SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

for

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

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI - 110403
SCHEME OF EXAMINATIONS
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination. The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

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

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

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programme is 162.

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 154 credits.
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. The project can be based on primary/ secondary data. 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 MAJOR 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. The project should be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project
Report in duplicate along with one soft copy in a 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.
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

First Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA 101</td>
<td>Principles of Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 103</td>
<td>Business Economics-I</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 105</td>
<td>Business Mathematics</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 107</td>
<td>Introduction to IT</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 109</td>
<td>Financial Accounting</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 111</td>
<td>Personality Development &amp; Communication Skills-I</td>
<td>4</td>
<td>-</td>
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**PRACTICAL**

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BBA 113</td>
<td>IT Lab</td>
<td>0</td>
<td>4</td>
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<td><strong>Total</strong></td>
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<td>24</td>
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# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

Second Semester Examination

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<thead>
<tr>
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<th>Paper</th>
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<tbody>
<tr>
<td>BBA 102</td>
<td>Business Organization</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 104</td>
<td>Business Economics-II</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA 106</td>
<td>Quantitative Techniques and Operations Research in Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 108</td>
<td>Data Base Management System</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 110</td>
<td>Cost Accounting</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 112</td>
<td>Personality Development &amp; Communication Skills-II</td>
<td>3</td>
<td>-</td>
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<tr>
<td><strong>PRACTICAL</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>BBA 114</td>
<td>DBMS Lab</td>
<td>0</td>
<td>06</td>
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<tr>
<td><strong>Total</strong></td>
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# Third Semester Examination

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<tbody>
<tr>
<td>BBA 201</td>
<td>Organizational Behaviour</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 203</td>
<td>Indian Economy</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 205</td>
<td>Marketing Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 207</td>
<td>Computer Applications -I</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA 209</td>
<td>Management Accounting</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 211</td>
<td>Personality Development &amp; Communication Skills-III (Minor Project Report)</td>
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**PRACTICAL**

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BBA 213</td>
<td>Computer Applications Lab-I</td>
<td>0</td>
<td>4</td>
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**Total**

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<tr>
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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fourth Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA 202</td>
<td>Human Resource Management</td>
<td>4</td>
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<td>4</td>
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<tr>
<td>BBA 204</td>
<td>Business Environment</td>
<td>4</td>
<td></td>
<td>4</td>
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<tr>
<td>BBA 206</td>
<td>Marketing Research</td>
<td>4</td>
<td></td>
<td>4</td>
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<tr>
<td>BBA 208</td>
<td>Computer Applications - II</td>
<td>4</td>
<td></td>
<td>4</td>
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<tr>
<td>BBA 210</td>
<td>Business Laws</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>BBA 212</td>
<td>Taxation Laws</td>
<td>4</td>
<td></td>
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<tr>
<td>PRACTICAL</td>
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</tr>
<tr>
<td>BBA 214</td>
<td>Computer Applications Lab - II</td>
<td></td>
<td>4</td>
<td>2</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
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**Note:** At the end of the Fourth Semester all the students shall have to undergo Summer Training for Eight Weeks.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fifth Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BBA 301</td>
<td>Values &amp; Ethics in Business</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA 303</td>
<td>Sales Management</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA 305</td>
<td>Production &amp; Operations Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 307</td>
<td>Management Information System</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 309</td>
<td>Financial Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 311</td>
<td>Summer Training Report &amp; Viva Voce</td>
<td>-</td>
<td>-</td>
<td>6</td>
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<tr>
<td></td>
<td><strong>PRACTICAL</strong></td>
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<tr>
<td>BBA 313</td>
<td>Computer Applications Project</td>
<td>-</td>
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### Sixth Semester Examination

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<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BBA 302</td>
<td>Business Policy &amp; Strategy</td>
<td>4</td>
<td>-</td>
<td>4</td>
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<tr>
<td>BBA 304</td>
<td>Project Planning &amp; Evaluation</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 306</td>
<td>Entrepreneurship Development</td>
<td>4</td>
<td>-</td>
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<tr>
<td>BBA 308</td>
<td>International Business Management</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>BBA 310</td>
<td>Project Report and Viva-Voce</td>
<td>-</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>BBA 312</td>
<td>Environmental Science</td>
<td>4</td>
<td>-</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>20</td>
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<td>26</td>
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</table>
BBA 101: Principles of Management

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
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
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
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
Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Text Books

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

Course Contents

Unit I
Introduction to Business Economics and Fundamental concepts:

Unit II
Consumer Behavior and Demand Analysis:

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

Unit IV
Cost Analysis & Price Output Decisions:

Text Books:

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

**Course Contents**

**Unit I**
**Principle of Counting:** 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**
**Matrix Algebra:** The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Adjoint Matrix Methods.

**Unit III**
**Differential Calculus:** Optimization Using Calculus, Point of Inflection 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**
**Integral Calculus & Differential Equations:** Business application, Consumer’s or Producer’s surplus, Learning Curve; Differential Equations – Variable, Separable and Homogeneous Type- Business applications.

**Text Books**

**References**
BBA 107: Introduction to IT

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

Course Contents

Unit I
Basics of Computer and its Evolution

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
Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory:

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


Reference Books

BBA 109: Financial Accounting

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 I
Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Equation.
Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.
Journalising Transactions: Journal, Rules of Debit and Credit,

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

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

Unit IV
of Debentures.

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

**Text Books**

**Reference Books**
Guru Gobind Singh Indraprastha University, Delhi
Bachelor of Business Administration (BBA)

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.

Course Contents
Unit-I  Lectures:-12
Fundamental of Grammar and their Usage: How To Improve Command Over Spoken
and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors,
Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively,
Common Errors in Business Writing.

Unit-II  Lectures:-14
Introduction to Business Communication: Basic Forms of Communication, Process of
Communication, Principles of Effective Business Communication, 7Cs; Media of
Communication: Types of Communication: Barriers of Communication (Practical exercise in
communication)

Unit-III  Lectures:-14
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:-12
Business Etiquettes and Public Speaking:
Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the
Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing
Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real
Life Experiences.

Text Books:
   Education.
Reference Books:

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, its Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:
   Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

4. Introduction to MS Powerpoint
   PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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

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

Unit III
Small Business: Scope and role; Government Policies.
Government & Business Interface: Rationale; Forms of Government and Business Interface.

Unit IV
Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.
Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.
Text Books

Reference Books
BBA 104: Business Economics - II

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

Unit II

Unit III

Unit IV

Text Books

Reference Books:
BBA-106 Quantitative Techniques and 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
Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles, deciles and percentiles; Measures of variation – Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.

Unit II
Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person’s Methods; Spearman’s Rank correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real world Application using IT Tools.

Unit III

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

Text Books:
Reference Books

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  
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  

Unit III  

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

Text Books

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

Course Contents

Unit I

Lectures: 14

Meaning and Scope of Cost Accounting:

Materials Control:

Unit II

Lectures: 14


Unit III

Lectures: 12


Unit IV

Lectures: 12

Process Costing (including Joint Products and By-products and Inter-process Profits), Operating/Service Costing. (Transport & Power House only); Reconciliation of Cost and Financial Accounts.

Text Books

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

Unit II
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. Lectures:-10

Unit III
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. Lectures:-10

Unit IV
Leadership – Qualities of a Leader, Leadership Quiz with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore, Increase Your Professionalism. Audio Video Recording and Dialogue Sessions on Current Topics, Economy, Education System, Environment, Politics. Lectures:-10

Text Books

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

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

Unit I
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.

Course Contents

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

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

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

Text Books

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

Course Contents

Unit I

Unit II

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

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

Text Books

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

BBA-205: Marketing Management
L-4 T-0 Credits -4

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

Course Contents
Unit I ........................................................................................................ Lectures:-12

Unit II ........................................................................................................ Lectures:-12


Unit III ........................................................................................................ Lectures:-14
Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV ........................................................................................................ Lectures:-14

Text Books:

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

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

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 Bar
      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

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
   3.6.1 Creating 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

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

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:

Reference Books:
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 209: Management Accounting
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
Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II

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

Unit IV
Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.
Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.
Text Books

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

BBA 211: Personality Development and Communication Skill – III
(Minor Project Report) L-0  T-0  Credit-6

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

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

Text Books

Reference Book
The Computer Applicable Lab. will be based on Computer Applicable-I Course (BBA 207)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
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.

Course Contents

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

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

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

Unit IV
Compensation and Maintenance: Compensation: 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

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

Course Contents

Unit I

Unit II

Unit III


Unit IV
Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

Text Books:

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

BBA-206 Marketing Research

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

Course Contents

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


Unit II
Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean.

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

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

Data Processing and Tabulation: Editing, Coding and Tabulation.

Unit IV

Text Books


Reference Books
Objectives: To familiarize the students with various Web based packages to develop customize web site.

Course Contents

UNIT-I

Lectures:- 12

An Introduction to the World Wide Web: Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server


UNIT-II

Lectures:-12

Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts

Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages

UNIT-III

Lectures:- 14

HTML: What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering Paragraph Text on your Web page, The <BR> Tag, The Comment Tag


UNIT-IV

Lectures:- 14

Graphics for web pages: 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, Alternative Text for the <IMG> tag, Understanding Imagemaps

Working with Links: Working with links, Relative and absolute links, Providing links for internet services, Link tag

Tables, Frames and Forms: Creating Borderless Tables, Frames, Forms

Cascading Style sheets: What is Style Sheet, Types of Style Sheets, Using Style Sheet with HTML

Text Books:

2. HTML-4.0 Complete Reference-BPB Publication
Reference Books:

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

Course Contents

Unit I

Unit II

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

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

Text Books

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

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

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

Unit IV
Service Tax (Finance Act 1994) –
Note: Assessment Year (Current) Introduction to procedure for Service Tax Return

Text Books

Reference Books
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
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 subheading “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. Places 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. Interest 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 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.

Course Contents

Unit-I  
**Introduction:** Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.  
**Ethics:** Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit-II  
**Knowledge and Wisdom:** Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.  
**Stress Management:** Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.  
**Concept of Dharma & Karma Yoga:** Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

Unit-III  
**Understanding Progress, and Success - Results & Managing Transformation:** Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.  
**Understanding Success:** Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

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

Text Books
Reference Books:
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-303 Sales Management

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

Course Contents

Unit I

Lectures :- 14

Unit II
Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods.

Lectures :- 12

Unit III
Sales Force Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas.

Lectures :- 16

Unit IV
Evaluation of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management

Lectures :- 10

Text Books

Reference Books
Objectives: To develop basic understanding of concepts, theories and techniques of production process and operation management.

Unit I Introduction to Operation Management: Basic Concept of Production / Transformation, Types of Transformation


Unit III 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.

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

Text Books

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

Unit II

Unit III

Unit IV

Text Book

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-309: Financial Management

L-4  T-0  Credits -4

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

Course Contents

Unit I


Unit II


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

Leverages: Concept, Types of leverages and their significance.

Unit III


Unit IV


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

Text Books: -

Reference Books: -
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.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 313: Computer Applications Project

L-0  Credit-4

□ A group of 4 students would be allotted with any IT Application Database Project.

□ The Project would be based on any Front-end and Backend Concept.
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
Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.

Unit II
Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process – Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.

Unit III
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


Text Books

Reference Books


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

Course Contents
UNIT I
Lectures: 18
Project Planning
Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections, Projected Cash Flow Statement, Projected Balance Sheet

UNIT II
Lectures: 12
Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning
Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Product Mix, Plant Capacity, Location and Site,

UNIT III
Lectures: 16
Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management,
Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.
Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

Unit IV
Lectures: 6
Risk and Analysis Uncertainty: Using Sensitivity, Simulation, Decision and Other Techniques

Text Books

**Reference Books**

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

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

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

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

Text Books:

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

Course Contents
UNIT I

UNIT II

UNIT III

UNIT IV
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.

Text Books

Reference Books
During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
Objectives
1. To gain an understanding of the concepts fundamental to environmental science
2. To understand the complexity of ecosystems and possibly how to sustain them
3. To understand the relationships between humans and the environment.
4. To understand major environmental problems including their causes and consequences.
5. To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.
6. To understand how social issues and politics impact the environment.

COURSE CONTENTS

Unit I  Lectures- 14
Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity
Concept of sustainability and international efforts for environmental protection:

Unit II  Lectures- 16
Pollution and Public Policy
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.

Unit III  Lectures- 16
Environmental Impact Assessment (EIA) and Environmental Management System (EMS): Introduction to EIA, its Impact, Notification of MOEF, Introduction to ISO 9000 and 14000 Standards, .

UNIT IV

Field work / Case Studies:
Visit to a related site – river / urban / rural or industrial and demonstration project including water bodies.

Text Books

Reference Books
1. Sayre, Don., Inside ISO 14000- The Competitive Advantage of Environmental Management, St Lucie Press Delray Beach, Florida

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