

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

DWARKA, NEW DELHI-110078

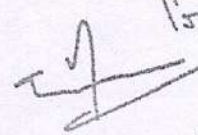
# BBA

**Scheme and Syllabus**

**2021-22 onwards**

**(Approved by AC Sub Committee)**



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## Background Note:

### BBA Graduate Attributes

Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

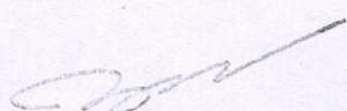
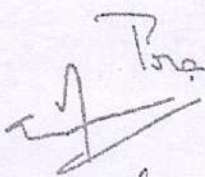

1. Effective Communication and Professional Presentation Skills
2. Comprehensive Knowledge on concepts of Business Management
3. Proficiency in Technological skills necessary for business decision making
4. Critical thinking and Analytical Skills for business problem solving
5. Innovation and Creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

### Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 and 4 years with flexible entry and exit.

The whole syllabus of BBA is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) Generic Electives
- f) Skill Enhancement (NUES)
- g) Major and Minor Projects
- h) MOOC Courses
- i) Summer Internship Projects

  
  
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# SCHEME OF EXAMINATION

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## SYLLABI

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BACHELOR OF BUSINESS ADMINISTRATION  
(BBA)

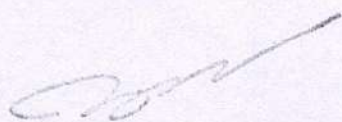
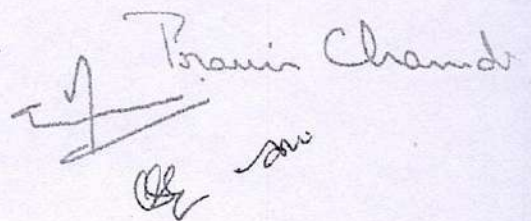

for

First and Second Semesters

(w.e.f. 2021 – 2022 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
DWARKA, NEW DELHI-110078

  
  
Pravin Chandra  


GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
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 labs, summer training and projects, internal assessment is 40 marks and external examination is 60 marks.

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

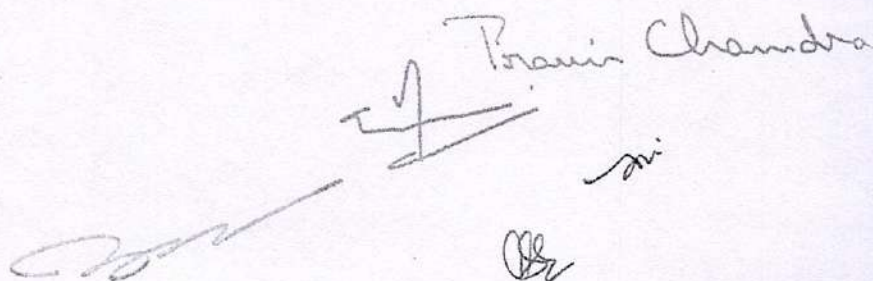
1. Class Test - 15 marks  
Written Test Compulsory (to be conducted as per Academic Calendar of the University)
2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation - 10 marks

Note: Record should be maintained by faculty and made available to the University, if required.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programme is 142.

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 134 credits.

  
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## SCHEME OF EXAMINATIONS

### GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

B.B.A. (Three-Years)

#### *First Semester Examination*

Code No.	Paper	Type	L	T/ P	Credits
BBA 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA 103	Business Mathematics	Core	4	-	4
BBA 105	Financial Accounting and Analysis	Core	4	-	4
BBA 107	Business Economics	Core	4	-	4
BBA 109	IT applications in Business	Skill Enhancement	3	-	3
BBA 111	IT applications in Business-Lab	Skill Enhancement	-	2	1
BBA 113	Entrepreneurial Mindset (NUES)	Ability Enhancement	2	-	2
		<b>Total</b>	<b>21</b>	<b>2</b>	<b>22</b>

### GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

#### *Second Semester Examination*

Code No.	Paper	Type	L	T/ P	Credits
BBA 102	Cost Accounting	Core	4	-	4
BBA 104	Decision Techniques for Business	Core	4	-	4
BBA 106	Business Environment	Core	4	-	4
BBA 108	E-Commerce	Skill Enhancement	3	-	3
BBA 110	Business Communication	Ability Enhancement	3		3
BBA 112	E-Commerce Lab	Skill Enhancement	-	2	1
BBA 114	Minor Project-I	Skill Enhancement	-		3
BBA 116	MOOC*	Ability Enhancement	-		3
		<b>Total</b>	<b>18</b>	<b>2</b>	<b>25</b>



\* The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution.

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.



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A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA programme in 3<sup>rd</sup> Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

*Third Semester Examination*

Code No.	Paper	Type	L	T/ P	Credits
BBA 201	Business Laws	Core	4	-	4
BBA 203	Marketing Management	Core	4	-	4
BBA 205	Human Resource Management	Core	4	-	4
BBA 207	Management Accounting	Core/Skill Enhancement	4	-	4
BBA 209	Production and Operations Management	Core/Interdisciplinary	3	-	3
BBA 211	Business Research Methodology	Skill Enhancement	3	-	3
BBA 213	Business Research Methodology Lab	Skill Enhancement	-	4	2
BBA 215	NSS/NCC/NSO/others as notified by the university (NUES*)	Ability Enhancement	2		2
BBA 217	Environmental Studies	Interdisciplinary	4	-	4
		<b>Total</b>	<b>28</b>	<b>4</b>	<b>30</b>

\*NUES: Non University Examination System

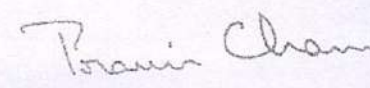
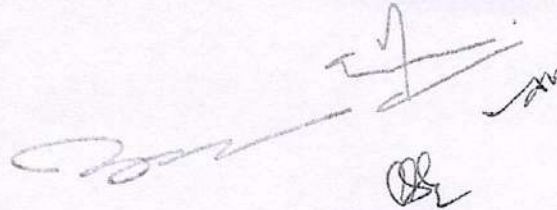

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

*Fourth Semester*

Code No.	Paper	Type	L	T/ P	Credits
BBA 202	Business Analytics	Ability Enhancement	4	-	4
BBA 204	Financial Management	Core/Skill Enhancement	4	-	4
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core/ Interdisciplinary	4	-	4
BBA 208	Income Tax Law and Practice	Skill Enhancement /Interdisciplinary Course	4	-	4
BBA 210	MOOC*	Ability Enhancement	-	-	3
	Elective I (one paper to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA 218	Minor Project -II	Skill Enhancement	-	-	3
		<b>Total</b>	<b>20</b>		<b>26</b>

**List of Elective-I:**

- BBA-212 Training and Development
- BBA-214 Sales Management
- BBA-216 Financial Markets and Institutions

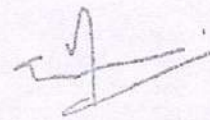
  
  


\* The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution.

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA programme in 5<sup>th</sup> Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

*Fifth Semester Examination*

Code No.	Paper	Type	L	T/ P	Credits
BBA 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA 303	Business Policy and Strategy	Core	3	-	3
BBA 305	Information Systems Management	Skill Enhancement	3	-	3
BBA 307	Information Systems Management Lab	Skill Enhancement	-	4	2
	Elective II (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 315	Summer Training Report	Skill Enhancement	-	-	4
		<b>Total</b>	<b>13</b>	<b>4</b>	<b>19</b>

**List of Elective-II**

- BBA-309 Marketing Analytics
- BBA-311 Performance Management
- BBA-313 Financial Modeling



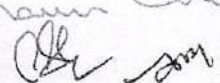
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

*Sixth Semester Examination*

Code No.	Paper	Type	L	T/ P	Credits
BBA 302	Project Management	Core	3	-	3
BBA 304	Digital Marketing	Skill Enhancement	4	-	4
	Elective III* (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 312	Entrepreneurship Development	Interdisciplinary	3	-	3
BBA 314	Major Project	Skill Enhancement	-	-	6
		<b>Total</b>	<b>14</b>	<b>-</b>	<b>20</b>

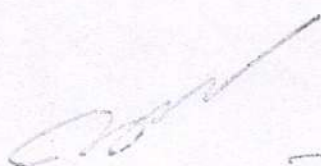

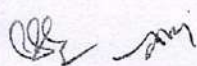
**List of Electives-III**

- BBA-306 HR Analytics
- BBA-308 Advertising and Sales Promotion
- BBA-310 Investment Analysis and Portfolio Management


  
  
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COURSE DISTRIBUTION (BBA)

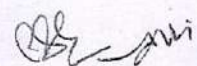
Types of Courses	Number of Courses	Credits Per Course	Sem I Course	Sem II Course	Sem III Course	Sem IV Course	Sem V Course	Sem VI Course	Total Credits
Core Courses – Theory and Classroom based (C)	15	4/3	4	3	5	2	1	1	61
Interdisciplinary Theory and Classroom based (GE)	03	4/3			1	1		1	7
Skill Enhancement Courses Including Lab Based (SE) excluding minor/major/internship project reports	11	4/3/2/1	2	3	2	2	4	2	45
Discipline Specific Elective –Theory and Classroom based (DSE)	3	4				1	1	1	12
Ability Enhancement Course including NUES	4	4/3/2	1	2	1	2			17
Minor Project-I	1	3		1					03
Minor Project-II	1	3				1			03
Internship Project Report	1	4					1		04
Major Project	1	6						1	06
Online Courses (MOOCs)	2	3		1		1			06
Total Credits			22	25	30	26	19	20	142

  
  
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# SEMESTER I



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 101: Management Process and Organizational Behaviour**

L-4, T-0

Credits -4

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

Course Contents

**Unit I**

**Introduction**

Management: Concept and Need, Managerial Functions – An overview; Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering. (14 Hours)

**Unit II**

**Planning and Organizing**

Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures. (14 Hours)

**Unit III**

**Introduction to Organizational Behavior**

Personality- Type A and B, Factors influencing personality. Learning- Concept, Learning theories, Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes. (14Hours)

**Unit IV**

**Motivation and Leadership:** Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance.

**Conflict and Culture:** Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture. (14 Hours)

**Suggested Readings: (All latest editions)**

1. Robbins, Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.
3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

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

**BBA-103 Business Mathematics**

L-4, T-0

Credits —4

**Objective:** This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

**Course Contents**

**Unit I**

**Principle of Counting:** Concept of Factorial, Principle of Counting, Mathematical Induction: Principle, Arithmetic Progression & Geometric Progression, Concepts of function. (14 Hours)

**Unit II**

**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, Leontief I/O Model. Permutation & Combination.

(14 Hours)

**Unit III**

**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 Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure, Applications in Business. Introduction to Mathematics of finance such as annuities.

(14 Hours)

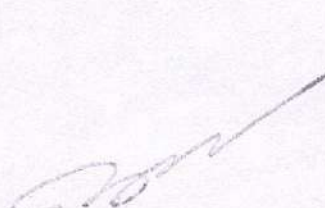

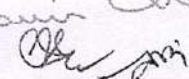
**Unit IV**

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

(14 Hours)

**Suggested Readings: (All latest editions)**

1. Trivedi, Business Mathematics, Pearson Education,
2. Bhardwaj, R.S., Mathematics and Statistics for Business, Excel Books
3. Khan, Shadab, A Text Book of Business Mathematics, Anmol Publications,
4. Tuttle, Michael, D., Practical Business Math: An Applications Approach, Prentice Hall
5. Hazarika, P., A text book of Business Mathematics, S. Chand Publication
6. Budnick, Applied Mathematics for Business, McGraw Hill Education

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

**BBA 105: Financial Accounting and Analysis**

L-4 T-0

Credits-4

**Objective:** 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 I**

**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, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS). (14 Hours)

**Unit II**

**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 the new Companies Act 2013. (14 Hours)

**Unit III**

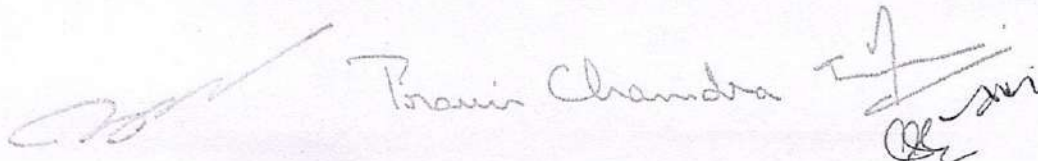
**Depreciation, Provisions and Reserves:** Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, 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. (14 Hours)

**Unit IV**

**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, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures. (14 Hours)

**Suggested Readings: (All latest editions)**

1. Tulsian, P.C., Financial Accountancy, Pearson Education
2. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House
3. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India
4. Rajasekran, Financial Accounting, Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., Accounting for Manager - Text and Cases, Vikas Publishing House.
6. Glautier, M.W.E. and Underdown, B., Accounting Theory and Practice, Pearson Education.



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

**BBA 107: Business Economics**

L-4, T-0

Credits-4

**Objective:** The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

**Course Contents**

**Unit I**

**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. Introduction to Behavioural Economics: Nudge theory. **(14 Hours)**

**Unit II**

**Consumer Behavior 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 in brief. **(14 Hours)**

**Unit III**

**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. 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. **(14 Hours)**


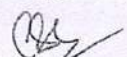
**Unit IV**

**Cost Analysis & Price Output Decisions:** Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model). **(14 Hours)**

**Suggested Readings: (All latest editions)**

1. Samuelson, P & Nordhaus, W., Economics, McGraw Hill Education
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House.
3. Thomas C.R., Managerial Economics, McGraw Hill Education.
4. Mankiw, NG, Principles of Economics, Cengage Learning.
5. Peterson, L. and Jain, Managerial Economics, Pearson Education.
6. Kreps, D., Microeconomics for Managers, Viva Books Pvt. Ltd.



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

**BBA 109: IT Applications in Business**

L-3, T-0

Credits-3

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

Course Contents

**Unit I**

**Basics of Information Technology:** Components of IT systems, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Classification of Computers. **Computer Memory:** Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing. **(8 Hours)**

**Unit II**

**Computer Software:** Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler, Interpreter and Assembler, Types of Computer Languages. **(10 Hours)**

**Unit III**

**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, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

**(12 Hours)**

**Unit IV**


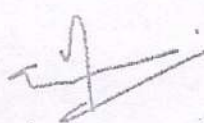

**Computer Networks and IT applications:** Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet, Extranet, Network topologies, Networking devices, OSI model. Internet Services.

**Information Technology and Society:** Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology.

**(12Hours)**

**Suggested Readings: (All latest editions)**

1. c Leon, Introduction to Information Technology, Vikas Publishing House
2. Behl R., Information Technology for Management, McGraw Hill Education
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.
4. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning
5. Tanenbaum, A. S, Computer Networks. Pearson Education.
6. Goyal, Anita, Computer Fundamentals, Pearson Education.

  
**Pranav Chandra**  
  




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

BBA 111: IT Applications in Business- Lab

L-0, P-02

Credit-1

This Lab would be based on the course **BBA-109: IT Applications in Business**

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, Auto Sum, 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, Analyze 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.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 113: Entrepreneurial Mindset (NUES)**

L-02

Credits – 02

**Objectives :** To provide a foundation for basic entrepreneurial skills and to acquaint them with the world of entrepreneurship and inspire them to set up and manage their businesses. To expose students to various aspects of entrepreneurship and business. To expose students to case studies on successful entrepreneurs

Course Contents

**Unit I**

**Introduction:** The Entrepreneur; Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship; entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation) (7 Hours)

**Unit II**

**Promotion of a Venture and Writing a business plan:** Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan. (7 Hours)

**Unit III**

**Entrepreneurship Support:** Entrepreneurial Development Programmes (EDP): EDP, Role of Government in Organizing EDPs. Institutions supporting small business enterprises: central level, state level, other agencies, industry associations. (7 Hours)


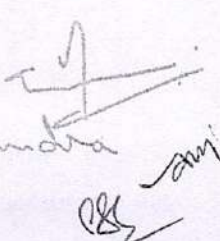
**Unit-IV**

**Practicals :**

- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.
- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs. (7 Hours)

**Suggested Readings: (All Latest editions)**

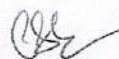
1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
5. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
6. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.

  
Pravin Chandra  


# SEMESTER -II



Braun Chandra



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

**BBA 102: Cost Accounting**

L-4, T/P-0

Credits: 04

**Objective:** 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**

**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.

**(14 Hours)**

**Unit II**

**Labour Cost:** Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical examples).

**Overheads: Functional analysis** - factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads in brief. (Overhead rate, Machine rate, under & over absorption practical examples to be taught).

**(14 Hours)**

**Unit III**

**Cost Sheet** - Preparation of Cost Sheet (simple problems)

**Process Costing** - Meaning and computation of normal profits, abnormal effectives and abnormal loss.

**(14Hours)**

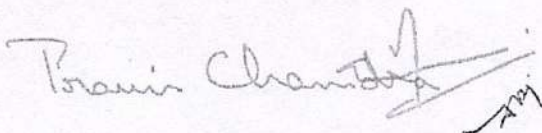


**Unit IV**

**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).

**(14 Hours)**

**Suggested Readings: (All latest editions)**

1. Maheshwari, S. N. and Mittal, S. N., Cost Accounting—Theory and Problems, ShriMahavir Book Depot.
2. Arora, M.N., Cost Accounting, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (Latest Edition), Cost Accounting, McGraw Hill Education.
4. Pandey, I.M., Management Accounting, Vikas Publishing House, Delhi.
5. Khan M.Y., Management Accounting, McGraw Hill Education.
6. P.C.Tulsian, Introduction to Cost Accounting, S.Chand, Delhi.

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

**BBA-104 –Decision Techniques for Business**

L-4, T-0

Credits -4

**Objective:** The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

**Course Contents**

**Unit I**

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

**Measures of Central Tendency** - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve. **(14 Hours)**

**Unit II**

**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. **(14 Hours)**

**Unit III**

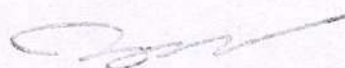
**Linear Programming:** Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality. **(14 Hours)**

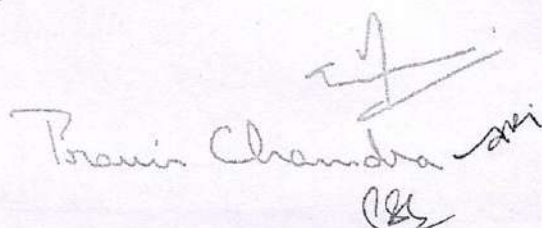
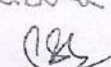
**Unit IV**

**Transportation and Assignment problems:** General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality. **Assignment Problem:** Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model. **(14 Hours)**

**Suggested Readings: (All latest editions)**

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K., Quantitative Techniques and Operation Research, Sultan Chand.
3. Rajagopalan, S. & Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval, Business Statistics, Pearson Education.



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

**BBA 106: Business Environment**

L-4, T-0

Credits: 04

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

**Course Contents**

**Unit I**

**An Overview of Business Environment:** Type of Environment-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. **(14 Hours)**

**Unit II**

**Planning and Economic Development and Problems in Indian Economy:** Economic Problems: **Magnitude, Causes, effects, and measurement tool**, Poverty, Inequality, Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial Sickness.

**Ease of doing business reforms like Startup India, Swachh Bharat Abhiyan.** **(14 Hours)**

**Unit III**

**Concepts of Macro Economics and National Income Determination:** Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

**National Income:** Concepts, 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 saving and Consumption, Investment function. **(14 Hours)**

**Unit IV**

**Economic Environment:** Nature of Economic Environment, Economic, Monetary and Fiscal Policies, FEMA, FDI, WTO, GATT, **Occupational structure and contribution of various sectors in GDP of the country.** **(14 Hours)**

**Suggested Readings: (All latest editions)**

1. Paul J. , Business Environment, McGraw Hill Education.
2. Cherunilam, Francis, Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C., Indian Economy, Sultan Chand & Son.
4. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B, Business Environment, Sultan Chand.
6. Dwivedi, D. N. Macro Economics, McGraw Hill Education.

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

**BBA 108: E-Commerce**

L-3, T-0

**Credits: 03**

**Objectives:** 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**

**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.

**(8 Hours)**

**Unit II**

**HTML:** Elements, Tags and basic structure of HTML files, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls.

**(10 Hours)**

**Unit III**

**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 Decryption. **(12 Hours)**

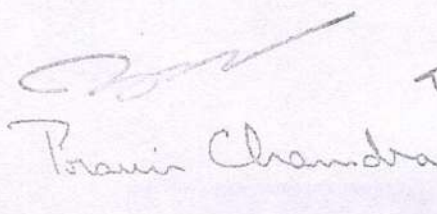
**Unit IV**


**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.

**(12Hours)**

**Suggested Readings: (All latest editions)**

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce — An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce — A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.

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

**BBA 110: Business Communication**

L3, T-0

**Credits: 03**

**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**

**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. **(8 Hours)**

**Unit II**

**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 Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers. **(10 Hours)**

**Unit III**

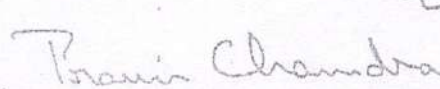

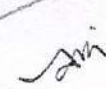

**Business letter writing and Presentation Tools: Business letters-** Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters, **(12 Hours)**

**Unit IV**

**Departmental Communication:** Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation. **(12 Hours)**

**Suggested Readings: (All latest editions)**

1. Lesikar . Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al . Effective Business Communication, Cengage Learning.
4. Scot, O. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin . Intercultural Business Communication, Pearson Education
6. Penrose et al . Business Communication for Managers, Cengage Learning.



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

BBA 112: E-Commerce Lab

L-0, P-2

Credit: 01

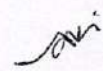
Objective:

Lab would be based on the Paper BBA-108: E-Commerce and will cover the following : Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.

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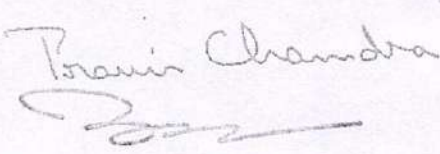





GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 114: Minor Project-I

Credits: 03

During the second 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 / secondary data. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.

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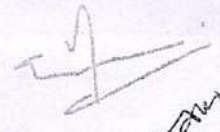
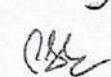
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA 116: MOOC**

**Credits: 03**

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

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### Program Outcomes

After the program the students will be able to:

- PO 1. Apply knowledge of various functional areas of business
- PO 2. Develop communication and professional presentation skills
- PO 3. Demonstrate critical thinking and Analytical skills for business decision making
- PO 4. Illustrate leadership abilities to make effective and productive teams
- PO 5. Explore the implications and understanding the process of starting a new venture
- PO 6. Imbibe responsible citizenship towards sustainable society and ecological environment
- PO 7. Appreciate inclusivity towards diverse culture and imbibe universal values
- PO 8. Foster Creative thinking to find innovative solutions for diverse business situations

### Program Specific Outcomes

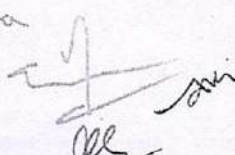
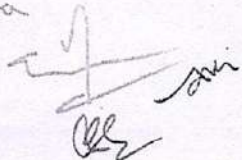
After the program the students will be able to:

- PSO 1. Apply reflective thinking and research skills using latest technological tools
- PSO 2. Assimilate technical functional knowledge of operations in business organization
- PSO 3. Demonstrate strategic and proactive thinking towards business decision making
- PSO 4. Illustrate negotiation skills and networking abilities

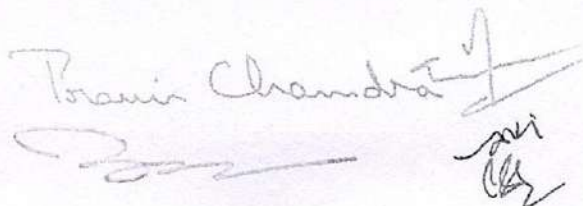
The course outcomes of various courses of BBA are:

Paper/ Subject	Course Outcome
<b>BBA(G) First Semester</b>	
BBA 101 Management process and Organizational Behaviour	CO1. Explore the evolution of the concepts of management CO2: Examine the relevance of the theories of Motivation CO3: Analyze the significance of Organization and Individual Behavior CO4: Analyse and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective teams CO6: Comprehend dynamics of human behavior
BBA-103 Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA 105: Financial Accounting & Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation

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		<p>CO5 : Comprehension about accounting for shares and debentures</p> <p>CO6: Explore the role of Stock exchanges and SEBI as a regulator</p> <p>CO7: Conduct comprehensive financial analysis of companies</p>
BBA 107: Economics	Business	<p>CO1: Understand the fundamental concepts of Business Economics</p> <p>CO2: Analyze the relationship between consumer behavior and demand</p> <p>CO3: Explore the theory of production and through the use of ISO-QUANTS</p> <p>CO4: Understand the concept and relevance of short term and long term cost</p> <p>CO5: Examine pricing decisions under various market conditions</p> <p>CO6: Analyse economic challenges posed to businesses</p>
BBA 109: IT Applications in Business		<p>CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).</p> <p>CO2: Analyze the usage of IT product and services.</p> <p>CO3: Use internet web services and resources for learning and discovery.</p> <p>CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems.</p> <p>CO5: Comprehend the role of databases in IT applications.</p>
BBA 111: Applications in Business (Lab)	IT	<p>CO1: Explore the utility of applications provided by MS Office</p> <p>CO2: Proficiency in MS Advanced Excel and Powerpoint</p> <p>CO3: Effective and professional presentation and communication skills</p> <p>CO4: Use Tables and Charts from Excel to create interactive and animated presentations</p>
BBA-113: Entrepreneurial Mindset (NUES)		<p>CO1: Exhibit entrepreneurial skills and abilities</p> <p>CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects</p> <p>CO3: Explore the laws and government assistance available for new entrepreneurs.</p> <p>CO4: Explore ways to achieve entrepreneurial success</p>
<b>Second Semester</b>		
BBA 102: Cost Accounting		<p>CO1: Comprehensive understanding on objectives and scope of cost accounting in business</p> <p>CO2: Explore cost control through various material controlling techniques</p> <p>CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost</p>


  
 Pranav Chandra

	<p>CO4 : Examine overhead cost through overhead functional analysis</p> <p>CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss</p> <p>CO6: Prepare contract accounts using escalation clause</p>
BBA-104 —Decision making Techniques in Business	<p>CO1: Understand the basic concepts of Statistics</p> <p>CO2: Apply Correlation and Regression concepts in business and research problems</p> <p>CO3 : Explore the use of linear programming in business problem solving</p> <p>CO4: Analyze transportation and assignment problems</p> <p>CO5: Evaluate alternatives before taking business decisions</p>
BBA -106-Business Environment	<p>CO1:Explore the Business Environment and its relevance</p> <p>CO2: Comprehend the structure of Indian Economy</p> <p>CO3:Analyse the planning system and economic development in India</p> <p>CO4:Examine the concept of Macro Economics and determination of National Income</p> <p>CO5: Explore the Macro Economic framework</p>
BBA 108: E-Commerce	<p>CO1: Examine strengths and weaknesses of digital profiles of business organizations</p> <p>CO2: Explore ways to enhance online visibility of business</p> <p>CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce</p> <p>CO4: Examine the barriers to successful online positioning of businesses</p>
BBA 110: Business Communication	<p>CO1: Proficiency in formal written communication</p> <p>CO2: Appreciate diversity and adapt to multicultural communication</p> <p>CO3: Analyze the forms and methods of formal and informal mode of communication</p> <p>CO4: Ability to make effective and well-articulated presentations</p> <p>CO5: Explore the significance of effective listening</p>
BBA 112: E-Commerce Lab	<p>CO1: Design, develop and maintain a basic website.</p> <p>CO2: Create static HTML web pages</p> <p>CO3: Formulate controls for developing web sites</p> <p>CO4: Demonstrate basic animation using HTML.</p>
BBA 114: Minor Project - I	<p>CO1: Identify a business problem or a field of study</p> <p>CO2: Explore the environment to identify potential research areas</p> <p>CO3: Crystallize a business concern into a concrete business research problem</p> <p>CO4: Explore alternative ways to resolve a business problem</p>

Pravin Chandra

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**BACHELOR OF BUSINESS ADMINISTRATION**

**(BBA)**

**2<sup>ND</sup> and 3<sup>RD</sup> YEAR**



*Pravin Chandra*



# SEMESTER III

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

BBA 201: Business Laws

L-4, T-0

Credits-4

**Objective:** The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships

**Course Outcomes:**

- CO1: Examine various aspects of contract and implications of various types of contract.
- CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.
- CO3: Understand and analyse Companies Act 2013 with latest amendments.
- CO4: Examine the concepts of Negotiable Instrument Act, 1881.
- CO5: Comprehend the concepts of valid contract regarding business transactions.

**Course Content**

**Unit I**

**The Indian Contract Act, 1872:** Nature of Contract and its essentials, Void, Valid and Voidable Contracts, Consent, Consideration and its' impact on Contract, Agreements in restraint of Trade, Performance, Breach of Contract and remedies, revocation and termination of Contract, Agency and Bailment Contracts, Contract of Indemnity, Contract of Guarantee and Pledge. **(14 Hours)**

**Unit II**

**The Sale of Goods Act, 1930:** Objective, Definition of Contract of sale, Sale and Agreement to Sell, Definition of Goods, Conditions and Warranties, Implied Conditions and Implied Warranties, Performance of Contract of Sale and Right of unpaid seller, rights of sellers and buyers, transfer of property. Unpaid seller and rights of unpaid seller.

**Indian Partnership Act 1932:** Definition of Partnership, Registration of Partnership Firm, Rights and duties of Partners, Dissolution of Partnership and Partnership firm.

**Limited Liability Partnership Act, 2008:** Formation and Incorporation of LLP, Partners and their relations, Financial Disclosures, Conversion into LLP, Foreign LLP. **(18 Hours)**

**Unit III**

**The Companies Act 2013 with up-to-date Amendments:** Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, 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, Introduction to Lifting of corporate veil, conceptual framework of formation of company, Doctrine of Ultra Vires and Doctrine of Indoor Management, Winding up of Companies. **(14 Hours)**

**Unit IV**

**Negotiable Instruments Act:** Meaning and types of Negotiable Instruments- Cheques, Promissory Notes, Bills of Exchange, Holder and Holder in due course, Types of Endorsements, Types of Crossing of Cheques, Dishonor of Cheques and Consequences. **(10 Hours)**

*Note: Case Studies are to be covered relevant to the concepts.*

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Branin Chandra

**Suggested Readings: (Latest Editions)**

1. Kuchhal, M.C and Kuchhal, Vivek, Business Law, Vikas Publishing House, New Delhi.
2. Pathak A, Legal Aspect of Business, McGraw Hill Education Company.
3. Maheshwari, S.K & Maheshwari S.N, A Manual of Business Law ,Himalayan Publishing House.
4. Singh, Avtar, Business Law, Eastern Book Company, Lucknow.
5. Kapoor N.D, Business Law, Sultan Chand, New Delhi.
6. Bulchandani K. R, Business Law for Management, Himalaya Publishing House, New Delhi.

**CO-PO MAPPING**

**BBA 201 Business Laws**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	2	3
AVG	3	3	3	3	3	3	2	3



Pravin Chandra



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA-203: Marketing Management**

L-4 /T-0

Credits-4

**Objective:** To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

**Course Outcomes:**

- CO1: Explore the concepts of Marketing Management.
- CO2: Appraise in New Product Development, product Line and width and also product pricing.
- CO3: Understand the role and relevance of Place and Intermediaries.
- CO4: Acquire skills to understand the factors which influence the promotional mix.
- CO5: Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.
- CO6: Acquire skills to handle marketing related business and research issues.

**Course Content**

**Unit I**

**Introduction:** Marketing - Meaning, Scope and Importance; Concepts, Philosophies of Marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases. **(14 Hours)**

**Unit II**

**Marketing Mix Decision –Product and Pricing:** Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies. **(14 Hours)**

**Unit III**

**Marketing Mix Decisions -Promotion and Distribution:** Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach. **(14 Hours)**

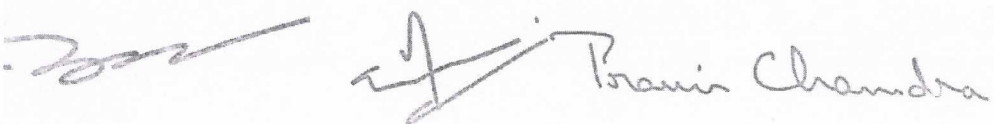
**Unit IV**

**Introduction to Emerging Trends in Marketing:** Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing. **(14 Hours)**

*Note: Case Studies are to be covered relevant to the concepts.*

**Suggested Readings: (Latest Editions)**

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.




3. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.

## CO-PO MAPPING

**BBA 203 Marketing Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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

**BBA 205: Human Resource Management**

**L-4, T-0**

**Credits: 04**

**Objective:** To develop an understanding of the concepts, techniques and principles to manage human resources of an organization.

**Course Outcomes:**

CO1: Examine the concepts and relevance of HRM.

CO2: Explore the various dimensions of Human resource Planning.

CO3: Analyze the needs, methods and designing of training and development programmes.

CO4: Exhibit the career planning and career development.

CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.

**Course Content**

**Unit I**

**Introduction to Human Resource Management:** Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM.  
**(14 Hours)**

**Unit II**

**Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention.  
**(14 Hours)**

**Unit III**

**Training and Development:** Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, Cultural Shock.  
**(14 Hours)**

**Unit IV**

**Performance Appraisal and Compensation Management:** Performance appraisal- Nature, objectives, process, methods, Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management.  
**(14 Hours)**

*Note: Case Studies are to be covered relevant to the concepts.*

**Suggested Readings: (Latest Editions)**

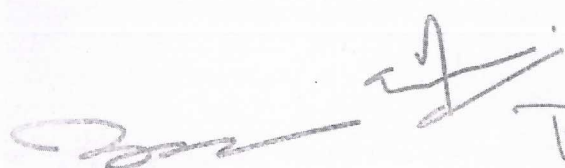
1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, Wiley India Private Limited.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa, K, Human Resource Management, McGraw Hill Education Company.
5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books, Delhi

  
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CO-PO MAPPING

**BBA 205 Human Resource Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

  
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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA 207: Management Accounting

L-4, T-0

Credits —4

**Objective:** The objective of the course is to familiarize the learners with the basic management accounting concepts and their applications in managerial decision making.

**Course Outcomes:**

- CO1: Understand the nature and scope of Management Accounting.
- CO2: Analyse and interpret the accounting financial statements of a company and its limitations.
- CO3: Executing skills to prepare various Budgets.
- CO4: Examining the impact of different ratios on the financial performance of a company.
- CO5: Compute cash flow analysis and its likely impact on the company

**Course Contents**

**Unit I**

**Introduction:** Meaning, Objectives, and Scope of management accounting; Difference between financial accounting, cost accounting and management accounting; Comparative financial statements, common size financial statements, trend analysis, Ratio analysis, cash flow statement. (14 Hours)

**Unit II**

**Budgetary Control and Variances:** Concept and types of budgeting and budgetary control; meaning, objectives, merits, and limitations of budgetary control; budget administration; Functional budgets including cash budget; Fixed and flexible budgets: meaning and preparation; Zero-based budgeting; Performance budgeting, difference between performance & traditional budgeting. Meaning of Variance and Variance Analysis – Material, Labour, Overheads and Sales Variances, Disposition of Variances, Control Ratios. (14 Hours)

**Unit III**

**Costing and Profit Planning:** Meaning of Variable Costing, Absorption Costing and Marginal Costing; uses of Marginal costing; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety. (14 Hours)

**Unit IV**

**Managerial Decision Making:** Decision making based on Marginal Cost Analysis - profitable product mix, Make or Buy, Addition or Elimination of a product line, sell or process further, operate or shut down Managerial Decision-making using spreadsheets. (14 Hours)

**Suggested Readings: (Latest Editions)**

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
2. Khan, M.Y, Management Accounting, McGraw Hill Education Company.
3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education Company.
5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R.W., Managerial Accounting, McGraw Hill Education Company.

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CO-PO MAPPING

**BBA 207 Management Accounting**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3	3	3	1	1
CO2	3	3	3	3	3	1	1	3
CO3	3	3	3	3	3	3	1	3
CO4	3	2	3	1	3	1	1	1
CO5	3	2	3	2	3	1	1	1
AVG	3	2.4	3	2.4	3	1.8	1	1.8



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

**BBA 209: Production and Operations Management**

**L-3/ T-0**

**Credits —3**

**Objective:** To develop basic understanding of concepts, theories and techniques of production process and operations management.

**Course Outcomes:**

- CO1: Interpret the basic concept and functions of production and operations management.
- CO2: Able to understand the process of design and development of production systems.
- CO3: Explore the various factors in deciding location and plant layout.
- CO4: Articulate inventory management and JIT with quality management systems and TQM.
- CO5: Identify critical factors for plant maintenance.

**Course Contents**

**Unit I**

**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, Role of Production Planning and control in manufacturing Industry.

**Design of Production System:** Production Design, Factors Influencing Production Design, Process Planning and Process Design. **(12 Hours)**

**Unit II**

**Plant Location and Layout:** Defining Plant Location, Factors affecting initial selection of site location, criteria of site selection, Plant Location Methods- Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting 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 influencing Material Management, Steps in purchasing procedure, and Methods of Purchasing. **(10 Hours)**

**Unit III**

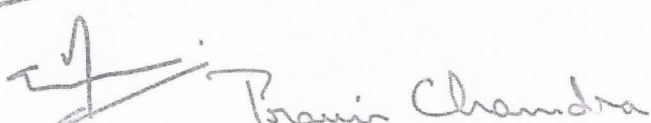
**Inventory Management & JIT:** Inventory Management and Analysis, Inventory Control, Essentials of a good Inventory Control System, Factors affecting Inventory Control Policy, Models / Methods of Inventory Control- EOQ, Re-order Level, ABC analysis, VED analysis, SDE analysis, HML analysis and FSN analysis. Just in Time Implementation Requirements.

**Quality Management Systems and TQM:** TQM, Defining quality assurance and quality control, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka—Yoke, ISO (9000& 14000 Series), and Six Sigma. **(10 Hours)**

**Unit IV**

**Plant Maintenance:** Importance of Maintenance Management, Types 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. **(10 Hours)**

  
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**Suggested Readings: (Latest Editions)**

1. Kale, S., Production and Operation Management, McGraw Hill Education.
2. Mahadevan, B., Operation Management: Theory and Practice, Pearson Education India.
3. Chary, S. N., Production and Operation Management, McGraw Hill Education.
4. Panneerselvam, R., Production and Operation Management, Prentice Hall.
5. Chase, R.B., Operations and Supply Chain Management, McGraw Hill Education.
6. Stevenson, W. J., Operations Management, McGraw Hill Education.

CO-PO MAPPING

**BBA 209 Production and Operations Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	1	1	1
CO2	3	3	3	3	3	1	1	1
CO3	3	3	3	3	3	2	1	1
CO4	3	3	3	3	3	1	1	1
CO5	3	3	3	3	3	2	1	1
AVG	3	3	3	3	3	1.4	1	1



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

BBA211: Business Research Methodology

L-3, T-0

Credits: 03

**Objective:** The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

**Course Outcomes:**

- CO1: Outline the significance of research and research methodology.
- CO2: Understand the basic concepts and scope of Business research.
- CO3: Formulate research process for solving the business related problems.
- CO4: Examine the concept of measurement, sampling and hypotheses testing.
- CO5: Prepare a research report.

**Course Contents**

**Unit I**

**Introduction:** Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses. (10 Hours)

**Unit II**



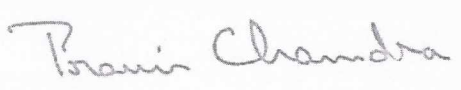
**Data Collection:** Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection.  
**Research Methods-** Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies. (8 Hours)

**Unit III**

**Measurement:** Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Questionnaire Design, Development and Testing, Reliability and Validity.  
**Sampling** -Steps, Types, Sample Size Decision  
**Hypothesis Formulation and Testing:** Tests concerning means and proportions; Regression, T Test, Z Test, ANOVA, Chi-square test. (14 Hours)

**Unit IV**

**Report Preparation:** Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations Styles, Bibliography and Annexure in report, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. (10 Hours)

**Suggested Readings: (Latest Editions)**

1. Chawla , Deepak & Sondhi, Neena, Research Methodology-Concepts and Cases, Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S., Business Research Methods, McGraw Hill Education Company.
3. Kumar, Ranjit, Methodology: A step by step Guide for Beginners, Pearson Education.
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education Company.

**CO-PO MAPPING****BBA 211 Business Research Methodology**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
CO5	3	3	3	1	3	1	3	3
AVG	3	3	3	1	3	1	2.2	3




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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA-213: Business Research Methodology Lab

L-0, P-4

Credits-2

Objective: To enable the students about the various aspects of data analysis and interpretation in promoting quality research.

Course Outcomes:

- CO1: Acquire skills to use software (Advance Excel/ SPSS).
- CO2: Examine research tools for solving business problems.
- CO3: Implement statistical tests for resolving an issue.
- CO4: Demonstrate skills for decision making.

The Lab would be based on the Course: Business Research Methodology. The lab will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.

CO-PO MAPPING

BBA 213 Business Research Methodology Lab

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
AVG	3	3	3	1	3	1	2	3

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


**BBA215: NSS/NCC/NSO/others as notified by the university (NUES)**

**L-2, T-0,**

**Credits: 02**

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.



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

**BBA217: Environmental Studies**

**L-4, T-0,**

**Credits: 4**

**Objective:** The course is designed to impart basic knowledge of the environment, its components and explore different approaches of conserving and protecting environment for the benefit of society. It also deals with the energy resources and current environmental problems faced by the world.

**Course Outcomes:**

- CO1: Environmental Studies course will provide necessary information and knowledge about the various aspects of environment, ecosystems and related biodiversity.
- CO2: Students will be able to learn and understand about the availability and sustainable use of resources, environmental problems and their short term and long term impacts to humans
- CO3: Course will help them to learn about environmental policies and protocols, social issues and role of human in conservation and protection of environment.
- CO4: Overall, course will help students to develop skills and ability of understanding environment- human relationship


**Course Content**

**Unit I**

**Fundamentals:** The Multidisciplinary nature of environmental studies: Definition, components, scope and importance, need for public awareness; Ecosystems: Concept, Structure and function of an ecosystem, energy flow in ecosystems, food chain, food web, ecological pyramids, ecological succession; Introduction to types, characteristics features, structure and function of different ecosystems including forest, grassland, desert and aquatic ecosystem; Biodiversity: Introduction to biodiversity-definition, genetics, species, ecosystem diversity, biogeographical classification of India, value of biodiversity-consumptive uses, productive, social, ethical, aesthetic and option values, biodiversity at global, national and local level, India as a mega diversity nation, endangered and endemic species of India, hot spots of biodiversity, threats to biodiversity – habitat loss, poaching of wild life, man wildlife conflicts and conservation of biodiversity- in-situ and ex-situ conservation. **(18 hours)**

**Unit II**

**Renewable and Non-renewable Resources:** Energy resources, Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources-green fuel; Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems; Forest resources: Use and over-exploitation, deforestation, Timber extraction, mining, dams and their effects on forest and tribal people, case studies; Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies; Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies; Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification; Role of individual in conservation of natural resources, Resource Management-Sustainable development. **(12 Hours)**

  
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**Unit III**

**Environmental Pollution:** Air Pollution; Types of pollutants, source, effects, sink & control of primary pollutants– CO, NOX, HC, SOx and particulates, effect of pollutants on man & environment: photochemical smog, acid rain and global warming, CO2 Sequestration. Water Pollution; Classification of Pollutants, their sources, waste water treatment (domestic and industrial). Soil Pollution; Composition of soil, classification and effects of solid pollutants and their control; Solid Waste Management: Classification, waste treatment and disposal methods; composting, sanitary land filling, thermal processes, recycling and reuse methods. Hazardous wastes-Classification, radioactive, biomedical & chemical, treatment and disposal-Physical, chemical and biological processes; Marine Pollution: Causes, effects and control of marine pollution, coastal zone management; Thermal pollution-Causes, effects and control of marine pollution, coastal zone management; Disaster Management-Floods, earth quake, cyclone and landslides.

**(11 hours)****Unit IV**

**Environmental Policies, Human Population and Environment:** Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, case studies; Some important Environmental laws, issues involved in enforcement of environment legislations, Green bench; carbon footprint, Montreal and Kyoto Protocol, conservation of Biological Diversity, The Chemical Weapons Convention, Environment Impact Assessment; population growth and variation among nations, Impacts on environment and human health, human right, Tribal people and rights, Human and wildlife conflicts in Indian context, Environmental ethics; Role of government and non government organizations in public awareness and environment improvement.

**(15 hours)****Field work:**

**visit to local areas to document environmental assets, study of simple ecosystems, study and identification of common plants, birds and insects.**

**Suggested Readings: (Latest Editions)**


1. Gadi, R., Rattan, S., Mohaptra, S., A textbook of Environmental Studies, Kataria Publication.
2. P. Meenakshi, Elements of Environmental Sciences & Engineering, PHI Learning Pvt. Ltd.
3. Kaushik, A. & Kaushik, C.P., Basics of Environment and Ecology, New Age International Publishers.
4. Mishra, D.D., Fundamental Concepts in Environmental Studies, S Chand & Co. Ltd.
5. Bharucha, E., Textbook of Environmental Studies, University Press Pvt. Ltd.
6. Joseph, B., Environmental Studies, Tata McGraw-Hill Publishing Company Ltd.



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# SEMESTER IV

 *Pravin Chandra*

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA-202: Business Analytics

L-4, T-0

Credits-4

**Objective:** The course aims to impart understanding of business analytics which include the use of data, statistical and quantitative analysis, descriptive and predictive models.

**Course Outcomes:**

- CO1: Demonstrate skills for computation and aggregation of data using different software.
- CO2: Present data with the help of charts etc.
- CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.
- CO4: Analyze data and interpret the results.

**Course Contents**

**Unit I**

Introduction: Concept, Evolution of Business Analytics, Analytics Process, Overview of Data Analysis, Data Scientists Vs Data Engineer Vs Business Data Analyst, Roles and Responsibilities, Business Analytics in Practice, Career in Business Analytics, Introduction to R. **(14 Hours)**

**Unit II**

**Data Warehousing and Data Mining:** Concept of Data Warehousing, ETL, Star Schema, Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks. Application and Trends in Data Mining, Data Mining for Retail Industry, Health Industry, Insurance and Telecommunication Sector. **(16 Hours)**

**Unit III**

**Data Visualization-Definition, Visualization Techniques** – Tables, Cross Tabulations, Charts, Tableau, Data Modeling-Concept, Role and Techniques. **(12 Hours)**



**Unit IV**

**Types of Analytics:** Descriptive: Central Tendency, Mean, Median, Mode, Standard Deviation, variance, Predictive – Linear Regression, Multivariate regression, Prescriptive-Graph Analysis, Simulation, Optimization. **(14 Hours)**

**Note: Hands on skills to be imparted.**

**Suggested Readings: (Latest Editions)**

1. Camm,J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. Williams, T., Essentials of Business Analytics, South-Western College Publishing.
2. Evans, James, Business Analytics: Methods, Models and Decisions, Pearson.
3. Winston, Albright, Business Analytics- Data Analysis and Decision Making, Cengage Learning.
4. Raj, Sahil, Business Analytics, Cengage Learning.
5. Prasad. R. N and Acharya S., Fundamentals of Business Analytics, Wiley India.
6. Banerjee,T., Business Analytics: Text and Cases, Sage Publications India Pvt. Ltd.


Pranav Chandra

CO-PO MAPPING

**BBA -202-Business Analytics**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
AVG	3	3	3	1	3	1	2	3



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA-204: Financial Management

L-4, T-0

Credits-4

**Objective:** The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

**Course Outcomes:**

CO1: Explain the nature and scope of Financial Management.

CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.

CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions.

CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.

CO5: Acquire skills to manage profitability and take sound financial decision for a business.

**Course Contents**

**Unit I:**

**Introduction:** Nature, scope, and objectives of Financial Management- Profit Maximization, Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money. (14 Hours)

**Unit II:**

**Cost of Capital and Financing Decision :** Sources of long-term financing, Components of Cost of Capital and calculation - Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). (14 Hours)

**Unit III:**

**Capital Budgeting :** Capital Budgeting Process and methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk- Adjusted Discount Rate Method. (14 Hours)

**Unit IV:**

**Dividend Decisions and Working Capital Management:** Theories for relevance and irrelevance of Dividend Decision- Walter’s Model, Gordon’s Model, MM Approach, Types of Dividend, Determinants of Dividend policy. Concept of Working Capital, Operating & Cash Cycles, Risk-return Trade off, working capital estimation, cash management, an overview of receivables management, factoring and inventory management. (14 Hours)

**Suggested Readings: (Latest Editions)**

1. Khan, M.Y, Jain P.K., Financial Management, McGraw Hill Education Company.
2. Pandey I. M., Financial Management, Vikas Publishing House.
3. Kapil, Sheeba, Financial Management, Pearson Education.
4. Chandra, Prasanna, Financial Management, McGraw Hill Education Company.
5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
6. Tulsian, P.C., Financial Management: A self study textbook, S. Chand.

CO-PO MAPPING

**BBA 204: Financial Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
C01	3	3	3	3	3	2	2	3
C02	3	3	3	3	3	2	2	3
C03	3	3	3	3	3	2	2	3
C04	3	3	3	3	3	2	2	3
C05	3	3	3	3	3	2	2	3
AVG	3	3	3	3	3	2	2	3



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

BBA 206: Corporate Governance, Ethics & Social Responsibility of Business

L-4, T-0

Credits: 04

**Objective:** The course aims to develop an understanding of corporate governance, human values and ethics in business and to apply them in business.

**Course Outcomes:**

- CO1: Exhibit the relevance of Corporate Governance in present times.
- CO2: Examine the concept of Human values and their relevance in Business.
- CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business.
- CO4: Discuss the issues related to whistle blowing and moral issues in business.

**Course Contents**

**Unit I**

**Corporate Governance** - Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability, Consumer Protection Act, Investor Protection Act.

(14 Hours)

**Unit II**

**Human Values:** Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

(14 Hours)

**Unit III**

**Business Ethics:** Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance.

(14Hours)

**Unit IV**

**Ethical and Moral Issues in Business:** Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising; Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

(14 Hours)

**Suggested Readings: (Latest Editions)**

1. Fernando, A.C, Business Ethics, Pearson Education.
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI.
3. Mandal, S.K., Ethics in Business and Corporate Governance, Mc Graw Hill Education Company.
4. Kumar, S., Corporate Governance, Oxford, England: Oxford University Press.
5. Sherlekar, S. A., Ethics in Management, Himalaya Publishing House.


  
Pranav Chandra

6. Cullen, John G., Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations, Sage Publications Ltd.

CO-PO MAPPING

**BBA 206: Corporate Governance, Ethics & Social Responsibility of Business**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3



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

BBA 208: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

**Objective:** The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals.

**Course Outcomes:**

- CO1: Comprehend the concepts of taxation and determine the residential status of person.
- CO2: Compute income and deductions under different heads.
- CO3: Examining the provisions of clubbing of income and set off and carry forward of losses.
- CO4: Determine the Tax Liability.
- CO5: Ability to file income tax return.

**Course Contents**

**Unit I**

**Basic Concepts:** Income Tax: Need, features and basis of charges. Income Tax Act 1961 and amendments, Residential status, Scope of Total Income, Heads of Income, Exempted Incomes.  
(14 Hours)

**Unit II**

**Income from Salary and House Property:** Meaning of salary, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary. Income from house property, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property.  
(14 Hours)

**Unit III**

**Profits and gains from business or profession, capital gains and income from other sources:** Meaning of business income, methods of accounting, Deductions, Computation of taxable income from Business and Profession, Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain, Income from Other Sources- Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc.  
(14 Hours)

**Unit IV**

**Computation of Total income and Tax Liability of individual :** Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Advance Payment of Tax, Tax Deduction at Source, Computation of total income and tax liability of individuals.  
(14 Hours)

**Note:** Latest provisions to be taught. Exposure to e-filing of Income Tax Return.

**Suggested Readings: (Latest Editions)**

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax, Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M., Student's Guide to Income Tax including GST-Problems & Solutions, Taxmann Publications Pvt. Ltd.
3. Study material of ICAI Intermediate Paper 4A: Income-tax Law, <https://www.icaai.org>.
4. Dinkar, Pagare, Law and Practice of Income Tax, Sultan Chand and Sons.
5. Lal, B.B, Income Tax Law and Practice, Konark Publications.
6. Taxman's Direct Taxes Manual, Taxmann.

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CO-PO MAPPING

**BBA 208: Income Tax Law and Practice**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3	3	3	2	2
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	2	3	2	2	2
CO5	3	2	3	2	3	2	2	2
AVG	3	2.4	3	2.6	3	2.4	2	2.4



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


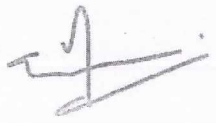
BBA-210: MOOC

Credits-3

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 3 credits by completing quality -assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.

For August session, tentative list of programmes will be available on the platform from May-August and for January session, tentative list of programmes will be available on the platform from October to January.

  
  
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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA 212: Training and Development

L-4, T/P-0

Credits: 04

**Objective:** The course aims at equipping the learners with the concept and practice of Training and Development in the modern organizational setting.

**Course Outcomes**

- CO1: Examine the concepts of training and development.
- CO2: Analyse the trends in employees and organization development programmes.
- CO3: Identify training needs of an individual by conducting training need analysis.
- CO4: Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.

**Course Contents**

**Unit I**

**Introduction :** Concepts and Rationale of Training and Development; overview of Training and Development systems; ISD Model of T&D, organizing Training Department; Training and Development Policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development. **(14 Hours)**

**Unit II**

**Training Need Analysis (TNA):** Meaning and purpose of TNA, TNA at different levels, Approaches for Training Needs and Analysis, output of TNA, methods used in TNA, Assessment of Training Needs. **(14 Hours)**

**Unit III**

**Training and Development Methodologies:** Overview of Training Methodologies- Process of Learning; Principles of Learning; Individual differences in Learning, Learning Curve, Learning Management System; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in Training. **(14 Hours)**

**Unit IV**

**Designing Training & Development Programme:** Organization of Training and Development Programmes, Training Design, Kinds of Training and Development Programmes- Competence Based and Role-Based Training; Orientation and Socialization; Diversity Training, Choice of Training and Development Methods, Preparation of Trainers; Developing Training Materials; E-Learning Environment; Flexible Learning Modules; Self Development; Training Process Outsourcing, Evaluation of Training and Development: Meaning and Problems. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Blanchard, N. P., & Thacker, J. W., Effective Training: Systems, Strategies and Practices, New York: Pearson Education.
2. Noe, R. A., & Kodwani, A. D., Employee Training and Development, New York: McGraw Hill Education.
3. Lynton, R. P., & Pareek, U., Training for Development. New Delhi: SAGE India.
4. Phillips, J. J., & Phillips, P. P., Handbook of Training Evaluation and Measurement Methods, Houston: Gulf Publishing Company.
5. Prior, J. (Edited), Handbook of Training and Development, Mumbai: Jaico Publishing House.
6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

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CO-PO MAPPING

**BBA 212: Elective Training and Development**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	2	2	3	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	2	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	2.25	2	3	3	3	3



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 214: Sales Management**

**L-4, T/P-0**

**Credits: 04**

**Objective:** To acquaint the students with the process of personal selling and the strategies and methods for effective sales management.

**Course Outcomes:**

- CO1: Explore the nature and importance of sales management, types and skills of sales manager.
- CO2: Demonstrate the personal selling process.
- CO3: Analyze the ethical and legal issues in sales management.
- CO4: Designing the Motivational and Compensation Plans of Sales Personnel.

**Course Contents**

**Unit I**

**Introduction to Sales Management:** Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management. **(14 Hours)**

**Unit II**

**Personal Selling:** Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods. **(14 Hours)**

**Unit III**

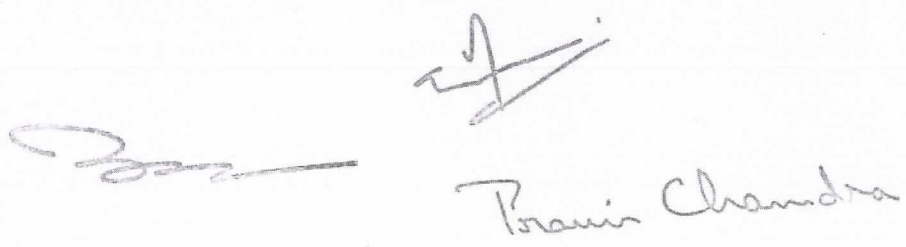
**Sales Force:** Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas and contest. **(14 Hours)**

**Unit IV**

**Appraisal:** Appraisal of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Still. K.R., Cundiff, E.W & Govoni. N.A.P, Sales Management-Decision Strategies and Cases, Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C., Sales Management, Pearson Education.
3. Donaldson, Bill, Sales Management, Principles, Process and Practice, Palgrave Macmillan.
4. Havaladar, K.K. & Cavale, V.M, Sales and Distribution Management-Text & Cases, Tata McGraw Hill Education Pvt. Ltd.
5. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education.
6. Ingram, Thomas N., LaForge, Raymond W., Avila. Raman A., Schwepker, Jr., Williams M.R., Sales Management-Analysis and Decision Making, Routledge.



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CO-PO MAPPING

**BBA 214: Elective Sales Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	3	2.2 5	3	3	3	3

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA 216: Financial Markets and Institutions

L-4, T/P-0

Credits: 04

**Objective:** The course aims to familiarize the learners with an overview of Financial Markets & Institutions in India.

**Course Outcomes**

- CO1: Analyze the functioning of financial markets and Institutions in India.
- CO2: Examine the functioning of money market and capital market.
- CO3: Assess the impact of initiatives on financial inclusion.
- CO4: Understand the Role and Functions of Financial Institutions.

**Course Contents**

**Unit I**

**Introduction to Financial System:** Components of Financial System, Financial System and Economic Development, Financial Intermediaries, Overview of Indian Financial System, Financial Sector Reforms. (14 Hours)

**Unit II**

**Money Market:** Money Market – concept, role, functions and importance; Money market instruments; Reserve Bank of India (RBI)- structure and role; Money market operations, Monetary Policy Committee (MPC)- structure and role; Policy Rates. Impact of Monetary policy on Inflation and liquidity. (14 Hours)

**Unit III**


**Capital market :** Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository, Primary and Secondary Markets, Derivatives and commodity markets; Role of Stock Exchanges in India. Securities and Exchange Board of India (SEBI) – Role in capital market development and Investor Protection and Awareness. (14 Hours)

**Unit IV**

**Banking and Other Financial Institutions :** Commercial banks - classification; Payment Banks, Small Banks, Co-operative Banks; Recent initiatives like MUDRA financing scheme, Financial Inclusion; Non-Performing Assets (NPA)-Meaning, causes and Impact of NPAs on Banking Sector; Insolvency and Bankruptcy Code, 2016. Role and Importance of Non-Banking Financial Companies (NBFCs), Development Financial Institutions (DFIs), Housing Finance Institutions - National Housing Bank, HUDCO; Microfinance and Rural Credit-NABARD, Post Office Banks. (14 Hours)

**Suggested Readings: (Latest Editions)**

1. Gordon, E. & Natarajan, K., Financial Markets and Services, Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
3. Khan M. Y., & Jain, P. K., Financial Services, McGraw Hill Publishing Company.
4. Khan, M. Y., Indian Financial System –Theory and Practice, Vikas Publishing House.
5. Pathak, Bharati, Indian Financial System, Pearson Education.
6. Annual Reports: Reserve Bank of India, Ministry of Finance, Government of India.

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CO-PO MAPPING

**BBA 216: Elective Financial Markets and Institutions**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	2	2	3
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	2	2	3
CO4	3	3	3	3	3	2	2	3
AVG	3	3	3	3	3	2	2	3



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

**BBA-218: MINOR PROJECT - II**

Credits —3

**Course Outcomes:**

- CO1: Identify a field of study or a business problem.
- CO2: Examine the environment to identify the potential research areas.
- CO3: Crystallize a business concern into a concrete business research problem.
- CO4: Explore alternative ways to resolve a business problem

During the fourth 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 / secondary data. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.

**CO-PO MAPPING**

**BBA 218: Minor Project-II**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	2	3	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	3	2	3	3	3	3



Pravin Chandra



# SEMESTER V



Pravin Chandra

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

**BBA-301: Goods and Services Tax**

**L-3, T-0**

**Credits —3**

**Objective:** The course aims to provide understanding of the latest provisions and implications of GST Law.

**Course Outcomes:**

- CO1: Understand the concept of GST.
- CO2: Undertake Assessment of GST.
- CO3: Recognize the steps to file GST returns.
- CO4: Understand offences and penalties under GST.
- CO5: Comprehends the role of GST Practitioner

**Course Content**

**Unit I**

**GST in India:** Constitutional provisions of Indirect Taxes: Basic concepts-Supply, Composite and Mixed Supplies, Services under GST, Levy and charge of GST, Rationale for GST, GST Council, GST Network, Procedure for Registration, Person and 'Taxable Person, Payment of Tax. **(10 Hours)**

**Unit II**

**Assessment of Tax:** Tax Invoice, Credit and Debit Notes, Accounts and Records, Input Tax Credit, Place and Time of Supply, Valuation and Exemptions, Job Work. **(12 Hours)**

**Unit III**

**Returns and provisions:** Steps to file returns and their due dates, Tax collection at source, Demands and recovery, Inspection, Search, Seizure and Arrest, Advance Ruling, Appeals and Revisions. **(10 Hours)**

**Unit IV**

**Other Procedures under GST:** Audit, Offences and penalties, Refunds, Activities or transactions which shall be treated as neither supply of goods nor as supply of services, Role of GST Practitioner. **(10 Hours)**

**Note: Latest Provisions to be taught.**

**Suggested Readings (Latest Editions):**

1. Haidia, A., GST made Easy, Taxmann.
2. Ahuja, G., & Gupta, R., Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
3. Mehrotra, H.C., & Agarwal, V. P., Goods and Services Tax GST. Uttar Pradesh: Sahitya Bawan Publications.
4. Singhania, V. K., & Singhania, M., Students' Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
5. Prasad, L.V.R. & Kumar, G.J.K., GST- A Brief Introduction, PK Publishers.
6. Singh, A., GST Made Simple, CENTEX Publications.

Two handwritten signatures are present. The signature on the right is clearly legible and reads "Pravin Chandra". There is another signature on the left that is less legible.

CO-PO MAPPING

**BBA 301 Goods and Services Tax**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3	3	3	2	2
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	2	3	2	2	2
CO5	3	2	3	2	3	2	2	2
AVG	3	2.4	3	2.4	3	2.4	2	2.4

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

BBA 303: Business Policy and Strategy

L-3, T-0

Credits-3

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

**Course Outcomes:**

- CO1: Describe the concept of Business Policy, its evolution and strategic management.
- CO2: Perform the SWOT analysis.
- CO3: Develop skills to formulate various strategies in different Business portfolio models.
- CO4: Discover the issues in Strategy Implementation.

**Course Contents**

**Unit I**

**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, Objectives and Strategy; Implementation phase — Strategic Activities, Evaluation and Control. **(10 Hours)**

**Unit II**

**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 Weakness; 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. **(12 Hours)**

**Unit III**

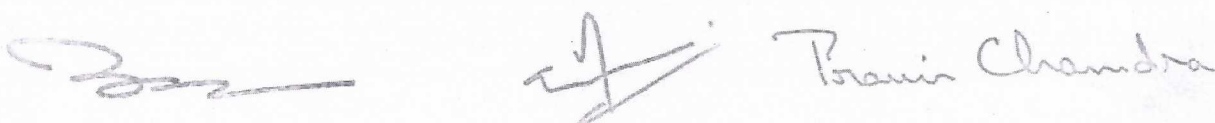
**Formulation of Corporate Strategies:** Approaches to Strategy formation; Major Strategy options — Stability, Growth and Expansion: Concentration, Integration, Diversification, Internationalization, Cooperation and Digitalization, Retrenchment, Combination Strategies. **(10 Hours)**

**Unit IV**

**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 Behavioural factors, Organization Structure; Role of Leadership. **(10 Hours)**

**Suggested Readings (Latest Editions):**

1. Kazmi, Azhar, Strategic Management, McGraw Hill Education Company.
2. Kachru U, Strategic Management, McGraw Hill Education Company.
3. Dhir S, Cases in Strategic Management, McGraw Hill Education Company.
4. Walker, Gordon, Marketing Strategy, McGraw Hill Education Company.



5. Weelen, Concepts in Strategic Management and Business Policy, Pearson Education.  
 6. Fred, David, Strategic Management: Concepts and Cases, Prentice hall of India.

## CO-PO MAPPING

**BBA 303 Business Policy and Strategy**

	PO 1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3




Pravin Chandra

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

**BBA-305: Information Systems Management**

**L-3, T-0**

**Credits-3**

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

**Course Outcomes:**

CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models.

CO2: Provide the theoretical models used in database management systems to answer business questions.

CO3: Relate the basic concepts and technologies used in field of management information systems.

CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.

**Course Contents**

**Unit I**

**Introduction to ISM:** Definition, Purpose, Objectives, and Role of ISM in Business Organization, pre-requisites for effective ISM, components of ISM, ISM Applications in Business.

**Information in Decision Making:** Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making. **(10 Hours)**

**Unit II**

**Introduction to Database Systems:** File System versus DBMS, Structure of a 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. **(12 Hours)**

**Unit III**

**Cost Benefit 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. **(12 Hours)**

**Unit IV**

**Types of Information Systems:** Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System. Recent Developments in the Field of Information Technology, Impact of IT on Organization. **(08 Hours)**

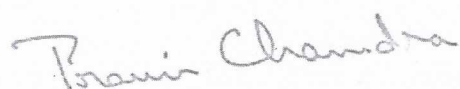
Pravin Chandra

**Suggested Readings (Latest Editions):**

1. Laudon, C.Kenneth and Laudon, P.Jane, Management Information Systems, Pearson Education.
2. Elmsari, R. and Navathe, S., Fundamentals of Database Systems, Pearson Education.
3. O'Brien, James A., Management Information Systems, McGraw Hill Company.
4. Gordon, Davis, B., Management Information Systems, McGraw Hill Company.
5. Goyal D.P., Management Information Systems, Macmillan Publication.
6. Azam, M., Management Information Systems, McGraw Hill Company.

**CO-PO MAPPING****BBA 305 Information Systems Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	1	3	2	3	1	1	2
CO2	3	3	3	2	3	1	1	3
CO3	3	3	3	2	3	1	1	3
CO 4	3	2	3	2	3	1	1	3
AVG	3	2.25	3	2	3	1	1	2.75

Pravin Chandra



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

**BBA-307: Information Systems Management Lab**

L-0, T/P-4

Credits-2

**Course Outcomes:**

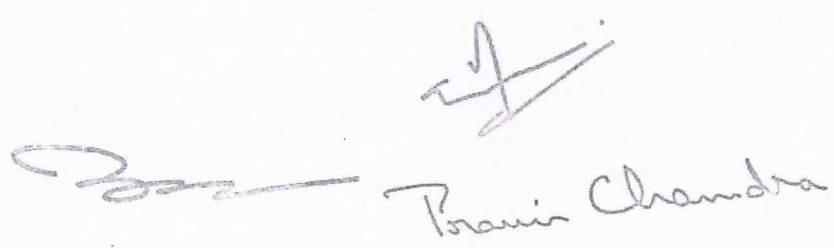
- CO1: Select the relevant data for decision making using SQL.
- CO2: Understand the relevance of E-R Models.
- CO3: Create and Manipulate Databases.

Lab would be based on the Paper: Information Systems Management. The Lab will cover various aspects and components of Information Systems specially databases. Students are required to design the Databases using E-R Model and run SQL queries on DDL Commands, DML commands and aggregate functions.

**CO-PO MAPPING**

**BBA 307 Information Systems Management Lab**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	1	3	2	3	1	1	2
CO2	3	3	3	2	3	1	1	3
CO3	3	3	3	2	3	1	1	3
AVG	3	2.33	3	2	3	1	1	2.67

  
Pranav Chandra

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA 309: Marketing Analytics**

**L-4, T-0**

**Credits-04**

**Objective:** Acquire knowledge to understand marketing analytics and applying the skills in measuring consumer responses.

**Course Outcomes:**

- CO1: Assess Market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- CO2: Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives
- CO3: Measure the effectiveness of marketing efforts.
- CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.

**Course Contents**

**Unit I**

**Introduction to Marketing Analytics:** Meaning, nature, Data Collection, Predictive analysis, Summarizing Market data using Excel or R software- Pivot table, charts, Exploratory data analytics. **(14 Hours)**

**Unit II**

**Product Analytics:** Meaning, Product Design (Conjoint Analysis), Deciding the attributes of product (Regression), Test Marketing (Moving Average), Demand Forecasting (Naïve Method, least square, regression, time series analysis)  
**Price Analytics:** Linear and Non linear pricing, Price Optimization, Price Bundling, Discounted Pricing, Price Skimming, Revenue Management, Markdown Pricing. **(14 Hours)**

**Unit III**

**Place Analytics:** Designing retail outlet, Online Product Assortment, Allocating Retail Space and Sales Resources, Distribution channels, Catalog/Email marketing  
**Promotion Analytics:** Media selection model, measure the effect of advertisement, Digital Advertisement, Viral marketing. **(14 Hours)**

**Unit IV**

**Measuring Consumer Responses:** Measuring customer satisfaction (Regression analysis), loyalty, trust, Calculating consumer value, analyzing customer reviews, understanding consumer sentiments and emotions. **(14 Hours)**

**Suggested Readings (Latest Editions):**


1. Hartman, Kevin, Digital Marketing Analytics in Theory and in Practice, Ostmen Bennetsbridge Publishing Services.
2. Ramaswamy V. S. & Namakumari S, Marketing Management, Sage Publication India Pvt. Ltd.
3. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press.
4. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, Mc Graw Hill Education.
5. Malhotra, Naresh, Marketing Research: An Applied Orientation, Pearson Prentice Hall.
6. Maity, Moutusy, Marketing Analytics, Oxford University Press.

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Pravin Chandra

CO-PO MAPPING

**BBA 309 Marketing Analytics**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3



Pravin Chandra



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

BBA 311: Performance Management

L-4, T-0

Credits: 4

**Objective:** The course aims to provide an understanding of managing performance through training, Systems and Formats and to familiarize students with the reward systems and legal issues.

**Course Outcomes:**

- CO1: Identify the essential characteristics of performance management
- CO2: Analyze the problems associated with the performance appraisal process
- CO3: Compare and contrast different organizational performance .
- CO4: Identify the attributes of effective performance management system.

**Course Content**

**Unit I**

**Performance Management:** Scope and Significance – Advantages of Performance Management, Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management. (14 Hours)

**Unit II**

**Performance Management perspective to training sub-system:** Designing Training Needs Assessment (TNA) tools; Developing Training Modules including training objectives, lesson plan, and learning climate; Effective delivery of training; Evaluating training outcomes. (14 Hours)

**Unit III**

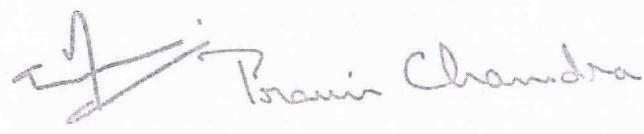
**Performance Management Systems and Formats:** Perspectives to Performance Management System; Systems and Formats including Graphic Rating System, Behavioural Anchor System, Balanced Score Card System, and 360-Degree system; Identifying, defining, and measuring performance metrics and competencies (KRAs, KPAs, and KPIs); Formats for scaling and measurement; Designing Appraisal Form; Performance Feedback and Counselling; Potential Assessment and Performance Planning. (14 Hours)

**Unit IV**

**Reward Systems and Legal Issues:** Reasons for introducing contingent Pay Plan, Problems associated with contingent pay plans- Selecting a contingent pay plan- Pay Structures- Job Evaluation- Broad Banding- Legal Principles affecting Performance Management. (14 Hours)

**Suggested Readings (Latest Editions):**

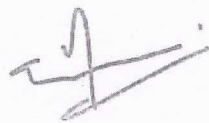
1. Bagchi, Soumendra Narian, Performance Management, Cengage Learning.
2. Herman Aguinis, Performance Management, Pearson Prentice Hall.
3. Kohli, A. S, Deb,T., Performance Management, Oxford Higher Education.
4. Chadha, Prem, Performance Management, Macmillan Publishers.
5. Ghanekar, Anjali, Essentials of Performance Management, Everest Publishing House.
6. Varma, Arup, Pawan S. Budhwar, Angelo S. DeNisi, (Editors), Performance Management Systems: A Global Perspective, Routledge.

  Pravin Chandra

CO-PO MAPPING

**BBA 311 Performance Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3



Pravin Chandra

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

**BBA 313: Financial Modeling**

**Credits: 4**

**L-4, T-0**

**Objective:** This course aims at equipping students with basics of excel and applying various tools of advanced excel in relation to financial management concepts. This would further help students in learning the core concept of financial modeling and creation of certain financial models and templates.

**Course Outcomes:**

CO1: Develop spreadsheet based models, tools and techniques.

CO2: Create linked spreadsheets for decision making models.

CO3: Apply financial models for Decision Making.

**Course Contents**

**Unit I**

**Excel as a basic tool of Financial Modeling:** Basics of Excel, commands of Excel, conditional formatting, formulas, macros, what if analysis- goal seek, data table and scenario manager, pivot table and charts, data analysis. **(14 Hours)**

**Unit II**

**Financial Modeling Basic Concepts:** Introduction, advanced functions of MS-Excel as a tool in financial modeling, steps and components of a financial model. **(14 Hours)**

**Unit III**

**Financial Analysis:** Various approaches to valuation- discounted cashflow method- FCFF and FCFE, dividend discount model, precedent transaction analysis, relative valuation model, financial ratios and company analysis, market-based methods- EPS and multiples, sensitivity analysis, probabilistic analysis-best and worst case. **(14 Hours)**

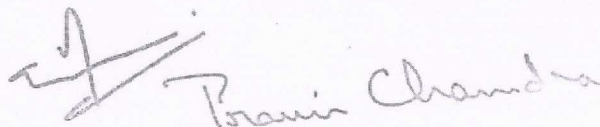
**Unit IV**

**Other Modeling Techniques:** Time value of money, capital budgeting models, cost of capital calculation, leverage, EPS calculation. **(14 Hours)**

**Note: Hands on skills to be imparted.**

**Suggested Readings (Latest Editions)**



1. Proctor, Scott, Building Financial Models with Microsoft Excel: A Guide for Business Professionals, Wiley.
2. Day, Alastair, Mastering Financial Modeling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance, FT Publishing International.
3. Soubeiga, Eric, Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel, McGraw Hill Education.
4. Sengupta Chandan, Financial Analysis in Modeling using Excel and VBA, Wiley.
5. Jonathan Swan; Practical Financial Modelling a guide to current practice, CIMA Publishing Publication.
6. Rees, M., Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA. Wiley.

CO-PO MAPPING

**BBA 313 Financial Modeling**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	1	1	3
CO2	3	3	3	3	3	1	1	3
CO3	3	3	3	3	3	1	1	3
AVG	3	3	3	3	3	1	1	3

   
Pravin Chandra

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

BBA 315: Summer Training Report

CREDITS: 04

Course Outcomes:

CO1: Work & gain practical experience of working in a real business setting and environment.

CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios.

CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.

CO4: Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.

Each student shall undergo practical training of Six to Eight weeks duration after fourth semester in an approved business / industrial / service organization and submit Hard Copy of the Summer Training Report along with Soft Copy to the Director / Principal of the Institution before the commencement of the Fifth Semester End-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 60 marks by an External Examiner to be appointed by the University and for the rest of the 40 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

CO-PO MAPPING

BBA 315 Summer Training Report

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3



# SEMESTER VI

   
Pravin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
BBA-302: Project Management

L-3, T-0

Credits—3

**Objective:** The objective of this course is to familiarize the students with the various aspects of Project Planning, Analysis, Financing, Selection, Implementation and Review.

**Course Outcomes:**

- CO1: Explain the concept of Project Management and Techniques to manage the projects.
- CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas.
- CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.
- CO4: Explore various sources of projects financing.
- CO5: Understand the skills required to evaluate and control the projects
- CO6: Analyze the emerging concepts in project management.

**Course Contents**

**Unit I**

**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 Ideas:** Generation of Ideas, Monitoring the Environment, Preliminary Screening. **(10 Hours)**

**Unit II**

**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. **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. **(12 Hours)**

**Unit III**

**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 for Working Capital, Newer Sources of Finance, Venture Capital. **(10 Hours)**

**Unit IV**

**Project Evaluation and Control:** Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis, Social Cost Benefit Analysis. **Emerging Concepts and Issues in Project Management:** Role of Information Technology in Project Management, Future of Project Management. **(10 Hours)**

**Suggested Readings (Latest Editions):**

1. Chandra, Prasanna, Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education Company.
2. Panneerselvam, R., Senthilkumar, R, Project Management, PHI Learning, (P) limited, Publishers.
3. Gray C.F., Project Management, McGraw Hill Education Company.
4. Jeffrey K. Pinto, Project Management: Achieving Competitive Advantage, Pearson Education.
5. Desai, Vasant, Project Management, Himalaya Publishing House.
6. Gido, J., & Clements, J. P. Project Management, New Delhi: Cengage Learning Pvt. Ltd.

CO-PO MAPPING

**BBA 302 Project Management**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3



Pravin Chandra

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

BBA-304: Digital Marketing

L-4, T-0

Credits —4

**Objective:** This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

**Course Outcomes:**

- CO1: Interpreting the concept of Digital Marketing.
- CO2: Assess the online buyer behavior and models.
- CO3: Explore Digital promotional techniques.
- CO4: Acquire skills to take various decisions related to online marketing.
- CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.

**Course Contents**

**Unit I**

**Introduction to Digital Marketing:** Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy. **(14 Hours)**

**Unit II**

**Online buyer behavior and Models: The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience:** Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication. **(14 Hours)**

**Unit III**

**Digital Promotion Techniques I:** Email Marketing, Opt-in-e-mail - Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization(SEO); Website Optimization, Content Marketing. **(14 Hours)**

**Unit IV**

**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. Legal and Ethical Issues in Digital Marketing. **(14 Hours)**

**Suggested Readings (Latest Editions):**



1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R., Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
2. Strauss, Judy and Frost, Raymond, E-Marketing, PHI Learning Pvt. Ltd.
3. Roberts, M.L., Internet Marketing, Cengage Learning.
4. Hanson, W. and Kalyanam, e-Commerce and Web Marketing, Cengage Learning.
5. Shainesh G. and Sheth, Jagdish N., Customer Relationship Management- A Strategic Perspective, Macmillan India Ltd.
6. Mohammed, Rafi, Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill.

Two handwritten signatures are present at the bottom of the page. The signature on the right is clearly legible as 'Ravi Chandra'.

CO-PO MAPPING

**BBA 304: Digital Marketing**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	3	3	2
CO2	3	3	3	1	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	2	3	3	3	3
CO5	3	3	3	2	3	3	3	3
AVG	3	3	3	1.8	3	3	3	2.8

   
Pravin Chandra

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

BBA 306 -HR Analytics

L-4 T/P-0

Credits- 4

**Objective:** This course aims to introduce the concepts of HR Analytics and familiarize students with different dimensions of HR analytics. This course will help students to use analytics as a tool to develop a deeper understanding of data and people management and find appropriate solutions to real like people challenges.

**Course Outcomes:**

CO1: Explain the concept of HR analytics and strategic role of HR manager

CO2: Examine the different HR metrics and HR valuation being followed.

CO3: Assess the work force planning and its use in analyzing HR

CO4: Understand, analyse and communicate the theories of HR analytics.

**Course Contents**

**Unit I**

**Introduction to HR Analytics:** Fundamentals of HR - Strategic Role of HR ,People Analytics -Basics , Basics of Statistics , Framework for Problem Solving - Define Problem, Collect Data, Build the Model, Evaluate and Critique the Model, Present Results and Benefits, Deploy Model - Critical Stages of Talent Life Cycle - Case Study - HR Decision Making: Issue Identification and Problem Solving, LAMP Framework, HCM 21 Framework. (14 Hours)

**Unit II**

**HR Practices and Benchmarking:** Understanding Important HR Metrics tracked across the Overall Employee Journey , HR Valuations , Benchmarking ,Dash boarding of KPIs (Tableau, Excel ) , Performance and Goal Setting , Performance Anaysis, Providing Performance Feedback, Developing HR Score Card. (14 Hours)

**Unit III**

**Workforce Planning and Talent Sourcing Analytics:** Workforce Planning and its Use - Steps to Workforce Planning- Supply, Demand, Gap and Solution Analysis (Markov Chain, Scatter Plot, Trend Analysis) - Job Analysis - Steps to come out with JD - Types of Job Evaluation - Concepts and Metrics - Types of Job Redesign - Concepts and Metrics. (14 Hours)

**Unit IV**

**Induction and Culture Fit - Value Congruence, Talent Engagement Analytics, Collaboration Analytics - Building Effective Teams. Talent Analytics - Performance, Potential and Rewards: Understanding Organizational Culture; Types of Cultures - Socialization Process; Stages of Onboarding - Create an Onboarding Predictive Model - Value Congruence. - Importance of Employee Engagement - Major Drivers of Employee Engagement - Employee Engagement Surveys - Variations in Employee Engagement across Days - Employee Engagement Levels in Teams. - What is Collaboration. Importance of Collaboration - Analysing Collaboration - Organizational Network Analysis - Intervening in Organizational Networks. Jobs, Roles and Competencies - Quantifying Competencies and Strengths - Performance vs Potential - Key Decision Dilemmas – Rewards. (14 Hours)**


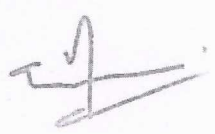
**Suggested Readings (Latest Editions):**

1. Diez, F., Bussin, M., & Lee, V., Fundamentals of HR Analytics: A Manual on Becoming HR Analytical, Emerald Group Publishing.
2. Waters, S. D., Streets, V. N., McFarlane, L., & Johnson-Murray, R., The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions, Society for Human Resource Management.
3. Jac, F. E., The New HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments. Amacom Publisher.
4. Walsh, M., HR Analytics Essentials You Always Wanted To Know, Vibrant Publishers.
5. Bhattacharyya, D. Kumar, HR Analytics, Sage Publications India Pvt. Ltd.
6. Soundararajan, R., Singh, K., Winning on HR Analytics: Leveraging Data for Competitive Advantage, Sage Publications India Pvt. Ltd.

**CO-PO MAPPING**

**BBA 306: HR Analytics**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO 4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

   
Pravin Chandra

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

**BBA 308 - Advertising and Sales Promotion**

**Credits: 04**

**L-4, T-0**

**Objective:**

The course acquaints the students with fundamentals of advertising, role and scope of sales promotion and emerging importance of discipline in various areas.

**Course Outcomes:**

- CO1: Connect the importance and role of advertising in Marketing Mix.
- CO2: Evaluate the advertising effectiveness.
- CO3: Analyse the different sales promotion strategies and their evaluation.
- CO4: Appraise various means of testing effectiveness of sales promotion.

**Course Contents**

**Unit I**

**Advertising:** Meaning and Importance of Advertising, Role of Advertising in Marketing Mix, Stimulation of Demand, Effects of Advertising, Determining Advertising Goals- Defining Advertising Objectives, DAGMAR Approach, Hierarchy-of-Effects Model.

**Building Advertising Programmes-** Determination of Target Audience, Message Decisions-Content, Structure, Source and Format, Appeals in Advertising, Message tactics: copy writing. **(14 Hours)**

**Unit II**

**Media Planning and Budgeting-** Determining Media Plan, Media decisions Analyzing various Types of Media; Reach, Frequency and Impact, Factors influencing the choice of media, Methods of setting Advertising Budget.

**Evaluating Advertising Effectiveness-** Need and Importance of Measuring Advertising Effectiveness, Legal, Ethical and Social Aspects of Advertising in India. **(14 Hours)**

**Unit III**

**Sales Promotion:** Meaning and Importance, Nature and Scope of Sales Promotion, Advantages and Limitations. Sales Promotion and Marketing Mix, Relationship between Advertising and Sales Promotion Strategy, Target Audience, Setting Objectives, Impact of Sales Promotion. **(14 Hours)**

**Unit IV**

**Tools and Techniques-** Designing Sales Promotion Strategies, Consumer-Oriented Tools and Techniques of Sales Promotion, Trade Dealings and Retail Promotions, Analysis of various Schemes, sales promotion in b2c, b2b and service settings.

**Planning, Implementation and Evaluation-** Manufacturer Promotion Planning Process, Retail Promotion Planning Process, Testing the Programme, Review and Evaluation of Sales Promotion Strategies. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Cummins, J., and Mullin, R., Sales Promotion: How to Create and Implement Campaigns that Really Work, Kogan Page.
2. Shah, K. and D'Souza, A., Advertising and Promotion: An IMC Perspective, McGraw-Hill Education Company.

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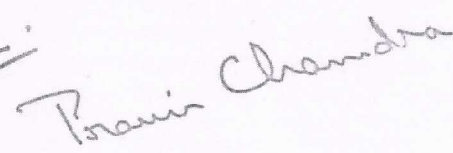


3. Shimp, T.A., Advertising and Promotion: An IMC Approach, Cengage Learning.
4. Belch, G.E. and Belch, M.A., Advertising and Promotion: An Integrated Marketing Communication Perspective, New York, McGraw Hill.
5. Shimp, T.A., Advertising and Promotion: An IMC Approach, Cengage Learning.
6. Obiageli P. Ohiagu, Fundamental of Advertising and Public Relations, Pinnacle Publications.

CO-PO MAPPING

**BBA 308:Advertising and Sales Promotion**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	2	3	3
CO2	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	2.2 5	3	3

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

**BBA 310 - Investment Analysis and Portfolio Management**

**L-4 T/P-0**

**Credits- 4**

**Objective:** To familiarize with the concept of Investment and Portfolio Management. The course imparts skills for fundamental and technical analysis and to understand the recent trends in the area of investments.

**Course Outcomes:**

- CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio
- CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns.
- CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio.
- CO4: Evaluate and compare the Intrinsic and Market Value of a share.
- CO5: Examine the portfolio management techniques of Mutual Funds.
- CO6: Analyze contemporary trends in Investment options available.

**Course Contents**

**Unit I**

**Introduction to Investment and Portfolio Management:** Investment Process; Investment Vs Speculation, Avenues for investment- securities, features and classes; Risk- concept, elements, types (systematic and unsystematic); Measurement of risk of individual security and portfolio. **(14 Hours)**

**Unit II**

**Modern Portfolio Theory-** Assumptions and Applications, Creation of Efficient Frontier, Minimum risk portfolio, Concept of CML and SML, Factors influencing valuation and prices of securities; Capital Asset Pricing Model. Value of Equity - Constant growth model, Dividend capitalization Model, Valuation of Bonds & Debentures- Current Yield, YTM, YTC. **(14 Hours)**

**Unit III**

**Fundamental and Technical Analysis:** Economy, Industry and Company Analysis, Fundamental Analysis, Technical Analysis – Charts types, techniques and importance. Dow Theory, Efficient Market Hypothesis – Strong, Weak and Semi Strong Efficiency in Markets, Behavioural Finance. **(14 Hours)**

**Unit IV**

**Recent Trends in Investments:** Mutual Fund- concept and types; Debt, Equity, Balanced, Tax Saving, Offshore Fund, Regulation of Mutual Fund, Money market mutual funds. Assets Under Management, Net Asset Value. Exchange Traded Funds, Real Estate Investment Trust, Value Investing, Green Investing, Environmental Social Governance based Investing, Socially Responsible Investing. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Reilly, F. & Brown, K., Investment Analysis and Portfolio Management, Cengage.
2. Donald, E.Fisher, Jordan, R. & Pradhan, A., Security Analysis and Portfolio Management, Pearson Education.
3. Chandra, P., Investment Analysis & Portfolio Management, Tata McGraw Hill Education.
4. Kevin, S., Security Analysis and Portfolio Management, PHI Learning.
5. Ranganatham M., & Madhumathi R., Security Analysis and Portfolio Management, Pearson (India) Education



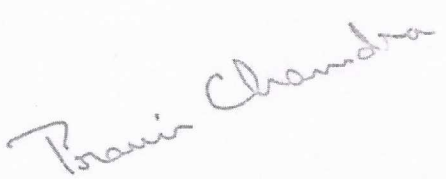
Three handwritten signatures are present at the bottom of the page. The most legible signature is 'Pravin Chandra'.

6. Pandian, P., Security Analysis and Portfolio Management, Vikas Publishing House.

CO-PO MAPPING

**BBA 310: Investment Analysis and Portfolio Management**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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

**BBA-312 Entrepreneurship Development**

L-3, T-0

Credits —3

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

**Course Outcomes:**

- CO1: Describe the concept of Entrepreneur and its emergence.
- CO2: Identify how to go about the promotion of a venture.
- CO3: Recognize Entrepreneurial Behaviour.
- CO4: Explain development programmes for entrepreneur.
- CO5: Interpret the role of Entrepreneur in economic growth.
- CO6: Acquire skills regarding starting up their own business unit

**Course Contents**

**Unit I**

**Introduction:** The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Introduce role of Entrepreneurship in Economic Development, Myths about Entrepreneur and Agencies in Entrepreneurship Management. (10 Hours)

**Unit II**

**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. (12 Hours)

**Unit III**



**Entrepreneurial Behaviour:** Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho- theories, Social responsibility. Relevance and Role of Entrepreneurial Development Programmes (EDP), Role of Government in Entrepreneurial Development. (10 Hours)

**Unit IV**

**Role of Entrepreneur:** Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings. Concept of Startup. (10 Hours)

**Suggested Readings (Latest Editions):**



1. Charantimath, P. , Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E., Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Balaraju, Thaduri, , Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
4. Oates, David, A Guide to Entrepreneurship, Jaico Books Publishing House.
5. Kaulgud, Aruna, , Entrepreneurship Management, Vikas Publishing House.
6. Chhabra, T.N., Entrepreneurship Development, Sun India.



  
 Pravin Chandra

CO-PO MAPPING

**BBA 312: Entrepreneurship Development**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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

**BBA-314: Major Project**

L-0 T-2

Credits-6

**Course Outcomes:**

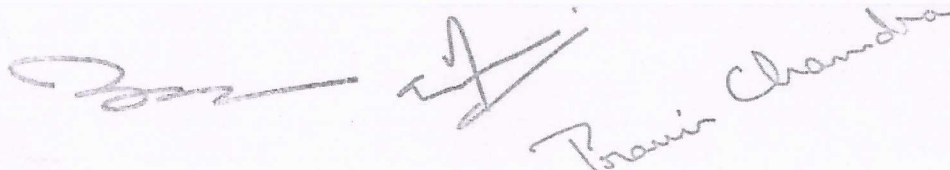
- CO1: Apply all theoretical concepts learned in research methodology.  
 CO2: Articulate a clear research objective with accurate scope and limitations of the study.  
 CO3: Identify an appropriate sample size for a study.  
 CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection.  
 CO5: Study the data using techniques appropriate to the Research Design.  
 CO6: Analyze data using parametric techniques and conduct Univariate analysis.  
 CO7: Draw conclusions based on the results from the analysis

During the 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, 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 will be submitted prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 60 marks by an External Examiner to be appointed by the University and for the rest of the 40 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

**CO-PO MAPPING**

**BBA 314: Major Project**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	1	1
CO2	3	3	3	3	1	3	1	1
CO3	3	3	3	3	3	1	1	1
CO4	3	2	3	3	3	3	1	1
CO5	1	3	3	3	1	1	2	1
CO6	1	1	1	3	1	1	3	1
CO7	3	3	3	3	3	3	1	1
AVG	2.4 2	2.5 7	2.7 1	3	2.1 4	2.1 4	1.42	1

  
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