

SCHEME OF EXAMINATION

&

SYLLABI

Of

BACHELOR OF BUSINESS ADMINISTRATION (Banking & Insurance)

for

**First to Sixth Semester
(w.e.f. 2010 – 2011 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI- 110 403
SCHEME OF EXAMINATIONS**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Criteria for Internal Assessment

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

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

- | | | |
|---|---|----------|
| 1. Class Test-I | - | 10 marks |
| 2. Class Test-II | - | 10 marks |
| 3. Individual Presentation/Viva-Voce/Group Discussion | - | 5 marks |

Record should be maintained by faculty and made available to the examination branch of the University.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

1. The total number of the credits of the BBA (B&I) Programmes is 174.
2. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 166 credits.

NOTES:

1. The Viva- Voce Examinations of the Fifth and Sixth Semester Examinations will be based on the courses prescribed in the respective semesters. These shall be conducted by a Board of Examiners to be appointed by the University. Each of such Board shall be comprised of Head of the Institution or his nominee and two external experts, of which one shall preferably be from the corporate world. The quorum shall be deemed to have been met if 2 out of 3 members of the Board of Examiners are present.

2. Each student shall undergo practical training of eight weeks duration after fourth semester in an approved business organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution at least fifteen days before the commencement of the end term examination.

The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

3. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

4. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

For this purpose the candidate shall submit two copies of the Project Report to the Head of the Institution at least fifteen days before the date of commencement of the end term examination.

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

First Semester Examination

Code No.	Paper	L	T/P	Credits
BBA (B&I) 101	Principles of Management	4	-	4
BBA (B&I)103	Business Economics-I	4	-	4
BBA (B&I)105	Financial Mathematics	4	-	4
BBA (B&I)107	Introduction to IT	4	-	4
BBA (B&I)109	Financial Accounting	4	-	4
BBA (B&I)111	Principles of Banking	4	-	4
BBA(B&I)113	Principles of Insurance	4	-	4
PRACTICAL				
BBA(B&I) 115	IT Lab	0	4	2
	Total	28	4	30

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

Second Semester Examination

Code No.	Paper	L	T/P	Credits
BBA(B&I) 102	Business Organization	4	-	4
BBA (B&I)104	Business Economics-II	4	-	4
BBA (B&I)106	Quantitative Techniques & Operations Research in Management	4	-	4
BBA (B&I)108	Data Base Management System	4	-	4
BBA (B&I)110	Cost Accounting	4	-	4
BBA (B&I)112	Indian Banking System	3	-	3
PRACTICAL				
BBA (B&I)114	DBMS Lab	0	06	3
	Total	23	06	26

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

Third Semester Examination

Code No.	Paper	L	T/P	Credits
BBA (B&I)201	Organizational Behaviour	4	-	4
BBA (B&I)203	Indian Economy	4	-	4
BBA (B&I)205	Marketing Management	4	-	4
BBA (B&I)207	Computer Applications -I	4	-	4
BBA (B&I)209	Management Accounting	4	-	4
BBA(B&I)211	Personality Development & Communication Skills-I	3	-	3
BBA (B&I)213	Minor Project Report	-	-	3
PRACTICAL				
BBA(B&I)215	Computer Applications Lab- I	-	4	2
	Total	23	4	28

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

Fourth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA (B&I)202	Insurance Business Environment in India	4	-	4
BBA (B&I)204	Financial Management	4	-	4
BBA (B&I)206	Marketing Research	4	-	4
BBA (B&I)208	Computer Applications - II	4	-	4
BBA (B&I)210	Business Laws	4	-	4
BBA (B&I)212	Personality Development & Communication Skills-II	4	-	4
PRACTICAL				
BBA (B&I)214	Computer Applications Lab- II	-	4	2
	Total	24	4	26

Note: *At the end of the Fourth Semester all the students shall have to undergo Summer Trainee for Eight Weeks.*

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

Fifth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA(B&I) 301	Banking Law and Practice	4	-	4
BBA (B&I)303	Marketing of Financial Products & Services	4	-	4
BBA (B&I)305	Practice of Life Insurance	4	-	4
BBA (B&I)307	Management Information System	4	-	4
BBA (B&I)309	Human Resource Management	4	-	4
BBA (B&I)311	Taxation Laws	4	-	4
BBA(B&I)313	Managerial Personality Development*	2	-	2
BBA(B&I)315	Summer Training Report & Viva - Voce	-	-	6
BBA (B&I)317	Computer Applications Project	-	-	4
	Total	26	-	36

***NUES – Non University Examination Subject**

BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

Sixth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA(B&I) 302	Retail Management & Retail Banking	4	-	4
BBA (B&I)304	Project Planning & Evaluation	4	-	4
BBA (B&I)306	Practice of General Insurance	4	-	4
BBA (B&I)308	Management of Commercial Banks	4	-	4
BBA (B&I)310	Values & Ethics in Business	4	-	4
BBA (B&I)312	Managerial Personality Development*	2	-	2
BBA(B&I)314	Project Report & Viva-Voce	-	-	6
	Total	22	-	28

*NUES – Non University Examination Subject

BBA(B&I)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BBA (B&I) 101: Principles of Management

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents

Unit I

Lectures:- 14

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II

Lectures:- 16

Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of decision-making; Bounded Rationality.

Organising: Concept, Nature, Process and Significance; Principles of an organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III

Lectures:- 16

Staffing: Concept, Nature and Importance of Staffing.

Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a Leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV

Lectures:-6

Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – Traditional and Modern; Effective Control System.

Text Books

1. Robbins, (2009), *Fundamentals of Management: Essentials Concepts and Applications*, 6th edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr., (2010), *Management*, 8th Edition, Pearson Education.

Reference Books

1. Koontz, Harold, (2008), *Essentials of Management*, McGraw Hill Education.
2. Gupta, C.B., (2008), *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi.
3. Ghillyer, Andrew, W., (2008), *Management- A Real World Approach*, McGraw Hill Education.
4. Mukherjee, Kumkum, (2009), *Principles of Management*, 2nd Edition, McGraw Hill Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 103: Business Economics-I

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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| <ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks. | |
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Objectives: 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

Lectures:-12

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

Unit II

Lectures:-18

Consumer Behaviour and Demand Analysis:

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

Unit III

Lectures:-10

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 ISOQUANTS.

Unit IV

Lectures:-12

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

Text Books

1. Samuelson, Paul and Nordhaus, William, (2009), *Economics*, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N., (2008), *Managerial Economics*, 7th edition, Vikas Publishing House.

Reference Books

1. Salvatore, Dominick, (2006), *Managerial Economics in a Global Economy*, 6th edition, Oxford University Press.
2. Kreps, David, (2009), *MicroEconomics for Managers*, 1st edition, Viva Books Pvt. Ltd.
3. Peterson, Lewis and Jain, (2006), *Managerial Economics*, 4th edition, Pearson Education.
4. Colander, David, C., (2008), *Economics*, McGraw Hill Education.

B.B.A (B & I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 105 FINANCIAL MATHEMATICS

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objective: The main objective of the course in Mathematics for Banking and Insurance is to provide grounding in Mathematical concepts and their simple applications in Banking & Insurance.

Course Contents

Unit-I

Lectures: 12

Theory of Compound Interest, Rates of Interest, Stated and Effective, Equivalent Rate(s) of Interest.

Discounted Value and Maturity Value of an Investment. Equation of Payment. Rate of Interest Involved in a Transaction.

Unit-II

Lectures: 12

Immediate and Deferred Annuities. Equated Installment and the Principal and Interest Component of Individual Equated Installments. Preparation and Use of Interest Tables. Amortization and Sinking Fund Operations.

Unit- III

Lectures: 12

Decrement Tables, Concepts of Cohort, Decrement and Decrement Rates. Concept of Life Table, Elements of a Life Table. Double and Multiple Decrement Tables. Elements of a Service Table.

Unit- IV

Lectures:16

Computation of Mathematical Premium in Life Insurance Business

Sum Assured: Tenure of a Life Insurance Contract. Application of Equation of Payment for determining the Mathematical Premium. Introduction to the Theory of Credibility and its Application to Ratemaking in Non- Life Insurance Business.

Text Books

1. Trivedi, (2010), *Business Mathematics*, 1st edition, Pearson Education.
2. Kapoor, V.K., (2007), *Business Mathematics*, Sultan Chand & Sons.

References

1. Raghavachari, M, (2004), *Mathematics for Management*, McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, (2008), *Business Math*, 7th Edition, Prentice Hall.
3. Tuttle, Michael, D., (2008), *Practical Business Math: An Applications Approach*, 8th Edition, Prentice Hall.
4. Khan, Shadab, (2008), *A Text Book of Business Mathematics*, Anmol Publications.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 107: Introduction to IT

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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| <ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks. | |
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Objectives: This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

Course Contents

Unit I

Lectures:-18

Basics of Computer and its Evolution: Evolution of Computer, Data, Instruction and Information, Characteristics of Computers, Various Fields of Application of Computers, Various Fields of Computer, Input-Output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers.

Data Representation: Different Number System (Decimal, Binary, Octal and Hexadecimal) and Their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II

Lectures:-10

Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory: Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary Memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory).

Unit III

Lectures:-12

Operating System Concept: Introduction to Operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Introduction to GUI using Windows Operating System:

All Directory Manipulation: Creating directory, Sub directory, Renaming, Copying and Deleting the Directory

File Manipulation: Creating a File, Deleting, Copying, Renaming a File

Unit IV

Lectures:-12

Concept of Data Communication and Networking: Networking Concepts, Types of Networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to MS-Word, Spread Sheets and Graphical Solutions.

Text Books

1. IITL, ESL, (2005), *Introduction to Infotech*, 1st edition, Pearson Education.
2. Goyal, Anita, (2010), *Computer Fundamentals*, 1st Edition, Pearson Education.

Reference Books

1. Leon and Leon, 1999, *Introduction to Information Technology*, Vikas Publishing House.
2. Joseph A. Brady and Ellen F Monk, (2007), *Problem Solving Cases in Microsoft and Excel*, Fourth Annual Edition, Thomson Learning.
3. Rajaraman, V., (2009), *Introduction to Information Technology*, Prentice Hall of India.
4. Deepak Bharihoke, (2009), *Fundamentals of Information Technology*, 3rd Edition, Excel Books.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 109: Financial Accounting

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents

Unit 1

Lectures:-16

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 Equation.

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit,

Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Purchase Return, Sales Journal, Sales Return Journal, Voucher System.

Unit II

Lectures:-8

Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.

Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized, Expenditure, Revenue Recognition.

Unit III

Lectures:-10

Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised).

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

Unit IV

Lectures:-18

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 Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of Shares.

Debentures: Classification of Debentures, Issue of Debentures, Different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI

Text Books

1. Tulsian, P.C., (2009), *Financial Accountancy*, 2nd edition, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (2009), *An Introduction to Accountancy*, Eighth Edition, Vikas Publishing House.

Reference Books

1. Bhattacharyya, Asish K., (2010), *Essentials of Financial Accounting*, Prentice Hall of India.
2. Rajasekran, (2010), *Financial Accounting*, 1st edition, Pearson Education.
3. Bhattacharya, S.K. and Dearden, J., (2003), *Accounting for Manager – Text and Cases*, 3rd Edition, Vikas Publishing House.
4. Glautier, M.W.E. and Underdown, B., (2010), *Accounting Theory and Practice*, Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I) 111 : Principles of Banking

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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| <ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks. |
|---|

Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

Objective: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

Lectures: 13

Money and Banking- An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices- Quantity Theory & Money; Inflation and its Control.

Unit II

Lectures: 13

Evolution of Banking; Systems of Banking-Mixed, Branch, Unit, Group, Chain; Types of Banks; RBI- Organisation, Functions, Methods of Credit Control; Commercial Banking; Balance Sheet of a Bank; Credit Creation.

Unit III

Lectures: 13

Structure and Characteristics of Financial & Banking System in India; Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

Unit IV

Lectures: 13

Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme; Micro Financing

Text Books

1. Sundaram, and Varshney, (2004), *Banking, Theory Law and Practice*, Sultan chand & sons.
2. Maheshwari, S.N. and Maheshwari, S.K., (2005), *Banking Law and Practice*, Kalyani Publishers, New Delhi.

Reference Books

1. Gulani, Neelam,C., (2010), *Principles of Banking Management*, Excel Books.
2. Daniel Lazar, Natrajan, P., (2010), *Dynamics of Micro Finance*, Excel Books.
3. Gordon.E, Natarajan.K., (2003), *Banking, Theory, Law & Practice*, Himalaya Publishing House.
4. Mittal R.K., Saini A.K. and Dhingra, Sanjay, (2008), *Emerging Trends in the Banking Sector*, Macmillan.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 113 PRINCIPLES OF INSURANCE

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The main objective of this subject is to make the students familiar with Risk , Insurance, Insurance Contract and Types of Insurance

Course Contents

UNIT I

Lectures:-12

Concept of Risk, Types of Risk, Risk Management Transfer and Pooling of Risks, Concept of Insurable Risk.

UNIT II

Lectures:-16

Concept of Insurance, Relevance of Insurance to the Emerging Socio-Economic Needs of all the Sections of Society including Industrial Sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

UNIT III

Lectures:-12

Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

UNIT IV

Lectures: -12

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits,

Text Books

1. M.N. Mishra, (2006), *Principles and Practices of Insurance*, S.Chand & Co. (Lt.Ed.)
2. Karampal, Bodla, and Garg, M.C., (2007), *Insurance Management Principles & Practices*, Deep & Deep Publications.

Reference Books

1. Harrington, Niehaus, (2007), *Risk Management & Insurance*, McGraw Hill Education.
2. Srinivasan, M.N., (2006) *Principles of Insurance Law*, Wadhwa Company, Nagpur
3. Arthur C. and William C Jr., (2005), *Risk Management and Insurance*, Sultan Chand & Sons.
4. Gupta P.K, (2004), *Insurance and Risk Management*, Himalya Publishing House.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 115: IT Lab

L-0, T-04 Credit-2

Lab would be based on the following topics:

1. All commands specified in unit III using Windows

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, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

4. Introduction to MS Powerpoint

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

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 102: Business Organization

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Course Contents

Unit I

Lectures:-12

Introduction: Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

Unit II

Lectures:-14

Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location.

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a Company – Stages in formation; documentation (MOA, AOA).

Unit III

Lectures:-12

Small Business: Scope and role; Government Policies.

Government & Business Interface: Rationale; Forms of Government and Business Interface.

Unit IV

Lectures:-14

Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

Business Combinations: Concept and Causes of Business Combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

Text Books

1. Robert; Lawrence, (2009), *Modern Business Organization*, McMillan India.
2. Tulsian, P. C., (2009), *Business Organisation & Management*, 2nd edition, Pearson Education.

Reference Books

1. Duening, T.N and Invancevich, John,M.,(2009), *Business and Management*, Biztantra.
2. Basu, C, (2010), *Business Organisation and Management*, 1st Edition, McGraw Hill Education.
3. Gupta, C.B., (2010), *Modern Business Organization and Management*, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., (2008), *Business Organisation And Management*, Dhanpat Rai & Sons.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 104: Business Economics - II

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents

Unit-I

Lectures:-12

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow.

National Income: Concepts, Definition, Methods of Measurement, National income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

Unit II

Lectures:-16

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model.

Unit III

Lectures:-12

Analysis of Money Supply and Inflation: Functions and Forms of Money, Demand for Money-Classical, Keynesian and Friedmanian Approach, Measures of Money Supply, Quantity Theory of Money, Inflation-Types, Causes, Impact and Remedies.

Unit IV

Lectures:-12

Equilibrium of Product and Money Market: Introduction to IS-LM model, Equilibrium- Product Market and Money Market, Monetary Policy, Fiscal Policy.

Text Books

1. Soga, Erol, (2008), *Macro Economics*, 1st edition, Pearson Education.
2. Agarwal, (2010), *Macroeconomics Theory and Policy*, 1st edition, Pearson Education.

Reference Books

1. Dwivedi, D. N., (2005), *Macro Economics*, McGraw Hill Education.
2. Mishra, S. K. and Puri, V. K., (2003), *Modern Macro-Economics Theory*, Himalaya Publishing House.
3. Shapiro, E., (2003), *Macro-Economics Analysis*, McGraw Hill Education.
4. Hirschey, Mark, (2009), *Fundamentals of Managerial Economics*, 9th edition, Cengage Learning.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 106 Quantitative Techniques &
Operations Research in Management

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: 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

Lectures:-14

Statistics: Definition, Importance & Limitation, Collection of Data and Formation of Frequency Distribution, Graphic Presentation of Frequency Distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition Values – Quartiles, Deciles and Percentiles; Measures of Variation – Range, IQR, Quartile, Deciles and Percentiles, Quartile Deviation and Standard Deviation and Lorenz Curve.

Unit II

Lectures:-10

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank Correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real World Application Using IT Tools.

Unit III

Lectures:-14

Linear Programming: Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, Problems with Mixed Constraints: Duality; Concept, Significance, Usage & Application in Business Decision Making.

Unit IV

Lectures:-14

Transportation and Assignment Problems: General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-west Corner Rule, Least Cost Method and Vogel Approximation Method and Testing for Optimality; Assignment Problem: Different Methods Operations, Scheduling: Scheduling Problems, Shop Floor Control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books

1. Vohra, N.D., (2009), *Quantitative Techniques in Management*, 4th edition, McGraw Hill Education.
2. Vishwanathan, P.K., (2008), *Business Statistics and Applied Orientation*, 1st edition, Pearson Education.

Reference Books

1. Rajagopalan, S. and Sattanathan, R., (2009), *Business Statistics & Operations Research*, 2nd Edition, McGraw Hill Education.
2. Sharma, J.K., (2009), *Operations Research: Problems & Solutions*, 2nd edition, Macmillan India Ltd.
3. Taha, Hamdy, (2008), *Operations Research: An Introduction*, 8th edition, Pearson Education.
4. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009), *Quantitative Analysis for Management*, 10th edition, Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I)108: Data Base Management System

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: To develop understanding of database management system and abilities to use DBMS packages.

Course Contents

Unit I

Lectures:-12

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS, People Who Deal with Database, Introduction to Data Models, Architecture of DBMS.

Unit II

Lectures:-16

Entity Relationship Model: Overview of Database Design, Entities, Attributes, and Entity Sets, Relationships and Relationship Sets, Additional Features of the ER Model, Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus relationship.
Relational Model: Introduction to Relational Model, Foreign Key Constraints, Enforcing Integrity Constraints, Querying Relational Data, Logical Database Design: ER to Relation, Introduction to Views, Destroying/Altering Tables and Views, Codd Rules

Unit III

Lectures:-12

Schema Refinement & Normal Forms: Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning about Functional Dependencies, Normal Forms, Decompositions, Normalization (Up to 3rd Normal Form)

Unit IV

Lectures:-12

Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules.
Database Creation and Manipulation.
SQL Queries: The Form of a Basic SQL Query, Union, Intersect, and Except, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Books

1. Elmasri and Navathe, (2009), *Fundamentals of Database Systems*, 5th edition, Pearson Education.
2. ITL Education Ltd., (2010), *Introduction to Database System*, Pearson Education.

Reference Books

1. Ramakrishnan, R. and Gehrke, J., (2007), *Database Management Systems*, 3rd edition, McGrawHill Education.
2. Kanan, A. and Date, C. J., (2006), *An Introduction to Database System*, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.
3. Singh. S. L., (2008), *Database System Concept and Application*, 2nd edition, Pearson Education.
4. Atul, Kahate, (2006), *Introduction to Database Management System*, 1st edition Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I)110 : Cost Accounting

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents

Unit I

Lectures:-14

Meaning and Scope of Cost Accounting: Basic Cost Concepts – Elements of Costs, Classification of Costs, Total Cost Build Up and Cost Sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back Flush Costing.

Materials Control: Meaning – Steps Involved – Materials and Inventory – Techniques of Material/Inventory Control – Valuation of Incoming & Outgoing Material – Material Losses.

Unit II

Lectures:-14

Labour Cost Control: Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods of Wage Payment. Incentive Plans.

Overheads: Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts – Stages Involved in Distribution of Overheads – Methods of Absorption of Overheads – Treatment of Under and Over Absorption of Overheads.

Unit III

Lectures:-12

Methods of Costing: Single Output Costing, Job Costing, Contract & Batch Costing.

Unit IV

Lectures:-12

Process costing (Including Joint Products and By-Products and Inter-Process Profits), Operating/Service Costing. (Transport & Power House Only). Reconciliation of Cost and Financial Accounts.

Text Books

1. Maheshwari, S. N. and Mittal, S. N.; (2009), *Cost Accounting – Theory and Problems*, 22nd Revised Edition, Shri Mahavir Book Depot.
2. Rajasekaran, (2010), *Cost Accounting*, 1st edition, Pearson Education.

Reference Books

1. Dutta, Mahesh, (2006), *Cost Accounting - Principle Practices*, 1st edition, Pearson Education.
2. Arora, M.N., (2009), *Cost Accounting*, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (2008), *Cost Accounting*, 4th Edition, McGraw Hill Education.
4. Jain and Narang, (2008), *Cost Accounting*, Kalyani Publishers.

B.B.A (B & I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 112 Indian Banking System

L-3 T/P-0 Credits-3

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

Objective: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

Lectures: 9

Development Banking; Financial Institutions-, NABARD, SIDBI, IFCI Rural Banking

Unit II

Lectures: 10

Banking Sector Reforms; Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking system, Review of the Banking System, Maintenance of CRR, SLR, Interest Rate Policy Reforms of RBI

Unit III

Lectures: 10

Commercial Banking: Banker Customer Relationship, Management of Deposit Business & Credit Business, Fee Based Services, Liquidity Vs. Profitability, Credit Assessment, Principles of Bank Lending: Types & Methods of Charging, Secured & Unsecured Advances; NPA's- its Management

Unit IV_

Lectures: 10

Overview and Regulation of Co-Operative Banking, Regional Rural Banks, Rural Banks and Co-Operative Banking Societies; Recent Developments in Banking-KYC Norms, Anti Money Laundering etc.

Text Books

1. Sundaram & Varshney, (2004), *Banking, Theory Law and Practice*, Sultan chand & sons.
2. Justin Paul, (2010), *Management of Banking and Financial Services*, Pearson Education.

Reference Books:

1. Mithani.D.M., Gordon.E., (2003), *Banking & Financial Systems*, Himalaya Publishing House.
2. .Reddy.P.N., and Appannaiah.H.R., (2003), *Theory & Practice of Banking*, Himalaya Publishing House.
3. Ragcan, V.I and Yenga, K., (2007), *Introduction to Banking*, Excel Books.
4. Desai, V., (2001), *Development Banking & Financial Intermediaries*, Himalaya Publishing House.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I)114: Data Base Management System (Practical)

USING MS-ACCESS

L-0, P-06, Credits: 03

Course Contents:

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 201: Organizational Behaviour

L-4 T-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory case study. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

Unit I

Lectures:-10

Introduction: Concept and Nature of Organizational Behaviour; Contributing Disciplines to the field of O.B.; O.B. Models; Need to Understand Human Behaviour; Challenges and Opportunities.

Unit II

Lectures:-16

Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – Determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.

Unit III

Lectures:-14

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.

Unit IV

Lectures:-12

Organization Culture and Conflict Management: Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict; Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

Text Books

1. Robbins, S.P. and Sanghi, S., (2009), *Organizational Behaviour; 13th edition, Pearson Education.*
2. Singh, Kavita, (2010), *Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.*

Reference Books

1. Luthans, Fred, (2008), *Organizational Behavior, 11th Edition, McGraw Hill Education.*
2. Mirza, S., (2003), *Organizational Behavior, 1st Edition, McGraw Hill Education.*
3. Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), *Organisational Behaviour, 4th Edition, McGraw Hill Education.*
4. Kinicki, Angelo and Kreitner, Robert, (2005), *Organisational Behaviour, 2nd Edition, McGraw Hill Education.*

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 203: Indian Economy

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objective: Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

Course Content

Unit I

Lectures:-12

Structure of Indian Economy: Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in Structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income in India, Work Force Participation and Changes in Occupational Structure in India.

Unit II

Lectures:-16

Planning and Economic Development and Problems in Indian Economy: Objective of Economic Planning in India, Current Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

Unit III

Lectures:-12

Indian Economy & Foreign Trade: Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.

Unit IV

Lectures:-12

Indian Economy – Emerging Issues: WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.

Text Books

1. Datt, and Sundhram, R., (2009), *Indian Economy*, 61st edition, Sultan Chand & Sons.
2. Prakash, B. A., (2009), *The Indian Economy since 1991 – Economic Reforms & Performances*, 1st edition, Pearson Education.

Reference Books:

1. Dhingra, I C., (2009), *Indian Economy*, Sultan Chand & Sons.
2. Jaiganta, Sarkar, (2007), *Indian Economy: Policies and Practices*, 1st edition, Pearson Education.
3. Mishra, S.K., and Puri, V.K., (2007), *Problems of Indian Economy*, Himalya Publishing House.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 205: Marketing Management

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 will be compulsory case study of 4 P's of marketing. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Contents

Unit I

Lectures:-12

Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic Concepts, Marketing Environment, Market Segmentation, Targeting and Positioning.

Unit II

Lectures:-12

Product: Product Levels, Product Mix, Product Strategy, Product Innovation and Diffusion, Product Development, Product Lifecycle and Product Mix.

Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.

Unit III

Lectures:-14

Place: Meaning & Importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV

Lectures:-14

Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional objectives, Advertising- Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling- Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

Text Books

1. Kotler, Armstrong, Agnihotri and Haque, (2010), *Principles of Marketing- A South Asian Perspective*, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), *Marketing Management Global Perspective: Indian Context*, McMillan, Delhi.

References:

1. Saxena, Rajan, (2008), *Marketing Management*, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), *Marketing Management*, Vikas Publishing House.
3. Russel, Winer, (2007), *Marketing Management*, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), *Marketing Management*, 13 edition, Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 207:Computer Application -I

L-4, T-0 Credit 4

Instructions to paper Setters

Maximum Marks : 75

- 1) Question 1 should be compulsory and cover the entire syllabus. The Question should have objective or short answer type question. It should be of 15 marks.
- 2) Every unit should have two questions. Students may be asked to attempt only one question from each unit. Each question should be of 15 marks.

Objective :

The main objective of this course is to acquaint the students with special applications of Information Technology in Banking Business. It will also familiarize students regarding Information Technology applications in Documents Handling and various other computer applications prevalent in banks today.

Course Contents

Unit-I

Lectures:10

Information Technology : Introduction and its impact on different sectors including Banking, problems in the way of IT and solution. Technology in banking and the future of technology.

Electronic Mail, Internet, NICNET, BRISKNET, Electronic Data Interchange, MODEMS, Electronic Banking / Cyber Banking.

Unit-II

Lectures:10

Online Updation, Real Time Systems, automated Ledger Posting Schemes, Needs & benefits of Total Branch Computerization, Desktop Publishing – Page Maker, Ventura publisher, Scanners.

Electronic Payment Systems : Automated Teller machine, cash Dispensers, Electronic Clearing service – Credit Clearing & Debit Clearing.

Unit-III

Lectures:15

Electronic Funds Transfer Systems : Fund Transfer, Chip Card, Swift in Banking Transactions, BANKNET, RBINET.

Document Handling – MICR, Credit Card, Debit Card, Smart Card, Signature Storage & Retrieval, Cheque Truncation, note and Coin Counting machines.

Unit-IV

Lectures:17

Additional Banking Applications, Inter branch Reconciliation, Computer in foreign Exchange dealings.

Computerization of banks, threats to computerization environment, Security types/levels/dimensions, Y2K – A perspective.

Text Books:

1. Malhotra, T.D., “*Electronic Banking and Information Technology in Banks*”, Sultan Chand & Sons,2002
2. Malhotra, T.D., “*An Introduction to Computers*”, Sultan Chand & Sons, 2002

3. Johari & Johari, "Role of Computers in Banking Operation Systems", Himalaya Publications.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 209: Management Accounting

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents

Unit I

Lectures:-6

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

Unit II

Lectures:-18

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.

Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

Lectures:-12

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

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

Unit IV

Lectures:-16

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

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

Text Books

1. Bhattacharya, (2010), *Management Accounting*, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), *Principles of Management Accounting*, Sultan Chand & Sons.

Reference Books

1. Khan, M.Y, and Jain, P.K., (2009), *Management Accounting*, 5th Edition, McGraw Hill Education.
2. Gurusamy, Murthy,S., (2009), *Management Accounting*, 2nd Edition, McGraw Hill. Education.
3. Pandey, I.M., (2008), *Management Accounting*, 3rd Edition, Vikas Publishing House, Delhi .
4. Horngren, Charles, (2009), *Introduction to Management Accounting*, 5th Edition, Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 211: Personality Development &
Communication Skills - I

L-3 T-0 Credit-3

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

1. To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.

Course Contents

Unit-I

Lectures:-10

Fundamental of Grammar and their Usage: How to Improve Command over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit-II

Lectures:-10

Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical Exercise in Communication)

Unit-III

Lectures:-10

Business Letter Writing: Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview letters, Promotion. Letters, Resignation letters, News letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.

Unit-IV

Lectures:-9

Business Etiquettes and Public Speaking: Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

Text Books

1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009), *Business Communication Today*, Pearson Education.
2. Murphy and Hildebrandt, (2008), *Effective Business Communication*, McGraw Hill Education.

Reference Books

1. Krizan, A. C. Buddy, and Merrier, Patricia, (2008), *Effective Business Communication*, 7th Edition, Cengage Learning.
2. Lesikar, (2009), *Business Communication: Making Connections in a Digital World*, McGraw Hill Education.
3. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
4. Wren & Martin, (2008), *English Grammar and Composition*, Sultan Chand & Sons.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 213: Minor Project Report

L-0 T-0 Credit-3

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA Programme is being run. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester.

The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 215: Computer Application Lab-I

L-0 P-4 Credit-2

Computer Lab in Visual Foxpro

List of Practicals

- ⇒ Design a Withdrawal Transaction Form.
- ⇒ Design a Cash / Cheque Deposit Transaction Form.
- ⇒ Design a Demand draft or bankers cheque Form.
- ⇒ Design a Account opening form.
- ⇒ Design a Customers Detail Form.
- ⇒ Design a passbook with the following fields: Date, Cheque No., particulars, Withdrawals, Deposit and Balance.
- ⇒ WAP in Visual foxpro to find whether the account number is valid or not.
- ⇒ WAP in Visual foxpro to calculate Simple Interest
- ⇒ WAP in Visual foxpro to update the account balance depending on the type of transaction.
- ⇒ WAP in Visual foxpro to update a customers Record.

List Of Commands

SET
CREATE
@---GET
DO
SORT
INDEX
SEEK
FIND
DISPLAY
MODI COMM
LIST
EDIT
BROWSE
REPLACE
MODIFY STRUCTURE
GOTO
SKIP
LOCATION
REPLACE STRUCTURE
GOTOP
GOBOTTOM

Reference Books :

- 1) Taxali,R.K, "Foxpro 2.5 made simple"
- 2) Roy, Gautam, "Learn Everything in Visual Foxpro"

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(B&I) 202: Insurance Business Environment in India

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 will be compulsory case study of 4 P's of marketing. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objective: The main objective is to make aware the conduct of Insurance Business in India and how the same be conducted.

Course Contents

UNIT-I

Lectures:-12

Insurance Business in India: Business Environment and Insurance; Legal Environment and Commercial Environment Insurance and Economic Development; Growth and Potential Insurance; Contemporary Issues in Insurance.

Business; Impact of Liberalization on Insurance Sector.

UNIT-II

Lectures:-14

Insurance Regulations in India: A Brief Introduction of Insurance Act.1938, A Brief Profile of IRDA (Authority) and its Functioning; IRDA Regulation (2000)(Obligations of Insurers to Rural or Social Sectors);IRDA Regulation (2000)(Insurance: Advertisements and Disclosure);IRDA Regulation (2000)(Licensing of Insurance Agents);IRDA(Protection of Policy Holders Interest) and Amendments.

UNIT-III

Lectures:-12

Marketing of Insurance Services: Requirement of Different Market Segment; Distribution Channel; Collaborating Professionals; Setting –up a New Insurance Company; IRDA Regulation (2000) (Registration of new Insurance Company).

UNIT-IV

Lectures:-14

Financial Aspects of Insurance Business: Valuation of Assets and Liabilities with Particular Reference to Unexpired Risk; Impact of Tarrif to Non-Tarrif Regime in Non-Life Business; Distribution of Profits; Micro Insurance

Text Books:

1. Bodla, B.S. and Garg, M.C., (2005), *Insurance Environment and Procedure*, Deep & Deep Publication.
2. Mishra, M.N., *Principles and Practices of Insurance*, Sultan Chand & Co.

References Books:

1. Gupta,P.K., (2004), *Risk Management*, Himalaya Publication House.
2. Srivastav, D.C., and Srivastav, Shashank, (2002), *Insurance Industry*, New Century Publication.
3. Periasamy, P., (2007), *Principles & Practice of Insurance*, Himalaya Publishing House.
4. Tripathy, N.P., (2008), *Insurance: Theory & Practice*, Prentice Hall of India,

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(B&I)204 : Financial Management

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents:

Unit I

Lectures:-16

Financial Management: Meaning, Scope, Objectives of Financial Management, Profit Vs. Wealth Maximization. Financial Management and Other Areas of Management, Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function.

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(**in brief**)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

Unit II

Lectures:-12

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of Leverages and their Significance.

Unit III

Lectures:-12

Capital Budgeting: Concept, Importance and Appraisal Methods: Pay back period, DCF techniques, Accounting Rate of Return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk Adjusted Discount Return, Certainty Equivalent Coefficient and Quantitative Techniques: Sensitivity Analysis, Probability Assignment, Standard deviation, Coefficient of variation, Decision Tree.

Unit IV

Lectures:-12

Working Capital Management: Operating Cycle, Working Capital Estimation, Concept, Management of Cash, Inventory Management, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Text Books

1. Khan M.Y, Jain P.K., (2010), *Financial Management*, 3rd edition, McGraw Hill Education.
2. Maheshwari S.N., (2009), *Financial Management- Principles and Practice*, 9th Edition Sultan Chand & Sons.

Reference Books

1. Kapil, Sheeba, (2010), *Financial Management*, 1st edition, Pearson Education.
2. Burk Demazo, (2010), *Financial Management*, Pearson Education.
3. Ross, Stephen, Westerfield, R., and Jaffe, J., (2004), *Corporate Finance*, 7th Edition, McGraw Hill Education.
4. Pandey I. M., (2007), *Financial Management*, Vikas Publishing House.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 206 Marketing Research

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory case study covering basic concepts of all units of Marketing Research. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

Course Contents

Unit I

Lectures:-14

Introduction of Marketing Research: Define Marketing Research, Aims and Objectives of Marketing Research. Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research, Value of Information in Decision Making, Steps in Marketing Research.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors.

Unit II

Lectures:-12

Sample and Sampling Design: Some Basic Terms, Advantages and Limitation of Sampling, Sampling Process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean.

Scaling Techniques: The Concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, , Applications of Scaling in Marketing Research.

Unit III

Lectures:-14

Data Collection:: Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.

Data Processing and Tabulation: Editing, Coding, and Tabulation.

Unit IV

Lectures:-12

Data Analysis: Testing of Hypothesis, Measurement of Central tendency, Dispersion, Univariate analysis, Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis; Interpretation and Report Writing:, Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report.

Text Books

1. Beri, G.C., (2007), *Marketing Research: Research Design*, 4th Edition, McGraw Hill Education.
2. Malhotra, Naresh, (2008), *Marketing Research*, 5th edition, Pearson education.

Reference Books

1. Nargundkar, Rajendra, (2008), *Marketing Research: Text and Cases*, 3rd Edition, McGraw Hill Education.
2. Sekaran, Uma, (2003), *Research Methods for Business*, 4th edition, Wiley.
3. Kumar, Ranjit, (2005), *Research Methodology: A step by step guide for Beginners*. Pearson Educaion.
4. Levin, Richard and Rubin, DS, (2009), *Statistics for Management*, 7th edition, Pearson Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(B&I) –208 Computer Applications - II

L-4, T-0 Credit 4

Instructions to paper Setters

Maximum Marks : 75

- 1) Question 1 should be compulsory and cover the entire syllabus. The Question should have objective or short answer type question. It should be of 15 marks.
- 2) Every unit should have two questions. Students may be asked to attempt only one question from each unit. Each question should be of 15 marks.

Objectives: The main objective of this course is to acquaint the students with special applications of Information Technology in Insurance sector. It will also familiarize students regarding E-Commerce applications and various other computer applications prevalent in Insurance today.

Course Contents

Unit-I

Lectures:-14

Defining E-Business : Overview, Communication Gateways, E-Business Statistics, Strategies & Advantages of E-Business. Differentiating between Different E-Business Categories.
Introduction to E-Commerce, Interdisciplinary Nature of E-Commerce, Benefits & Limitations of E-Commerce.

Unit-II

Lectures:-12

Business-to-Business Form of E-Commerce: An Overview of Inter-Organizational Information Systems and EDI, Models of B2B Form of E-Commerce (Supplier-Oriented Marketplace, Buyer Oriented Marketplace, Intermediary Oriented Marketplace)

Unit-III

Lectures:-14

Business-to-Customer Form of E-Commerce: Introduction to Concepts of E-Banking, Electronic Funds Transfer Systems, Electronic Payment Mechanisms, Merchant Accounts and Payment Gateways, Electronic Cash. Customer-to-Customer Form of E-Commerce: Concept of Intermediaries and Internet Enabled Auctions.

Unit-IV

Lectures:-12

Customer to Government form of E-Commerce: Introduction to E-Governance, Four Phased Model of E-Governance. I.T in Insurance Business: Internet based Delivery of Insurance Products, Servicing of Policies.

Text Books

1. Dave Chaffey, (2009), *E-Business and E-Commerce Management- Strategy, Implementation and Practice*, 3rd Edition, Pearson Education.
2. Bharat Bhaskar, (2009), *Electronic Commerce- Framework, Technologies and Applications*, 3rd Edition, McGraw Hill Education.

Reference Books

1. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009), *Electronic Commerce – A Managerial Perspective*, 4th Edition, Pearson Education.
2. Elias M. Awad, (2007), *Electronic Commerce- From Vision to Fulfillment*, 3rd Edition. PHI Learning.
3. Joseph, P.T. and S.J., (2008), *E-Commerce – An Indian Perspective*, 3rd Edition, PHI.
4. Schneider Gary P. and Perry, James T., (2007), *Electronic Commerce Strategy*, 1st Edition, Cengage Learning.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 210: Business Law

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Objectives: To acquaint the student with a basic and elementary knowledge of the subject.

Course Contents

Unit I

Lectures:-18

Indian Contract Act, 1872 (Fundamental Knowledge): Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit II

Lectures:-8

Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an Unpaid Seller.

Unit III

Lectures:-8

The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.

Unit IV

Lectures: -18

The Companies Act 1956 (Basic Elementary Knowledge): Essential Characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

Text Books

1. Pathak, Akhileshwar, (2009), *Legal Aspects of Business*, 4th Edition, McGraw Hill Education.
2. Kuchhal, M. C., (2006), *Business Law*, Vikas Publishing House, New Delhi.

Reference Books

1. Singh, Avtar, (2006), *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), *Company Law*, Vikas Publishing House.
3. Kapoor, N. D., (2006), *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
4. A. Ramaiyya, *Guide to the Companies Act*, 16th edition, Lexis Nexis Butterworths

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I)212: Personality Development and
Communication Skill-II

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Contents

Unit I

Lectures:-12

Project and Report writing and Proposals: – How to Write an Effective Report, Basics of Project Writing, Paragraph Writing, Paper Reading and Voice Modulation, Basics of Project Presentation.

Unit II

Lectures:-12

How to make a Presentation, the various Presentation Tools, Along With Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit III

Lectures:-14

Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit IV

Lectures:-14

Leadership – Qualities of a Leader, Leadership Quiz with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore, Increase your Professionalism. Audio Video Recording and Dialogue sessions on Current Topics, Economy, Education System, Environment, Politics.

Text Books

1. Bovee, Thill and Chaturvedi, (2010), *Business Communication*, 2nd edition, Pearson Education.
2. Lillian, Chaney, (2008), *Intercultural Business Communication*, 4th edition, Pearson Education.

Reference Books

1. Chaturvedi, Mukesh, (2009), *Business Communication: Concepts, Cases & Applications*, 1st edition, Pearson Education.
2. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
3. Michaul, V. K., (2007), *Communication & Research for Management*, Himalaya Publication House.
4. Paul, Rajendra, (2008), *Essentials of Business Communication*, Sultan Chand & Sons.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 214: Computer Applications Lab - II

L-0, T/P-4, Credits: 02

Computer Lab in HTML

List of Practicals

- Write the code in HTML to change the background of a Web Page.
- Write the code in HTML to demonstrate various formatting styles.
- Write the code in HTML to demonstrate the use of Ordered & Unordered Lists.
- Write the code in HTML to insert Images in the Web Page.
- Write the code in HTML to design a Table with different styles.
- Write the code in HTML to demonstrate the use of anchor tag.
- Write the code in HTML to design a Sign Up Form.
- Write the code in HTML to design a Purchase Order Form
- Write the code in HTML to design a web page for a Food Corner
- Write the code in HTML to design a web page for Online Shopping
- Write the code in HTML to design a web page for Online Reservation.
- Write the code in HTML to design a web page for a Commercial Bank
- Write the code in HTML to design a web page for various Insurance Policies.

B.B.A (B & I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 301 Banking Law and Practice

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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|---|--|
| <p>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</p> <p>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</p> | |
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Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

Lectures: 14

Overview, Legal Framework of Regulation of Banks, Reserve Bank of India Act 1930

Unit II

Lectures: 12

Banking Regulation Act, 1949, Negotiable Instruments Act 1860

Unit III

Lectures: 14

Cyber Laws Relating to Banking, Banking Companies Act, 1970/ 1980; Information Technology Act (2000) and its Relevance to Banking.

Unit IV

Lectures: 12

Securitization Act, (2002), Recent Trends in Banking Industry (Legal)

Text Books

1. Varshney P.N., (2006), *Banking Law and Practice*, Sultan Chand and Sons.
2. Saxena G.S., (2008), *Legal Aspects of Banking Operations*, Sultan Chand and Sons.

Reference Books:

1. Suneja H.R., (2007), *Practical and Law of Banking*, Himalya Publishing House.
2. Chabra T.N., (2008), *Elements of Banking Law*, Dhanpat Rai and Sons.

B.B.A (B & I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 303 MARKETING OF FINANCIAL PRODUCTS AND SERVICES
L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The basic objective of this course is to acquaint the students about the various types of financial services and products and how these are to be marketed. It will also develop an understanding among the students regarding recent developments in marketing of Financial Products & Services.

Course Contents

Unit I

Lectures:12

Marketing of Financial Services- A Conceptual Framework, Types of Financial Markets in India- An Overview; Concept of Marketing and Marketing Mix 7P's of Marketing.

Unit II

Lectures:14

Marketing of Banking Services – Banking Products and Services; Distribution, Pricing and Promotion Strategy for Banking Services; Attracting and Retaining bank customers; Marketing strategy of Credit Cards, Debit Cards, Saving Accounts and Different Types of Loans, Barter Card.

Unit III

Lectures:12

Mutual Funds in India and the Marketing Strategies Involved; Marketing of Insurance Products- Life and Non Life Products, Marketing of Pension Funds.

Unit IV

Lectures:14

Concept of Distribution, Multiple Delivery Channels/ATM, EFT, CMS, POS and Bancassurance. Promotion- Marketing Information & Research, Public Relations and Publicity, Image Building. Globalisation and its Impact on Financial Services.

Text Books

1. Suri, R.K., (2005), *Services Management*, Himalaya Publication.
2. David, L. K. and Kenneth, E. C., (2008), *Services Marketing*, Biztantra, New Delhi.

Reference Books

1. Ratna, V.V. (2005), *Services Marketing*, Wisdom Publications.
2. Varshney, R.L and Gupta, S.L., (2005), *Marketing Management*, Sultan Chand & Sons.
3. Kotler, P., (2008), *Marketing Management: Analysis, Planning, Implementation and Control*, Prentice Hall of India.
4. Hoffman, K. D. J. and Bateson, E.G., (2003), *Essential of Service Marketing: Concepts Strategies and Cases*, Thomson South Western.

B.B.A (B & I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 305 PRACTICE OF LIFE INSURANCE

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of this paper is to install in the students the ability to apply the principles of Actuarial Planning and Control required in the operation of the Life Insurance Business

Course Contents:

Unit I

Lectures: 14

Life Insurance: Conceptual Framework, Importance of Life Insurance; Insurance Products, a Hedge Against Personal Risk (s), Insurance Products, Alternative to Investment Products, Pension Plans, Investment Plans_Insurance Products, Collateral Security in The Rising Hire-Purchase Market Scenario. LIC Act 1956, Insurance Ombudsman Insurance Products

Unit II

Lectures: 12

Group Health Insurance and Special Purpose Schemes. Group Insurance Characteristic; Difference between Individual and Group Insurance; GI Schemes in India.

Unit III

Lectures: 14.

Actuarial Considerations (Demographic, Investment of Funds and Managerial Expenses) in Costing Insurance Products, Theory and Practice of Underwriting: Selection, Loading, Exclusion Clauses and Declining of Proposals Policy Document.

Unit IV

Lectures:12

Servicing (Alterations and Surrender), Claim Settlement, , Retention Vs. Reinsurance. Catastrophic Bonds, Sources of Surplus and Distribution of Profits, Investments and Revenues

Text Books

1. Publications of Insurance Institute of India IC- 51- 66
2. Srikri, Karve, (2007), *Principles of Life Insurance*, Sultan Chand & Sons.

Reference Books

1. Mishra M.N., (2008), *Principles and Practices of Insurance*, S. Chand and Co.
2. Gupta P.K., (2006), *Insurance and Risk Management*, Himalaya Publishing House.
3. Practice of Life Insurance (I.C.02), Insurance Institute of India, Mumbai.
4. Dorfman, Mark, S., (2005), *Introduction to Risk Management And Insurance*, 8th Edition, Pearson Education, Delhi.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 307: Management Information System

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents

Unit I

Lectures:-12

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with Particular Reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – Concept and Design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the Recent Developments in the Field of MIS.

Unit II

Lectures:-14

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of Choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

Unit III

Lectures:-12

Information Concepts: Data and Information – Meaning and Importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information Needs of the Organization.

Unit IV

Lectures:-12

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS. Choice of Appropriate IT Systems – Database, Data Warehousing & Data Mining Concepts, Centralised and Distributed Processing.

Text Book

1. Laudon and Laudon, (2010), *Management Information System*, 11th edition, Pearson Education.
2. Sadagopan, S., (2009), *Management Information Systems*, Prentice Hall of India.

Reference Books

1. LM Prasad, (2008), *Management Information System*, Sultan Chand.
2. Arora, Ashok and Akshaya Bhatia, (2009), *Information Systems for Managers*, Excel Books, New Delhi.
3. McLeod, Raymond, (2008), *Management Information System*, Pearson Education.
4. Goyal, D.P., (2008), *Management Information Systems-Managerial Perspectives*, 2nd Edition, Macmillan, New Delhi.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 309: Human Resource Management

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Unit I

Lectures:-12

Introduction: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.

Unit II

Lectures:-14

Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job Changes – Transfers, Promotions/Demotions, Separations.

Unit III

Lectures:-12

Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.

Unit IV

Lectures:-14

Compensation and Maintenance: Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern methods, Limitations of Performance Appraisal Methods, 360 Degree Appraisal technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social Security.

Text Books

1. Aswathappa, K., (2010), *Human Resource Management*, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P., (2007), *Fundamentals of Human Resource Management*, 9th edition, John Wiley.

Reference Books:

1. Durai, Praveen, (2010), *Human Resource Management*, Pearson Education.
2. Monappa, A. and Saiyadain, M., (2001), *Personnel Management*, McGraw-Hill Education.
3. Dessler, Gary, (2004), *Human Resource Management*, Pearson Education.
4. Jyothi, P., and Venkatesh, D.N, (2006), *Human Resource Management*, Oxford Higher Education.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 311: Taxation Laws

L-4, T/P-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents

Unit I

Lectures:-12

Introduction to Income Tax Act 1961

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

Unit II

Lectures:-24

Heads of Income – Salary, House Property, Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms) Assessment of Individuals and Firms (simple problems).

Unit III

Lectures:-6

Relief's, Set Off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.

Unit IV

Lectures:-10

Central Sales Tax Act 1956 – Introduction; VAT, Registration of Dealers, Levy and Collection of Tax and Penalties.

Service Tax (Finance Act 1994) –

Note: Assessment Year (Current) Introduction to Procedure for Service Tax Return

Text Books

1. Lal, B.B., (2009), *Income Tax and Central Sales tax Law and Practice*, 30th edition, Pearson Education.
2. Singhania, V. K and Singhania, Monica, *Students Guide to Income Tax*, latest edition, Taxman Publications.

Reference Books

1. Ahuja, Girish and Gupta, Ravi, *Systematic Approach to Income Tax*, Latest Edition, Bharat Law House.
2. Datey, V.S., *Indirect Taxes-Law and Practice*, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2008), *Direct Taxes: Income Tax, Wealth Tax and Tax Planning*, 29th edition, Pearson Education.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 313: Managerial Personality Development

L-2 T-0 Credit-2

***NUES- Non University Examination Subject**

Objectives: This paper is introduced to develop the personality of students by improving their communication skills.

Course Contents

Unit -I

Lectures: 5

Self-Introduction, Highlight Your Positive and Negative Traits of Your Personality, Accentuate the Positive Traits of Your Peer Group

Unit II

Lectures: 8

Video Recording of Dialogue Sessions on Any Current Happening, Modes of Entertainment, Weather, Politics, Economy, Family, Education System, Women Education, Fundamental Rights, Environment

Unit III

Lectures: 5

Role Plays on Conflict Management, Product Selling, Customer Care, Budget Distribution, Negotiation, Complaint Handling

Unit IV

Lectures: 8

How to Make Interesting Presentations, Tools of Presentation, Boredom Factors, As A Part of Job, Interview, Timing Your Talk

Text Books

1. Paul, Rajendra, (2008), *Essentials of Business Communication*, Sultan Chand & Sons.
2. Bovee, Thill and Chaturvedi, (2010), *Business Communication*, 2nd edition, Pearson Education.

Reference Books

1. McGraw, E.H., (2006), *Basic Managerial Skills for All*, Fourth Edition, Prentice Hall of India.
2. Lillian, Chaney, (2008), *Intercultural Business Communication*, 4th edition, Pearson Education.
3. Chaturvedi, Mukesh, (2009), *Business Communication: Concepts, Cases & Applications*, 1st edition, Pearson Education.
4. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 315: Summer Training Report & Viva Voce

L-0 T-0 Credit-6

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 317: Computer Applications Project

L-0 Credit-4

- A group of 4 students would be allotted with any IT Application Database Project.
- The Project would be based on any Front-end and Backend Concept.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(B&I)302 :Retail Management and Retail Banking

L-4, T/P-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: The basic objectives of the course are to acquaint the students about the concept of Retail Management and Retail Banking and the various types of Retail Banking Products. It will also develop our understanding about Bancassurance among the students.

Course Contents

Unit I

Lectures:-12

Retail Management – An Introduction, Functions of Retailing, Types of Retailers, Retailing Strategies for Emerging Markets, Organised Retail Formats in India, Challenges Ahead for Retailing.

Unit II

Lectures:-12

Changing Retail Environment, Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.

Unit III

Lectures:-14

Retail Banking – An Introduction, Retail Banking –Concept and Importance.
Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.

Unit IV

Lectures:-14

e-Banking – An Overview, Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking Mobile Banking , SSI financing.

Text Books

1. Suri, R. K., (2005), *Retail Management*, Excel Books.
2. Jha, S.M., (2006), *Bank Marketing*, Himalaya Publishing House.

Reference Books

1. Singh, and Chabra, (2007), *Commercial Banking*, Dhanpat Rai and Sons.
2. Mithani, and Gorden, (2008), *Banking Theory & Practice*, Himalaya Publications.
3. Shroff, T.F., (2007), *Retail Banking*, Northern Book Centre.
4. Peeru, H. and Sagadevan, A., (2004), *Customer Relationship Management*, Vikas Publishing House, Delhi.

BBA (B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(B&I) 304 PROJECT PLANNING AND EVALUATION

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Course Contents

UNIT I

Lectures:-18

Project Planning Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Techniques of Capital Budgeting.

Capital Allocation Framework: Financing of Projects: Capital Structure, Mean of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Requirement and its Financing, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections, Projected Cash Flow Statement, Projected Balance Sheet

UNIT-II

Lectures:-12

Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, , Product Mix, Plant Capacity, Location and Site,

UNIT-III

Lectures:-16

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management,

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

Unit IV

Lectures:-6

Risk and Analysis Uncertainty: Using sensitivity, simulation, decision and other techniques

Text Books

1. Pinto, (2009), *Project Management*, 1st Edition, Pearson Education.
2. Maheshwari, S.N., (2009), *Management Accounting & Financial Control*, 14th edition, Sultan Chand & Sons.

Reference Books

- 1 Chandra, Prasanna, (2009), *Projects: Planning, Analysis, Financing, Implementation and Review*, 7th edition, McGraw Hill Education.
- 2 Choudhury, S, (2007). *Project Management*, 1st Edition, Tata Mc Graw Hill Publishing Company.
- 3 Bhavesh, M. Patel (2009). *Project Management: Strategic Financial Planning Evaluation and Control*, Vikas Publishing House Pvt. Ltd.
- 4 Panneerselvam, R., and Senthilkumar, P., (2007), *Project Management*, Prentice Hall of India.

B.B.A (B & I)
G.G.S INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 306 PRACTICE OF GENERAL INSURANCE

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objective: The main objective of this course is to make the students understand about various classes of General Insurance, Underwriting and Claims Management.

Course Contents

UNIT-I

Lectures :16

Different Non Life Insurance Products: Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance Products Pertaining to Rural Market.

UNIT-II

Lectures:12

Forms Used in General Insurance, Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility Theory for Rate Making, Experience Rating

UNIT-III

Lectures:12

Physical and Moral Hazards Loss Prevention, Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy

UNIT-IV

Lectures:12

Unexpired Risk and Assessment of Liability in respect thereof., Periodic Valuation and Declaration of Profit, Concept of Reinsurance

Text Books

1. Mishra M.N. (2004). “*Principles and Practices of Insurance*”; S. Chand and Co.
2. Gupta P.K. (2004). “*Insurance and Risk Management*”; Himlaya Publishing House

Reference Books

1. *General Insurance*; Insurance Institute of India; (2003)
2. *General Insurance* Vol.1 ; ICFAI Press; (2005)

B.B.A (B & I)
G.G.S INDRAPRASTHA UNIVERSITY
B.B.A (B & I): 308 Management of Commercial Banks

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
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|---|--|
| <ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks. | |
|---|--|

Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

Lectures: 14

Commercial Banking-Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalisation of Banks.

Unit II

Lectures: 14

Analysis of Assets & Liabilities of Scheduled Commercial Banks; Efficiency of Commercial Banks; Internal Performance and Appraising of Bank's Condition; Non-Performing Assets; Management of Capital in Commercial Banks.

Unit III

Lectures: 12

Risks in Commercial Banking- Interest Rate Risk, Liquidity Risk, Credit Risk; Investment Management; Foreign Currency Dealing; Foreign Currency Risk

Unit IV

Lectures: 12

International Banking; Non-Banking Financial Institutions; Management of Foreign Exchange.

Text Books

1. Varshney and Malhotra , (2007), *Principles of Banking*, Sultan Chand & Sons.
2. Machiraju, H. R., (2008), *Modern Commercial Banking*, Vikas Publishing House Pvt. Ltd.

Reference Books

1. Chhabra.T.N., (2006), *Banking, Theory & Practice*, Dhanpat Rai & Co.
2. Vasudevan, A., (2007), *Money and Banking*, Academic Foundation New Delhi.
3. Institute of Banking and Finance, (2007), *Theory & Practice of Treasury and Risk Management in Banks*, Taxman Publications Pvt Ltd.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I)310: Values & Ethics in Business

L-4 P-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

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

Unit-I

Lectures:-12

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit-II

Lectures:-16

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

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

Concept of Dharma & Karma Yoga: Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work life.

Unit-III

Lectures:-12

Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of success, Principles for Competitive Success, Prerequisites to create Blue print for Success. Successful Stories of Business Gurus.

Unit-IV

Lectures:-12

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

Text Books

1. Fernando, A.C., (2009), *Business Ethics*, 1st edition, Pearson education.
2. Hartman, Laura and Chatterjee, Abha, (2006), *Perspectives in Business Ethics*, 3rd Edition, McGraw Hill Education.

Reference Books

1. Chakraborty, S.K., (2004), *Ethics in Management: A Vedantic Perspective*, Oxford University Press.
2. Kaur, Tripat, (2008), *Values & Ethics in Management*, Galgotia Publishers.
3. Rao, A.B., (2006), *Business Ethics and Professional Values*, Excel Book.
4. Manuel G.Velasquez, (2007), *Business Ethics Concepts*, Printice Hall of India.

BBA(B&I)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (B&I) 312: Managerial Personality Development

L-2 T-0 Credit-2

***NUES- Non University Examination Subject**

Objectives: The purpose of this course is to develop oral and written communication skills and enhance overall personality of the students. The teacher will be a facilitator to promote activity centered individual skills and group performance.

Course Contents:

Unit -I

Lectures: 6

Find out How You Think, Determine What You Value, Be Clear What Drives You, Audit Your Skills, Describe Your Personality.

Unit II

Lectures: 6

Take a Process View of Your Life, Paint Your Figure, Define Your Goals , Make Choices, Identify Your Developmental Needs, Overcome Resistance

Unit III

Lectures: 8

Build Your Network, develop A Positive Self Image, Empowerment, Use A Mentor, Learn How To Learn, Measure Yourself, Increase Your Professionalism, Group Discussion on Current Social, Cultural And Popular Topics

Unit IV

Lectures: 6

Be Assertive, Aim for Win-Win, Consult Effectively, Be A Team Player, Help Other Achieve, Use Power and Influence, Look Good, Sound Good

Text Books

1. Bovee, Thill and Chaturvedi, (2010), *Business Communication*, 2nd edition, Pearson Education.
2. Lillian, Chaney, (2008), *Intercultural Business Communication*, 4th edition, Pearson Education.

Reference Books

1. Chaturvedi, Mukesh, (2009), *Business Communication: Concepts, Cases & Applications*, 1st edition, Pearson Education.
2. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
3. Michaul, V. K., (2007), *Communication & Research for Management*, Himalaya Publication House.
4. Paul, Rajendra, (2008), *Essentials of Business Communication*, Sultana Chand & Sons.

BBA(B&I)
G.G.S.INDRAPRASTHA UNIVERSITY
BBA(B&I)-314 PROJECT REPORT AND VIVA VOCE

L-0 T-0 Credits-6

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. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.