

SCHEME OF EXAMINATION
&
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION
for

First to Sixth semester (w.e.f. 2017-2018 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DWARKA, NEW DELHI -110078

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

The internal assessment of students bracket (out of 25 marks) shall be as per the criteria given below.

1. Class test-1 **- 15 Marks**

Written test compulsory (to be conducted on the date communicated by the university)

2. Individual Presentations/ Viva-Voce/ Group discussion/Class participation.

- 10 Marks

Note: Records should be maintained by faculty and made available to the examination branch of the university.

MAXIMUM AND MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA program is **140**.

Each student shall be required to appear for examination in all courses. However, for the award of the degree A student should secure at least one 132 credits.

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SCHEME OF EXAMINATIONS

1.SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacation after fourth semester in an approved Business/ Industrial/ Service Organisations and submit at least two copies of the Summer Training Report to the Director/ Principal of the Institution before the commencement of the end term examination. The Summer Training Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director/ Principal of the institution.

II. FINAL YEAR PROJECT REPORT

During Sixth semester each student shall undertake a project to be pursued by him/ her under the supervision of an internal supervisor to be appointed by the Director/ Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director/ Principal of the institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director/Principal of the Institution.

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

INSTRUCTION FOR PREPARATION OF THE PROJECT REPORTS

Students are required to follow the mentioned pattern in preparing the project:

Format of the report:

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:

Chapter I: Introduction

Objectives of the study

Review of Literature

Research Methodology

Limitation of the study

Chapter II: Profile of the Organisation (in case of Summer Training Project)

Chapter III: Analysis and Interpretation of the Data

Chapter IV: Conclusions and Recommendations

Format for Bibliography

Follow APA style of Referencing (8th edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

Annexure

Questionnaire (if applicable)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

B.B.A. (Three-Years)

First Semester Examination

Code No.	Paper	Discipline	L	T /P	Credits
BBA101	Management Process & Organization Behaviour	Generic Elective Interdisciplinary Course	4	-	4
BBA103	Business Mathematics	Core Discipline	4	-	4
BBA105	Financial Accounting & Analysis	Core Discipline	4	-	4
BBA107	Business Economics	Core Discipline	4	-	4
BBA109	Computer Applications	Skill Enhancement Course	4	-	4
BBA111	Computer Applications Lab	Skill Enhancement Course	-	4	2
		Total	20	4	22

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BACHELOR OF BUSINESS ADMINISTRATION

Second Semester Examination

Code No	Paper	Discipline	L	T /P	Credits
BBA 102	Cost Accounting	Core Discipline	4	-	4
BBA 104	Quantitative Techniques	Core Discipline	4	-	4
BBA 106	E-commerce	Core Discipline	4	-	4
BBA 108	E-commerce Lab	Skill Enhancement Course	-	4	2
BBA 110	Business Communication	Ability Enhancement Compulsory	4	-	4
BBA 112	Business Environment	Core Discipline	4	-	4
		Total	18	4	22

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BACHELOR OF BUSINESS ADMINISTRATION

Third Semester Examination

Code No.	Paper	Discipline	L	T /P	Credits
BBA 201	Business Laws	Core Discipline	4	-	4
BBA 203	Marketing Management	Core Discipline	4	-	4
BBA 205	Business Ethics and Corporate Social Responsibility	Generic Elective Interdisciplinary Course	4	-	4
BBA 207	Management Accounting	Core Discipline	4	-	4
BBA 209	Indian Economy	Core Discipline	4	-	4
BBA 211	Environmental Science*(NUES)	Ability Enhancement Compulsory	2	-	2
		Total	22		22

*NUES: Non University Examination System

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BACHELOR OF BUSINESS ADMINISTRATION

Fourth Semester Examination

Code No.	Paper	Discipline	L	T /P	Credits
BBA 202	Human Resource Management	Core Discipline	4	-	4
BBA 204	Financial Management	Core Discipline	4	-	4
BBA 206	Research Methodology	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 208	Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA 210	Information System Management	Core Discipline	4	-	4
BBA 212	Information System Management Lab	Skill Enhancement Course	-	4	2
BBA 214	Managerial Skill Development (NUES)*	Skill Enhancement Course	2		2
		Total	18	8	22

Note: At the end of the Fourth Semester, all the students shall have to undergo Summer Training of Six to Eight Weeks

* NUES: Non-University Examination System

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BACHELOR OF BUSINESS ADMINISTRATION

Fifth Semester Examination

Code No.	Paper	Discipline	L	T/ P	Cre dits
BBA 301	Income Tax Law and Practice	Core Discipline	4	-	4
BBA 303	Production & Operations Management	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 305	Services Marketing	Core Discipline	4	-	4
BBA 307	Entrepreneurship Development	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 309	Goods & Services Tax (GST)	Core Discipline	4	-	4
BBA 311	Summer Training Report	Skill Enhancement Course	-	-	6
		Total	24	-	26

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Bachelor of Business Administration

Sixth Semester Examination

Code No.	Paper	Discipline	L	T/ P	Cre dits
BBA 302	Project Management	Core Discipline	4	-	4
BBA 304	Digital Marketing	Core Discipline	4	-	4
BBA 306	International Business Management	Core Discipline	4	-	4
BBA 308	Business Policy & Strategy	Core Discipline	4	-	4
BBA 310	Sales & Distribution Management	Core Discipline	4	-	4
BBA 312	Project Report	Skill Enhancement Course	-	-	6
		Total	20	-	26

SEMESTER I

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA 101: Management Process and Organizational Behaviour

L-4, T-0

Credits: 04

External Marks: 75

Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit-1

(14 Hours)

Management: Concept, nature, process, significance, Managerial levels, skills, functions and roles; Management vs. Administration; Coordination as essence of management.

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Concept, types, process and techniques of decision-making; Bounded Rationality.

Organising: Concept, Principles of an organization, Span of Control; Departmentation, Types of an organization, Delegation and Decentralization.

Unit-II

(14 Hours)

Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z. **Controlling:** Nature and Scope of Control, Types of control, Control Process, Control Techniques –Traditional and Modern.

Unit-III

(14 Hours)

Organizational Behaviour: Concept and Nature of OB, Importance, Challenges and Opportunities. **Individual Behaviour:** Personality – Determinants and Traits, Learning – Theories and Process, Perception, - Process and Errors, Attitudes – Formation, relationship between individual determinants like personality, learning, perception and attitude with behaviour.

Unit-IV

(14 Hours)

Group Behaviour & Team Development: Concept of Group and Group dynamics, Stages of group development, Theories of group formation, Team vs Group, Types of team, Building and Managing effective teams.

Suggested Readings:

1. Robbins, (9th Ed.,2016). Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins Stephen P. and Sanghi, S., (16th Ed.,2014), Organizational Behaviour, Pearson Education.
3. Koontz. H.(10th Ed., 2015), Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., (2nd Ed., 2011) Management- A Real World Approach McGraw Hill Education.
5. Stoner Freeman and Gilbert Jr. (8th Ed., 2010) Management, Pearson Education.
6. Luthans, Fred, (12th Ed., 2013) Organizational Behavior, McGraw Hill Education.

Guru Gobind Singh Indraprastha University Delhi

Bachelor of Business Administration

BBA-103: Business Mathematics

L-4,T-0

Credits –4

External Marks:75

Objectives: This course aims at equipping students with a broad-based knowledge of mathematics with emphasis on business applications.

Course Contents

Unit-1

(14 Hours)

Principle of Counting: Principle of Counting: Concept of Factorial, Principle of Counting Mathematical Induction: Principle Arithmetic Progression & Geometric Progression, Concepts of function.

Unit-II

(14 Hours)

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations, Transpose of a matrix Determinants, System of Linear equations Cramer's rule Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations. The Echelon Matrix; Application of Matrices to Business Problems Input Output Analysis Preparation of Depreciation Lapse Schedule, Leontiff I/O Model. Permutation & Combination.

Unit-III

(14 Hours)

Differential Calculus: Derivative of a Parametric Function Logarithmic Differentiation Derivative of an Inverse Function Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of MultiVariate Function. Lagrangian multipliers Derivative as a Rate Measure, Applications in Business.

Unit-IV

(14 Hours)

Integral Calculus: Indefinite Integrals Techniques of Integration, Definite Integrals, Business application Consumer's or Producer's surplus, Learning Curve.

Suggested Readings:

1. Trivedi, (1st Ed., 2012), Business Mathematics, Pearson Education.
2. Bharadwaj, R.S(1st Ed., 2013), Mathematics and Statistics for Business, Excel Books.
3. Khan, Shadab (1st Ed., 2015), A Textbook of Business Mathematics, Anmol Publications.
4. Budnick,(4th Edition, 2008) Applied Mathematics for Business, Mcgraw Hill Education
5. Tuttle, Michael, D.,(9th Ed., 2012) Practical Business Math: An Applications Approach, Prentice Hall
6. Hazarika, P. (1st Ed., Rep.,2016), A textbook of Business Mathematics, S. Chand Publications.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-105: Financial Accounting & Analysis

L-4,T-0

Credits –4

External Marks:75

Objectives: The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Course Contents:

Unit-1

(14 Hours)

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting.

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI.

Unit-II

(14 Hours)

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry, Ledger Posting and Trial Balance, Preparation of Ledger, Posting, Cash book, Sales and Purchase Book and Trial Balance.

Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet as per schedule-III of new Companies Act 2013.

Unit-III

(14 Hours)

Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price Level Accounting, Social Responsibility Accounting

Unit-IV

(14 Hours)

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, under subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares. Issue of Debentures, Method of Redemption, Redemption of Debentures. Overview of stock exchanges of India and role of SEBI.

Suggested Readings:

1. Tulsian, P.C., (1st Ed.,2014) Financial Accountancy, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (5th Ed.,2016) Financial Accounting. Vikas Publishing House
3. Bhattacharyya, Asish K., (3rd Ed.,2012) Essentials of Financial Accounting. Prentice Hall of India.
4. Rajasekran, (1st Ed.,2012) Financial Accounting. Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., (4th Ed.,2010) Accounting for Manager - Text and Cases Vik.as Publishing House.
6. Glautier, M.W.f. and Underdown, B. (8th Ed.,2010). Accounting Theory and Practice Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-107: Business Economics

L-4,T-0

Credits –4

External Marks:75

Objectives: To enable the students to familiarize themselves with various issues and concepts in Business economics and their applications in business decisions.

Course Contents:

Unit-1

(14 Hours)

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits.

Unit-II

(14 Hours)

Consumer Behaviour and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief).

Unit III

(14 Hours)

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.

Unit-IV

(14 Hours)

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Suggested Readings:

1. Samuelson, P & Nordhaus W. (19th Ed., 2010) Economics McGraw Hill Education.
2. Dwivedi, D.N.(7th Ed.,2010) Managerial Economics, Vikas Publishing House.
3. Thomas C.R. (10th Ed., 2014) Managerial Economics, McGraw Hill Education.
4. Kreps D. (2nd Ed., 2010) Microeconomics for Managers Viva Books Pvt. Ltd.
5. Mankiw, NG,(7th Ed.,2014) Principles of Economics, Cengage Learning.
6. Peterson, L. and Jain {2nd Ed., 2012), Managerial Economics, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-109: Computer Applications

L-4,T-0

Credits –4

External Marks:75

Objectives: This is a basic paper for students to familiarize with computers and its applications in the relevant field and exposes them to other related papers of IT.

Course Contents:

Unit I (14 Hours)

Basics of Computer: Characteristics of Computers, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Function of Different Units of Computer, Classification of Computers

Computer Memory: Primary Memory (ROM and RAM), Secondary memory (Hard Disk, Optical Disk)

Unit-II (14 Hours)

Computer Software: Types of Software, Introduction to Operating System, Function of OS, Types of Operating Systems, Booting Procedure, Start-up Sequence.

Windows Operating System: Introduction to GUI, Important terms like Directory, File, Volume, Label and Drive name.

Translators & Languages: Compiler, Interpreter and assembler, Types of Computer language

Unit-III (14 Hours)

Desktop Components: Introduction to word processor, presentation software

Advanced excel: Introduction, features, applications and advanced functions of Excel, creating tables, graphs and charts, table formatting, worksheet management, Sort and filter tools, subtotal, mathematical functions, statistical functions, date and time functions, text functions, financial functions, Analyze data with pivot table, create and manage scenarios and summaries.

UNIT-IV (14 Hours)

Computer Networks and IT applications: Data communication concepts, Types of Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Concepts of computer networks, Internet, intranet and extranet, Network topologies, OSI Model. **Information technology and society:** Application of IT in railways, airlines, banking, online banking system, insurance, inventory control, financial systems, hotel management, education, entertainment and health, Security issues in IT

Suggested Readings:

1. Leon and Leon, (2nd Ed.,2012), Introduction to Information Technology, Vikas Publishing House.
2. Behl R. (2nd Ed.,2012), Information Technology for Management, McGraw Hill Education.
3. Dhingra S & Tondon A. (1st Ed., 2015) Introduction to Information Technology, Galgotia Publishing House.
4. Joseph A. Brady and Ellen F Monk, (2007), Problem Solving Cases in Microsoft and Excel,
5. Tanenbaum, A. S., (2011), Computer Networks, Fourth Edition, Pearson Education.
6. Goyal, Anita, (2012) Computer Fundamentals, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-111: Computer Applications Lab

L-0, T-04

Credits: 02

External Marks: 60

Objectives: This is a basic paper for students to familiarize with computers and its applications in the relevant fields and expose them to other related papers of IT.

This Lab would be based on the course BBA-109: Computer Application

- 1. Knowledge of all commands of using Windows to be taught.**
- 2. Introduction to MS-Word:**

Introduction to Word Processing it's Features, Formatting Documents Paragraph Formatting Indents Page Formatting, Header and Footer, Bullets and Numbering Tabs, Tables Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

- 3. Introduction to MS-Excel:**

Introduction to Electronic Spreadsheets Entering Data, Entering Series, Editing Data, Cell Referencing ranges, Formulae, Functions AutoSum, Copying Formula, Formatting Data, Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc.

Mathematical functions, Statistical functions, date and time functions Text functions financial functions Analyse data with Pivot tables create and manage scenarios and summaries.

- 4. Introduction to MS PowerPoint:**

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows Formatting etc.

SEMESTER-II

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA 102: Cost Accounting

L-4, T/P-0

Credits –04

External Marks:75

Objectives: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Contents

Unit -I

(14 Hours)

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost Centres and Cost units, Difference between financial, cost and Management accounting. Basic Cost Concepts- Cost Classification and elements of Cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock levels, JIT, VED), Valuation of Inventory (FIFO, LIFO, Weighted Average), Practical Examples of EOQ, Stock levels, FIFO, LIFO.

Unit-II

(14 Hours)

Labour Cost : Attendance and payroll procedures, Overtime, Idle time and incentives, Direct and Indirect Labour, remuneration systems and Incentive Plans (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson Plans practical examples).

Overheads: Functional Analysis-factory, administration, selling, distribution, research and development, fixed, variables, semi variable and step costs: Factory overheads, Administration Overheads and Selling and Distribution Overheads in brief. (Overhead rate, Machine rate, Under and Over Absorption of Overhead practical examples to be taught)

Unit-III

(14 Hours)

Cost Sheet- Preparation of Cost Sheet (Simple Problems) **Process Costing-** Meaning and computation of normal profits, abnormal effectiveness and abnormal loss.

Unit-IV

(14 Hours)

Contract Costing: Contract meaning, types, Job and batch Costing, preparation of contract accounts, escalation clause, calculation of work in progress, accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet. Operating Costing (basic problem examples to be taught).

Suggested Readings:

1. Maheshwari, S.N. and Mittal, S.N. (26th Ed., 2015), Cost Accounting- Theory and Problems , Shri Mahavir Book Depot.
2. Arora, M.N., (12th Ed.,2012), Cost Accounting, Vikas Publishing House
3. Lal, Jawahar and Srivastava, Seema, (5th Ed.,2013), Cost Accounting, McGraw Hill Education
4. Pandey, I.M., (4th Ed., 2014), Management Accounting, Vikas Publishing House Delhi.
5. Khan M.Y., (7th Ed., 2017) Management Accounting McGraw Hill Education.
6. P.C. Tulsian, (1st Ed., 2013), Introduction to Cost Accounting, S. Chand, Delhi

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA104 : Quantitative Techniques

L-4,T-0

Credits –4

External Marks:75

Objective: The objective of this paper is to develop students' familiarity with the basic concepts and tools in statistics and operations research. These techniques assist specifically in resolving complex problems and serve as valuable guides to the decision makers.

Course Content:

UNIT 1 (14 Hours)

Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of frequency distribution – Graphics, Bars, Histogram, Diagrammatic.

Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles, Measures of variation – range, IQR, quartile, deciles and percentiles, Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.

UNIT 2 (14 Hours)

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis.

UNIT 3 (14 Hours)

Linear Programming: Concept and Assumptions Usage in Business Decision Making Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex problems with mixed constraints: Duality· Concept, Significance.

UNIT 4 (14 Hours)

Transportation & Assignment Problems; General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel Approximation Method and Testing for Optimality. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems restrictions in assignment, Travelling Salesman Model.

Suggested Readings:

1. Vohra, N.D., (5th Ed., 2017) Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, P.K. and Gupta S.P., (1st Ed., 2014) Quantitative Techniques and Operations Research, Sultan Chand & Sons.
3. Rajagopalan, S. and Sattanathan, R., (2nd Ed.,2013) Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., (5th Ed., 2012) Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render Barry, Stair,R.M., Hanna,M.E., Badri, (12th Ed.,2014) Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval(1st Ed.,2014) Business Statistics, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-106: E-Commerce

L-4,T-0

Credits :04

External Marks:75

Objective: The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Course Contents

Unit I (14 Hours)

Introduction to E – Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce models, Challenges and barriers in E – Commerce environment; E –Commerce in India: Transition to E – Commerce in India, Indian readiness for E-commerce, E – Transition challenges for Indian corporate.

Unit II (14 Hours)

HTML: Elements, tags and basic structure of HTML files, Basic and advanced text formatting, multimedia components in HTML documents, designing of web page: Document Layout, List, tables, Hyperlink, Working with Frames, Forms and Controls.

Unit III (14 Hours)

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic payment Systems, Concept of e – money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer.

Security Issues in E – Commerce: Need and concepts, Electronic Commerce security environment, security threats in E – commerce environment, Basics of Encryption and Description.

Unit IV (14 Hours)

E- Commerce Applications: E – commerce applications in various industries, Emerging trends in E– Commerce, Mobile Commerce; Economic, technological and Social Considerations, Regulatory and Ethical considerations in E – Commerce.

Suggested Readings:

1. Elias M.Awad (3rd Ed.,2007), Electronic Commerce – From Vision Fulfilment, PHI Learning.
2. Joseph, P.T. and S.J. (4th Ed., 2012), E – Commerce – An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009): Electronic Commerce – A Managerial Perspective, 4th Ed, Pearson Education.
4. Bharat Bhaskar (4th Ed., 2013), Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey (4th Ed., 2013), E –Business and E – Commerce Management-Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, (9th Ed., 2014). Electronic Commerce, Cengage Learning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI
BACHELOR OF BUSINESS ADMINISTRATION
BBA108: E-Commerce Lab

L-0,T/P-4

Credits –02

External Marks:60

Objective: Lab would be based on the paper BBA-106 E-commerce and will cover the following: Creating Web pages using HTML, Tags, Elements, Basics and advanced text formatting, multimedia components in HTML documents, Designing webpage: Documents Layout, List Tables, Hyperlink Working with Frames, Forms and Controls and other relevant things.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA110: Business Communication

L-4/T-0

Credits –4

External Marks:75

Objective: To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Contents

Unit I (14 Hours)

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to improve command over spoken and written English, Effective Listening.

Unit II (14 Hours)

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimension of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication

Unit III (14 Hours)

Business letter writing and Presentation Tools: Business Letters – Need, Function, and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, and Complaints, Employment related letters- Interview letters, Promotion Letters, Resignation Letters.

Unit IV (14 Hours)

Departmental Communication: Barriers of Communication, Meaning, Need, and Types, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of Meeting, Project and Report Writing, How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation.

Suggested Readings:

1. Lesikar (13th Ed. 2014). Business Communication: Making Connections in a Digital World, McGraw Hill Education
2. Boove, C. L., Thill, J.V. & Chaturvedi, M. (13th Ed., 2014). Business Communication Today, Pearson.
3. Krizen et.al (1st Ed., 2014). Effective Business Communication, Cengage learning
4. Scot, O. (8th Ed., 2012). Contemporary Business Communication, Pearson Education
5. Chaney & Martin (6th Ed., 2013). Intercultural Business Communication , Pearson Education.
6. Penrose et.al (6th Ed., 2013). Business Communication for Managers, Cengage Learning

Guru Gobind Singh Indraprastha University Delhi

Bachelor of Business Administration

BBA112 : Business Environment

L-4,T-0

Credits 04

External Marks:75

Objective: To familiarize the students with the nature and dimension of the evolving business environment in India to influence managerial decisions and how the Indian economy is influencing the business environment in India context.

Unit I (14 Hours)

An overview of Business Environment: Types of Environments: Internal, External, Micro and Macro Environment, Socio Cultural Environment, Competitive structure of industries, Environmental analysis and Strategic management, Managing diversity, Scope of Business, Characteristics of Business, Process and limitations of environmental analysis. Structure of Indian Economy: Concept of Economic Growth and Economic Development. Basic Characteristics of Indian Economy

Unit II (14 Hours)

Planning and Economic Development and Problems in Indian Economy: Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial Sickness.

Unit III (14 Hours)

Concept of Macro Economic and National Income Determination: Definition, Importance, Limitation of Macro Economics, Macro Economic Variables, Circular Flow in 2,3,4 sector, multiplier in 2,3,4 sector.

National Income: Concept, Definition, Methods of Measurement, National income in India Problems in measurement of National Income & Precautions in estimation of National Income.

Macro-Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption function, Relationship between savings and consumption, Investment function.

Unit IV (14 Hours)

Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Indian Economy, Monetary and fiscal policies, FEMA, FDI, GATT and WTO.

Suggested Reading:

1. Paul J. (4th Ed. 2017), Business Environment, McGraw Hill Education
2. Cherunilam, Francis, (1st Ed.,2014), Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C., (8th Ed.,2016) Indian Economy, Sultan Chand & Sons.
4. Aswathappa, K., (7th Ed.,2012), Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B., (4th Ed.,2014), Business Environment, Sultan Chand.
6. Dwivedi, D.N. (4th Ed., 2015), Macroeconomics, McGraw Hill Education

SEMESTER III

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA-201:Business Law

L-4,T-0

Credits –4

External Marks:75

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case laws. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Content:

Unit I

(14 Hours)

The Indian Contract Act, 1872: General Principle of Law of Contract

a) Contract meaning, characteristics and kinds: b) Essentials of Valid Contract- offer and acceptance, consideration, contractual capacity, free consent, legality of object. c) Contract of Indemnity and Guarantee. d) Contract of Bailment and Pledge

Unit II

(14 Hours)

The Sale of Goods Act, 1930

a) Contract of sale, meaning and difference between sale and agreement to sell
b) Conditions and Warranties
c) Transfer of ownership in goods including sale by non-owners
d) Performance of contract of sale
e) Unpaid seller- meaning and rights of unpaid seller against the goods and buyer.

Unit III

(14 Hours)

The Companies Act-2013 with up-to-date Amendments: Essential Characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential Conditions for a Valid Meeting, Kinds of Meetings and Resolutions, Directors and remuneration, Directors, Managing Directors – Their Appointment, Qualifications, Powers and Limits on their remuneration, Prevention of Oppression and Mismanagement, single person company and other important Changes from the previous companies act 1956.

Unit IV

(14 Hours)

The Negotiable Instruments Act, 1881: a) Meaning and characteristics of a Negotiable Instrument: Promissory note, Bill of exchange, Cheque, crossing of a Cheque and Bouncing of a Cheque. b) Holder and Holder in Due Course, Privileges of Holder in due course. c) Negotiation, types of Endorsements,

Suggested Readings

1. Kuchal M.C and Vivek Kuchal (4th Ed., 2014), business Law, Vikas Publishing House, New Delhi.
2. Pathak A. (6th Ed., 2014), Legal aspects of business, McGraw Hill.
3. Dr. Mahehwari S.K & Dr. Maheshwari S.N, (6th Ed., 2015), A Manual of Business Law, Himalayan Pub. House.
4. Singh Avtar, Business Law, (1st Ed., 2015), eastern book company, Lucknow.
5. N.D.Kapoor (1st Ed., 2013), Business Law, Sultan Chand, New Delhi.
6. Bulchandani K R, (8th Ed., 2014), Business law for Management, Himalayan Pub. House.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY DELHI

BACHELOR OF BUSINESS ADMINISTRATION

BBA 203: Marketing Management

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: To provide students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualizing, creating, communicating and delivering products aimed at fulfilling these needs.

Course Contents

Unit I (14 Hours)

Introduction to Marketing: Nature, Scope and Importance of Marketing; Basic Concepts, Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Steps in Consumer Decision Making, Characteristics of Industrial Markets Market Segmentation, Targeting and Positioning.

Unit II (14 Hours)

Product & Pricing: Product Levels, Product Mix, Product Lines, Product Strategy, Branding Decisions, New Product Development, Product Lifecycle; Pricing Decisions: Pricing Objectives, Pricing Methods, Price Adjustment Strategies

Unit III (14 Hours)

Place: Role and Importance of Intermediaries, Types of Channels, Major Channel Design Decisions, Selecting, Motivating and Evaluating Channel Intermediaries; Physical Distribution, Logistics and Supply Chain Management.

Unit IV (14 Hours)

Promotion: Promotional Objectives; Factors Influencing Choice of Promotional Mix; Push vs. Pull Strategy; Advertising-Definition and Importance; Comparison of Advertising Media; Personal Selling- Importance and Process, Transaction versus Relationship Selling; Sales Promotion - Purpose, Types, Limitations; Publicity and Public Relations- Definition, Importance and Tools; Direct Marketing; Digital Marketing-Type, Advantages & Challenges.

Suggested Readings:

1. Kotler,P., Keller, K.L. (15th Ed.,2015), Marketing Management. Pearson Education.
2. Ramaswamy, V.S and Namakumari, S. (5th Ed. 2013, Marketing Management: A Strategic Decision-Making Approach Global Perspective Indian Context, McGraw Hill Education.
3. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C. (1st Ed., 2016), Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi.
4. Baines, P., Fill, C. Page, K., Singla, P.K. (1st Ed., 2013). Marketing: Asian Edition, Oxford University Press, New Delhi.
5. Walker O. C, Mullins J. & Boyd Jr. H. W. (7th Ed., 2014), Marketing Strategy. A Decision Focused Approach, McGraw Hill Education.
6. Saxena, R. (5th Ed., 2015), Marketing Management, McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 205: Business Ethics and Corporate Social Responsibility

L-4, T/P-0,

Credits: 04

External Marks: 75

Objectives: The basic objective of this paper is to make the students realise the importance of values and ethics in business. This course endeavours to provide a background to ethics as a prelude to learn the skills of ethical decision-making and then to apply those skills to the real and current challenges of the information professions.

Course Contents

Unit I (14 Hours)

Introduction – Concept of Values Types and Formation of Values, Values and Behaviour Values of Indian Managers Ethical Decision Making. Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues Ethos of Vedanta in Management, Relevance of Ethic and Values in Business

Unit II (14 Hours)

Knowledge and Wisdom: Meaning of Knowledge and Wisdom Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management.

Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement. Concept of Dharma and Karma Yoga – Concept of karma and kinds of karma yoga, Nishkam Karma and Sakam karma, Total Quality Management, Quality of life and Quality of work life.

Unit III (14 Hours)

Understanding Progress & Success: Results and Managing Transformation – Progress and results definition, functions of progress, transformation and its need, process and challenges of transformation.

Understanding Success- Definitions of success, Principles for competitive success, prerequisites to create blueprint for success. Successful stories of business Gurus.

Unit IV (14 Hours)

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Suggested Readings:

1. Fernando, A.C., (2nd Ed.,2013), Business Ethics, Pearson education.
2. MandaJ S.K. (2nd Ed. 2012) Ethics in Business and Corporate Governance, McGraw Hill Education.
3. Govindarajan.M,Natarajan.S,SenthilKumar,V.S.(1st Ed.,2013) Professional Ethics And Human Values Pill
4. Rao, A.B., (1st Ed.,2012 Business Ethics and Professional Values Excel Book.
5. Manuel G.Velasquez, (7th Ed.,2012) Business Ethics Concepts, Prentice Hall of India.
6. Sison, Alejo G. Corporate Governance and Ethics, (1st Ed.,2010) Edward Elgar Publishing Ltd.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 207: Management Accounting

L-4/T/P-0

Credits: 04

External Marks:75

Objectives: The objective of this course is to familiarize the students with basic management accounting concepts and their applications in managerial decision making.

Course Contents

Unit I

Hours: -14

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II

Hours: -14

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages. **Ratio Analysis:** Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios. **Cash Flow Analysis:** Difference between Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

Hours: -14

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour and Overhead Variances.

Unit IV

Hours: -14

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor-Break-even Analysis, Margin of Safety, Cost Volume Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Expand or Contract and Shut-down or continue.

Suggested Readings:

1. Maheshwari, S .N., (17th . Rev.Ed. 2014) Principles of Management Accounting, Sultan Chand & Sons.
2. Khan M.Y., (7th Ed. 2017) Management Accounting, McGraw Hill Education
3. Arora, M.N., (12th Ed.,2012), Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, (5th Ed. 2013), Cost Accounting, McGraw Hill Education.
5. Bhattacharya, (1st Ed.,2010), Management Accounting, Pearson Education.
6. Hilton R. W. (10th Ed. 2017), Managerial Accounting, McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 209: Indian Economy

L-4T/P-0

Credits: 04

Max Marks:75

Objective: To help the students to understand the basics of Indian economy and to catch up with economic changes occurring at national and international levels.

Course Contents:

Unit I

(14 Hours)

Nature of Indian Economy: The need for Economic Development, causes of under development, determinants of development, National Income of India-estimates, Interregional variations of national income, NITI Aayog (National Institution for Transforming India).

Unit II

(14 Hours)

Human Resources and Economic Development — Demographic Features of Indian population, size and growth of population and economic development. Problem of overpopulation. Human development Index. New Economy Policy; - Privatization, Liberalization, Globalization. Unemployment problem in India; Problem of Poverty.

Unit III

(14Hours)

Industrialization- Growth and problems of major **industries-Iron** and Steel, Cotton Textiles, Cement, Sugar and Petroleum. Industrial policy. Small scale industries-Problems and policy. Regional imbalances, Parallel Economy. India's foreign trade and balance of payment.

Unit IV

(14 Hours)

Indian Finance System: Mobilization of resources for development. Economic Planning-Importance of planning for Economic development, Salient features of India's five years plans priorities-target achievements, failures, factors affecting successful implementations of plans, working knowledge of Inflation and its impact on economy with special reference to India.

Suggested Readings:

1. Datt, and Sundhram, R., (5th Ed.,2013), Indian Economy, Sultan Chand & Sons.
2. Dhingra, I C., (28th Ed.,2014), Indian Economy, Sultan Chand & Sons.
3. Singh Ramesh (8th Ed.,2016), Indian Economy, McGraw Hill Education.
4. Banik Nilanjan (1st Ed.,2015), The Indian Economy: A Macroeconomic Perspective, Sage India Publisher.
5. Kapila Uma(17th Ed.,2017), Indian Economy: Performance and policies, Academic Foundation.
6. Economic survey 2017 and whatever is its latest edition.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 211: Environmental Science

***NUES: Non-University Examination System**

L-2,T/P-O

Credits:02

Internal Marks:100

Objectives: The basic objective of this paper is to understand the basic fundamentals of environmental Science, complexity of ecosystems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

Course Contents

Unit 1 (07 Hours)

Ecosystem and how they work: Types of Ecosystems, geosphere-Biosphere and Hydrosphere introduction. Major issues of Biodiversity Conservation of biodiversity. Concept of sustainability and international efforts for environmental protection: concept of sustainability development, Emergence of Environmental issues, international protocols, WTO, Kyoto Protocol, and International Agreement on Environmental Management.

Unit II (07 Hours)

Water Pollution: Water resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution, Wastewater Management. Air Pollution: Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetation. Greenhouse Effect, Global Warming and climate change.

Unit III (07 Hours)

Solid Waste: Management- and Various Method Used, Composing landfill sites etc. Hazardous Waste management, Biomedical Waste Management Environmental Impact Assessment and Environmental Management System-Introduction and its Impact.

Unit IV (07 Hours)

Introduction to Indian Environmental Laws: Legal Framework, Indian Penal Code, Role of Judiciary in Environmental Protection, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) act, 1986, Air (Prevention & Control of Pollution) Act, 1981.

Suggested Readings:

1. Miller Tyler, G,Jr., (13th Ed., 2011), Environmental Science: Working with the Earth, Cengage Learning India Ltd.
2. Mishra, S.P. and Panday, S.N., (2nd Ed., 2014), Essential Environment Studies, Ane Books Pvt. Ltd.
3. Chhatwal, Rajni Johar (2nd Ed., 2012) Environmental Science, UDH Publishers and Distributors Pvt. Ltd.
4. Ghosh Roy, M.K. (1st Ed.,2014), Sustainable Development. Ane Books Pvt. Ltd.
5. Asthana, D.K. and Meera. (1st Ed.,2014), Textbook on Environmental Studies. S.Chand.
6. Arumugam.N, & Kumaresan.V, (2nd Ed.,2014) Environmental Science & Engineering, Saras Publication.

SEMESTER -IV

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 202: Human Resource Management

L-4, T/P-0

Credits: 04

Max Marks: 75

Objective: The Objective of this course is to make students familiarized with basic concepts of Human resource management and people related issues.

Course Contents:

Unit I

(14 Hours)

Human resource management: Concept, Nature, Scope, Objectives and Importance of HRM, Evolution of HRM; Evolution of HRM, Emerging Challenges of HRM; Personnel Management vs. HRM ,empowerment, Human Capital, Flexi-time, mentoring. Strategic HRM: Meaning & steps of Strategic HRM, Traditional HRM vs. strategic HRM.

Unit-II

(14 Hours)

Human Resource Planning: Human Resource Planning- Quantitative and qualitative dimension. Job analysis:Job description and Job specification; job enlargement. Recruitment: Concept , sources, process, methods and techniques including e- recruitment, outsourcing, poaching);Selection:Concept and process ;test and interview; placement induction, Internal Mobility and Job Changes;Promotion, demotion, transfers and separation

Unit-III

(14 Hours)

Training & Development:Concept and importance;Identifying Training and development Needs; Designing training Programmes; Role Specific and competency based training; Evaluating training effectiveness; Management Development: Meaning , Process and techniques; career planning;succession planning and career development. Compensation:Concept and components of Employees compensation- base and supplementary;Job Evaluation;concept, Process and Significance.

Unit-IV

(14 Hours)

Performance Appraisal:Nature & objectives;Techniques of Performance appraisals(Traditional and Modern Methods), Limitations of Performance Appraisals, Potential appraisals.Maintenance:Employees health and Safety:employees welfare; social security. Industrial relations- an overview, Employees Grievance;Concept and causes, Grievance Handling and redressal settlement machinery

Suggested Readings:

1. Gary Dessler. (6th Ed.,2013) A Framework for Human Resource Management, Pearson Education.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, (11th Rev.Ed.,2015), Human Resource Management, Wiley India Private Limited.
3. Bohlander and Snell, (16th Ed.,2014) Principles of Human Resource Management, Cengage Learning.
4. K. Aswathappa, (8th Ed.,2017)Human Resource Management, McGraw Hill Education..
5. Chhabra, T.N. (1st Ed.,2014) Essentials of Human Resource Management. Sun India Publication New Delhi.
6. Robert L. Mathis and John Jae on, (14th Ed.,2014) Human Resource Management, South-Western Publisher.

Guru Gobind Singh Indraprastha University, Delhi

Bachelor of Business Administration (BBA)

BBA 204: Financial Management

L-4, T/P-0

Credits: 04

External Marks: 75

Objective: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Contents

Unit I (14 Hours)

Financial Management: Nature scope and objectives of financial management. Time value of money, Concept of Risk and Return (including Capital Asset Pricing Model). Valuation of Securities: Debentures, Preference shares and Equity Shares. **Sources of Financing:** Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building New Financial Institutions and Instruments (in brief) viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Unit II (14 Hours)

Capital Budgeting: Concept, Importance and Appraisal Methods: Payback Period, Accounting Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital budgeting under Risk- Certainty Equivalent Approach and Risk Adjusted Discount Rate.

Unit III (14 Hours)

Cost of Capital: Meaning, classification and methods of calculating cost of equity capital cost of retained Earnings Cost of Debts Cost of Preference Capital and Weighted Average Cost of Capital (WACC).

Capital structure: Theories of Capital Structure (Net income, Net Operating Income, MM Hypothesis. Traditional Approach) Determinants of Capital structure. Leverage: Concept, significance and types of leverage: Operating and Financial leverage.

Unit IV (14 Hours)

Dividend Decision: Retained Earnings Vs Dividend Decision, Gordon Model, Walter Model.MM Approach. Determinants of Dividend. **Working capital Management:** meaning and nature of Working Capital, Working Capital estimation, Inventory and Payable management.

Suggested Readings:

1. Khan M.Y, Jain P.K., (7th Ed.,2014), Financial Management, McGraw Hill Education.
2. Pandey I. M. (11th Ed.,2015) Financial Management, Vikas Publishing House.
3. Kapil Sheeba,(1st Ed.,2015), Financial Management, Pearson Education.
4. Chandra Prasanna (9th Ed.,2015) Financial Management, McGraw Hill Education.
5. Maheshwari S.N.(14th Ed.,2014) Financial Management: Principles and Practice Sultan Chand.
6. Tulsian. P.u. (1st Ed.,2010) Financial Management: A self-study textbook, Sultan Chand.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 206: Research Methodology

L-4, T-0

Credits: 04

External Marks: 75

Objective: The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research methodology can help the business manager in decision making.

Course Content :

UNIT 1

(14 Hours)

Introduction of Marketing Research: Meaning of Research; Scope of business research; Purpose of research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups and Data Series; Conception, Construct, Attributes, Variables and Hypothesis.

UNIT 2

(14 Hours)

Research Process: An overview; Problem Identification and Definition; Selection of Basic **Research Methods** – Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Questionnaire Design Process.

UNIT 3

(14 Hours)

Measurement: Definition; Designing and writing items; Uni - dimensional and Multidimensional scales; Measurement Scales – Ordinal, Nominal, Interval and Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential Scaling, Paired Comparison, Reliability and Validity Scale.

Sampling: Steps, Types, Sample size decision, secondary data sources.

Hypothesis Testing: Tests concerning means & proportions, ANOVA, Chi square test and other non – parametric tests.

UNIT 4

(14 Hours)

Report Preparation: Meaning, Types and layout of research report; Steps in report writing; Citations; Bibliography and Annexure in report; JEL Classification.

Computerized Data Analysis: An overview, features, and role of Computerized Data Analysis (Advanced Excel/SPSS or any other analytical software) (Introductory aspects only)

Suggested Reading:

1. Deepak Chawla & Neena Sondi (2nd Ed., 2016) Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela. (11th Ed.,2012), Business Research Methods, McGraw Hill Education.
3. Kumar Ranjit, (4th Ed.,2014) Research Methodology: A step by step guide for Beginners. Pearson Education.
4. Kumar V. (2015), Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS (7th Ed.,2013), Statistics for Management, Pearson Education.
6. Berl, G.C. (5th Ed.,2013), Marketing Research, McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 208- Research Methodology Lab

L-0, T/P-0 2

Credits: 2

External Marks :60

The lab would be based on the Paper 206: Research Methodology. The objective of this lab is to understand the various aspects of research, identification and use of the various statistical tests using software tools available to a researcher. Research tools can help the business manager in decision making (By using any popular Software (Advance Excel/SPSS or any other analytical software). The student is made capable to use any popular software on which training is given to use it in his/her project /summer training report.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (BCOM(H))**

BCOM 210: Information System Management

L-4, T/P-0,

Credits: 04

External Marks: 75

Objectives: The objective of the course is to acquaint the students about the concept of information systems and their components specially databases in business organization.

Course Contents:

Unit I

(Hours: -14)

Introduction to MIS: Definition, Purpose, Objectives and Role of MIS in business organization. Prerequisites for effective MIS, components of MIS, Application in Business.
Introduction to Decision Making: Meaning and importance, sources and types of Information, information requirements with particular reference to management levels, Relevance of information in Decision making.

Unit II

(Hours: -14)

Introduction to Database System: File system versus DBMS, Structure of DBMS, people who deal with database, Introduction to Data Models, Concept of Normalization, Introduction to Entity Relationship model, Overview of database design, Entities, attributes and relationships, Introduction to relational model, Integrity Constraints, Querying Relational Data using SQL :DDL and DML commands, aggregate functions

Unit III

(Hours: -14)

Cost Benefits Analysis: Quantitative and Qualitative Aspects, Assessing Information needs of the organization.

System Development: Concept of System, Types of systems – Open, Closed, Deterministic, Probabilistic, etc, System Approaches – System Development Life Cycle (SDLC), Prototyping, End user Development, Waterfall and Spiral method, System Analysis, Design and Implementation.

Unit IV

(Hours: -14)

Types of Information Systems: Transaction Processing System, Expert System, Decision Support system, Executive Information System and Knowledge management system.

Information Technology: Recent development in the field of Information technology, Impact of IT on organization, Multimedia Approach to information processing, Centralized and Distributed processing.

Suggested Readings :

1. Laudon and Laudon, (14th Ed., 2015) Management Information Systems, Pearson Education.
2. Elmsari R. and Navathe S. (6th Ed., 2013), Fundamental of Database Systems, Pearson Education
3. O' Brien, James A, (10th Ed., 2013) Management Information Systems, McGraw Hill.
4. Davis, B. Gordon, (3rd Ed., 2012) Management Information Systems, McGraw Hill
5. Goyal D.P., (4th Ed., 2014) Management Information Systems, Macmillan Publication
6. M Azam, (1st Ed., 2012) Management Information Systems, McGraw Hill.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION(BBA)

BBA 212:Information System Management Lab

L-0, T/P-2,

Credits: 02

External Marks: 60

Lab paper would be based on the Paper BBA 210: Information System Management Lab. The objective of this Lab is to help the students to understand the various aspects and components of Information systems specially databases. Students are required to design the databases using ER Model and run SQL queries on DDL commands, DML commands and aggregate functions.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION(BBA)

BBA 214 : Managerial Skills Development(NUES)*

*NUES: Non University Examination System

L-0, P-2,

Credits: 04

Internal Marks: 100

Objective: The main aim of the course is to improve self-confidence and groom the personality. The following topics are indicated as a course line and should be explored through application-based exercise and workshops to provide fundamental knowledge and exposure to the students.

Course Contents

Unit I

(07 Hours)

Self: Core Competency, Understanding of Self, Components of Self – Self identity, Self concept, Self confidence and Self-image. Skill Analysis and finding the right fit.

Unit II

(07 Hours)

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring your self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

Unit III

(0 7 Hours)

Building Emotional Competence: Emotional Intelligence - Meaning, Components, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model

Unit IV

(07 Hours)

Thinking skills: The Mind/Brain/Behaviour, Thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brainstorming), Image generation and evaluation

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Suggested Readings:

1. Joshi, G. (2015). Campus to Corporate- Your Roadmap to Employability, Sage Publication.
2. Covey S. R. (2015). The 7 Habits of Highly Effective People, Mango Media Inc.
3. McGrath E. H. (9th Ed., 2011). Basic Managerial Skills, Prentice Hall India Learning Private Limited.
4. Whetten D. (8th Ed., 2011). Developing Management Skills, Prentice Hall India Learning Private Limited.
5. Gulati S. (2002). Corporate Soft Skills, Rupa Publication Pvt. Ltd.
6. Gallagher (2010). Skills Development for Business & Management Students, Oxford University Press.

SEMESTER -V

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 301: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objectives: The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Contents

Unit I (14 Hours)

Introduction to Income Tax Act 1961, Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income, Residential Status and Incidence of Tax, Fully Exempted Incomes

Unit II (14 Hours)

Heads of Income – Salary (perquisites, allowances and retirement benefits), House Property, Business or Profession, Capital Gains, Other Sources

Unit III (14 Hours)

Deductions u/s 80C to 80U, Provisions for clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems)

Unit IV (14 Hours)

Deduction of Tax at Sources, Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (online filing – ITR).

Suggested Readings:

1. Lal, B.B.,(29th Ed.,2012) Income Tax and Central Sales Tax Law and Practice, Pearson Education.
2. Singhanian, V.K. and Singhanian, Monika,(56th Ed.,2016) Students Guide to Income Tax, Taxmann Publications.
3. Ahuja, Girish and Gupta, Ravi,(1st Ed., 2014) Systematic Approach to Income Tax, Bharat Law House.
4. Datey, V.S., Indirect Taxes – Law and Practice,(38th Ed.,2017) Taxmann Publications.
5. Government of India, Bare Acts (1st Ed.,2014), Income Tax, Service Tax, Excise and Customs.
6. Vashisht, Nitin and Lal, B.B.,(30th Rev. Ed.,2012), Direct Taxes: Income Tax, Wealth Tax, Wealth Tax and Tax Planning, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 303: Production & Operations Management

L-4, T-0,

Credits: 04

Max Marks: 75

Objectives: To develop basic understanding of concepts, theories and techniques of production process and operations management. They would be able to differentiate between various production systems; identify the criteria for facility layout and plant location; and understand the quality criteria.

Course Contents:

Unit I

(14 Hours)

Introduction: Definition, Objectives, Scope and Functions of Production & Operations Management, Types of Production systems, Transformation Process Model, Systems Perspectives of Operations Management and Relationship of Operations Management with other Functional areas. **Production Planning and Control:** Objectives, Importance, Levels and Procedures of Production Planning and Control. **Production Design and Development:** Product design, Factors determining the design of a product, Approaches to Product design, Product Development Process and Factors influencing product development.

Unit II

(14 Hours)

Plant Location and Layout: Factors affecting location, criteria of site selection, plant location methods, Factor Rating, Centre of gravity method, Analytic Delphi method, Objectives of plant layout, factors affecting for plant layout, types of layouts- Process, Product, and Fixed position layout, problems in facility layout. **Purchasing and Material Management:** Objectives and importance of material management, Organisation of material management, factors responsible for providing economy in material management, steps in purchasing procedure and methods of purchasing.

Unit III

(14 Hours)

Inventory Management & JIT: Inventory management and analysis, Inventory control, Essential of good inventory control system, Factors affecting inventory control policy, Models/methods of Inventory control- EOQ, Re-order level, ABC analysis, VED analysis, SDE analysis, HML analysis and FSN analysis. Just in time implementation requirements. **Quality Management systems and TQM:** TQM phases of quality control, specification of quality, Quality at source, Zero defects, Cost of quality, Continuous Improvement, Benchmarking, Poka-Yokes, ISO (9000 & 14000 series) and Six Sigma (Introductory aspects only)

Unit IV

(14 Hours)

Plant Maintenance: Importance of Maintenance Management, Type of Maintenance-breakdown, preventive, predictive, routine and planned maintenance.

Emerging concepts and issues in manufacturing systems: IT in modern production management, supply chain management, CAD/CAM systems, ERP in manufacturing systems (Introductory aspects only).

Suggested Readings:

1. Kale . (1st Ed.2013) Production and Operation Management, McGraw HiU Education
2. Mahadevan, B. Operation Management: theory and practice (2nd Ed., 2015), Pearson Education India.
3. Chary, S. N., (5th Ed.,2012) Production and Operation Management, McGraw Hill Education.
4. Panneerselvam R. (3rd Ed., 2012), Production and Operation Management, Prentice Hall.
5. Chase R. B. (14th Ed. 2014), Operations and Supply Chain Management, McGraw Hill Education.
6. Stevenson, W. J (11thEd. 2015). Operations Management, McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 305: Services Marketing

L-4, T-0,

Credits: 04

External Marks: 75

Objective: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

Course Contents:

Unit I (14 Hours)

Introduction to Services Marketing: Service Definition, unique Characteristics and Marketing Challenges of Services; Growing Importance of Services Sector in India; Services Marketing Management Process-Overview

Unit II (14 Hours)

Consumer Behaviour in Services & Measuring Service Quality: Consumer Behavior in Services; Measuring Service Quality and Customer Satisfaction, SERVQUAL Scale and its usage; GAPs Model; Modes of Service Recovery.

Unit III (14 Hours)

Service Product, Pricing and People: The 7 Ps framework for Services Marketing; Service Product, Service Process and Service Blueprinting; Pricing of Services – Objectives, Challenges, Approaches, Managing Service Personnel; Customer Role in Service Delivery.

Unit IV (14 Hours)

Service Distribution, Communication and Physical Evidence: Challenges of Service Distribution, Service Franchising-Benefits & Risks; Integrated Services Communication Mix; Services Marketing Triangle; Managing Physical Evidence and Servicescape.

Suggested Reading:

1. Zeithaml, V. A., Bitner M. J. and Pandit, A. (6th Ed., 2013), Services Marketing, Tata McGraw Hill Publishing Co. Ltd. NEW Delhi.
2. Lovelock, C. H., Wirtz, J. and Chatterjee, J. (8th Ed, 2016). Service Marketing: People, Technology, Strategy, Pearson Education, New Delhi.
3. Hoffman, K.D. & Bateson, J.E.G(4th Ed, 2012), Services Marketing, Cengage Learning.
4. Nargundkar, Rajendra, (3rd Ed, 2012), Services marketing Text and Cases, Tata McGraw Hill Publishing Co. Ltd.
5. Fitzsimmons, JA and Fitzsimmons, M.J(8th Ed, 2012) Service Management/; Operations, Strategy, and Information Technology, Irwin/McGraw-Hill.
6. Kurtz D.L. and Clow K.E. (3rd Ed.,2003). Services marketing, Biztantra, New Delhi.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 307: Entrepreneurship Development

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: It provides exposure to the students to the entrepreneurial culture and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents

Unit I

(14 hours)

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship

Unit II

(14 hours)

Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required, Forms of Ownership

Unit III

(14 hours)

Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho-theories, Social responsibility Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDPs : Critical Evaluation

Unit IV

(14 hours)

Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complementing and Supplementing Economic Growth, bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings

Suggested Readings:

1. Charantimath, (8th Ed., 2014) Entrepreneurship Development and Small Business Enterprise, Pearson Education India
2. Bamford C.E. (1st Ed. 2015) Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Balaraju, Theduri, (2012), Entrepreneurship Development: An Analytical Study, Akansha Publishing House
4. David, Otes, (2014), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi
5. Kaulgud, Aruna, (2012), Entrepreneurship Management, Vikas Publishing House, Delhi
6. Chhabra, T.N. (2014), Entrepreneurship Development, Sun India

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 309: Goods and Services Tax(GST)

L-4, T/P-0,

Credits: 04

Max Marks: 75

Objectives: The Objective of the course is to acquaint the student about the introduction of GST in India and the replacement of all Indirect Taxes with GST to make India Level playing field with outside world.

Course Contents

Unit I (14 Hours)

Indirect Taxes-Meaning and Types of Indirect Taxes, Central Excise Duty - features nature scope, salient features of central excise Duty Act; Procedure for excise registration and documents needed; CENVAT MODVAT provisions; Exemptions to small scale industries; Introduction to custom duties; its types, calculation and related issues.

Unit II (14 Hours)

VAT - Introduction, meaning, features, merits and demerits, tax calculation difference from sales tax, value addition with example· Different forms for VAT; VAT refund; Importance of CST Act 1956 Various Provisions· Different categories; CST Calculations; Introduction to Services Tax Act 2007; Types of Services covered; relevant provisions· Rates of Service Tax and its calculation.

Unit III (14 Hours)

Goods and Service Tax (GST) - Constitutional Amendment, Features of GST Importance and benefits; Difference between GST and other Taxes· Migration to GST; Registration of dealers under GST Exempted List; Rate Structure under GST; Procedure for obtaining registration certificate, concept of IOST; CGST; SGST and its calculation with working examples.

Unit IV (14 Hours)

Implementation of GST: GST Council its members; composition; its role· GST Infrastructure; Impact of GST on Business; Salient features of GST Model. How to file refund under GST Transfer of Input Tax credit and its related issues; Penalties and appeals under GST· Future of GST in India.

Suggested Readings:

1. Mehrotra H.C. Agrawal V. P., (2016) Indirect Taxes, Sahitya Bhawan Publication.
2. B. Viswanathan, (1st Ed. 2016), Goods and Services Tax in India, New Century Publications.
3. Singhanian Vinod K. & Singhanian Monica, (2016), Student's Guide to Indirect Tax Laws Taxmann Publications.
4. Datey V S. (5th Ed. 2017), All about GST - A Complete guide to model GST Law, Taxman Publications.
5. Gupta K Atul. (1st Ed. 2016), GST- Concept and Roadmap, LexisNexis Publisher.
6. Ahuja Girish & Gupta Ravi (34th Ed. 2016), Practical Approach to Direct & Indirect Taxes (Income Tax, Excise, Customs, CST VAT, Service Tax, & Wealth Tax, CCH India.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 311: Summer Training Report

L-0, T/P-0,

Credits: 06 Internal & External Max Marks: 100

Each student shall undergo practical training of 8 weeks during the vacation after 4th semester in an approved Business/Industrial/Service Organisations and submit at least two copies of the summer training report to the director/principal of the Institution before the commencement of the end term examination. The Summer Training Report shall carry 100 marks. It shall be evaluated for 50 marks by an external examiner to be appointed by the University and for the rest of the 50 marks by an internal examiner to be appointed by the director/ principal of the institution.

SEMESTER VI

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 302: Project Management

L-4, T/P-0

Credits: 04

Max Marks: 75

Objectives: The basic objective of this course is to familiarize the students with various aspects of Projects and key guidelines relevant to project planning, analysis, selection, financing, implementation and review.

Course Contents

Unit I

(14 Hours)

Introduction: Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and Responsibilities of Project Manager, Determinants of Project Success. Project Life Cycle: Phases of Project Life Cycle, Classification of Projects Generation and screening of Project Idea: Generation of Ideas, Monitoring the Environment, Preliminary Screening.

Unit II

(14 Hours)

Technical Analysis: Factors considered in Technical Analysis, Factors Affecting Selection of Locations, need for considering Alternatives, Technology Selection, Sources of Technology, Appropriate Technology. **Market Analysis:** Conduct of Market Survey, characterization of market, Market Planning (Introductory aspects only) **Network Techniques:** Network Analysis, Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), Identifying Critical Path, Probability of Completing the project within given time.

Unit III

(14 Hours)

Financing of Projects: Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity shares, Retained Earnings, Short-term Sources of Working Capital, Newer Sources of Finance, Venture Capital.

Unit IV

(14 Hours)

Project Evaluation and Control: Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis.

Social Cost Benefit Analysis: Social Cost, Social Benefit **Emerging Concepts and Issues in Project Management:** Role of Information Technology in Project Management, Future of Project Management.

Suggested Reading:

1. Chandra, Prasanna, (8th Ed., 2014), Projects Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education
2. Nagarajan, K. (7th Ed., 2015), Project Management, cw Age International (P) limited, Publishers.
3. R. Panneerselvam. R. Senthil kumar. P., (2nd Ed., 2013) Project Management, PHI Learning, (P) limited, Publishers.
4. Gray C.F. (6th Ed. 2014). Project Management, McGraw Hill Education.
5. Jeffrey K. Pinto, (2nd Ed. 2012), Project Management: Achieving Competitive Advantage, Pearson Education.
6. Desai Vasant, (3rd Ed., 2013). Project Management, Himalaya Publishing House.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 304: Digital Marketing

LL-4 T/P-0

Credits-4

External Marks:75

Objectives: This course aims at creating and understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organisation's marketing activity

Course contents

Unit 1 (14 Hours)

Introduction to digital marketing: digital marketing meaning scope and importance, Internet versus traditional marketing communication, Internet micro environment, Use of Business-to-Consumer and Business to Business internet marketing, Internet marketing strategy.

Unit II (14 Hours)

Online buyer behaviour and models: The Marketing mix (7 Ps) in online context, Managing the Online Consumer Experience, Planning website design, understanding site user requirement, Site design and structure developing and testing content, Integrated Internet Marketing Communication (IIMC), Objectives and Measurement of Interactive Marketing Communication.

UNIT III (14 Hours)

Digital promotion techniques I: Email marketing, Opt-In Email Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs, Search Engines- Search Engine Marketing (SEM), Search Engine Optimisation, Website Optimisation, Content Marketing.

Unit IV (14 Hours)

Digital Promotion Techniques II: Social Media Marketing- Designing content for social media marketing, Campaign management, Tracking SMM performance, Mobile Marketing- advertising on mobile devices mobile apps tracking mobile marketing performance. Introduction to Web Analytics- Meaning, Types, Key Metrics and tools

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Maye, R. (4th Ed., 2009) Internet Marketing: Strategy Implementation and Practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (6th Ed., 2011) E- Marketing, 5th edition, PHI learning Pvt Ltd, New Delhi
3. Roberts, M.L (3rd Edition, 2013) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi
4. Hanson, W. and Kalyanam, (1st Ed, 10th International conference, 2010), E-Commerce and Web Marketing, Cengage learning, New Delhi
5. Shainesh G., Jagdish N Sheth (1st Ed, 2008) Customer Relationship Management- A strategic perspective, Macmillan India ltd.
6. Mohammad, Rafi. (2nd Ed., 2004) Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 306: International Business Management

L4, T-0

Credits-4

External Marks: 75

Objective: The basic objective of this course is to provide understanding to the students with the global dimensions of management and how to manage international business.

Course Contents

Unit I

(14 Hours)

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities; Nature, Meaning and Importance of International Competitive Advantage, Multidimensional view of Competitiveness. Financial Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IBA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI.

Unit II

(14 Hours)

Globalization: Impact of Globalization, Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spillover, rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non Tariff Barriers.

Unit III

(14 Hours)

Strategy making and International Business: Structure of Global Organizations, Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage, Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.

Unit IV

(14 Hours)

Socio Cultural Environment- Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, motivating employees in the global context and managing groups across cultures, Multicultural management.

Suggested Readings:

1. Tamer, Cavusgil, Gary, Knight, (3rd Ed., 2013), International Business: Strategy, Management and the New Realities, Pearson Education.
2. Hill C.W. (8th Ed. 2016), Global Business Today, McGraw Hill Education.
3. Sinha P.K, (1st Ed., 2012), International Business Management, Excel Books.
4. K. Aswathappa, (6th Ed., 2015), International Business, McGraw Hill Education.
5. Cherunilam Francis (5th Ed., 2011), International Business, PHI.
6. Deresky, (8th Ed., 2013), International Management: Managing Across Borders and Culture, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 308: Business Policy & Strategy

L4, T-0

Credits-4

External Marks: 75

Objective: The course aims to acquaint the students with the nature scope and dimensions of Business Policy and Strategy Management Process.

Course Contents

Unit I (14 hours)

Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management Strategic Management Process: Formulation Phase - Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation Phase - Strategic Activities, Evaluation and Control

Unit II (14 hours)

Environmental Analysis: Need, characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process - Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool Analysis of Internal Resources: Strengths and Weaknesses; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities - Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. McKinsey's 7s Framework.

Unit III (14hours)

Formulation of Corporate Strategies: Approaches to Strategy formation; Major Strategy options -Stability, Growth and Expansion: Concentration, Integration, Diversification, Internationalization, Cooperation and Digitalization, Retrenchment, Combination Strategies.

Unit IV (14 hours)

Choice of Business Strategies: BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution - Matrix and Profit Impact of Market Strategy (PIMS) Model Major Issues Involved in the Implementation of Strategy: Organizational Cultural and Behaviour factors, Organization Structure;

Suggested Readings:

1. Kazmi, Azhar, (1st Ed., 2015), Strategic Management and Business Policy, McGraw Hill Education
2. Kachru, U. (2nd Ed., 2015), Strategic Management, McGraw Hill Education
3. Hill, Charls WL and Jones Gareth, R. (11th Ed., 2014), An Integrated Approach to Strategic Management, Cengage Learning
4. Dhir, S. (1st Ed., 2016), Cases in Strategic Management, McGraw Hill Education
5. Weelen, (14th Ed., 2014), Concepts in Strategic Management and Business Policy, Pearson Education
6. Fred, David, (13th Ed., 2011), Strategic Management: Concepts and Cases, Prentice Hall of India.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 310: Sales and Distribution Management

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: The course aims to impart the knowledge and skill needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

Course Content:

UNIT-1

(14 hours)

Introduction to Sales Management; Evolution of sales Management, Scope and importance: Skills of a sales Personnel, Types of Sales Managers; Personal Selling-Theories, Psychology in Selling, Buying Situations, Sales process; Sales Forecasting; Sales Territory Design.

UNIT-2

(14 hours)

Sales Force Management: Sales Organization Structure Sales Force Size; Recruitment and Selection; Training, Motivation and Compensation of Sales Force; Sales quotas and contests; Evaluating Sales Performance.

UNIT-3

(14 hours)

Distribution Channels and Institutions: Function of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail-Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling- Features, classification, decisions, trends and future scenario.

UNIT-4

(14 hours)

Distribution channel; Channel Strategy and Design, Selection, Motivation and Evaluation of intermediaries; Managing Channel Dynamics, Relationships and channel conflict; Physical Distribution System-Objectives and Decision Areas; Introduction to Logistics Supply Chain Management; Integration Of sales and Distribution Strategy. Ethical and Legal Issues in Sales and Distribution Management in Indian Context.

Suggested Readings:

1. Still K R, Cundiff. E. W & Govini N.A.P(6th Ed), 2014 Sales Management. Pearson Education. New Delhi
2. Rosenbloom, Bert (9th Ed., 2014) Marketing channels: A Management View, Cengage learning, New Delhi.
3. Jobber, David and Lancaster, Geoffery (9th Ed.,2012) Selling and Sales Management, Pearson Education, New Delhi.
4. Tanner., J. F., Honey Cutt, J. R., E. D Eerfemeyer., R. C. (7th Ed. 2015) Sales Management; Pearson Education New Delhi
5. Panda. T. K, Sahdev, S. (2nd Ed,2012) Sales and Distribution Management, Oxford University, Press, New Delhi
6. Havaldar, K. K and Cavale, V M., (2nd Ed.,2011)., Sales and Distribution Management; Text and Cases McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 312: Project Report

L-0, T/P-0,

Credits: 06

Internal & External Marks: 100

During Sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an internal supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the supervisor will be approved by the Director/Principal of the institution. The project report in duplicate along with ones of copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 mark shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by Director /Principal of the institutions.
