online Learning (IDOL) is different from that of conventional universities. The Delivery system is more learners oriented and the learner is an active participant in the teaching-learning process. Most of the instruction is imparted through distance, rather than Face-to-Face communication. The Institute of Distance & Online Learning (IDOL) follows a multi-media approach for instructions. It comprises:

- **Print Material:** The printed material of the programme is supplied to the learners in the form of a single printed book/e-book, which is divided into Blocks and Units.
- **Audio-Visual Material Aids:** The learning package contains audio and video programmes which have been produced by the Institute of Distance & Online Learning (IDOL) for better clarity and enhanced understanding of the course material given to the Learner. These programmes are usually of 25-30 minutes duration. The audio programmes are run and video programmes are also screened at the learner support centre at the university campus during the hours of the counseling session. The information is also provided on the Institute of Distance & Online Learning (IDOL) website. ([www.cuidol.in](http://www.cuidol.in))
- **Counselling Sessions:** Normally, counseling sessions are held as per a schedule drawn beforehand by the Programme Coordinator/Course Coordinator. They are held on weekends, i.e., Saturday and Sunday.

## 2.0 BACHELOR OF BUSINESS ADMINISTRATION (BBA)

This programme is UGC-DEB recognized Graduate Degree programme designed to develop the skills required for careers in the field of management. The programme is designed by in-house faculty taking suggestions from Board of Studies members keeping in view the latest industry requirements and practices. All the courses are contemporary, cover diverse areas of study in management and are relevant to present-day needs.

### 2.1 SALIENT FEATURES OF THE PROGRAMME

Some of the salient features of the programme are:

- UGC-DEB approved Programme
- Contemporary curriculum and latest study material
- Affordable fee
- Flexible learning
- Earn while learning

### 2.2 ELIGIBILITY

10 +2 or its' equivalent examination in any stream conducted by a recognized by Board/ University/ Council.

### 2.3 DURATION

The minimum duration of the programme is 03 years and the maximum duration is 06 years.

### 2.4 MEDIUM OF INSTRUCTION

The medium of Instruction for this programme is English.

## 2.5 PROGRAMME STRUCTURE

The medium of Instruction for this programme is English.

Courses	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester	5 <sup>th</sup> Semester	6 <sup>th</sup> Semester
<b>Core</b>	5(Five)	5 (Five)	4 (Four)	4 (Four)	4(Four)	4 (Four)
<b>Specialisation/Elective</b>	-	-	1(One)	1(One)	1(One)	1(One)

- The BBA Programme consists of 30 courses in all and includes:
  - i) Twenty-six (26) Programme Core courses
  - ii) Four (4) electives
- In order to get a BBA Degree a student has to complete 30 courses with a total credit weightage of 120 credits. They are as follows:
  - i) 26 Programme Core Courses of 4 Credit each=104 Credits.
  - ii) 4 Electives of 4 credits each= 16 Credits
- Programme structure of each of the BBA programmes is presented below. The detailed course outlines are given in the Appendix 1

Course code	Course Title	Course code	Course Title
Semester-1(5Courses)		Semester-2(5Courses)	
23ODBBT101	Microeconomics	23ODBBT151	Principles of Management
23ODBBT102	Business Mathematics and Statistics	23ODBBT152	Financial and Management Accounting
23ODBBT103	Basic Accounting	23ODBBT153	Marketing Management
23ODBBT104	Human Resource Management	23ODBBT154	Advanced Accounting
23ODBBT105	Communication Skills	23ODBBT155	Computer Application to Management

Semester-3(5Courses)		Semester-4(5 Courses)	
23ODBBT201	Banking	23ODBBT251	Research Methodology
23ODBBT202	Logistics and Supply Chain Management	23ODBBT252	Compensation Management
23ODBBT203	Indian Economy	23ODBBT253	Commercial & Company Law
23ODBBT204	Rural Marketing	23ODBBT254	Business Environment & Regulatory Framework
****	Departmental Elective -1(Group A/B/C)	****	Departmental Elective 2 (Group A/B/C)
Semester-5(5Courses)		Semester-6(5 Courses)	
23ODBBT301	Market Research	23ODBBT351	Corporate Strategy
23ODBBT302	Entrepreneurship Development	23ODBBT352	Financial Services and Markets
23ODBBT303	Management Information System	23ODBBT353	Consumer Behavior
23ODBBT304	Digital Marketing	23ODBBT354	Industrial Relations and Labor Laws
*****	Departmental Elective 3 (Group A/B/C)	****	Departmental Elective 4 (Group A/B/C)

SPECIALISATION/ ELECTIVE	SEMESTER	CODE	SUBJECT TITLE
<b>Advertisement &amp; Marketing (Group-A)</b>	3 <sup>rd</sup> Sem	23ODBBT221	Advertising Management
	4 <sup>th</sup> Sem	23ODBBT271	Sales and Distribution Management
	5 <sup>th</sup> Sem	23ODBBT331	Services Marketing
	6 <sup>th</sup> Sem	23ODBBT371	Social Media Marketing
<b>Banking and Finance (Group-B)</b>	3 <sup>rd</sup> Sem	23ODBBT222	Corporate Tax Planning
	4 <sup>th</sup> Sem	23ODBBT272	Security Analysis & Portfolio Management
	5 <sup>th</sup> Sem	23ODBBT332	Management of Financial Institutions
	6 <sup>th</sup> Sem	23ODBBT372	Derivatives & Risk management
<b>Family Business (Group-C)</b>	3 <sup>rd</sup> Sem	23ODBBT223	Basics of Family Managed Business
	4 <sup>th</sup> Sem	23ODBBT273	Succession Planning in Family Managed Business
	5 <sup>th</sup> Sem	23ODBBT333	New Enterprise Creation
	6 <sup>th</sup> Sem	23ODBBT373	Internationalization of Family Managed Business

# 2.6 EVALUATION

The evaluation system of the programme for all the courses, except the project course, is based on two components:

- Continuous assessment in the form of Assignments (weightage: 30%):

This component carries a weightage of 30%. There will be two assignments per course. The assignment is to be submitted on Learning Management System (CULMS). Learners are required to attempt the assignments which are prescribed for that semester.

- End Term Examination (ETE) (weightage: 70%):

Term End Examinations will be held twice every year in the months of June and December notified as per the COE. The Learners are at liberty to appear in any of the examinations conducted by the University during the year. A Learner will be allowed to appear in the End Term Examination, only after He/she has registered for that course and submitted the assignment of that course.

Letter grade system is used in this programme. These letter grades are:

Letter Grade	Performance	Grade Point
A <sup>+</sup>	Outstanding	10
A	Excellent	9
B <sup>+</sup>	Very Good	8
B	Good	7
C <sup>+</sup>	Average	6
C	Below Average	5
D	Marginal	4
E	Exposed	0
F	Fail/Poor	0
I	Incomplete	0

Following is the system of converting the overall letter grades to percentage equivalents:

A = 80% and Above

B = 60% to 79.9%

C = 50% to 59.9%

D = 40% to 49.9%

E = Below 40%

## END TERM EXAMINATION (ETE)

The learners are required to fill in the Examination form to appear in the ETE each time i.e., for every exam (June/December). Learner has to apply afresh. The Examination Forms are accepted online through Learning Management System (CULMS) only as per the schedule of Academic Calendar.

### Dates for submission of Examination Form

For June ETE	For December ETE	Late Fee
1st March to 31st March	1st September to 30th September	NIL
1st April to 15th April	1st October to 15th October	Rs. 1000/- (To be paid online to university through CULMS)

Please note that the dates mentioned above are subject to change. Please check the actual dates on the website/Announcement Section of CULMS.

### Examination fee and Mode of Payment

Examination Fee	Mode of Payment
Rs 2000 /- all courses of semester	Credit Card/Debit Card/Net Banking

Examination fee once paid is neither refundable nor adjustable even if the learner fails to appear in the examination.

## 2.7 TENTATIVE SCHEDULE OF ACADEMIC DELIVERY

	Activities	July - December 2023 Semester	
i)	Dispatch of Study Material to begin	During first half of August till December.	
ii)	Counselling	June to September	
iii)	Submission of Assignments	30 <sup>th</sup> September 2023	15 <sup>th</sup> November 2023
iv)	Assignment feedback	13 <sup>th</sup> November 2023	15 <sup>th</sup> November 2023
v)	Term-end Examination	2 <sup>nd</sup> December 2023 to 30 <sup>th</sup> December 2023	
vi)	Dates for submission of Examination Forms -CULMS.	As notified by COE	
vii)	Dates for Online Re- registration for next semester	As per Academic Calendar available on CULMS & on website <a href="http://www.cuidol.in">www.cuidol.in</a>	

(Dates are subject to change due to unforeseen circumstances)

- Re-appear Examination fee is Rs. 200/- per course
- Examination Form should be filled up and submitted through LMS till November
- Term-end examination respectively. For exact dates/information please check LMS regularly.
- Examination Form is to be submitted Online only as per instructions/Guidelines available at LMS.

## 2.8 GRIEVANCE REDRESSAL

The Institute of Distance & Online Learning (IDOL) has a robust mechanism in place for redressal of student grievances. On the LMS student can submit their grievances online and track the responses through ticket numbers.

A Grievance Redressal committee has been set up at to respond to the grievances of the Learners. The Student Service Centre can be contacted at the contact details provided below:

1	General Enquiry (Student Support Services and Student Grievances)	Phone: 1800-121-388800
2	Associate Director, Institute of Distance & Online Learning (IDOL) – Member Secretary Grievance Committee.	Room no-201, Level 02, Academic Block A3, Chandigarh University, Mohali – 140413. Email id – ad.idol@cumail.in

## 3.0 STUDY MATERIAL AND ASSIGNMENTS

The Institute of Distance & Online Learning sends study material to the Learners by Registered post/ Speed Post and if a Learner does not receive the same for any reason; whatsoever, the Learners are required to write to the Institute of Distance & Online Learning (IDOL) and send email to [slmsupport@cuidol.in](mailto:slmsupport@cuidol.in).

The Institute of Distance & Online Learning has a provision to provide soft copy of the self-learning material in place of printed material. The soft copy of SLM is also available on CULMS.

Assignments for the current session are made available on the CULMS. Students are advised to download the same.

## 4.0 LIST OF FACULTY

Institute of Distance & Online Learning (IDOL)			
1.	Dr. Gurpreet Singh (Associate Director)	2.	Dr. Charanpreet Singh (Associate Professor)
3.	Dr. Sukhwant Kaur (Assistant Professor)	4.	Dr. Pallavi Jaggi (Assistant Professor)
5.	Ms. Amanpreet Kaur (Assistant Professor)	6.	Ms. Himanshi Nagpal (Assistant Professor)
7.	Ms. Sukhveet Kaur (Assistant Professor)		

## PROGRAMME COORDINATOR

Bachelor of Business Administration (BBA)

-Ms. Sukhveet Kaur (odlbba@cuidol.in)

# 5.0 GUIDELINES FOR SUBMISSION OF ASSIGNMENTS AND APPEARING IN TERM-END EXAMINATIONS

## 5.1 ASSIGNMENTS

Assignments are part of the continuous assessment of the student. The submission of assignments is compulsory. The grade that you earn in your assignments will be counted in your final result. Assignments of a course carry 30% weightage while 70% weightage is given to the end term examinations. Therefore, you are advised to take your assignments seriously. You cannot appear for the end term examination for any course if you do not submit your assignment. Assignments are uploaded on the CULMS as per the Academic Calendar. The validity of the assignments is one year which implies that these assignments are to be attempted by the students who have taken admission in January and July cycles.

The main purpose of assignments is to test your comprehension of the learning materials you receive from university and also to help you get through the courses. The information given in the printed course materials is sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have easy access to other books, you may make use of them. The University has the right not to entertain or even reject the assignments submitted after the due date. You are, therefore, advised to submit the assignments before the due date.

If you do not get passing grades in any assignment, you have to submit it again. For this, you have to ask for/obtain a fresh set of assignments for that course as applicable to that particular semester. However, once you get the pass grade in an assignment, you cannot re-submit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Programme Coordinator, so that the correct score is forwarded by him to the Examination Section.

In case you find that the score indicated in the assessment sheet of your assignments has not been correctly reflected or is not entered in your grade card; you are advised to contact the Programme Coordinator.

# 5.1 ASSIGNMENTS

The submission of TWO ASSIGNMENTS per subject is compulsory.

- Assignments carry 30% weightage while 70% weightage is given to the term-end examination. The average mark of two assignments will be awarded to students.
- 1st Assignment will be multiple choice-based questions available to the students on the LMS portal.
- 2nd Assignment will be having multiple choice-based questions available to the student on the LMS portal.

	Last Date of Submission
Assignment 1	30 <sup>th</sup> September 2023
Assignment 2	15 <sup>th</sup> November 2023

## 6.0 COURSE OUTLINE

### SEMESTER-1

23ODBBT101- Microeconomics

Unit-1	Introduction to Economics
Unit-2	Consumer Behavior
Unit-3	Demand
Unit-4	Elasticity of Demand
Unit-5	Demand Forecasting
Unit-6	Indifference Curve approach
Unit-7	Production Function
Unit-8	Economies and Diseconomies of Scale
Unit-9	Theory of Cost
Unit-10	Revenue Analysis
Unit-11	Market Structures
Unit-12	Oligopoly
Unit-13	Welfare, Market Failure and the Role of Government
Unit-14	Modern Welfare Criteria

## SEMESTER-1

### 23ODBMT102 – Business Mathematics and Statistics

Unit-1	Introduction to Business Mathamatics
Unit-2	Simple and Compound interest
Unit-3	Annuity
Unit-4	Matrices
Unit-5	Determininant
Unit-6	Permutation and Combinations
Unit-7	Introduction of statistics
Unit-8	Linear programming
Unit-9	Classification and Tabulation of Data
Unit-10	Measures of Central tendency
Unit-11	Dispersion
Unit-12	Sampling
Unit-13	Correlation Analysis
Unit-14	Regression Analysis

## SEMESTER-1

### 23ODBBT103- Basic Accounting

Unit-1	Introduction to Accounting
Unit-2	Introduction to Accounting
Unit-3	Accounting principal
Unit-4	Accounting Standards
Unit-5	Recording of Accounting Transaction
Unit-6	Trial Balance
Unit-7	Depreciation, provision and reserves
Unit-8	Capital and revenue item
Unit-9	Joint venture
Unit-10	Final Account
Unit-11	Final account with adjustment
Unit-12	Accounting for good and service tax
Unit-13	Overview of latest developments in Accounting
Unit-14	Recent Trends in Accounting

## SEMESTER-1

### 23ODBMT154 – Human Resource Management

Unit-1	Introduction to Human Resource Management
Unit-2	Human Resource Planning
Unit-3	Job analysis
Unit-4	Recruitment and Selection
Unit-5	Employee Selection
Unit-6	Placement and Induction
Unit-7	Training and Development
Unit-8	Performance Appraisal
Unit-9	Motivation
Unit-10	Industrial Relations and disputes
Unit-11	Employee Grievances
Unit-12	Quality of Work life
Unit-13	Employee Empowerment
Unit-14	International HRM

## SEMESTER-1

### 23ODBBT105- Communication Skills

Unit-1	Business Communication
Unit-2	Reading Skills
Unit-3	Writing, Listening, Speaking
Unit-4	Grammar
Unit-5	Vocabulary
Unit-6	Ethics in Business Communication
Unit-7	Reading
Unit-8	Writing
Unit-9	Listening, Speaking
Unit-10	Grammar, Vocabulary
Unit-11	Cross Cultural aspects of Business Communication
Unit-12	Reading
Unit-13	Writing, Listening
Unit-14	Speaking, Grammar, Vocabulary

## SEMESTER-2

### 23ODBBT151- Principles of Management

Unit-1	Introduction to Management
Unit-2	Evolution of Management thought
Unit-3	Types of Business organization
Unit-4	Planning
Unit-5	Decision making
Unit-6	Organizing
Unit-7	Organizational structure
Unit-8	Delegation, Authority and Responsibility
Unit-9	Staffing
Unit-10	Motivation
Unit-11	Leadership
Unit-12	Coordination
Unit-13	Controlling
Unit-14	Use of computers and IT in Management control

## SEMESTER-2

### 23ODBBT152- Financial and Management Accounting

Unit-1	Financial accounting
Unit-2	Consignment Accounts-I
Unit-3	Consignment accounts-II
Unit-4	Departmental Accounting-I
Unit-5	Departmental Accounting-II
Unit-6	Capital Budgeting
Unit-7	Voyage Accounting
Unit-8	Managerial Accounting Introduction
Unit-9	Managerial Accounting
Unit-10	Transfer Pricing
Unit-11	Dividend Policy
Unit-12	Working Capital Management
Unit-13	Inventory management
Unit-14	Royalty Accounts

## SEMESTER-2

### 23ODBBT153- Marketing Management

Unit-1	Introduction to Marketing
Unit-2	Concept of Marketing Mix
Unit-3	Demand Forecasting, Segmentation, Targeting and Positioning
Unit-4	Marketing Environment
Unit-5	Product and Pricing Decisions
Unit-6	Brand Management
Unit-7	Pricing Decisions
Unit-8	Promotion and Distribution Decisions
Unit-9	Managing Non-Personal Communication Channels
Unit-10	Distribution Management
Unit-11	Distribution Channel Decisions
Unit-12	Consumer Behaviour
Unit-13	Services Marketing
Unit-14	Recent Trends in Marketing

## SEMESTER-2

### 23ODBBT154- Advanced Accounting

Unit-1	Introduction
Unit-2	Financial Statements
Unit-3	Consignment Accounts I
Unit-4	Consignment Accounts II
Unit-5	Consignment Accounts III
Unit-6	Consignment Accounts IV
Unit-7	Departmental Accounting
Unit-8	Departmental Accounting II
Unit-9	Voyage Accounting
Unit-10	Royalty Accounting I
Unit-11	Transfer Pricing
Unit-12	Royalty Accounting II
Unit-13	Accounting in Computerized Environment
Unit-14	Management Accounting

## SEMESTER-2

### 23ODBBT155- Computer Application to Management

Unit-1	Computer Basics 1
Unit-2	History
Unit-3	Computer Basics 2
Unit-4	Hardware and Software
Unit-5	Hardware and Software
Unit-6	Classifications of Computers
Unit-7	Operating System
Unit-8	Windows
Unit-9	Excel
Unit-10	Word Processing Basics
Unit-11	MS PowerPoint
Unit-12	Internet and its Application
Unit-13	Computer network
Unit-14	Overview of Emerging Technologies

## SEMESTER-3

### 23ODBBT201- Banking

Unit-1	Introduction to Indian Banking System
Unit-2	Commercial & Co-operative Banks
Unit-3	Introduction to Regional Rural Banks
Unit-4	Banking, Monetary Policy and Regulation
Unit-5	Accounts
Unit-6	Loans and Advances
Unit-7	Banking Ombudsman
Unit-8	Mergers and acquisition
Unit-9	Banking Acts
Unit-10	BASEL NORMS
Unit-11	Online Banking
Unit-12	Latest Technology in Banking
Unit-13	Legal Challenges in Banking Business
Unit-14	E-Banking Security & Payment Systems

## SEMESTER-3

### 23ODBBT202- Logistics and Supply Chain Management

Unit-1	Introduction to Logistics
Unit-2	Role of Logistics
Unit-3	Supply Chain Management
Unit-4	Information Systems
Unit-5	Inventory Management
Unit-6	Warehousing
Unit-7	Purchasing function
Unit-8	Management of inventories
Unit-9	Management of transportation costs
Unit-10	Supply chain information systems and e-commerce
Unit-11	E commerce and Logistics
Unit-12	Use of software packages in supply chain management
Unit-13	Electronic procurement (e-procurement)
Unit-14	Forward E-logistics

## SEMESTER-3

### 23ODBBT203- Indian Economy

Unit-1	Introduction to Indian Economy
Unit-2	Demographic Features of Indian Economy
Unit-3	Economic Planning
Unit-4	Five Years plans
Unit-5	Basic Issues in Agriculture
Unit-6	Agricultural finance
Unit-7	Industries
Unit-8	Indian Public Finance
Unit-9	India's foreign trade
Unit-10	India's balance of payments
Unit-11	Indian trade policy
Unit-12	Multinational corporations (MNCs)
Unit-13	Indian Economy, Emerging Issues
Unit-14	Emerging issues in international trade

## SEMESTER-3

### 23ODBBT204- Rural Marketing

Unit-1	Rural Marketing Introduction
Unit-2	Rural Market Environment and Infrastructure
Unit-3	Classification of Rural Markets
Unit-4	Rural Marketing index
Unit-5	Rural Marketing Strategies
Unit-6	Rural Marketing Research
Unit-7	Role of IT in Rural Marketing
Unit-8	Rural Consumer Behavior
Unit-9	Rural marketing policies
Unit-10	New Product Development for the Rural Market
Unit-11	Rural Market and Product Life Cycle
Unit-12	Distribution System in Rural Marketing
Unit-13	Role of Microfinance in Rural India
Unit-14	Role of Financial Institutions in Rural Marketing

## SEMESTER-3

### 23ODBBT221- Advertising Management

Unit-1	Introduction to Advertising
Unit-2	Advertising Role in the Marketing Process
Unit-3	Integrated Marketing Communication
Unit-4	Advertising Agency
Unit-5	Market research
Unit-6	Advertising Agency
Unit-7	Ad Creation
Unit-8	Determination of Target Audience
Unit-9	Consumer Behavior
Unit-10	Building of Advertising Programme
Unit-11	Advertising Campaign Planning
Unit-12	Measuring the effectiveness of the promotional program
Unit-13	Promotional program
Unit-14	International Advertising and Promotion

## SEMESTER-3

### 23ODBBT222- Corporate Tax Planning

Unit-1	Introduction to Concept of Tax Planning
Unit-2	Objective and Importance of Tax Planning
Unit-3	Methods of Tax Planning
Unit-4	Areas of Tax Planning
Unit-5	Locational aspects of Tax planning
Unit-6	Taxation of Non-Residents
Unit-7	Tax Planning and Financial Management
Unit-8	Tax planning in New business
Unit-9	Tax Planning and Amalgamation
Unit-10	Tax Planning with regard to Specific Management Decisions
Unit-11	Accounting systems and Taxation
Unit-12	TDS
Unit-13	Advance payment of Tax
Unit-14	Filing of Return

## SEMESTER-4

### 23ODBBT223- Basics of Family Managed Business

Unit-1	Family Business Introduction
Unit-2	Family Culture
Unit-3	Rediscovering and Reorienting
Unit-4	Leading the Evolution
Unit-5	Role of Family
Unit-6	Family business Governance
Unit-7	Small business
Unit-8	Franchising & Competitive Environment
Unit-9	Control of Family Business
Unit-10	Handling Operations Management
Unit-11	Business Ethics and Entrepreneurship
Unit-12	Leadership and the imperatives for family business
Unit-13	Succession
Unit-14	Succession Planning

## SEMESTER-4

### 23ODBBT251- Research Methodology

Unit-1	Family Business Introduction
Unit-2	Family Culture
Unit-3	Rediscovering and Reorienting
Unit-4	Leading the Evolution
Unit-5	Role of Family
Unit-6	Family business Governance
Unit-7	Small business
Unit-8	Franchising & Competitive Environment
Unit-9	Control of Family Business
Unit-10	Handling Operations Management
Unit-11	Business Ethics and Entrepreneurship
Unit-12	Leadership and the imperatives for family business
Unit-13	Succession
Unit-14	Succession Planning

## SEMESTER-4

### 23ODBBT252- Compensation Management

Unit-1	Introduction
Unit-2	Types of compensations
Unit-3	Compensation System Design Issues
Unit-4	Decision about compensation
Unit-5	Strategic compensation planning
Unit-6	Determining compensation
Unit-7	Wage concepts
Unit-8	Job evaluation systems
Unit-9	Compensation and Variable Pay
Unit-10	Executive compensation
Unit-11	Retention Strategy
Unit-12	Employee Benefits
Unit-13	Strategic Compensation Challenge
Unit-14	International Compensation

## SEMESTER-4

### 23ODBBT253- Commercial & Company Law

Unit-1	Law of Contract
Unit-2	Performance and discharge of contract
Unit-3	Concept of agent
Unit-4	Negotiable Instrument
Unit-5	Law of Insurance
Unit-6	Sale of Goods Act
Unit-7	Law of Partnership
Unit-8	Formation of a Company
Unit-9	Company Capital formation
Unit-10	Appointment and Removal of Director
Unit-11	Winding up
Unit-12	Accounts, Audit and Investigation
Unit-13	Latest Provision of Company law
Unit-14	Amalgamation

## SEMESTER-4

### 23ODBBT254- Business Environment & Regulatory Framework

Unit-1	Introduction to Business Environment
Unit-2	Economic Systems
Unit-3	Economic Policies
Unit-4	Politico-legal environment
Unit-5	Politico-legal environment
Unit-6	Politico-legal environment
Unit-7	Capital Market
Unit-8	Financial Institutions
Unit-9	International Institutions
Unit-10	Natural Environment
Unit-11	Natural Environment
Unit-12	Socio Cultural Environment
Unit-13	Technological Environment
Unit-14	Recent trends in Business Environment

## SEMESTER-4

### 23ODBBT271- Sales and Distribution Management

Unit-1	Overview of Sales Management
Unit-2	Understanding Personal Selling and Sales Force Management
Unit-3	Sales Force Management
Unit-4	New Trends in Sales Management -I
Unit-5	New Trends in Sales Management-II
Unit-6	Channel management
Unit-7	Wholesaling
Unit-8	Retailing
Unit-9	Emerging Concepts in Distribution Management
Unit-10	Distribution Planning and Control
Unit-11	Distribution Planning and Control
Unit-12	Channel Strategy and Design
Unit-13	Relationships and Channel Conflict
Unit-14	The Basics of Supply Chain Management

## SEMESTER-4

### 23ODBBT272- Security Analysis & Portfolio Management

Unit-1	Introduction to Investment Management
Unit-2	Difference Between Investment and Speculation
Unit-3	Investment Management
Unit-4	Types of Management Strategies
Unit-5	Risk and Return
Unit-6	Valuation of Security
Unit-7	Balance Sheet Techniques
Unit-8	Techniques, Discounted Cash Flow Techniques
Unit-9	Valuation of Bonds
Unit-10	Fundamental analysis
Unit-11	Portfolio Theory
Unit-12	Diversification and Portfolio Risk
Unit-13	Portfolio Analysis
Unit-14	Markowitz Theory Risk

## SEMESTER-4

### 23ODBBT273- Succession Planning in Family Managed Business

Unit-1	Introduction
Unit-2	Hindu Undivided Family
Unit-3	Future
Unit-4	Planning
Unit-5	Entrepreneurial Control System
Unit-6	Centers
Unit-7	Control
Unit-8	Preparation of Business Plan
Unit-9	Entrepreneur Project Development & Business Plan, Venture Development
Unit-10	Entrepreneurship Development Cycle.
Unit-11	Franchising and Acquisitions
Unit-12	Strategies of Venture Promotion
Unit-13	Product, Pricing
Unit-14	Distribution

## SEMESTER-5

### 23ODBBT301- Market Research

Unit-1	Introduction To Marketing Research
Unit-2	Planning the Research Process
Unit-3	Marketing Information Systems and Decision Support Systems
Unit-4	The MR process and Research Design
Unit-5	Type of Data
Unit-6	Designing of questionnaires and Schedules
Unit-7	Measurement instruments
Unit-8	Qualitative research methods
Unit-9	Sampling
Unit-10	Data analysis
Unit-11	Data screening and purification.
Unit-12	Research Report Writing
Unit-13	Advanced methods of analysis in MR
Unit-14	Recent Trends in Marketing Research

## SEMESTER-5

### 23ODBBT302- Entrepreneurship Development

Unit-1	Concept of Entrepreneurship
Unit-2	Types of Entrepreneurs
Unit-3	Characteristics of entrepreneurial leadership
Unit-4	Environmental scanning
Unit-5	Process of generating business ideas
Unit-6	Techno-economic feasibility studies
Unit-7	Ancillary industry development
Unit-8	Entrepreneurial opportunities
Unit-9	Entrepreneurship development
Unit-10	Government Policy
Unit-11	Schemes
Unit-12	Marketing Support
Unit-13	Sources of Finance
Unit-14	Intrapreneur

## SEMESTER-5

### 23ODBBT303- Management Information System

Unit-1	Introduction
Unit-2	Levels of Management
Unit-3	Components of MIS
Unit-4	Frame Work understanding MIS
Unit-5	Pre-requisites
Unit-6	Structured Vs un-structured decisions
Unit-7	Analysis & Design
Unit-8	Implementation
Unit-9	Decision Support Systems
Unit-10	Components of Decision support Systems
Unit-11	Group decision support systems
Unit-12	Introduction to Database Management
Unit-13	Querying
Unit-14	Printing

## SEMESTER-5

### 23ODBBT304- Digital Marketing

Unit-1	Introduction to digital Marketing
Unit-2	Integrated marketing
Unit-3	Features of Digital Marketing
Unit-4	Benefits & Problems of Digital Marketing
Unit-5	Digital Marketing Tools
Unit-6	Search Engine Optimization
Unit-7	Digital marketing channels
Unit-8	Comprehensive digital marketing strategy and plan
Unit-9	Digital Marketing Plan
Unit-10	Marketing Mix Decision
Unit-11	Social Media Marketing Campaigns
Unit-12	Social Media Strategy
Unit-13	Legal and Ethical Issues in Digital Marketing
Unit-14	Emerging Issues

## SEMESTER-5

### 23ODBBT331- Services Marketing

Unit-1	Introduction and Scope of Services
Unit-2	Services Marketing
Unit-3	Services Marketing Mix and Gaps Model
Unit-4	Service Design and Service Delivery
Unit-5	STP Strategy for Services
Unit-6	Consumer Behavior in Services Marketing
Unit-7	Service Development and Quality Improvement
Unit-8	Service Development and Quality Improvement
Unit-9	Customer Defined Service Standards
Unit-10	Customer Defined Service Standards
Unit-11	Integrated Services Marketing
Unit-12	Integrated Services Marketing
Unit-13	Marketing of Services
Unit-14	Marketing of Services

## SEMESTER-5

### 23ODBBT332- Management of Financial Institutions

Unit-1	Introduction to Financial Institutions
Unit-2	Financial Sector Reforms
Unit-3	Financial Institutions in India
Unit-4	Reserve Bank of India
Unit-5	Commercial Banks -I
Unit-6	Indian Banking
Unit-7	Commercial Banks –II
Unit-8	Types of Banks
Unit-9	Management in Banks
Unit-10	Banking Regulation Act
Unit-11	NBFCs
Unit-12	Overview of Insurance
Unit-13	Insurance Operational Policies
Unit-14	Risk Management in Financial Institutions

## SEMESTER-5

### 23ODBBT333- New Enterprise Creation

Unit-1	OSI
Unit-2	Environment Scanning
Unit-3	Enterprise Planning
Unit-4	Soft Skills and its Role
Unit-5	Legal framework
Unit-6	Government Assistance
Unit-7	Managing New Enterprise
Unit-8	New Age Entrepreneurship
Unit-9	Opportunities and Challenges
Unit-10	Innovative Techniques
Unit-11	Competing in the new world economy
Unit-12	E-Cell
Unit-13	Promoting and managing innovation
Unit-14	Strategy for Commercializing Innovation

## SEMESTER-6

### 23ODBBT351- Corporate Strategy

Unit-1	Introduction to Strategy
Unit-2	Corporate planning & budgeting
Unit-3	Defining Strategic Intent
Unit-4	Strategy Formulation & process
Unit-5	Techniques for Environmental Scanning
Unit-6	Organizational Appraisal
Unit-7	Methods
Unit-8	Corporate Level Strategy
Unit-9	Business Level Strategy
Unit-10	Porter's Generic Business Strategy Strategic Choice
Unit-11	BCG Matrix
Unit-12	Strategic Implementation
Unit-13	Aspects of strategy implementation
Unit-14	Evolution and Control

## SEMESTER-6

### 23ODBBT352- Financial Services and Markets

Unit-1	Financial system in India
Unit-2	Money Market
Unit-3	Mode of Raising Capital from Primary Market
Unit-4	Financial Services in India
Unit-5	Framework of Financial Services in India
Unit-6	Leasing
Unit-7	Factoring
Unit-8	Forfeiting
Unit-9	Mutual Funds
Unit-10	Merchant Banking in India
Unit-11	Venture Capital
Unit-12	Credit Rating-I
Unit-13	Credit Rating-II
Unit-14	Management of Non-Performing Assets by Banks

## SEMESTER-6

### 23ODBBT353- Consumer Behavior

Unit-1	Introduction to Consumer Behavior
Unit-2	Marketing Segmentation and Positioning
Unit-3	Consumer Motivation
Unit-4	Consumer Personality
Unit-5	Consumer Perception
Unit-6	Consumer Learning and Consumer Behavior
Unit-7	Consumer Attitudes
Unit-8	Consumer Behavior and Marketing Communications
Unit-9	Cultural Influences on Consumer Behavior
Unit-10	Social Class and Group Influences on Consumer Behavior
Unit-11	Diffusion of Innovation
Unit-12	Consumer's Decision and the Decision Models
Unit-13	Consumer Decision-making Process
Unit-14	Consumer Decision-making Process

## SEMESTER-6

### 23ODBBT354- Industrial Relations and Labor Laws

Unit-1	Industrial Relations
Unit-2	Role of Government in Industrial Relations
Unit-3	Trade Union
Unit-4	Industrial Disputes
Unit-5	The Industrial Disputes Act, 1947
Unit-6	Protective Legislation
Unit-7	Protective Legislation
Unit-8	Social Security Legislation
Unit-9	ILO
Unit-10	Collective Bargaining
Unit-11	Collective Bargaining -I
Unit-12	Workers' Participation
Unit-13	Schemes
Unit-14	Employee Grievance and Discipline

## SEMESTER-6

### 23ODBBT371- Social Media Marketing

Unit-1	Introduction to Social Media Marketing
Unit-2	Types of social media Platforms
Unit-3	Social Media Marketing Campaigns
Unit-4	Social Media Websites
Unit-5	Setting Marketing Objectives
Unit-6	Landscape of Social Media
Unit-7	Social Media Strategy
Unit-8	Social Media in Indian Market Context
Unit-9	LinkedIn Marketing
Unit-10	Facebook Marketing
Unit-11	Twitter
Unit-12	YouTube Marketing
Unit-13	Instagram
Unit-14	Ethical issues in Social Media

## SEMESTER-6

### 23ODBBT372- Derivatives & Risk management

Unit-1	Brief History of Derivatives
Unit-2	Introduction to Derivatives
Unit-3	Features of Derivatives
Unit-4	Financial Derivatives Market in India
Unit-5	Introduction to Financial Futures Contracts
Unit-6	Types of financial Futures Contracts
Unit-7	Operators/Traders in Future Market
Unit-8	Types of Future Prices and Relationship
Unit-9	Introduction to Options
Unit-10	Concepts of option-I
Unit-11	Concepts of option-II
Unit-12	Introduction to SWAP
Unit-13	Risk Analysis and Management
Unit-14	Derivatives Disclosure

## SEMESTER-6

23ODBBT373- Internationalization of Family Managed Business

Unit-1	Introduction to Internationalization
Unit-2	Product Development
Unit-3	Strategic AIMS
Unit-4	Environmental Scanning
Unit-5	International Policy
Unit-6	Trading
Unit-7	Business Process Outsourcing
Unit-8	Market Opportunities
Unit-9	International Market Entry Strategies
Unit-10	Export Marketing Mix
Unit-11	International Marketing Channels
Unit-12	International Product Management I
Unit-13	International Product Management II
Unit-14	Pricing and Promotion for International Markets

## 7.0 PCP – PERSONAL CONTACT PROGRAMME

PCP plays a very significant role in the field of distance education (DE). The PCP is organized to solve distance learning problems. Advancement of new technologies, online tutorials, and Personal Contact Programme (PCP) makes distance education more flexible. PCP is organized for the counseling and guidance of learners.

PCP develops confidence among the students and helps him to solve the educational problem. Under PCP, the learners get an opportunity to interact with the faculty members. Also they get aspiration for further studies. It provides additional learning to the learners.

Personal Contact Programmes, conducted at University Campus, Gharuan, Punjab, for various courses, provide the students opportunity for conceptual understanding of the courses and also for learning by interacting with university faculty and fellow students.

Below are some glimpses of the Personal Contact Programme –



Students of CU-IDOL PCP Batch (Jan 2021) – 25th Oct to 30th Oct, 2021 Dr. Nitya Prakash,  
Director – IDOL and the staff of CHANDIGARH UNIVERSITY

## 7.0 PCP – PERSONAL CONTACT PROGRAMME



CU-IDOL PCP students with Dr. S.S. Sehgal, Registrar, Dr. B. Priestly Shan, Dean Academic Affairs, Dr. Nitya Prakash, Director – IDOL and the staff of CHANDIGARH UNIVERSITY



# 7.0 PCP – PERSONAL CONTACT PROGRAMME



# 7.0 PCP – PERSONAL CONTACT PROGRAMME



## 7.0 PCP – PERSONAL CONTACT PROGRAMME



## 8.0 CONVOCAATION CEREMONY 2023

चंडीगढ़ यूनिवर्सिटी में इंस्टीच्यूट ऑफ डिस्टेंस एंड ऑनलाइन लर्निंग के दीक्षांत समारोह में 225 डिग्रियां दी



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ॐ नमो भगवते वासुदेवाय ।  
 श्रीकृष्णाय नमः ॥ १ ॥  
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सर्वोच्च न्यायालय ने यह फैसला सुनाते हुए कहा कि 'यदि कोई व्यक्ति अपने अधिकारों का उल्लंघन करे, तो उसे सजा दी जानी चाहिए'।

संभवतः ३ वर्षों में, के.ए.ए.सी. की  
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द्वारा प्रशासित, जहाँ विद्यार्थी एक  
संयोजित संस्था के अंतर्गत हैं। (२) एन.  
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जिनमें से १० संस्थाएँ संयोजित संस्था  
के अंतर्गत हैं। (३) एन.ए.ए. के अंतर्गत  
२० प्रमुख संस्थाएँ हैं। (४) एन.ए.ए. के  
अंतर्गत १० प्रमुख संस्थाएँ हैं। (५) एन.  
ए.ए. के अंतर्गत १० प्रमुख संस्थाएँ हैं।

१. १९९०-९१ में १०० करोड़ रुपये  
 २. १९९१-९२ में १०० करोड़ रुपये  
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1980s. The 1980s and 1990s were a period of rapid growth in the number of people working in the service sector, particularly in the retail and health care industries. This was due to a combination of factors, including the aging population, the increasing demand for services, and the growth of the service sector as a whole.

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**ਚੰਡੀਗੜ੍ਹ ਯੂਨੀਵਰਸਿਟੀ ਵਿਖੇ-2022 ਬੈਚ ਦੀ ਸਾਲਾਨਾ ਕਨਵੋਕੇਸ਼ਨ**  
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valgung gífurlegrar á gæðingum: sálfræðingur sannaði að 2022 átti fleiri menn 120 lífjóni en 2021



आपका आकाशवाणी के साथ निरंतर संपर्क बनाए रखें। आकाशवाणी के साथ निरंतर संपर्क बनाए रखें। आकाशवाणी के साथ निरंतर संपर्क बनाए रखें।

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## 9.0 CONTACT US

For specific queries related to Admission, Study Material, Assignment, Examination, Counseling etc. the students may contact the following:

Sl. No.	Issues	Authority to be contacted
1	Identity Card, Fee Receipt, Bonafide Certificate, Migration, Certificate, Scholarship Forms, change of name, correction of name/address	<a href="mailto:helpdesk@cuidol.in">helpdesk@cuidol.in</a>
2	Non-receipt of study material and assignments	<a href="mailto:smsupport@cuidol.in">smsupport@cuidol.in</a>
3	Change of Elective/Medium/opting of left over electives/ Deletion of excess credits	Programme Coordinator – <a href="mailto:odlbba@cuidol.in">odlbba@cuidol.in</a>
4	Queries related to DMCs/ Degree	<a href="mailto:dmc.odl@cuidol.in">dmc.odl@cuidol.in</a>
5	General Queries	<a href="mailto:academic.support@cuidol.in">academic.support@cuidol.in</a>
6	Queries related to Assignment Marks	<a href="mailto:support@cuidol.in">support@cuidol.in</a>
7	Issue of Hall Ticket	<a href="mailto:exam@cuidol.in">exam@cuidol.in</a>
8	Declaration of Result	<a href="mailto:exam@cuidol.in">exam@cuidol.in</a>



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