

SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

for

**First to Sixth Semester
(w.e.f. 2005 – 2006 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006**

SCHEME OF EXAMINATIONS

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

First Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 101	Principles of Management	4	-	4
BBA 103	Business Economics-I	4	-	4
BBA 105	Business Mathematics	4	-	4
BBA 107	Computer Fundamentals	4	-	4
BBA 109	Financial Accounting	4	-	4
BBA 111	Personality Development & Communication Skills-I	4	-	4
PRACTICAL				
BBA 113	Computer Lab	0	4	2
	Total	24	4	26

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Second Semester Examination

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

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Third Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 201	Organizational Behaviour	4	-	4
BBA 203	Indian Economy	4	-	4
BBA 205	Marketing Management	4	-	4
BBA 207	Computer Applications-I	4	-	4
BBA 209	Management Accounting	4	-	4
BBA 211	Personality Development & Communication Skills-III (Minor Project Report)	-	-	6
PRACTICAL				
BBA 213	Computer Application Lab-I	0	4	2
	Total	20	4	28

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fourth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 202	Human Resource Management	4	-	4
BBA 204	Business Environment	4	-	4
BBA 206	Marketing Research	4	-	4
BBA 208	Computer Application-II	4	-	4
BBA 210	Business Laws	4	-	4
BBA 212	Taxation Laws	4	-	4
PRACTICAL				
BBA 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 PROGRAMME

Fifth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 301	Values & Ethics in Business	4	-	4
BBA 303	Marketing Management-II	4	-	4
BBA 305	Production & Operations Management	4	-	4
BBA 307	Management Information System	4	-	4
BBA 309	Financial Management	4	-	4
BBA 311	Summer Training Report & Viva Voce	-	-	6
PRACTICAL				
BBA 313	Computer Applications Lab	-	4	2
	Total	20	4	28

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Sixth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 302	Business Policy & Strategy	4	-	4
BBA 304	Project Planning & Evaluation	4	-	4
BBA 306	Entrepreneurship Development	4	-	4
BBA 308	International Business Management	4	-	4
BBA 310	Project Report and Viva-Voce	-	-	6
BBA 312	Environmental Science	4	-	4
	Total	20	-	26

NOTES:

I. MINOR PROJECT

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.

II. SUMMER TRAINING PROJECT

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.

III. FINAL YEAR PROJECT REPORT

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.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programmes is 160.

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 150 credits.

BBA
GGS Indraprastha University
BBA 101: Principles of Management

L-4 T/P-0 Credits-4

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:- 14

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:- 14

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. Stoner, Freeman and Gilbert Jr.; *Management*, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B.; *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi, 2003.

Reference Books

- 1.Koontz. O Donnel and Weirich-“Management”,Tata McGraw Hill Publishing Company,New Delhi,2001.
- 2.R.K.Chopra-“Principles&Pracitices of Management”, Sun India Publication.
- 3.P.C.Tripathi and P.N.Reddy,” Principles&Pracitices of Management”,2nd edition,Tata McGrawHill.

BBA
GGS Indraprastha University
BBA 103: Business Economics-I

L-4 T-0 Credit-4

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:-6

Introduction to Business Economics and Fundamental concepts

Nature, Scope, Definitions of Business Economics, Difference Between Business Economic 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 and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III

lectures:-6

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:-10-

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. Dwivedi, D.N.; *Managerial Economics*, Vikas Publishing House, 2003.
2. Chaturvedi, D.D. and S. L. Gupta; *Business Economics*, Brijwasi Publishers, 2003.

Reference Books:

1. Mehta, P. L.; *Managerial Economics*, Sultan Chand & Sons., 2003.
2. Koutsoyiannis, A.; *Modern Micro Economics*, Macmillan Press Ltd., 2003.
3. Salvator, Dominick, *Managerial Economics*, McGraw-Hill Book Company

BBA
GGs Indraprastha University
BBA-105 Business Mathematics

L-4 T-0 Credits –4

Objectives:

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

Course Contents:

Unit I

lectures:-10

Principle of Counting: Permutations and Combination concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction.

Mathematics Induction: Principle, Sequences & Series -A.P.& G.P.

Unit II

lectures:-12

Matrix Algebra: The inverse of a matrix. Properties of the inverse Solution to a system of equations by:

- (i) The adjoint matrix methods.
- (ii) The Gaussian Elimination method, Rank of a matrix, Rank of a system of equations. The Echelon matrix. Vectors: Types Optimization vector-Additions, suggestions & multiplication, Scaler Product, Vector Product. Linear dependence of vectors, Application of matrices to business problems input output analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis, and Inventory Flow Analysis.

Unit III

lectures:-12

Differential Calculus: Optimization using calculus, Point of inflexion absolute and local-maxima and minima, Optimization in case of multi variate function. Lagrangian multipliers, Derivative as a rate measure, Applications in Business

Unit IV

lectures:-10

.Integral Calculus & Differential Equations: Business application, Consumer's or Producer's surplus, Learning Curve. Differential Equations – variable, separable and Homogeneous type- Business applications.

Textbooks:

1. Thukral, J.K.; Business Mathematics, BVP Publications-latest edition
2. Sancheti and Kapoor; Business Mathematics, latest edition
3. Chang; Business Mathematics, latest edition
4. Soni, R.S.; Business Mathematics, latest edition

References:

1. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books, 2000.
2. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill, 2004.

BBA
GGS Indraprastha University
BBA 107: Computer Fundamentals

L-4 T-0 Credit-4

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:-14

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 (Hardware, Software, Human ware 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

lectures:-8

Input and Output Devices:

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its 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

lectures:-10

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

lectures:-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:

1.Leon and Leon; *Introduction to Information Technology*, Leon Tech World.

2.Microsoft Office-2000 Complete- BPB Publication.

Reference Books:

1.Sinha, Kr. Pradeep and Preeti Sinha; *Foundations of Computing*, BPB Publication.

2. Jain, V.K.; *Computers and Beginners*

BBA
GGS Indraprastha University
BBA 109: Financial Accounting

L-4 T-0 Credit-4

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:-12

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

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

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

lectures:-4

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

Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income.

Unit III

lectures:-8

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

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) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

Unit IV

lectures:-20

Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, 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.

Joint Stock Company: Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Kinds of Companies, Private and Public Limited Companies, Formation of Company.

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:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Eighth Edition, Vikas Publishing House, 2003.
2. Gupta, R.L. and V.K. Gupta; *Financial Accounting: Fundamentals*, Sultan Chand Publishers, 2003.
3. Monga, J.R., *An Introduction to Financial Accounting*, First Edition, Mayoor Paperbooks, 2005.

Reference Books:

1. Monga, J.R. and Girish Ahuja; *Financial Accounting*, Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager – Text and Cases*, Third Edition, Vikas Publishing House, 2003.
3. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.

BBA
GGS Indraprastha University
BBA 111: Personality Development &
Communication Skills - I

L-4 T-0 Credit-4

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

lectures:-10

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o 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

lectures:-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

lectures:-12

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:-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:

- 1.Wren & Martin; *English grammar and composition*, 2003.
- 2.Sinha, K. K.; *Business Communication*, Galgotia Publishers, 2003.
- 3.Robinson, David; *Business Etiquette*, Kogan Page.
- 4.Rogets Thesaurus.

Reference Books:

- 1.Hand Book of Practical Communication Skills-Chrissie Wrought,published by Jaico Publishing House.
2. Ray, Reuben; *Communication today – Understanding Creative Skills*, Himalaya Publishing House, 2001.

BBA
GGS Indraprastha University
BBA 113: Computer 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.

BBA
GGs Indraprastha University
BBA 102: Business Organization

L-4, T-0, Credits: 04

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; Business Ethics and Values; Code of Conduct and Corporate Governance.

Unit II

lectures:-12

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:-12

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. Gupta, C.B.; *Modern Business Organization*, Mayoor Paper Works, 2001.
2. T.N.Chabra-“Business Organisation”, Dhanpat Rai & Sons.

Reference Books:

1. Robert; *Modern Business Administration*, McMillan India, 1999.
2. Basu, C. R.; *Business Organization and Management*, Tata McGraw Hill, Publishing House, New Delhi, 1998.

BBA
GGS Indraprastha University
BBA 104: Business Economics - II

L-4, T-0, Credits: 04

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:-8

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.

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 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

lectures:-8

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

lectures:-8

Equilibrium of Product and Money Market

The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve. Application of IS-LM model in monetary and fiscal policy.

Text Books:

1. Chaturvedi, D. D and Anand Mittal.; *Business-EconomicsII (GGSIPU Edition)*, Brijwasi Book Distributors,2005.
2. Dwivedi, D. N.; *Macro Economics*, Tata McGraw Hill, 2005.

Reference Books:

1. Mishra, S. K. and V. K. Puri; *Modern Macro-Economics Theory*, Himalya Publishing House, 2003.
2. Edward Shapiro; *Macro-Economics Analysis*, Tata McGraw Hill, 2003.

BBA
GGS Indraprastha University
BBA-106 Quantitative Techniques &
Operations Research in Management

L-4 T-0 Credits -4

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:-12

Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of variation – range, IQR, quartile, deciles and percentiles. Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.

UnitII

lectures:-8

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..

lectures:-12

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.

Unit IV

lectures:-12

Transportation, assignment problems & Game Theory: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation on problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.

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

Text books:

- 1.Gupta, S.P. and Gupta,P.K.; Quantitative Techniques and Operations Research, Sultan Chand &Sons
- 2.Vohra, N.D.; Quantitative Techniques in Management 2003.
- 3.Gupta, S.P. Statistical Methods, Sultan Chand &Sons.2004
- 4.Srivastava, U.K.;Shenoy,G.V. and Sharma, S.C.; Quantitative Techniques for managerial Decisions; New Age International Pvt. Ltd.,(2002) 2nd edition

Reference Books:

- 1.S.D. Sharma; Operations Research, New Edition
- 2.Sharma,J.K.; Operations Research: problems & solutions; Macmillan India Ltd. , 2004(2nd edition)
- 3.Sancheti , D.C. & Kapoor, V.K.; Statistics-Theory, Methods and Applications, , Sultan Chand &Sons,2004

BBA
GGs Indraprastha University
BBA 108: Data Base Management System

L-4, T-0, Credits: 04

Objectives:

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

Course Contents:

Unit I

lectures:-8

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:-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

lectures:-8

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:-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 expect, introduction to nested queries, aggregate operators, Null values.

Text Books:

1. Ramakrishnan, R. and J. Gehrke; *Database Management Systems*, McGrawHill, Company, Higher Education, 2000.

Reference Books:

1. Elmasri, R. and S B Navathe; *Fundamentals of Database Systems*, Addison Wesley, 2000.
2. Date, C. J.; *An Introduction to Database System*, Vol. I & Vol. II, Addison Wesley Publishing Company, 2000.

BBA
GGS Indraprastha University
BBA 110: Cost Accounting

L-4, T-0, Credits: 04

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:-8

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:-6

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.

Unit III

lectures:-6

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 IV

lectures:-24

Methods of Costing:

Single output costing, job costing, contract & batch costing. 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 S. N. Mittal; *Cost Accounting – Theory and Problems*, 22nd Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Jain and Narang; *Cost Accounting*, Kalyani Publishers, 2002.
3. Arora, M.N., *Cost Accounting* 2nd Edition, 2001 Vikas Publishing House Pvt. Ltd..

Reference Books:

1. Horngren; *Managerial Cost Analysis*, 22nd revised edition, Prentice Hall, 2003.
2. Gowda, J. Made; *Advanced Cost Accounting*, 1st Edition, Himalya Publishing House, 2001.

BBA
GGS Indraprastha University
BBA 112: Personality Development and
Communication Skill-II

L-3, T-0, Credits: 03

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:-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

lectures:-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

lectures:-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

lectures:-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:

1. Essentials of Business Communication by Rajendra Paul, Sultan Chand & Sons Publisher.
2. Business Communication by D.D. Sehgal, V.K. Mittal and N.C. Garg, Ramesh Book Depot.
3. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.

Reference Books:

1. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Stephen R. Covey; *The seven habits of highly effective people*.
3. Rogets Thesaurus

BBA
GGS Indraprastha University
BBA 114: Data Base Management System (Practical)

USING MS-ACCESS

L-0, P-04, 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
GGS Indraprastha University
BBA 201: Organizational Behaviour

L-4 T-0 Credits-4

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.

Unit I

lectures:-8

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:-14

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.

Case Study

Unit III

lectures:-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.

Case Study

Unit IV

lectures:-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.

Case Study

Text Books:

1. Prasad, L.M.; *Organizational Behaviour*, Sultan Chand & Sons, 2003.
2. Stephen P., Robbins; *Organizational Behaviour*; “Prentice Hall of India Pvt. Ltd.”, New Delhi, 2003.

Reference Books:

1. Luthans, Fred; *Organizational Behaviour*, Tata McGraw Hill, New Delhi, 2003.
2. Chhabra, T.N. & Singh, B.P., *Organization Behavior*, Sultan Chand & Sons.
3. Khanka, S.S.; *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
4. Joseph, Weiss; *Organization Behaviour and Change*, Vikas Publishing house, 2004.

BBA
GGS Indraprastha University
BBA 203: Indian Economy

L-4 T-0 Credit-4

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:-8

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 Occupational Distribution, 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, Tenth 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:-8

Indian Economy & Foreign Trade

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

Unit IV

lectures:-8

Indian Economy – Emerging Issues

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

Text Books:

1. Dhingra, I.C.; *Indian Economy*, Sultan Chand, 2003
2. Aggarwal, A.N., *Indian Economy*, Vishwa Prakashan, 2003.

Reference Books:

1. Mishra, S.K. & V.K. Puri; *Problems of Indian Economy*, Himalaya Publishing House, 2003.
2. Datt, Ruddar; *Sundhram, Indian Economy*, Sultan Chand, 2003.

BBA
Guru Gobind Singh Indraprastha University
BBA-205: Marketing Management - I

Objectives

L-4 T-0 Credits-4

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.

Unit I

lectures:-8

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

Unit II

lectures:-10

Product: 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:-12

Place: Types of channels, meaning & importance, channels strategies, designing and managing value network and marketing channel, managing retailing, Physical distribution, marketing logistics and supply chain management.

Unit IV

lectures:-12

Promotion: Advertising- meaning and importance, types, media decisions, promotion-mix, Personal Selling- Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study).

Note: Question 1 will be compulsory case study covering 4 P's of Marketing.

Text Books:

1. Kumar, Ramesh; Application Exercises in Management, Vikas Publishing House, 2004.
2. Varshney & Gupta; Marketing Management, Sultan Chand & Sons, 2005.
3. Kotler & Armstrong; Principles of Marketing Management, Prentice hall India, 2003.

Reference Books:

1. Gandhi, T.C. Marketing; A Managerial Introduction, 2003.
2. Gupta & Suri; Case Studies in Marketing Mgt., Himalaya Publishing House, 2005.

BBA
GGs Indraprastha University
BBA 207: Computer Application – I
(Windows Programming Using Visual Basic)

L-4 T-0 Credit-4

Course Objectives:

To familiarize with Front-end concept for developing various IT Applications Project.

Unit I

lectures:-10

1. **Introduction to GUI and Windows Programming**
 - 1.1 GUI: Concept & Tools
 - 1.1.1 The Title Bar
 - 1.1.2. Menu System, Menus and The Menu Bar5
 - 1.1.3. The Size Box
 - 1.1.4. System Menu Box
 - 1.1.5. Icons
 - 1.1.6. Cursors
 - 1.1.7. Scroll Bars
 - 1.1.8. Tool Bar
 - 1.1.9. Client Area

2. **Introduction to Visual Basic Environment**
 - 2.1 Features of Visual Basic
 - 2.2 Starting Visual Basic
 - 2.3 The Environment
 - 2.4 The Special Features of the Menu Bar
 - 2.5 Customizing the Visual Basic Environment

Unit II

lectures:-3.

3. **Concepts in Visual Basic**
 - 3.1 Events
 - 3.2 Modules
 - 3.3 Methods
 - 3.4 Procedure
 - 3.4.1 Function Procedures
 - 3.4.2 SUB Procedures
 - 3.5 Event Procedure
 - 3.5.1 Creating an Event Procedure
 - 3.5.2 Parts of an Event Procedure
 - 3.6 General Procedures
 - 3.6.1Creating a General Procedure

- 4. **Working with Forms**
 - 4.1 Forms
 - 4.2 Controls
 - 4.3 Custom Controls
 - 4.4 Properties
 - 4.5 MDI Forms
 - 4.5.1 Create an MDI Application
 - 4.5.2 MDI Child Property
 - 4.6 Menus
 - 4.6.1 The Menu Editor
 - 4.6.2 Creating a Menu
 - 4.6.3. Creating Popup Menus
 - 4.6.4. Growing Menus
 - 4.6.5 Sub Menus

Unit III

lectures:- 5

- 5. **Programming in Visual Basic**
 - 5.1 Data Types
 - 5.2 Variables
 - 5.3 Constants
 - 5.4 Operators in Visual Basic
 - 5.4.1. Arithmetic Operations
 - 5.4.2. Comparison Operators
 - 5.4.3. Logical Operators
 - 5.5 Array and the various Types
 - 5.6 Control Arrays
 - 5.6.1 Setting up the control Array
 - 5.6.2 To remove a control Array
 - 5.6.3 To add and delete controls at run time
 - 5.7 User Defined Data Types
 - 5.8 Control Structures
 - 5.9 Unconditional Branch Statement
 - 5.10 The With Statement
 - 5.11 The Built-in Procedures of Visual Basic
 - 5.11.1 Conversion procedure
 - 5.11.2 String Manipulation

Unit IV

lectures:-6

- 6. **Creating an Application**
 - 6.1 Defining the Problem
 - 6.2 Designing the User Interface
 - 6.3 Designing the Main Form
 - 6.4 Writing the Code

7. **Data Access**

- 7.1 Data Access Overview
- 7.2 The Jet Database Engine
- 7.3 Bound Data Controls
- 7.4 Connectivity through DAO, RDO and ADO
- 7.5 Retrieving Data Using Structured Query Language (SQL)
- 7.6 Querying a Database

Text Books:

1. *Teach yourself Visual Basic*, Techmedia Publication
2. *Black Book of Visual Basic*, Dream Tech Press

Reference Books:

1. *Beginning in Visual Basic 6.0*, Wrox Publication
2. *Mastering in Visual Basic*, BPB Publication

BBA
GGS Indraprastha University
BBA 209: Management Accounting
Course Code: BBA 209

L-4 T-0 Credit-4

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:-4

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:-20

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:-15

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.Maheshwari, S.N.; *Principles of Management Accounting*, Sultan Chand & Sons, 2003 Fourteenth Edition
- 2.Khan & Jain; *Management Accounting*, Tata McGraw Hill Publishing House, 2002 Third Edition.

Reference Books:

- 1.Maheshwari, S.N.; *Advanced Cost Accounting and Cost Systems*, Shree Mahavir Book Depot, 2003 Second Edition.
- 2.Horngren, Charles; *Introduction to Management Accounting*, Prentice Hall of India, 1999 Eleventh Edition.
- 3.Pandey, I.M.; *Management Accounting*, Vikas Publishing House, 2003 Third Edition.

BBA
GGs Indraprastha University
BBA 211: Personality Development
and Communication Skill – III
(Minor Project Report)

L-0 T-0 Credit-4

Objectives:

The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following:

Project Presentation

OR

*Case Study Presentation

Suggested Topics for minor projects

- | | | |
|----|----|----------------------------|
| 1. | 1. | Goals of an organization. |
| 2. | 2. | Work Values |
| 3. | 3. | Character Ethics |
| 4. | 4. | Working Conditions |
| 5. | 5. | Decision making Strategies |
| 6. | 6. | Goal Setting |
| 7. | 7. | Customer Satisfaction |

** Case study can be chosen by the students in their respective areas of interest.*

Text Book:

Simplified approach to Report writing- Gupta and Gupta, Wisdom Publications, 2005.

Reference Book:

Case Studies in Management-
Dr.S.L.Gupta,Dr.Sunil Gupta and Anurag
Mittal,Wisdom Publications, 2004.

BBA
GGS Indraprastha University
BBA 213: Computer Application Lab-I

L-0 P-4 Credit-2

The Computer Applicable Lab. will be based on Computer Applicable-I Course
(BBA 207)

BBA
GGs Indraprastha University
BBA 202: Human Resource Management

L-4, T-0, Credits: 04

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:-8

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:-12

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. Chhabra, T. N; *Human Resource Management*; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C. B.; *Human Resource Management*, Sultan Chand and Sons, New Delhi, 2003.

Reference Books:

1. Flippo, Edwin B., *Personnel Management*, Tata McGraw Hill.
2. Rao, V S P, *Human Resource Management, Text and Cases*, Excel Books, 2004.
3. Aswathappa, K.; *Human Resource and Personnel Management (Text and Cases)*, Tata McGraw Hill Publishing Company, New Delhi, 2003
4. Dessler, Gary; *Human Resource Management*; Prentice Hall.
5. D'Enzo, David A & Stephen P. Robbin, *Personnel Human Resource Management*, Prentice Hall of India.
6. Beardwell, Ian & Len Holden, *Human Resource Management*, Macmillan, Delhi.

BBA
GGS Indraprastha University
BBA 204: Business Environment

L-4, T-0, Credits: 04

Objectives:

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Unit I

lectures:-12

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

Unit II

lectures:-12

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

Unit III

lectures:-12

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Unit IV

lectures:-12

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

Text Books :

1. Dhingra, C.; *The Indian Economy Environment and Policy*, Sultan Chand and Sons, 17th Edition 2003.
2. Cherunilam, Francis; *Business Environment - Text and Cases*, Himalaya Publishing House, 2002 12th revised edition.

Reference Books:

1. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, 2000 7th edition.
2. C.A.Rangarajan-“Perspective in Economics”-S.Chand & Sons.

BBA
Bachelor of Business Administration
Guru Gobind Singh Indraprastha University
BBA-206 Marketing Research

L-4 T-0 Credits -4

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.

Unit I

lectures:-10

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:-10

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

lectures:-14

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

lectures:-12

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.

Note: Question 1 will be compulsory case study covering basic concepts of all units of Marketing Research.

Text Books:

1. Beri, G.C.; Marketing Research, Tata McGraw Hill, 2003.
2. Gupta, S.L., Marketing Research, Excel Books, 2004.

Reference Books:

1. Aaker; Marketing Research, John Willey & Sons, 2001.
2. Tull & Hawkins; Marketing Research, Prentice Hall of India, 2000.

BBA
GGs Indraprastha University
BBA 208: Computer Application – II
(Web Technology, HTTP and HTML concepts)
L-4, T-0, Credits: 04

Course Objectives:

To familiarize the students with various Web based packages to develop customize web site.

UNIT-I

lectures:- 10

1. An Introduction to the World Wide Web

- 1.1 Concepts of Web Technology
- 1.2 Web Browsers
 - 1.2.1 Internet Explorer
 - 1.2.2 Netscape Navigator
- 1.3 Internet and Intranet
- 1.4 Windows NT Server (IIS) Versus Linux (Apache) as a Web Server

2. Planning your Web Site

- 2.1 Doing Business on the Web
- 2.2 An Overview of Internet Service Providers (ISP)
- 1.3 A Search Engine
 - 2.3.1 Types of search engine
 - 2.3.2 Working of a basic search engine
 - 2.3.3 Searching Techniques
- 2.4 Making a Web Site Plan
 - 2.4.1 Forming a Project Team
 - 2.4.2 Setting Goals and Objectives
 - 2.4.3 Developing the Right Business Strategy

UNIT-II

lectures:-12

3. Designing and constructing your Web site

- 3.1 Developing Content
- 3.2 Designing Individual Pages
- 3.3 Designing & Constructing your Web site
- 3.4 Implementing your Web Site
- 3.5 Netscape Extensions and HTML
- 3.6 HTML Tools
- 3.7 CGI Concepts

4. Creating your Web Site with FrontPage

- 4.1 Introducing FrontPage
- 4.2 Editing Documents in the FrontPage Editor
- 4.3 Formatting Pages
- 4.4 Linking Pages to the World
- 4.5 Displaying Images in Pages

UNIT-III

lectures:- 12

5. HTML

- 5.1 What is HTML?
- 5.2 HTML Basics
- 5.3 Document Tags
- 5.4 Container and Empty Tags
- 5.5 Entering Paragraph Text on your Web page
- 5.6 The
 Tag
- 5.7 The Comment Tag

6. Working with HTML Text

- 6.1 Working with HTML Text
- 6.2 Emphasizing Text Implicitly And Explicitly
- 6.3 The <BLOCKQUOTE> Element
- 6.4 Pre-formatting Text
- 6.5 The <DIV> Tag
- 6.6 The Tag
- 6.7 The <BASEFONT> Tag
- 6.8 Using Lists in Web Document
- 6.9 Nested Ordered
- 6.10 Unordered Lists
- 6.11 Menu List
- 6.12 Directory Lists
- 6.13 Definition Lists

UNIT-IV

lectures:- 12

7. Graphics for web pages

- 7.1 Choosing the correct Graphics File Format
 - Color in images
 - Loss of image quality due to compression
 - Adding inline image to web page
 - Scaling down an image
- 7.2 Alternative Text for the tag
- 7.3 Understanding Imagemaps

8. Working with Links

- 8.1 Working with links
- 8.2 Relative and absolute links
- 8.3 Providing links for internet services
- 8.4 Link tag

9. Tables, Frames and Forms

- 9.1 Creating Borderless Tables
- 9.2 Frames
- 9.3 Forms

10. Cascading Style sheets

- 10.1 What is style sheet
- 10.2 Types of style sheets
- 10.3** Using style sheet with HTML

Text Books:

1. C. Xavier “World Wide Web Design with HTML”- Tata Mcgraw Hil
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:

1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication
3. HTML,DHTML –Ivan Bayross

BBA
GGS Indraprastha University
BBA 210: Business Law

L-4, T-0, Credits: 04

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.

Unit I

lectures:-10

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:-6

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Unit III

lectures:-6

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:-19

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:

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 2nd Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., "Modern Indian Company Law", 2004, Shree Mahavir Book Depot.
3. Kuchhal, M. C.; *Business Law*, Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D.; *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi, 2003

II. Reference Books:

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2003, New Age International Private Limited Publishers.
2. Aggarwal S.K., "Business Law ,2003", Galgotia Publishing Company.
3. Bagrial, Ashok; *Company Law*, Vikas Publishing House, 2004.
4. Kapoor, N. D.; *Elements of Company Law*, Sultan Chand & Sons, New Delhi, 2003.
5. Dr. Singh, Avtar; *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2004.

BBA
GGS Indraprastha University
BBA 212: Taxation Laws

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

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.

Unit I

Lectures:-6

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:-31

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).

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 III

Lectures:-6

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.

Unit IV

Lectures:-6

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

1. Singhanian Dr., V. K. and Singhanian Monica; Students Guide to Income Tax, Taxman Publications.
2. Ahuja, Girish and Gupta Dr. Ravi; Systematic Approach to Income Tax, Bharat Law House.

Reference Books

1. Datey V.S., "Indirect Taxes-Law and Practice", Taxmann Publications.
2. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
3. ICAI; *Service Tax*, Guidelines.

BBA
GGS Indraprastha University
BBA 214: Computer Application Lab - II

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

FRONT PAGE

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbies”, & “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web page using the Front Page explorer and write your academic and professional qualification. Place a bookmark at an appropriate place and save the page as “qualification”.
6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Insert a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.
19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.
22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

Creating Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.
25. The form should contain the following fields as mentioned below

Personal Profile

Name:

Address:

Phone_Off:

Phone_Resi:

Mobile:

E_Mail:

Fax:

Passport no.:

Driving License No.:

Insurance Policy No:

Blood Group:

Credit Cards:

26. Assign a drop down menu for the credit cards fields.

27. Assign a one line text driving license No.

Advanced Topics

28. Open the page, bearing your name and insert marque to display the message
“Welcome to my site”.

29. Open each and every page “apply suitable page transitions and animations.

BBA
GGS Indraprastha University
BBA 301: Values & Ethics in Business

L-4 P-0 Credit-4

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:-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

lectures:-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

lectures:-12

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

Understanding Success: Definitions of success, Principles for competitive success, pre-requisites to create blue print for success. Successful stories of business gurus.

Unit-IV

lectures:-13

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 Karma and kinds of Karma Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.

Text Books:

1. Kaur, Tripat; *Values & Ethics in Management*, Galgotia Publishers.
2. Chakraborty, S.K.; *Human values for Managers*

Reference Books:

1. Chakraborty, S.K.; *Ethics in Management: A Vedantic Perspective*, Oxford University Press.

BBA
Bachelor of Business Administration
Guru Gobind Singh Indraprastha University
BBA-303 Marketing Management- II

Objectives:-

L-4 T-0 Credits -4

The objective of this paper is to identify the foundation terms and concepts that are common 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.

Unit- I

lectures:-8

Marketing Planning, Marketing Oriented Strategic Planning.

Unit- II

lectures:-12

Consumer behaviour: Factors influencing buying behaviour, buying decision process, Industrial buying behaviour.

Unit- III

lectures:-12

Sales Management, Types of sales organization, Sales process. Salesmanship, Sales Policy, Recruitment and Managing Sales force.

Unit-IV

lectures:-12

Sales quotas, Sales territories, Sales incentives and negotiation.

Note: Question 1 will be compulsory case study covering all units.

Text Books:

1. Kotler & Armstrong; Principles of Marketing Management, Prentice Hall India, 2003.
2. Gupta, S.L., Sales & Distributions Management, Excel Books, 2003.
3. Anderson; R. Professional Sales Management, Englewood Cliffs, New Jersey Prentice Hall Inc. 1992.

Reference Book:

1. Richard R. Still; Edward W. Cundiff, Norman A.P. Govoni, Prentice Hall of India, 1999.
2. Monga, G.S. & Shaliv; Monthly Management, Deep & Deep Publications, 2003.

BBA

Guru Gobind Singh Indraprastha University

BBA 305: Production & Operation Management

L –4 T –2 Credit –4

Objectives:

To develop basic understanding of concepts, theories and techniques of production process and operation management.

Unit I

lectures:-10

Introduction to Operation Management and Forecasting of Demand : Why study OM, Five P's of Production, Types of Transformation : Forecasting, Quantitative & Qualitative Techniques in Forecasting

Unit II

lectures:-10

Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models alongwith application: Inventory management and analysis, Inventory Models.

Unit III

lectures:-12

Quality Management & Statistical Quality Control: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart.

Unit IV

lectures:-12

Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.

Text books:

1. N.J. Aquilano, R.B. Chase & F.R. Jacob: Operation Management for Competitive Advantage, Tata Mac Graw –Hill, 9th Edition.
2. R.C. Manocha: Production & Operation Management (Latest Edition).
3. S.P. Gupta; Statistical Method, Sultan Chand, Latest Ed.

Reference Books:

1. E.S. Buffa; Modern Production Management, John Wiley Ed. 2002.
2. S.N. Charry; Production and Operation Management, Tata Mc Graw-Hill, 2000.
3. Paneerselvam: Production and Operation Management, Prentice Hall, 2003.
4. D.D. Sharma; Total Quality Management, Sultan Chand & Sons, Ed. 2002.

BBA
GGS Indraprastha University
BBA 307: Management Information System

L-4 T-0 Credit-4

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:-10

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:-12

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:-10

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 Book:

1. Javadekar, W.S.; *Management Information System*, Tata MacGraw Hill Publication, 2003.

Reference Books:

- | | |
|-------------------------------------|---|
| 1. Information Systems for Managers | Arora,Ashok and Akshaya Bhatia,
Excel Books,New Delhi. |
| 2.Management Information Systems | Basandra,Suresh K.
Wheeler Publishing,New Delhi. |
| 3. System Analysis and design | Awad. |

BBA
Bachelor of Business Administration
Guru Gobind Singh Indraprastha University
BBA-309: Financial Management

Objectives

L-4 T-0 Credits -4

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:-12

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

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

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:-11

Working Capital Management: Concept, Management of Cash, Management of Inventories, 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. Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand & Sons, 9th Edition 2004.
2. Khan M.Y, Jain P.K., "Financial Management", Tata McGraw Hill, 2001, 3rd Edition.
3. Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003

Reference Books: -

1. Hampton, Joh. J, Financial Decision Making, Prentice Hall of India, 4th Edition, 1998.
2. Horne Van C. & Wachowich M., "Fundamentals of Financial Management", Prentice Hall of India, 11th Edition 2002.

BBA
GGs Indraprastha University
BBA 311: 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
GGS Indraprastha University
BBA 313: Computer Applications Lab

L-0 P-4 Credit-2

- 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
G. G. S. Indraprastha University
BBA 302 : Business Policy & Strategy

L-4 T-0 Credits-4

Objectives:

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

Course Contents

Unit I

lectures:-14

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

Unit II

lectures:-10

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

Unit III

lectures:-10

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

Unit IV

lectures:-14

Formulation of Strategy: Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model;

Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

Text Books

1. Ghosh, P. K.; *Strategic Planning and Management*, Sultan Chand & Sons, New Delhi, 8th ed., 2000.
2. Kazmi, Azhar; *Business Policy*, Tata McGraw-Hill, New Delhi, 2000.
3. Suri R.K.; *Business Policy & Strategic Management*, Brijwasi Publisher & Distributor, 2005

Reference Books

1. Thompson, Arthur A. and A. J. Strickland; *Strategic Management*, McGraw Hill, New York, 1999.
2. Ansoff, H. Igor; "Corporate Strategy", Penguin.
3. McCarthy, Minichiello & Curran; *Business Policy and Strategy: Concepts and Readings*, Richard D. Irwin and AITBS, Delhi, 4th ed., 1996.
4. Jauch and Glueck; *Business Policy and Strategic Management*, McGraw-Hill.

BBA
GGS Indraprastha University
BBA-304 PROJECT PLANNING AND EVALUATION

L-4 T-0 Credits –4

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:-15

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, Common Weaknesses in Capital Budgeting.

Capital Allocation Framework: Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting.

Financing of Projects: Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

Financial Estimates and Projections: Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.

UNIT-II

lectures:-10

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

UNIT-III

lectures:-15

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

lectures:-5

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

Text Books: -

1. Desai, Vasant; *Project Management*, Himalaya Publishing House, 2003.
2. Chandra, Prasanna; *Projects: Planning, Analysis, Financing, Implementation and Review*, Tata McGraw Hill Publishing Company Limited, 2002 Fifth Edition.
3. Nagarajan, K.; *Project Management*, New Age International (P) limited, Publishers, 2001.

Reference Books: -

1. Maheshwari, S.N.; *Management Accounting & Financial Control*, Sultan Chand & Sons, 2003 Fourteenth Edition.

BBA
GGS Indraprastha University
BBA-306 Entrepreneurship Development

L-4 T-0 Credits –4

Objectives:

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

Course Contents

Unit I

lectures:-12

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

Unit II

lectures:-12

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit III

lectures:-12

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility.

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

Unit IV

lectures :-12

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

Text Books:

1. Vasant, DCSAI; *Entrepreneurship*, Himalaya Publishing House, 2003.
2. Taneja & S.L. Gupta.; *Entrepreneurship Development*, 2003.
3. Pandey, I.M.; *Venture Capital –The Indian Experience*, Prentice Hall of India, 2003.
4. Tandon B.C, "Environment and Entrepreneur", Chug Publications, Allahabad.

Reference Books:

1. Srivastava S.B.; *A practical guide to industrial entrepreneurs*, Sultan Chand & Sons, New Delhi.
2. Chandra, Prasana; *Project Preparation, Appraisal, Implementation*, TMH, New Delhi.
3. New Venture Creation; *Holt: Entrepreneurship*, Prentice Hall of India.

BBA
GGs Indraprastha University
BBA-308 INTERNATIONAL BUSINESS MANAGEMENT

L-4 T-0 Credits-4

Objectives:

The basis objective of this course is to provide understanding to the students with the global dimensions of management.

UNIT I

lectures:-12

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial **Perspectives-** International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

lectures:-12

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

lectures:-12

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

lectures:-12

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

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

Text Books:

1. Bhalla, V.K. and S. Shivaramu; *International Business: Environment and Management*, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.
2. Rao, P. Subba; *International Business*, Himalaya Publishing House, 2002 Second Revised Edition.

Reference Books:

1. Goldsmith, Arthur A; *Business Government Society*, Erwin Book Team.
2. Berry, Brian J L, Edgar C Conkling & D Michael Ray; *The Global Economy in Transition*, Prentice Hall International Ltd.

BBA
G.G.S.INDRAPRASTHA UNIVERSITY
BBA-310 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.

BBA
GGS Indraprastha University
BBA-312 ENVIRONMENTAL SCIENCE

L-4 T-0 Credits-4

Objectives:

- To gain an understanding of the concepts fundamental to environmental science
- To understand the complexity of ecosystems and possibly how to sustain them
- To understand the relationships between humans and the environment.
- To understand major environmental problems including their causes and consequences.
- To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.
- To understand how social issues and politics impact the environment.

COURSE CONTENTS

Introduction and public opinion: PIL, Role of NGOs and Environmental Activism.

Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Biosphere reserves, National Parks and sanctuaries, Natural Resources.

Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues, Stockholm Conference on Environment, 1972 and Agenda 21. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.

Human Population Growth and its effects on the environment: Problem of Population growth, poverty and environment, Population Explosion, Family Welfare Programme, Women & Child Welfare.

Renewable and non-renewable resources: Defining resources, classification of resources, soil and land degradation, economic development and resources use, natural resources accounting.

Energy needs, renewable and nonrenewable energy resources, introduction to solar energy and its availability, wind power and its potential, hydropower as a clean source of energy, coal, oil, natural gas etc. introduction to biofuel.

Pollution and Public Policy

Water Pollution: Water resources of India, Hydrological Cycle, methods of water conservation and management, river action plan, ground and surface water pollution.

Recycling and management of water and wastewater (domestic and industrial).

Water borne diseases and health related issues.

Steps taken by Govt. to control water pollution.

Air Pollution: Air pollution and air pollutants, sources of air pollution and its effect on human health and vegetations.

Green house effect, global warming and climate change.

Ambient air quality standards, steps taken by Government to control air pollution.

Noise pollution and its impacts on human health.

Solid Waste: Municipal Solid Waste Management, segregation, disposal methods, composting, land fill sites etc.
Hazardous waste management, biomedical waste management.

Environmental Impact Assessment (EIA) and Environmental Management System (EMS): Introduction to EIA, its impact and case study, notification of MOEF, introduction to ISO 9000 and 14000 standards, environmental information system (EIS), role of information technology in environment.

Natural Disasters: Floods, earthquakes, cyclones, land slides, disaster management.

Forest / Dams: Forest degradation and management, hazard based environmental issues, Fast depletion of forest resources and their regeneration, environmental issues related to Mega Hydroelectric Projects / Dams, resettlement and rehabilitation of people; its problems and concerns.

Indian Environmental laws: Legal framework: Constitutional provisions, the Indian Penal Code, Role of Judiciary in Environmental Protection, Wild Life (Protection) Act, 1972, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981, Delhi Environment Law.

Field work / Case studies:

- Visit to a local polluted site – river / urban / rural or industrial site.
- Study of the common flora and fauna of Delhi / Biodiversity parks / sanctuaries.
- Waste water treatment plants.
- Water conservation techniques (Rain water harvesting and other techniques of water conservation).
- Visit to a local area to document the study of empirical ecosystems i.e. lake, river, hill, grassland, agricultural land and mining areas.
- Visit to Pollution Control Board (PCB).
- Audio / Visual documentary on Environment.
- Visit to environmental monitoring station

Suggested Readings:

1. Gupta N.C.; *Social Auditing of Environmental Law in India*, edited book, New Century Publications, Delhi-2003.

2. 2. Divan, Shyam and RosenCeranz; *Armin. Environmental Law and Policy in India, Cases, materials and statutes*, second edition, Oxford University Press, 2001.
3. 3. Uberoi, N.K.; *Environmental Management*, Excel Books, New Delhi, 2000.
4. 4. Agarwal, A, Narain; *S. State of India's Environment*, Published by Centre for Science and Environment, New Delhi, 1999.
5. 5. Ambasht, R.S. and P.K. Ambasht; *Environment and Pollution-An Ecological Approach*, third edition, CBS Publishers, New Delhi, 1999.
6. 6. Joseph, Casio, Woodside, Gayle and Mitchell, Philip.; *ISO 14000 guide- The new Environmental Management Standards*, McGraw Hill, New York, 1996.
7. 7. Titenberg, Tom.; *Environmental and Natural Resource Economics*, Harper Collins College Publishers, 1996.
8. 8. Canter, Larry W.; *Environmental Impact Assessment*, second edition, McGraw Hill, New Delhi, 1996.
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