SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

for

First to Sixth Semester
(w.e.f. 2005 – 2006 Academic Session)
## SCHEME OF EXAMINATIONS

### BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

First Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tr>
<td>BBA (B&amp;I) 101</td>
<td>Principles of Management</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)103</td>
<td>Business Economics-I</td>
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<td>BBA (B&amp;I)105</td>
<td>Financial Mathematics</td>
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<td>BBA (B&amp;I)107</td>
<td>Computer Fundamentals</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA (B&amp;I)109</td>
<td>Financial Accounting</td>
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<tr>
<td>BBA (B&amp;I)111</td>
<td>Principles of Banking</td>
<td>4</td>
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<tr>
<td>BBA(B&amp;I)113</td>
<td>Principles of Insurance</td>
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# BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

## Second Semester Examination

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<tr>
<td>BBA(B&amp;I) 102</td>
<td>Business Organization</td>
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<td>BBA (B&amp;I)104</td>
<td>Business Economics-II</td>
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<tr>
<td>BBA (B&amp;I)106</td>
<td>Quantitative Techniques &amp; Operations Research in Management</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA (B&amp;I)108</td>
<td>Data Base Management System</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA (B&amp;I)110</td>
<td>Cost Accounting</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)112</td>
<td>Indian Banking System</td>
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### BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

**Third Semester Examination**

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<tr>
<td>BBA (B&amp;I)201</td>
<td>Organizational Behaviour</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)203</td>
<td>Indian Economy</td>
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<tr>
<td>BBA (B&amp;I)205</td>
<td>Marketing Research</td>
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<tr>
<td>BBA (B&amp;I)207</td>
<td>Computer Applications-I</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)209</td>
<td>Personality Development &amp; Communication Skills-I</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)211</td>
<td>Marketing Management</td>
<td>4</td>
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<tr>
<td>BBA(B&amp;I)213</td>
<td>Minor Project Report</td>
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<tr>
<td>BBA (B&amp;I)215</td>
<td>Computer Application Lab-I</td>
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# BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

## Fourth Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<td>Insurance Business Environment in India</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)204</td>
<td>Management Accounting</td>
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<td>BBA (B&amp;I)206</td>
<td>Financial Management</td>
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<tr>
<td>BBA (B&amp;I)208</td>
<td>Computer Application-II</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)210</td>
<td>Business Laws</td>
<td>4</td>
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<td>BBA (B&amp;I)212</td>
<td>Personality Development &amp; Communication Skills-II</td>
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### PRACTICAL

<table>
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<tr>
<td>BBA (B&amp;I)214</td>
<td>Computer Applications Lab-II</td>
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**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

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BBA(B&amp;I)301</td>
<td>Banking Law and Practice</td>
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<tr>
<td>BBA (B&amp;I)303</td>
<td>Marketing of Financial Products &amp; Services</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)305</td>
<td>Practice of Life Insurance</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)307</td>
<td>Management Information System</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)309</td>
<td>Human Resource Management</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)311</td>
<td>Taxation Laws</td>
<td>4</td>
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<tr>
<td>BBA(B&amp;I)313</td>
<td>Managerial Personality Development*</td>
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<td>BBA(B&amp;I)315</td>
<td>Summer Training Report &amp; Viva - Voce</td>
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<td>BBA (B&amp;I)317</td>
<td>Computer Applications Lab</td>
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*NUES – Non University Examination Subject
**BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME**

Sixth Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<tr>
<td>BBA(B&amp;I) 302</td>
<td>Retail Management &amp; Retail Banking</td>
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<tr>
<td>BBA (B&amp;I)304</td>
<td>Project Planning &amp; Evaluation</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)306</td>
<td>Practice of General Insurance</td>
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<tr>
<td>BBA (B&amp;I)308</td>
<td>Management of Commercial Banks</td>
<td>4</td>
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<tr>
<td>BBA (B&amp;I)310</td>
<td>Values &amp; Ethics in Business</td>
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<td>BBA (B&amp;I)312</td>
<td>Managerial Personality Development*</td>
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<tr>
<td>BBA(B&amp;I)314</td>
<td>Project Report &amp; Viva-Voce</td>
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<td><strong>Total</strong></td>
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<td>22</td>
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<td>28</td>
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</tbody>
</table>

*NUES – Non University Examination Subject*
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.

**MAXIMUM & MINIMUM CREDITS OF THE PROGRAM**

1. The total number of the credits of the BBA (B&I) Programmes is 181.

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 173 credits.
INSTRUCTIONS TO PAPER SETTERS

- 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.

MAXIMUM MARKS: 75

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

No. of Hrs.: 12

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

No. of Hrs.: 12

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

No. of Hrs.: 12

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

No. of Hrs.: -10

**Controlling:** Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

**Text Books**


**Reference Books**


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
Introduction to Business Economics and Fundamental concepts


Unit II
Consumer Behaviour and Demand Analysis


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 and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III
Theory of Production

Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.
Unit IV
Cost Analysis & Price Output Decisions

No. of Hrs.: 10


Text Books:


Reference Books:

B.B.A (B & I)  
G.G.S INDRAPRASTHA UNIVERSITY  
B.B.A (B & I): 105 FINANCIAL MATHEMATICS  
L-4  T/P-0 Credits-4

<table>
<thead>
<tr>
<th>INSTRUCTIONS TO PAPER SETTERS</th>
<th>MAXIMUM MARKS: 75</th>
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<tr>
<td>➢ 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.</td>
<td>➢ 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.</td>
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**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**  Theory of Compound Interest  
No. of Hrs.: 10  
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**  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**  Decrement Tables  
No. of Hrs: 10  
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**  Computation of Mathematical Premium in Life Insurance Business  
No. of Hrs: 12  

**Text Books:**

Reference Books:
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

Basics of Computer and it’s evolution
Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Humanware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), iii. On the basis of Purpose (General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

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

Input and Output Devices:
Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it’s type (VGA, SVGA and XGA), Printer and it’s type (Impact and Non-Impact with example), Plotter

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

No. of Hrs.: -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, Coping and
Deleting the directory
File Manipulation: Creating a file, deleting, coping, Renaming a file

Unit IV

No. of Hrs.: -8

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 word processor and Spread Sheets

Text Books:


Reference Books:
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

**Meaning and Scope of Accounting**: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

**Accounting Principles and Standards**: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

**Journalising Transactions**: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry


**Ledger Posting and Trial Balance**: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.
Unit II

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


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


Unit III

**Shares and Share Capital**: Shares, Share Capital, Accounting Entries, Under-subscription, Over-subscription, 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.


Unit IV


**Company Final Accounts**: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

**Text Books**:

Reference Books:
INSTRUCTIONS TO PAPER SETTERS

- 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.

INSTRUCTIONS TO PAPER SETTERS

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
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
Evolution of Banking; Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI-Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation.

Unit III

Unit IV
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.

Text Books:
1. Sundaram & Varshney, “Banking, Theory Law and Practice” Sultan chand & sons; 2004
Reference Books:
Objective:
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
No. of Hrs:-8
Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

UNIT II
No. of Hrs:-10
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
No. of Hrs:-10

UNIT IV
No. of Hrs: -12
Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

Text Books:

Reference Books:
1. Jeevanandam C., “Risk Management,” Sultan Chand and Sons; 2005
3. Principles of Insurance- Insurance Institute of India; 2003
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.
OBJECTIVES:
The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

CONTENTS:

Unit I
Introduction: Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Business Ethics and Values; Code of Conduct and Corporate Governance.

Unit II

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
Small Business: Scope and role; Government Policies.

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

Unit IV
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:**


**Reference Books:**

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**

No. of Hrs.: -10

Concepts of Macro Economics and National Income Determination

Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leak ages and injections in circular flow.


**Unit II**

No. of Hrs.: -14

Macro Market Analysis

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 sectors model.

**Unit III**

No. of Hrs.: -10

Money Market

Functions and forms of money, demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation and deflation.

**Unit IV**

No. of Hrs.: -10
Equilibrium of Product and Money Market

Text Books:

Reference Books:
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

No. of Hrs.: -12


Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person’s Methods; Spearman’s rank correlation; concurrent deviation the correlation coefficient; Pitfalls and limitations associated with regression and correlation analysis; real world application using IT tools.

No. of Hrs.: -10

Unit III

Linear Programming: Concept a 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.

No. of Hrs.: -12

Unit IV

Decision analysis and Game Theory: Operations Scheduling: Scheduling problems, shop floor control, Gantt Charts, Principals of work center scheduling, principles of job shop scheduling, personnel scheduling, principles of job shop scheduling, personnel scheduling.

Text Books:

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

Course Contents:

Unit I  
No. of Hrs.: -10
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  
No. of Hrs.: -14
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  
No. of Hrs.: -10
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  
No. of Hrs.: -10
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:

Reference Books:
INSTRUCTIONS TO PAPER SETTERS                          MAXIMUM MARKS: 75

Ø 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.
Ø 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

Meaning and Scope of Cost Accounting:

Materials Control:

Unit II

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:

Unit III

Methods of Costing:
Single output costing, job costing, contract & batch costing.

Unit IV
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:

Reference Books:
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.

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
Development Banking; Financial Institutions- IDBI, NABARD, SIDBI, IFCI.

Unit II
Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking system, Review of the Banking system, Review of RBI balance sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.

Unit III

Unit IV
Overview and regulation of Co-Operative banking, Regional Banks, Rural Banks and Co-Operative banking societies.

Text Books:
1. Sundaram & Varshney; “Banking, Theory Law and Practice”; Sultan chand & sons;2004
Reference Books:
BBA (B&I)
GGS 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.


7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.
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.

Course Contents:

Unit I

No. of Hrs.: 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

No. of Hrs.: 12

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

No. of Hrs.: 12

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

No. of Hrs.: 10
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; Managing across Cultures; Empowerment and Participation.

Text Books:

Reference Books:
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

Structure of Indian Economy

Unit II

Planning and Economic Development and Problems in Indian Economy

Unit III

Indian Economy & Foreign Trade
Unit IV

Indian Economy – Emerging Issues
WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors.

Text Books:

Reference Books:
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

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

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit III

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

Data Processing and Tabulation: Editing coding, problems in editing, tabulation.
Unit IV  

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).

Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Text Books:


Reference Books:

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 No. of Hrs: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 No. of Hrs:10


Unit-III No. of Hrs:10
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 No. of Hrs:07
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:
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.
3. 

Course Contents:

Unit-I

No. of Hrs.: -10

Practical grammar basic fundamental of grammar and 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 effective and diplomatically, common errors in business writing.

Unit-II

No. of Hrs.: -12

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs.

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

Unit-III

No. of Hrs.: -12


**Unit-IV**

No. of Hrs.: -10

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Business Etiquettes
Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

Role play on selected topics with case analysis and real life experiences.

**Text Books:**

4. Rogets Thesaurus.

**Reference Books:**

INSTRUCTIONS TO PAPER SETTERS

<table>
<thead>
<tr>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
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<table>
<thead>
<tr>
<th>Course Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit I</strong> No. of Hrs.:-8</td>
</tr>
<tr>
<td><strong>Introduction to Marketing</strong>: Nature, scope and importance of marketing, basic concepts, marketing environment, market segmentation, targeting and positioning.</td>
</tr>
<tr>
<td><strong>Unit II</strong> No. of Hrs.:-10</td>
</tr>
<tr>
<td><strong>Product</strong>: Product strategy, product innovation and diffusion, product development, product lifecycle and product mix.</td>
</tr>
<tr>
<td><strong>Pricing Decisions</strong>: Designing pricing strategies and programmes, pricing techniques.</td>
</tr>
<tr>
<td><strong>Unit III</strong> No. of Hrs.:-12</td>
</tr>
<tr>
<td><strong>Place</strong>: Types of channels, meaning &amp; importance, channels strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management.</td>
</tr>
<tr>
<td><strong>Unit IV</strong> No. of Hrs.:-12</td>
</tr>
<tr>
<td><strong>Promotion</strong>: Advertising- meaning and importance, types, media decisions, promotion-mix, Personal Selling- Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study).</td>
</tr>
</tbody>
</table>
Text Books:


Reference Books:

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

Course Contents

UNIT-1

History of Insurance Business: Business Environment and Insurance; Insurance and Economic Development; Growth and potential in Life Insurance; Growth and potential in General Insurance; Insurance Industry in India; Contemporary issues in Insurance.

UNIT—11

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)

UNIT—111

Marketing of Insurance Services: Requirement of different Market Segment; Distribution Channel; Collaborating Professions; Setting –up a new Insurance Company; IRDA Regulation 2000 (Registration of new Insurance Company);Foreign Investor

UNIT-1IV

Financial aspects of Insurance Business: Valuation of assets and Liabilities with particular reference to unexpired risk; Impact of Tariff to Non-Tariff regime in Non-Life Business; Distribution of profits
Text Books

References Books
1. Insurance Industry: Emerging Trends by ICFAI
### INSTRUCTIONS TO PAPER SETTERS

| 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

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


#### Unit II

**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

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.


Unit IV

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:

Reference Books:
INSTRUCTIONS TO PAPER SETTERS

- 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.

MAXIMUM MARKS: 75

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


Unit II


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

Leverages: Concept, Types of leverages and their significance.
Unit III


Unit IV


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

Text Books:


Reference Books:

Objective
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

Unit-II

Unit-III
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
Customer to Government form of E-Commerce: Introduction to E-Governance, Four phased model of E-Governance.

Text Books:


INSTRUCTIONS TO PAPER SETTERS

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

Course Contents

Unit I


Unit II


Unit III

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

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, Managing Directors—their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

Text Books:


Reference Books:

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

No. of Hrs.: 10

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

No. of Hrs.: 10

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

No. of Hrs.: 12

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

No. of Hrs.: 10

Leadership – quality 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:


Reference Books:

3. Rogets Thesaurus
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)  
G.G.S INDRAPRASTHA UNIVERSITY  
B.B.A (B & I): 301 Banking Law and Practice

INSTRUCTIONS TO PAPER SETTERS

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

Unit II
Banking Regulation Act, 1949, Negotiable Instruments Act 1860  

Unit III
Cyber Laws relating to Banking, Banking Companies Act, 1970/1980  

Unit IV
Securitization Act, 2002., Recent trends in Banking Industry (Legal)  

Text Books:
1. Varshney P.N; “Banking Law and Practice”; Sultan Chand and Sons; 2005
2. Saxena G.S.; “Legal Aspects of Banking Operations”; Sultan Chand and Sons; 2005

Reference Books:
2. Chabra T.N; “Elements of Banking Law”; Dhanpat Rai and Sons; 2000
Objective:
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
Marketing of Financial Services- a conceptual framework.
Types of Financial Markets in India- an overview.
Concept of Marketing and Marketing Mix, 4 P’s of Marketing.

Unit II
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
Mutual Funds Markets in India and the Marketing strategies involved.
Marketing of insurance products- Life and Non Life Products.
Marketing of Pension Funds.

Unit IV
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:
Reference Books:
B.B.A (B & I)  
G.G.S INDRAPRASTHA UNIVERSITY  
B.B.A (B & I): 305 PRACTICE OF LIFE INSURANCE
INSTRUCTIONS TO PAPER SETTERS

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


Unit II


Unit III

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

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 & Datamining Concepts, Centralised and Distributed Processing.

Text Books:


Reference Books:

BBA (B&I)
GGS Indraprastha University
BBA (B&I) 309: Human Resource Management

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 students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Course Contents

Unit I

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; flexitime; quality circles; Kaizen TQM and Six Sigma.

Unit II

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

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

Compensation and Maintenance: Compensation: components of employee remuneration – base and supplementary; job evaluation – concept, process and significance; 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:**


**Reference Books:**

INSTRUCTIONS TO PAPER SETTERS

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:
The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes.

Course Contents

Unit I
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, Income from Salary Head.

Unit II
Heads of Income – House Property, Business or Profession, capital gains, other sources.

Unit III
Clubbing of income, Deductions under Chapter VI (related to individuals and firms) Assessment of individuals and firms (simple problems).
Rebates and Relief’s, Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.

Unit IV
Central Sales Tax Act 1956 – Salient features, definition of sale and its different categories, dealer, sale price, inter state sale, registration of dealers, levy and collection of tax and penalties.
Service Tax (Finance Act 1994) – Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.
Text Books:


Reference Books:

2. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
3. ICAI, Service Tax, Guidelines.
Objectives:

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

Course Contents:

Unit I: No. of Hours: 10
Self-introduction, highlight your positive and negative traits of your personality, accentuate the positive traits of your peer group

Unit II: No. of Hours: 10
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: No. of Hours: 10
Role plays on conflict management, product selling, customer care, budget distribution, negotiation, complaint handling

Unit IV: No. of Hours: 10
How to make interesting presentations, tools of presentation, boredom factors, as a part of job, interview, timing your talk

Text Books:


Reference Books:

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.
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.
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  No. of Hrs.: -10
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  No. of Hrs.: -10
Changing Retail Environment
Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.

Unit III  No. of Hrs.: -10
Retail Banking – An Introduction
Open market conditions and role of Banks and Financial Institutions, Retail Banking – Concept and Importance.
Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.

Unit IV  No. of Hrs.: -10
e-Banking – An Overview
Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Bancassurance, SSI financing.

Text Books
**Reference Books**

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


UNIT-II

UNIT-III

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation.

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, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive NPV, On being an Entrepreneur.

UNIT-IV


Text Books:


Reference Books:

INSTRUCTIONS TO PAPER SETTERS

- 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**
No. of Hrs:10

**UNIT-II**
No. of Hrs:10
Forms used in General Insurance, Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility theory for Rate Making, Experience Rating

**UNIT-III**
No. Of Hrs:10
Physical and Moral Hazards Loss Prevention, Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy

**UNIT-IV**
No. of Hrs:10
Unexpired Risk and Assessment of Liability in respect thereof., Periodic Valuation and Declaration of Profit, Concept of Reinsurance

**Text Books:**

**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

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**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**  
**No. of Hrs: 10**
Commercial Banking-Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalisation of Banks.

**Unit II**  
**No. of Hrs: 10**
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**  
**No. of Hrs: 10**
Risks in commercial banking- Interest Rate Risk, Liquidity risk, Credit risk; Investment Management; Foreign currency dealing; Foreign currency risk

**Unit IV**  
**No. of Hrs: 10**
International Banking; Non-Banking Financial Institutions; Management of Foreign Exchange.

**Text Books:**  
Reference Books:

### 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.

### Course Contents

#### Unit-I

**No. of Hrs.:** 10

**Introduction**: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.

**Management of Ethics**: Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value.

#### Unit-II

**No. of Hrs.:** 10

**Corporate Social Responsibility & Consumer Protection**: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

#### Unit-III

**No. of Hrs.:** 12

**Understanding Progress, Results & Managing Transforming**: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation.

Unit-IV

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.

Text Books:


Reference Books:

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 -1  No. of Hours: 10
Find out how you think, determine what you value, be clear what drives you, audit your skills, describe your personality.

Unit II  No. of Hours: 10
Take a process view of your life, paint your figure, define your goals, make choices, identify your developmental needs, overcome resistance

Unit III  No. of Hours: 10
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  No. of Hours: 10
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:

Reference Books:
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.