



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

FIVE YEAR INTEGRATED BBA MBA

Scheme & Syllabus

(NEP Based)

Revised

w.e.f. Academic Session 2024-2025



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16C, DWARKA, NEW DELHI-110078



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SCHEME OF EXAMINATION

Criteria for Internal Assessment

All theory and practical courses have an internal assessment of 40 marks and 60 marks for external examination. The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. Class Test **15 marks**

Written Test Compulsory (to be conducted as per Academic Calendar of the University)

2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation/ (at least two activities to be considered) **25 marks**

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for evaluation as per the COs and POs

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA Degree in Major Specialization	3	Single Major with single Minor	136	127
BBA Degree in Double Major Specialization	3	Double Major	144	136
BBA (Honours)	4	Honours	176 (Single Major)	168 (Single Major)
BBA (Honours with Research)	4	Honours with Research	184 (Double Major)	176 (Double Major)
MBA Degree	5		216	210

Note: The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. **The codes MBG-116 (online/ Inhouse Industrial Skill based Training/ Apprenticeship) and MBG-329 (Summer Training/ Field based Training/ Apprenticeship) cannot be dropped to attain the degree.** For attaining Post Graduate degree, the student can drop 6 credits wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned.



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Distribution of Credits for Five-year Integrated BBA MBA Programme with Multiple Entry-Exits

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course/ Minor (IDC)	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24
II	12			3	2	2	4		23
III	16	4	3		2				25
IV	12	4	3			2			21
V	12	4/8*	3	2			4		25/29*
VI	12	4/8*			2				18/22*
VII	16	4							20
VIII	12	8							20
VIII (Research)	4	4						12	20
IX									24
X (Research)								16	16

* The student who will opt for a double major degree needs to complete these two additional courses, one each in V and VI semesters.

Summary of Credits Year Wise (with Major and Minor Specialization)									Year wise Total
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course/ Minor (IDC)	Multi-Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Field Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Single Major)	76	20	9	9	8	6	8	0	136
4 Year Hons.	104	32	9	9	8	6	8	0	176
4 Year Hons. with Research	96	28	9	9	8	6	8	12	176
Post Graduate Degree	96	28	9	8	8	6	8	12	216



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Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Cumulative Year wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Double Major)	76	28	9	9	8	6	8	0	144
4 Year Hons.	104	40	9	9	8	6	8	0	184
4 Year Hons with Research	96	36	9	9	8	6	8	12	184
Post Graduate Degree	96	28	9	8	8	6	8	12	224



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SCHEME OF EXAMINATION

FIRST SEMESTER EXAMINATION PROGRAMME: MBG

S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	MBG101	Business Organization	Discipline Specific Course	4	-	4
2.	MBG103	Business Mathematics	Discipline Specific Course	4	-	4
3.	MBG105	Financial Accounting	Discipline Specific Course	4	-	4
4.	MBG107	Business Economics	Discipline Specific Course	4	-	4
5.	MBG109	Business Communication	Ability Enhancement	2	-	2
6.	MBG111	Life Skills & Personality Development (NUES)	Value-Added Course	2	-	2
7.	MBG113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	MBG115	IT Applications in Business Lab	Skill Enhancement Course		2	1
			Total Credits			24



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SECOND SEMESTER EXAMINATION PROGRAMME: MBG

S. No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	MBG 102	Business Statistics	Discipline Specific Course	4	-	4
2.	MBG 104	Entrepreneurial Mindset (NUES)	Ability Enhancement Course	2	-	2
3.	MBG 106	Marketing Management	Discipline Specific Course	4	-	4
4.	MBG 108*	Indian Knowledge Systems	Value-added course	2	-	2
5.	MBG 110	Principles of Management	Discipline Specific Course	4		4
6.	MBG 112	E-Commerce	Skill Enhancement Course	2	-	2
7.	MBG 114	E-Commerce-Lab	Skill Enhancement Course	-	2	1
8.	MBG 116	Online/In house Industrial Skill-Based Training/Apprenticeship	Internship	-	-	4
9.	MBG 118*	MOOC	Value-added course	2	-	2
			Total Credits			23

*The student is required to choose one MOOC course of 2 credits as per their preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

***Note: Students shall have an option to either study the paper of (MBG 118) Indian Knowledge Systems or (MBG 110) MOOC as a Value-added course.**



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UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of Integrated BBA MBA Programme:

1. The students shall have an option to exit after 1st year of Integrated BBA MBA Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration - Total 47 Credits to be earned from 1st Year Integrated BBA MBA curriculum.

Re-entry Criteria in to Second Year (Third Semester):

The student who takes an exit after one year with an award of certificate may be allowed to re-enter into Third Semester for completion of the Integrated BBA MBA Program within a period of maximum 3 years, subject to the condition that the total term for completing the degree course should not exceed 7 years.



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SCHEME OF EXAMINATION

THIRD SEMESTER EXAMINATION PROGRAMME: MBG						
S. No.	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	MBG 201	Business Environment and Law	Discipline Specific Course / Major	4	-	4
2.	MBG 203	Human Resource Management	Discipline Specific Course / Major	4	-	4
3.	MBG 205	Business Research and Analytics	Discipline Specific Course / Major	4		4
4.	MBG ***	Major Elective-1	Discipline Specific Course / Major	4	-	4
5.	MBG ***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
6.	MBG 215	NSS/NCC/ Club Activities (NUES)	Ability Enhancement Course	-	-	2
7.	***	Course Basket	Multi- Disciplinary Course	3		3
			Total Credits			25

Note for MBG 215:

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies
2. All club activities undertaken by students should be recorded w.e.f. first semester with total hours of engagement of minimum 60 hours



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FOURTH SEMESTER EXAMINATION PROGRAMME: MBG						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	MBG 202	Cost & Management Accounting	Discipline Specific Course / Major	4	-	4
2.	MBG 204	Production and Operations Management	Discipline Specific Course / Major	4	-	4
3.	MBG 206*	MOOC	Value-Added Course	2	-	2
4.	MBG ***	Major Elective-2	Discipline Specific Course / Major	4	-	4
5.	MBG ***	Minor Elective 2	Inter-disciplinary Course /Minor	4	-	4
6.	MBG 216*	Sustainability Practices	Value-Added Course	2	-	2
7.	***	Course Basket	Multi-Disciplinary Course	3		3
			Total Credits			21

Note:

1. *** will be replaced with the respective paper code from the Discipline Specific/ Major Course and Inter- disciplinary / Minor Course/ Multidisciplinary Course.
2. * Every student has to select one value-added course out of either (MBG 206) MOOC or (MBG 216) Sustainability Practices in the Fourth Semester.



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UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

The students shall have an option to exit after 2nd year of the Integrated BBA MBA Program and will be awarded with UG Diploma in Business Administration.

Eligibility Criteria to get UG Diploma in Business Administration: Total 93 Credits to be earned till 2nd Year Integrated BBA MBA curriculum.

Re-entry Criteria into Third Year (Fifth Semester):

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter into the Fifth Semester for completion of the Integrated BBA MBA Degree Program within a period of 3 years subject to the condition that the total term for completing the course should not exceed 7 years.

Summer Internship Project Report and Viva Voce:

At the end of the Fourth Semester every student shall undergo Summer Training for Eight Weeks in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voce. This component will be evaluated during the fifth semester.

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

Rules Regarding Selection of Elective Course (DSC/IDC):

The following FOUR areas of Specialisation/Disciplines are offered for selection of a combination of electives for Integrated BBA MBA students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business

Integrated BBA MBA Degree is offered with Major-Minor scheme and Integrated BBA MBA Degree with Double Major. For this, a student has to choose electives as per the following combination.

The specializations (Major and Minor) will be decided as follows:

1. Major area means a total of six papers from the first area of specialisation (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major specialisation) and minor area means the total of four papers in the second area of specialisation (One elective paper each in 3rd and 4th semester with 4 credits each and one elective paper each in 5th and 6th semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialisation).
2. Six electives from any one specialisation leads to “Major Specialization”. Four electives from any one specialization leads to “Minor Specialization”.
3. Choosing at least two specializations is mandatory to fulfil the requirements for BBA Degree, that is, choosing minimum ten electives.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be “BBA with Double Major Specialization”.

MULTI-DISCIPLINARY COURSE (MDC) FOR THIRD, FOURTH AND FIFTH SEMESTER

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits in each semester wherever mentioned from the (***) Course Basket offered by various programmes/ departments based on their area of interest irrespective of the specialization opted offered by the University.



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR THIRD SEMESTER

Select any two papers, each from a different specialisation
(1 paper for Major Specialisation, 1 paper for Minor Specialisation)

Specialisation	Paper ID	Paper Title
Human Resource Management	MBG 207	Training and Development
Marketing	MBG 209	Consumer Behavior
Finance	MBG 211	Security analysis and Portfolio Management
International Business	MBG 213	Management of International Business

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR FOURTH SEMESTER

Select any two papers, each from a different specialisation
(1 paper for Major Specialization, 1 paper for Minor Specialization)

Specialisation	Paper ID	Paper Title
Human Resource Management	MBG 208	Talent Management
Marketing	MBG 210	Sales and Channel Management
Finance	MBG 212	Income Tax Law & Practice
International Business	MBG 214	International Business Environment and Strategy

Note: Elective courses and specializations will only be offered subject to the discretion of college/university.



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FIFTH SEMESTER EXAMINATION PROGRAMME: MBG						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	MBG 301	Financial Management	Discipline Specific Course / Major	4	-	4
2.	MBG ***	Major Elective-3	Discipline Specific Course / Major	4	-	4
3.	MBG ***	Major Elective-4	Discipline Specific Course / Major	4	-	4
4.	MBG ***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	MBG ***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	MBG 319	Information Systems Management Lab	Skill Enhancement Course	-	4	2
7.	MBG 321	Summer Training/Field-Based Training/ Apprenticeship	Internship	-	-	4
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits				29



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SIXTH SEMESTER EXAMINATION PROGRAMME: MBG						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	MBG 302	Business Policy and Strategy	Discipline Specific Course / Major	4	-	4
2.	MBG 304	Digital & Social Media Marketing	Ability Enhancement Course	2	-	2
3.	MBG ***	Major Elective-5	Discipline Specific Course / Major	4	-	4
4.	MBG ***	Major Elective-6	Discipline Specific Course / Major	4	-	4
5.	MBG ***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
6.	MBG ***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits				22



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR FIFTH SEMESTER

Select any three/ four Elective papers depending upon the Scheme chosen by the student

For Major-Minor Specialisation Scheme Choose: (2 papers for Major Specialization, and 1 paper for Minor Specialization)

Or

For the Double Major Specialisation Scheme, Choose: (2 papers for Major Specialization no. one, and 2 papers for Major Specialization no. two)

Specialisation	Paper ID	Paper Title
Human Resource Management	MBG 303	Negotiation Skills
	MBG 305	Leadership, Power and Politics
Marketing	MBG 307	Services Marketing
	MBG 309	Rural Marketing
Finance	MBG 311	FinTech
	MBG 313	Goods & Services Tax
International Business	MBG 315	Export, Import Policies, Procedures and Documentation
	MBG 317	International Business Negotiation

Note: Elective courses and specializations will only be offered subject to the discretion of college/university.



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR SIXTH SEMESTER

Select any three/ four Elective papers depending upon the Scheme chosen by the student

For Major-Minor Specialisation Scheme Choose: (2 papers for Major Specialization, and 1 paper for Minor Specialization)

Or

For the Double Major Specialisation Scheme, Choose: (2 papers for Major Specialization no. one, and 2 papers for Major Specialization no. two)

Specialization	Paper ID	Paper Title
Human Resource Management	MBG 306	Organization Effectiveness and Change
	MBG 308	Strategic HRM
Marketing	MBG 310	Advertising & Brand Management
	MBG 312	Principles of Event Management
Finance	MBG 314	Financial Markets & Institutions
	MBG 316	Corporate Accounting
International Business	MBG 318	Global Competitiveness
	MBG 320	WTO and Intellectual Property Rights

Note: Elective courses and specializations will only be offered subject to the discretion of college/university.



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PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES AND MAPPING

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration*

- PO1. Conceptualize and appreciate theoretical knowledge of management domain.
- PO2. Appreciate the importance of effective communication skills for building connect and engagement
- PO3. Nurture an ability to articulate a business environment and express opinions, ideas etc.
- PO4. Identify a problem with the help of data and logical thinking

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration*

- PO1. Describe the theoretical domain knowledge along with the managerial skills
- PO2. Develop effective presentation, communication skills and logical thinking.
- PO3. Learn and demonstrate professional and ethical conduct.
- PO4. Appreciate the importance of Collaborative atmosphere.
- PO5. Develop an ability to innovate and creative thinking.

Program Outcomes (At the end of Third Year): *Under Graduate Degree in Business Administration*

- PO1. Develop conceptual knowledge and understanding of management theories and practices.
- PO2. Apply critical thinking and analytical skills for effective business decision making.
- PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

PROGRAM SPECIFIC OUTCOMES (TILL THE END OF 3 YEARS)

After the program, the students will be able to:

PSOs	PSO Description
PSO 1.	Graduate shall have the ability to demonstrate and reflect discipline/ interdisciplinary knowledge, coherent understanding in the management and allied areas with an ability to apply learning in different contexts
PSO 2.	Graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of management.
PSO 3.	Graduate shall be able to demonstrate proficiency (Articulate/Apply/ analyze/evaluate) in varied management domain areas using latest research & technological tools for innovative solutions in diverse business situations
PSO 4.	Graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.



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Mapping of PO's and PSO's (At the end of first year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	AVG
PSO1	3	3	3	3	3
PSO2	2	3	3	3	2.75
PSO3	2	3	3	3	2.75
PSO4	1	3	3	2	2.25
AVG	2	3	3	2.75	2.7
Average PO expected attainment	2.7				



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Mapping of PO's and PSO's (At the end of second year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	Average
PSO1	3	3	3	2	2	2.6
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	3	2.8
PSO4	2	2	3	3	3	2.6
AVG	2.25	2.75	3	2.75	2.5	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of third year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	3	3	2	2.8
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	2	2.6
PSO4	2	3	3	2	3	2.6
AVG	2.25	3	3	2.75	2.25	2.7
Average PO expected attainment	2.7					



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MBG 101: Business Organization

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explore the evolution of the concepts of management
- CO2.** Examine the relevance of the theories of Motivation.
- CO3.** Analyze the significance of Organization and Individual Behavior.
- CO4.** Analyse individual, team and group behavior
- CO5.** Exhibit leadership qualities by building effective teams
- CO6.** Comprehend dynamics of human behavior

Course Contents

Unit I: Introduction

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

(15 Hours)

Unit II: Planning and Organizing

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

(15 Hours)

Unit III: Introduction to Organizational Behavior

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

(15 Hours)

Unit IV: Motivation and Leadership

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

Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture.

(15 Hours)

Suggested Readings: (All latest editions)

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



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6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

COs	Detailed Course Outcomes	Program Outcomes			
		PO 1	PO 2	PO 3	PO4
CO1	Explore the evolution of the concepts of management	3	2	1	2
CO2	Examine the relevance of the theories of Motivation	3	3	3	2
CO3	Analyze the significance of Organization and Individual Behavior	2	3	3	2
CO4	Analyse individual, team and group behavior	2	3	2	3
CO5	Exhibit leadership qualities by building effective teams	3	3	3	3
CO6	Comprehend dynamics of human behavior	2	2	2	3
	Average	2.5	2.67	2.33	2.5



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MBG 103: Business Mathematics

L-4, T-0, Credits-4

Course Objective: This course aims to develop a strong foundation in mathematical tools and techniques such as algebra, calculus, and probability, enabling students to analyze and solve business and economic problems effectively.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Apply principles of counting, progression, and functions to business scenarios
- CO2.** Solve systems of linear equations and apply matrix algebra techniques to business decision-making
- CO3.** Analyze business problems using differential calculus and optimization techniques
- CO4.** Interpret business and economic data using integral calculus and probability theory.

Course Contents

Unit I

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function. **(15 Hours)**

Unit II

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations. Transpose of a matrix, Determinants, System of Linear equations, Cramer's rule, Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

- (i) The Ad-joint Matrix Methods.
- (ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation & Combination. **(15 Hours)**

Unit III

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities. **(15 Hours)**

Unit IV

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability, Distribution. **(15 Hours)**

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Apply principles of counting, progression, and functions to business scenarios	3	1	2	2
CO2	Solve systems of linear equations and apply matrix algebra techniques to business decision-making	3	1	2	3
CO3	Analyze business problems using differential calculus and optimization techniques	3	1	2	3
CO4	Interpret business and economic data using integral calculus and probability theory	2	1	2	3
Average		2.75	1.0	2.0	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 105: Financial Accounting and Analysis

L-4 T-0, Credits-4

Course Objective: This course aims to provide students with foundational knowledge and practical skills in financial accounting principles, transaction recording, financial reporting, and contemporary accounting practices for effective business analysis and decision-making.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS
- CO2.** Record and post financial transactions and prepare final accounts as per regulatory norms
- CO3.** Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting
- CO4.** Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption.

Course Contents

Unit I

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting. **Accounting Principles and Standards:** Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS).

(15 Hours)

Unit II

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. **Company Final Accounts:** Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account. Balance Sheet as per schedule- III of the new Companies Act 2013.

(15 Hours)

Unit III

Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Change of method of Depreciation (by both current and retrospective effect). **Contemporary Issues & Challenges in Accounting:** Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting.

(15 Hours)

Unit IV

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries. Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures.

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Suggested Readings: (All latest editions)

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS	3	1	2	2
CO2	Record and post financial transactions and prepare final accounts as per regulatory norms	3	1	2	3
CO3	Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting	3	1	2	3
CO4	Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption	3	1	2	3
	Average	3.0	1.0	2.0	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 107: Business Economics

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Ability to solve the problems of economics
- CO2.** Analyze market and demand fluctuations to support managerial decision-making
- CO3.** Evaluate strategies for effective capacity utilization in production and operations
- CO4.** Make informed pricing decisions across different market structure

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. **Consumer Behavior:** 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.

(15 Hours)

Unit II

Demand Analysis: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. **Demand Forecasting:** Need, Objectives and Methods in brief. **Theory of Production:** Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale.

(15 Hours)

Unit III

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

(15 Hours)

Unit IV

Concepts of Macro Economics: Definitions, Importance, Macro-economic variables, circular flow model, inflation, unemployment, GDP. **National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

(15 Hours)

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Ability to solve the problems of economics	3	2	1	1
CO2	Analyze market and demand fluctuations to support managerial decision-making	2	3	2	2
CO3	Evaluate strategies for effective capacity utilization in production and operations	1	1	3	2
CO4	Make informed pricing decisions across different market structure	2	2	1	3
	Average	2.0	2.0	1.75	2.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 109: Business Communication

L-2, T-0, Credits-02

Course Objective:

This course aims to enhance students' oral and written communication skills essential for business success, with a focus on clarity, conciseness, cross-cultural understanding, and effective use of communication tools

Course Outcomes:

Upon completion of this course, students will be able to:

- CO1.** Understand the fundamentals and principles of effective business communication.
- CO2.** Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment
- CO3.** Develop proficiency in business letter writing for various organizational contexts
- CO4.** Apply effective communication techniques in departmental correspondence, report writing, and presentations

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening. **(6 Hours)**

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross-Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers. **(8 Hours)**

Unit III

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters, **(8 Hours)**

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation. **(8 Hours)**

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Understand the fundamentals and principles of effective business communication.	3	3	2	2
CO 2	Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment	2	3	3	2
CO 3	Develop proficiency in business letter writing for various organizational contexts	2	3	3	2
CO 4	Apply effective communication techniques in departmental correspondence, report writing, and presentations	2	3	3	2
AVG		2.25	3.0	2.75	2.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 111: Life Skills and Personality Development (NUES)

L-2, T-0, Credits -2

Course Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes & Self-Management, to build Confidence & develop Team Spirit and all round personality of students.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamentals of communication and overcome communication barriers
- CO2.** Demonstrate teamwork, collaboration, and active participation in group discussions
- CO3.** Develop confidence and logical thinking through debates and video resumes
- CO4.** Enhance personality traits and verbal/non-verbal expression through interviews and presentations

Course Contents

Unit I:

Introduction to Communication Basics: Communication definition, process of communication, types of communication, verbal & nonverbal communication, barriers to effective communication, Effective listening & speaking. **(06 Hours)**

Unit II:

Team Spirit : Exercises: Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topic. Team tasks also include management games. GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in effective manner and learn to portray their personality in accommodating manner and accept others' views. It will be an interactive lecture. Mock GDs: It prepares the student not only for the entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD. **(08 Hours)**

Unit III:

Confidence and Personality: Exercises: Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position

Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty. **(08 Hours)**

Unit IV:

Personality Development: Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally. **One to One interview:** Students be subjected to interviews before an internal technical panel to develop confidence and interview handling skills. **(08 hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Suggested Readings:

1. Boove, C.L., Thill, J.V. Raina.R.L, Business Communication Today, Pearson
2. Chaturvedi M., Art and Science of Business Communication, Pearson.
3. Desarda.S, Master the Group Discussion & Personal Interview, Notion Publisher
4. Pradeep V, Anand A, Wiley's Examxpert: Acing WAT, Gds& Interviews For IIMs, Wiley
5. Klaus P., The Hard Truth About Soft Skills: Harper Business
6. Port M. Steal the Show from Speeches to Job Interviews to Deal Closing Pitches, Harper Business
7. Kapoor S, Personality Development and Soft Skill: Preparing for Tomorrow, I K International Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4
CO1	Explain the fundamentals of communication and overcome communication barriers	2	3	2	1
CO2	Demonstrate teamwork, collaboration, and active participation in group discussions	1	3	3	2
CO3	Develop confidence and logical thinking through debates and video resumes	1	3	2	3
CO4	Enhance personality traits and verbal/non-verbal expression through interviews and presentations	1	3	3	2
AVG		1.25	3.0	2.5	2.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 113: IT Applications in Business

L-3, T-0, Credits-3

Course Objective: This course aims to provide students with foundational knowledge of information technology systems and their applications in business processes, enhancing their practical skills in productivity tools, data analysis, and modern IT infrastructure.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Describe the basic components of computer systems
- CO2.** Distinguish between various types of software, operating systems, and programming tools
- CO3.** Apply advanced Excel tools to manage, analyze, and visualize business data
- CO4.** Interpret the role of computer networks and IT applications across different business functions

Course Contents

Unit 1

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

Unit II

Computer Software: Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler. Interpreter and Assembler, Types of Computer Languages. **(12 Hours)**

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries. **(13 Hours)**

Unit IV

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet. Extranet, Network topologies, Networking devices, OSI model. Internet Services. **Information Technology and Society:** Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology. **(12 Hours)**

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Describe the basic components of computer systems	1	1	1	2
CO 2	Distinguish between various types of software, operating systems, and programming tools	1	1	1	2
CO 3	Apply advanced Excel tools to manage, analyze, and visualize business data	2	2	3	3
CO 4	Interpret the role of computer networks and IT applications across different business functions	2	2	2	3
AVG		2.75	1.5	1.75	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 115: IT Applications in Business Lab

L-0, P-02, Credit-1

Course Objective: This course aims to develop proficiency in using essential office productivity tools including MS Word, MS Excel, and MS PowerPoint, enabling students to create professional documents, perform data analysis, and design effective presentations.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Operate Windows environment and manage files using essential system commands
- CO2.** Create and format documents using MS Word for professional and academic use
- CO3.** Utilize MS Excel functions for data entry, analysis, and visualization
- CO4.** Design engaging presentations using MS PowerPoint with appropriate animations and formatting

This Lab would be based on the course MBG 113: IT Applications in Business

- 1. Knowledge of all commands of using Windows to be taught.**
- 2. Introduction to MS-Word:**

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

- 3. Introduction to MS-Excel:**

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

- 4. Introduction to MS PowerPoint:**

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Operate Windows environment and manage files using essential system commands	3	2	2	3
CO 2	Create and format documents using MS Word for professional and academic use	2	3	3	2
CO 3	Utilize MS Excel functions for data entry, analysis, and visualization	3	2	2	3
CO 4	Design engaging presentations using MS PowerPoint with appropriate animations and formatting	2	3	3	2
AVG		2.5	2.5	2.5	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

SEMESTER II



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 102: Business Statistics

L-4, T-0, Credits-4

Course Objective:

To provide students with a comprehensive understanding of statistical methods and their applications in business. This course aims to equip students with the necessary skills to collect, analyze, and interpret data for informed decision-making in a business context.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and apply fundamental statistical concepts and techniques in business scenarios.

CO2. Develop the ability to organize, summarize, and present business data effectively.

CO3. Perform and interpret statistical analyses to support business decision-making.

CO4. Gain proficiency in using statistical software for data analysis.

Course Contents:

Unit I: Introduction to Business Statistics

Definition, Scope, and Importance of Statistics: Understanding the role of statistics in business, types of statistics (descriptive and inferential), and the importance of statistical thinking in decision-making. Data Collection and Presentation: Methods of data collection, classification of data, and techniques for presenting data (tabulation, graphical representation). Measures of Central Tendency: Calculation and interpretation of mean, median, and mode. Measures of Dispersion: Understanding range, variance, standard deviation, and their applications. **(15 Hours)**

Unit II: Probability and Probability Distributions

Basic Probability Concepts: Definitions, rules, and applications of probability in business contexts. Discrete and Continuous Probability Distributions: Characteristics and applications of important distributions, including binomial, Poisson, and normal distributions. Statistical Inference: Introduction to sampling methods, sampling distributions, and the central limit theorem. **(15 Hours)**

Unit III: Hypothesis Testing and Estimation

Hypothesis Testing: Formulating null and alternative hypotheses, type I and type II errors, and significance levels. Tests for Means and Proportions: Z-test, t-test, and chi-square test for different sample sizes and data types. Confidence Intervals: Constructing and interpreting confidence intervals for population parameters. **(15 Hours)**

Unit IV: Correlation and Regression Analysis

Correlation Analysis: Understanding the strength and direction of relationships between variables using correlation coefficients. Simple Linear Regression: Estimation of the regression line, interpretation of coefficients, and prediction. Multiple Regression Analysis: Extension of simple regression to include multiple predictors, model building, and diagnostics. Time Series Analysis and Forecasting: Basics of time series data, components of time series, and simple forecasting techniques. **(15 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Suggested Readings:

1. Levin, R. I., & Rubin, D. S. Statistics for Management. Pearson Education.
2. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. Basic Business Statistics: Concepts and Applications. Pearson Education.
3. Anderson, D. R., Sweeney, D. J., & Williams, T. A. Statistics for Business and Economics. Cengage Learning.
4. Keller, G. Statistics for Management and Economics. Cengage Learning.
5. Gupta, S. P., & Gupta, M. P. Business Statistics. Sultan Chand & Sons.

Mapping the Course Outcomes with Programme Outcomes:

COs	Detailed Course Outcomes	PO 1	PO 2	PO3	PO 4	PO5
CO1	Understand and apply fundamental statistical concepts and techniques in business scenarios.	3	1	1	1	1
CO2	Develop the ability to organize, summarize, and present business data effectively.	1	2	1	1	2
CO3	Perform and interpret statistical analyses to support business decision-making.	1	1	3	1	3
CO4	Gain proficiency in using statistical software for data analysis.	1	1	3	1	3
AVG		1.5	1.25	2	1	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

MBG 104: Entrepreneurial Mindset (NUES)

L-02, T-0, Credits-02

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy.
- CO2.** Efficient usage of entrepreneurial skills in decision making.
- CO3.** Analyze techniques for opportunity identification and environmental scanning in business
- CO4.** Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business

Course Contents

Unit I

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

Unit II

Promotion of a Venture and Writing a business plan: Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan. **(8 Hours)**

Unit III

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

Unit-IV

Practicals:

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

(8 Hours)



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FIVE YEAR INTEGRATED BBA MBA w.e.f. 2024-25

Suggested Readings: (All Latest editions)

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha PublishingHouse.
5. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing
6. Mathur, A.CA, Entrepreneurship & New Venture Planning, Taxmann

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy	2	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	2	3	2	2	1
CO3	Analyze techniques for opportunity identification and environmental scanning in business	2	2	1	3	3
CO4	Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business	2	2	2	2	1
	Average	2	2	1.5	2	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 106: Marketing Management

L-4, T-0, Credits-4

Course Objective: This course aims to develop students' understanding of fundamental marketing concepts, strategies, and applications, equipping them with the skills to analyze markets, design marketing mix, and adapt to emerging trends and technologies in marketing

Course Outcomes: Upon completion of this course, students will be able to:

- CO5.** Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process.
- CO6.** Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle
- CO7.** Evaluate strategies for promotion and distribution, including the use of IMC and channel management
- CO8.** Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues

Course Content

Unit I

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

(15 Hours)

Unit II

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

(15 Hours)

Unit III

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

(15 Hours)

Unit IV

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

(15 Hours)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L. Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Panda, T.K, Marketing Management-Text and Cases, Taxmann,

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process	3	2	2	2
CO 2	Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle	3	2	3	3
CO 3	Evaluate strategies for promotion and distribution, including the use of IMC and channel management	3	3	3	3
CO 4	Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues	2	2	3	3
AVG		2.75	2.25	2.75	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 108: Indian Knowledge Systems

L-2, T-0, Credits-2

Course Objective: This course aims to create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into the understanding the working of nature and life.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the philosophical and cultural foundations of the Indian Knowledge System
- CO2.** Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL
- CO3.** Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct
- CO4.** Identify key contributions of Indian civilization in science, engineering, and architecture

Course Contents

Unit I:

Overview of Indian Knowledge: Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture & Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance. **(8 Hours)**

Unit II:

Integrating Indian Knowledge System into Commerce: Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods. **(8 Hours)**

Unit III:

Spirituality: Spirituality vis-à-vis religion, Concept of Maya (Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma: varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam. **(8 Hours)**

Unit IV:

Spirituality, Science, Engineering and Technology in IKS: Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra. **(6 Hours)**



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Suggested Readings:

1. B Mahadevan, Introduction to Indian Knowledge System: Concepts and Applications, PHI
2. Kapur K and Singh A.K. Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla, D.K. Printworld (P) Ltd
3. The Cultural Heritage of India. Vol. I. Kolkata: Ramakrishna Mission Publication,
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom, Hindology Books.
5. Majumdar R. C., Raychaudhuri H. C. and Datta, K An Advanced History of India Macmillan & Co., Limited, London,
6. Rao, N. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Explain the philosophical and cultural foundations of the Indian Knowledge System	3	2	2	1
CO 2	Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL	3	1	3	2
CO 3	Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct	2	2	3	2
CO 4	Identify key contributions of Indian civilization in science, engineering, and architecture	2	1	2	3
AVG		2.5	1.5	2.5	2.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 110: Principles of Management

L-4, T-0, Credits-04

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Students will be able to understand the fundamental concepts and theories of management.
- CO2.** Students will be able to develop effective plans while understanding organizational structures and delegation principles.
- CO3.** Students will apply motivational theories and leadership styles to enhance team performance and organizational effectiveness.
- CO4.** Students will be able to design effective control systems to monitor and align organizational performance with goals.

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. Integration of IT in traditional management approaches.

(16 hours)

Unit II

Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Organizational Structures, Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization, Blended organizations.

(16 hours)

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.

(16 hours)

Unit IV

Coordination: Meaning and Significance, Types, Principles, Techniques for achieving coordination, Role of managers in Coordination.

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

(12 hours)



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5 YEAR INTEGRATED BBA MBA

Suggested Readings

1. Stephen P R. and Mary C. Fundamentals of Management: Essential Concepts and Applications. Pearson Education.
2. James A.F. Stoner, R Edward Freeman and Daniel R Gilbert, Management. Pearson Education
3. Harold Koontz, Heinz Weihrich, Mark V. Cannice. Essentials of Management. McGraw Hill Education.
4. C B Gupta. Management Concepts and Practices. Sultan Chand & Sons
5. Ghillyer, Andrews W. Management: A Real-World Approach. McGraw Hill Education
6. G.hillyer, Andrews W. Principles of Management. McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Students will be able to understand the fundamental concepts and theories of management	3	1	3	1	2
CO2	Students will be able to develop effective plans while understanding organizational structures and delegation principles.	3	2	2	1	2
CO3	Students will apply motivational theories and leadership styles to enhance team performance and organizational effectiveness.	2	2	3	2	2
CO4	Students will be able to design effective control systems to monitor and align organizational performance with goals	2	2	3	2	2
AVG		2.5	1.75	2.75	1.5	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 112: E-Commerce

L-2, T-0, Credits-02

Course Objective: The course aims to impart an understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Course Outcomes: Upon completion of this course, students will be able to:

- CO5.** Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.
- CO6.** Explain various electronic payment systems and identify their risks and infrastructure requirements
- CO7.** Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms
- CO8.** Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce

Course Contents

Unit 1

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce Models, Challenges and Barriers in E-Commerce environment; E-Commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-Transition challenges for Indian corporate. **(8 Hours)**

Unit II

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer. **(8 Hours)**

Unit III

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption. **(8 Hours)**

Unit IV

E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E-Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce. **(6 Hours)**

Suggested Readings: (All latest editions)

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



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Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.	3	1	2	1
CO 2	Explain various electronic payment systems and identify their risks and infrastructure requirements	2	1	2	3
CO 3	Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms	2	1	2	3
CO 4	Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce	2	2	3	2
AVG		2.25	1.25	2.25	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 114: E-Commerce Lab

L-0, P-2, Credit-01

Course Objective: The course equips students with the skills to design and develop static webpages using HTML, create engaging digital content for social media and professional communication, and effectively use digital tools like Canva and generative AI for content creation, all while enhancing their proficiency in online branding, communication, and digital marketing strategies.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Proficient Web Design and Development
- CO2.** Effective Use of Social Media Platforms
- CO3.** Digital Content Creation and Design
- CO4.** Professional Writing and Digital Communication

Lab would be based on the following:

1. **Static Webpage Designing:** Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.
2. **Social Media & Writing Skills:** Blogs, Social Networking Sites, Digital Databases, Online Official Correspondence, Creating Digital Posters and Online Presentations using Canva, Generative AI Tools, etc.

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Proficient Web Design and Development	1	3	2	3
CO 2	Effective Use of Social Media Platforms	3	3	3	3
CO 3	Digital Content Creation and Design	2	3	3	3
CO 4	Professional Writing and Digital Communication	2	3	3	2
AVG		2	3	2.75	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 116: Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

Credits-4

The Assessment Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

Guidelines for Internal Assessment

1. The student has to submit the certificate of training/ Apprenticeship.
2. Every student has to submit a spiral bind report to showcase the work done and learning during the internship/apprenticeship and must appear for End Term Viva.
3. The guidelines for the report are to be designed by every institution.
4. All the records to be maintained by every institute and should be able to produce whenever required by the university.
5. The duration of the training/apprenticeship will be the winter semester.
6. The course may be offered by having an industry expert within campus/college and guide students on projects within the premises or students doing live projects in industry either offline or online.
7. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks.

Note:

- i. Each student is required to complete a minimum of 60 hours of training, which can be undertaken in segments (on weekends), or completed in one continuous session.
- ii. The university will conduct an external viva of 60 marks at the end of the semester.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 118: MOOC

L-2, T-0, Credits-2

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

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

SEMESTER III



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 201: Business Environment and Law

L-4, T -0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.
- CO2.** Analyze government policies, business laws, and their effects on business operations and compliance.
- CO3.** Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.
- CO4.** Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

Course Content

Unit I:

Business Environment: Introduction to Business Environment: Concept, Scope, and Importance, Components: Internal and External Environment, Economic Environment: Economic Systems: Capitalism, Socialism, Mixed Economy, Role of Government in Business, Economic Reforms: Liberalization, Privatization, and Globalization (LPG); Socio-Cultural Environment: Impact of Culture on Business, Corporate Social Responsibility (CSR)
(15 Hours)

Unit II:

Political and Legal Environment: Political Environment: Political Systems and their Impact on Business, Government Policies and Business Strategies; Legal Environment: Introduction to Business Laws, Importance of Legal Compliance, Impact of Laws on Business Operations
(10 Hours)

Unit III:

Core Business Laws: The Indian Contract Act, 1872: Essentials of a Valid Contract, Types of Contracts, Breach of Contract and Remedies; The Companies Act, 2013: Types of Companies, Formation, Management, and Winding Up; The Sale of Goods Act, 1930: Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Ownership; Labour Laws: The Industrial Disputes Act, 1947, The Factories Act, 1948, The Minimum Wages Act, 1948
(20 Hours)

Unit IV:

Emerging Business Laws and Consumer Protection: Consumer Protection Act, 2019: Consumer Rights and Responsibilities, Grievance Redressal Mechanisms; Information Technology Act, 2000: Digital Contracts, Cybersecurity and Penalties; Environmental Laws: The Environment Protection Act, 1986, Corporate Responsibility for Environmental Protection
(15 Hours)

Note:

1. Case Studies are to be covered relevant to the concepts to enhance critical thinking and ethical practices.
2. Any important act announced in recent years should also be covered



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings: (latest editions to be referred)

1. Cherunilam, F. Business environment and law. Mumbai: Himalaya Publishing House.
2. Pathak, A. Legal aspects of business, New Delhi: McGraw Hill Education.
3. Kuchhal, M. C. Mercantile law, New Delhi: Vikas Publishing House.
4. Jain, S. P., & Narang, K. L, Industrial and labour laws, New Delhi: Dhanpat Rai & Co.
5. Singh, A, The Consumer Protection Act, 2019: An insight. Lucknow: Eastern Book Company.
6. Divan, S., & Rosencranz, A., Environmental law and policy in India, New Delhi: Oxford University Press.

Mapping the Course Outcomes with Programme Outcomes:

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.	3	1	2	2	1
CO2	Analyze government policies, business laws, and their effects on business operations and compliance.	2	3	3	2	1
CO3	Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.	2	3	2	2	3
CO4	Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.	1	3	3	3	3
AVG		2	3	2.5	2.25	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 203: Human Resource Management

L-4, T-0, Credits-4

Course Objective: This course aims to equip students with fundamental concepts, processes, and contemporary practices in Human Resource Management, enabling them to effectively manage workforce planning, development, performance appraisal, and compensation strategies in modern organizations.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core functions and emerging challenges in Human Resource Management
- CO2.** Analyze and apply HR planning, recruitment, and selection strategies in various organizational contexts
- CO3.** Evaluate different training and development methods and their applicability in employee skill enhancement
- CO4.** Demonstrate knowledge of performance appraisal and compensation systems to support organizational and employee development

Course Content

Unit I

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

(15 Hours)

Unit II

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

(15 Hours)

Unit III

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

(15 Hours)

Unit IV

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

(15 Hours)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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Suggested Readings:(Latest Editions)

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Understand the core functions and emerging challenges in Human Resource Management	3	2	2	2
CO 2	Analyze and apply HR planning, recruitment, and selection strategies in various organizational contexts	3	2	2	3
CO 3	Evaluate different training and development methods and their applicability in employee skill enhancement	3	2	2	3
CO 4	Demonstrate knowledge of performance appraisal and compensation systems to support organizational and employee development	3	2	2	3
AVG		3.0	2.0	2.0	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 205: Business Research and Analytics

L-4, T-0, Credits-04

Course Objective: The course aims to develop research aptitude skills among the learners and to enable them to prepare analytical project reports.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define and explain the basic concepts and scope of business research and analytics.
- CO2.** Apply research methodologies to real-world business problems and analyze their effectiveness.
- CO3.** Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.
- CO4.** Analyze data, test hypotheses and interpret the results based on different data modelling & analytical tools as well as prepare a well-structured research report based on findings.

Course Contents

Unit I

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses, Business Analytics in Practice, Types of Analytics, Introduction to Business Analytical tools. **(14 Hours)**

Unit II

Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection. **Research Methods** - Field Study, Laboratory Study, Survey Method, Observational Method, Existing Database Search, Longitudinal Studies, Panel Studies, Univariate & Bivariate Analysis, Data Visualization Tools & Techniques, charts **(14 Hours)**

Unit III

Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, **Sampling** - Steps, Types, Sample Size Decision, Questionnaire Design, Development and Testing, Central Tendency, Mean, Median, Mode, Standard Deviation, Variance, Reliability and Validity. **Sampling** - Steps, Types, Sample Size Decision; **Hypothesis Formulation and Testing:** Tests concerning means and proportions; t-Test, Z-Test, ANOVA, Chi-square test, Regression. **(18 Hours)**

Unit IV

Research Report: Meaning, types and layout of research report; Steps in report writing; Literature review and its significance, Referencing Styles, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. **(14 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings: (All latest editions)

1. Dangi, H.K, Dewem, S., Business Research Methods, Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education.
3. Kumar, Ranjit, Research Methodology: A step-by-step guide for Beginners. Pearson Education.
4. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams, Essentials of Business Analytics, Cengage Learning.
5. Prasad. R. N and Acharya S. Fundamentals of Business Analytics, Wiley India.
6. Beri, G.C., Marketing Research, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO2	PO3	PO4	PO5
CO1	Define and explain the basic concepts and scope of business research.	3	2	2	1	1
CO2	Apply research methodologies and business analytics to real-world business problems and analyze their effectiveness.	2	3	3	3	3
CO3	Design a comprehensive research process to address specific business challenges and evaluate potential outcomes.	2	3	3	3	3
CO4	Analyze data, test hypotheses and interpret results based on different data modelling & analytical tools as well as prepare a well-structured research report based on findings.	1	3	3	3	3
AVG		2	2.75	2.75	2.5	2.5

Notes:

1. This course has a combination of lecture and practicum credits. Hence, due weightage in internal marks to be provided for the lab component.
2. The practicum will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.
3. Students have to prepare a research report based on data analysis done on primary/secondary data by using different statistical techniques as mentioned in the syllabus. The same would be a part of internal assessment.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 207: Training and Development

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

Course Objectives: The course aims at equipping the learners with the concept and practice of Training and Development in the modern organisational setting.

Course Outcomes-Upon completion of this course, the student will be able to

- CO1.** Understand the concepts of training and development.
- CO2.** Analyse the trends in employees and organization development programmes
- CO3.** Examine training needs of an individual/ employee by conducting training need analysis.
- CO4.** Evaluate and demonstrate the cost and benefits of a training and development programme.

Course Contents

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

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



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Suggested Readings: (All latest editions to be referred)

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

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains Knowledge & understands the concepts of training and development.	3	2	1	2	1
CO2	Analyse the trends in employees and organization development programmes	2	3	3	3	3
CO3	Examine training needs of an individual/employee by conducting training need analysis.	2	3	3	3	3
CO4	Evaluate and demonstrate the cost and benefits of a training and development programme.	1	3	3	3	3
AVG		2	2.75	2.5	2.75	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 209: Consumer Behaviour

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

Objective: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behavior and to apply this understanding to the development of marketing strategy.

Course Outcomes: Upon completion of this course, students will be able to

CO1. Gain an understanding of consumer behavior and its relevance to buyer's decision making.

CO2. Examine & interpret the consumer decision-making process and its determinants.

CO3. Apply various research tools and techniques to gain insights into consumer behavior.

CO4. Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.

Course Content:

Unit I

Introduction to Consumer Behavior: Scope and Relevance of Consumer Behaviour Studies; Approaches to studying Consumer Behaviour; Consumer Journey Map: Problem Recognition, Information Search, Alternative Evaluation-Decision Rules-and Purchase, Outlet Selection, Post Purchase Behavior and Customer Satisfaction; Types of Buying Behaviour

(15 Hours)

Unit II

Individual Determinants of Consumer Behavior: Motivation; Attention, Perception and Consumer Imagery; Learning and Memory; Personality and Self Concept; Consumer Attitudes - Formation and Change; Consumer Values and Lifestyles.

(15 Hours)

Unit III

External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class; Reference Groups, Word of Mouth; Opinion Leadership; Family Influences; Online Social influences: Social-Media & e-WOM. Peer influence on consumer behavior, Social influencers and their effect on consumers.

(15 Hours)

Unit IV

Emerging Issues in Consumer Behaviour: Diffusion of Innovation: changing nature of consumer behavior in India; Measuring Customer Satisfaction-measurement tools & scales. Consumer Behaviour and Public Policy; Dark Side of Consumer Behaviour, Shaping Consumer Behaviour-offline & online; Application of AI in predicting consumer behaviour.

(15 Hours)

Suggested Readings: (Latest Editions)

1. Schiffman, L.G, Wisenblit, J. Rainesh Kumar S., Consumer Behaviour, Pearson Education, India
2. Hawkins, Mother Baugh, O.L Mookerjee A., Consumer Behaviour- Building Marketing Strategy, Me Graw Hill Education
3. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
4. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
5. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge & understands of consumer behavior and its relevance to buyer's decision making.	3	2	2	2	1
CO2	Examine & interpret the consumer decision-making process and its determinants.	2	3	3	3	3
CO3	Apply various research tools and techniques to gain insights into consumer behavior.	1	3	3	3	3
CO4	Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.	2	3	3	3	3
AVG		2	2.75	2.75	2.75	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 211: Security Analysis and Portfolio Management

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

Objective: This course aims to develop students' understanding of investment concepts, valuation techniques, portfolio construction, and asset pricing models, with an emphasis on decision-making in the context of the Indian financial system.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts of investment, risk-return tradeoff, and the Indian financial system.
- CO2.** Analyze equity and bond valuation techniques using fundamental and technical tools.
- CO3.** Apply portfolio theory to construct efficient investment portfolios based on investor goals
- CO4.** Evaluate financial assets and mutual fund performance using models such as CAPM, APT, and performance ratios

Course Contents:

Unit I:

Investment Basics and Risk–Return Framework: Concept of investment and return, Types of returns: realized vs. expected, Risk in investment: systematic and unsystematic risk, Risk measures: standard deviation, beta, alpha. Bond valuation: present value of bond, concept of YTM, Introduction to fundamental analysis: EIC (Economy-Industry-Company) approach; Economic indicators and their impact on Indian markets; Basic industry and company analysis: SWOT, life cycle **(15 Hours)**

Unit II: Equity Valuation and Technical Analysis: Equity valuation models: Dividend Discount Models. P/E ratio and relative valuation. Technical analysis: Meaning, key assumptions, comparison with fundamental analysis. Basic tools: trends, support/resistance, moving averages. Patterns: head and shoulders, double top/bottom. **(15 Hours)**

Unit III: Portfolio Analysis and Asset Allocation: Portfolio risk and return. Diversification and its benefits. Risk-return preferences: investor objectives, time horizon, liquidity. Efficient frontier and optimum portfolio. Asset allocation strategies: life cycle approach, asset allocation pyramid. Portfolio management styles: passive and active. **(15 Hours)**

Unit IV: Asset Pricing Models and Mutual Funds: CAPM: Meaning and assumptions, expected return vs. required return, identifying undervalued/overvalued securities using CAPM. Introduction to APT in contrast with CAPM. Mutual Funds: Types by structure and objective. Advantages/disadvantages of investing in mutual funds. Performance evaluation: Sharpe, Treynor, Jensen's Alpha **(15 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings (Latest Editions):

1. Bodie Z. Investments, McGraw-Hill Education
2. Reilly, F. K. & Brown, K.C. Analysis of Investments and Management of Portfolios, Cengage India Pvt. Ltd.
3. Singh, R., Security Analysis and Portfolio Management, Excel Books.
4. Fischer, D.E. & Jordan, R.J., Security Analysis & Portfolio Management, Pearson Education.
5. Ranganathan, M., & Madhumathi, R., Investment Analysis and Portfolio Management. Pearson Education.
6. Chandra, P., Investment Analysis and Portfolio Management, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the fundamental concepts of investment, risk-return tradeoff, and the Indian financial system.	3	2	2	2	2
CO2	Analyze equity and bond valuation techniques using fundamental and technical tools	2	3	3	3	3
CO3	Apply portfolio theory to construct efficient investment portfolios based on investor goals	2	3	2	3	3
CO4	Evaluate financial assets and mutual fund performance using models such as CAPM, APT, and performance ratios	1	3	3	3	3
AVG		2	2.75	2.5	2.75	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 213: Management of International Business

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

Course Objectives: The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and interpret the fundamental theories of international business and trade

CO2. Examine & analyse Foreign Direct Investment and its impact on various world economy

CO3. Analyse the significance of economic Integration in International Business

CO4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

Course Contents:

Unit I:

Introduction to International Business: Introduction to International Business Stages of Internationalization – EPRG Framework- International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses. **(15 Hours)**

Unit II:

Introduction of Foreign Direct Investment: Introduction Foreign Direct Investment in the World Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model. **(15 Hours)**

Unit III:

Economic Integration

Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FTA, custom union, common market economic union, Emerging Markets and Developing Economies. **(15 Hours)**

Unit IV:

Emerging Trends in International Business: International Entrepreneurship and Born Global Firms, Ethical Considerations – International CSR Frameworks, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend. **(15 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings: (latest editions to be referred)

1. Charles, W.L. International Business: Competing in the Global Marketplace, McGraw-Hill.
2. Sharan, V. International Business: Concept, Environment and Strategy, Pearson Education
3. Wild, J.J and Wild, K.L. International Business: The Challenges of Globalization, Pearson Education
4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. International Business, Tata McGraw-Hill Education.
6. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P., International Business, Pearson Education

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and interpret the fundamental theories of international business and trade	3	3	2	2	2
CO2	Examine & analyse Foreign Direct Investment and its impact on various world economy	2	3	3	3	3
CO3	Analyse the significance of economic Integration in International Business	2	3	2	3	3
CO4	Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement	2	3	3	3	3
AVG		2.25	3	2.5	2.75	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 215: NSS/NCC/Club Activities (NUES)

Credits-02

NCC/NSS/ Club Activities are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said activities shall be awarded two credits after the same is duly approved by the NSS/NCC Cell/Club Faculty Incharge.

The institute is advised to maintain the records of all students in the following format

- II. Date of Activity
- III. Place of Activity
- IV. Working Hours
- V. Details of Activity

Note:

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies.
2. All club activities undertaken by students should be recorded w.e.f. first semester with total hours of engagement of minimum 60 hours.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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SEMESTER IV



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 202: Cost & Management Accounting

L-4, T-0, Credits-4

Course Objective: The course aims to equip students with the knowledge and analytical skills required to apply cost and management accounting tools for effective planning, control, and decision-making in business environments.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Gain knowledge and understand the components of cost and management accounting
- CO2.** Prepare budgets and apply variance analysis for control and planning
- CO3.** Analyze performance using standard costing, ABC, and Balanced Scorecard
- CO4.** Evaluate decisions using marginal costing and CVP analysis; create basic models in Excel/Sheets.

Course Content

Unit I: Fundamentals of Management Accounting: Meaning, objectives, and scope of management accounting, Distinction between cost accounting, financial accounting, and management accounting, Functions and tools of management accounting, Cost concepts for managerial decision-making, Introduction to cost sheet, Role of a management accountant in modern businesses. **(15 Hours)**

Unit II: Budgeting, Planning, and Control: Objectives and types of budgeting, Preparation of functional budgets, Fixed vs. flexible budgets, Zero-based budgeting, Performance budgeting, Introduction to rolling forecasts and strategic planning tools, Budgetary control and variance analysis (material, labor, overheads, sales), Introduction to responsibility accounting and control ratios. **(15 Hours)**

Unit III: Strategic Cost and Performance Management: Standard costing and its role in control, Balanced Scorecard (BSC), Responsibility accounting and performance reporting, Introduction to Activity-Based Costing (ABC), Cost control vs. cost reduction, Value analysis and value engineering, Decision-support tools in management accounting. **(15 Hours)**

Unit IV: Decision-Making Using Management Accounting Tools: Variable costing and absorption costing: relevance in decision-making, Marginal costing: concept and managerial applications, Cost-Volume-Profit (CVP) analysis and break-even point, Profit/Volume ratio, margin of safety, angle of incidence, Application of marginal costing in: Make or buy decisions; Product mix decisions; Add or drop a product/service; Special pricing orders; Operate or shut down scenarios, Use of Excel/Google Sheets for scenario analysis and decision modelling. **(15 Hours)**

Suggested Readings (latest editions)

1. Arora, M. N. Cost Accounting: Principles & Practice. Vikas publishing house.
2. Lal, J. Cost Accounting. Tata McGraw-Hill Education.
3. Kishore, M. R. Cost & Management Accounting. Taxmann Publication Pvt Ltd.
4. Arora, M. N., Cost Accounting Principles & Practice, Vikas Publishing House.
5. Duray. C., Management and Cost Accounting, 8/e, Cengage Learning India Pvt. Ltd.
6. Khan M.Y. and Jain P.K., Management Accounting-Text, Problems and Cases, McGrawHill Education.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the components of cost and management accounting	3	1	2	2	1
CO2	Prepare budgets and apply variance analysis for control and planning	1	3	2	3	2
CO3	Analyze performance using standard costing, ABC, and Balanced Scorecard	2	3	2	3	3
CO4	Evaluate decisions using marginal costing and CVP analysis; create basic models in Excel/Sheets.	2	3	3	3	3
AVG		2	2.5	2.25	2.75	2.25

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 204: Production and Operations Management

L-4, T-0, Credits-4

Course Objective: This course aims to develop basic understanding of concepts, theories and techniques of production process and operations management.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the basic concept and functions of production and operations management.
- CO2.** Understands & appreciate the process of design and development of production systems.
- CO3.** Explore the key factors in deciding plant location, layout and its maintenance.
- CO4.** Articulate inventory management and JIT with quality management systems (TQM).

Course Contents:

Unit I

Introduction: Definition, Objectives, Scope and Functions of Production & Operations Management, Types of Production Systems, Transformation Process Model, Systems Perspectives of Operations Management, and Relationship of Operations Management with Other Functional Areas. **Production Planning and Control:** Objectives, Importance, Levels and Procedures of Production Planning and Control, Role of Production Planning and control in manufacturing Industry; **Design of Production System:** Production Design, Factors Influencing Production Design, Process Planning and Process Design.

(15 Hours)

Unit II

Plant Location and Layout: Defining Plant Location, Factors affecting initial selection of site location, criteria of site selection, Plant Location Methods- Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting Plant Layout, Types of layouts-Process, Product and Fixed position layout, Problems in Facility Layout. **Purchasing and Material Management:** Objectives and Importance of Material Management, Organisation of Material Management, Factors influencing Material Management, Steps in purchasing procedure, and Methods of Purchasing.

(15 Hours)

Unit III

Inventory Management & JIT: Inventory Management and Analysis, Inventory Control, Essentials of a good Inventory Control System, Factors affecting Inventory Control Policy, Models / Methods of Inventory Control- EOQ, Re-order Level, ABC analysis, VED analysis, SDE analysis, HML analysis and FSN analysis. Just in Time Implementation Requirements. **Quality Management Systems and TQM:** TQM, Defining quality assurance and quality control, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka—Yoke, ISO (9000& 14000 Series), and Six Sigma.

(15 Hours)

Unit IV

Plant Maintenance: Importance of Maintenance Management, Types of Maintenance- Breakdown, Preventive, Predictive, Routine and Planned Maintenance. **Emerging Concepts and Issues in Manufacturing Systems:** IT in Modern Production Management, Supply Chain Management, CAD / CAM Systems, ERP in Manufacturing Systems.

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings: (All latest editions)

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concept and functions of production and operations management.	3	1	2	2	1
CO2	Understands & appreciate the process of design and development of production systems.	3	3	2	2	2
CO3	Explore the key factors in deciding plant location, layout and its maintenance.	3	3	2	3	3
CO4	Articulate inventory management and JIT with quality management systems (TQM).	2	3	3	3	3
AVG		2.75	2.5	2.25	2.5	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 206: MOOC

Credits-2

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

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 208: Talent Management

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

Course Objective: This course aims to equip students with the knowledge and skills necessary to attract, acquire, and retain talent within organizations.

Course Outcomes: Upon completion of the course the student will be able to:

- CO1.** Understanding Talent Management Fundamentals
- CO2.** Developing Effective Talent acquisition strategies
- CO3.** Implementing Competency-Based Talent Management Practices
- CO4.** Evaluate the dynamics of succession planning, reward and potential management

Course Content

Unit I

Introduction to Talent Management and Acquisition strategies: Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Contemporary strategies in acquiring talent-Skilling, Upskilling & Reskilling; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges.
(15 Hours)

Unit II

Talent acquisition and role of Assessment centers: Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers; Assessing and developing competencies; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.
(15 Hours)

Unit III

Career Management and Succession Planning: Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning; Managing Performance and Potential of Key talent, Managing Potential of Key talent.
(15 Hours)

Unit IV

Emerging trends in Talent Acquisition and Management: Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent; Ethics of Managing Talent; Talent and technology trends.
(15 Hours)

Suggested Readings (Latest Edition):

1. Roy, A.B, Roy, S. Competency Based Human Resource Management, Sage.
2. Lance A. Berger, Dorothy R. Berger. Talent management Handbook, Association for talent development by Virginia USA
3. Berger, L.A, Berger, D.R., Talent Management Hand Book, McGraw-Hill
4. Hasan, Singh, Talent management in India: Challenges and Opportunities, Atlantic Publication.
5. Joshi, G., Vohra, V, Talent Management, Cengage Learning
6. Huronomics for Talent Management, Pearson Education



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understanding Talent Management Fundamentals	3	1	2	2	2
CO2	Developing Effective Talent acquisition strategies	2	3	3	3	3
CO3	Implementing Competency-Based Talent Management Practices	1	3	3	3	3
CO4	Evaluate the dynamics of succession planning, reward and potential management	3	3	3	3	3
AVG		2.25	2.5	2.75	2.75	2.75

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 210: Sales and Channel Management

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

Objective: The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

Course Outcomes: Upon completion of the course the student will be able to:

- CO 1.** Understand the various roles & responsibilities of a manager related to sales management
- CO 2.** Explore the key areas related to the organization, selection, and development of effective sales force
- CO 3.** Examine and analyze the role and functions of distribution channels and intermediaries
- CO 4.** Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

Course Contents:

Unit I

Introduction to Sales Management: Evolution of Sales Management, Scope and importance; Sales Personnel skills, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design. **(15 Hours)**

Unit II

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment, Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance. **(15 Hours)**

Unit III

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail -Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling - Features, Classification, Decisions, Trends and Future Scenario. **(15 Hours)**

Unit IV

Distribution Channel Management - Design, Management and Logistics, Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System - Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management, Green Supply Chain & E-commerce; Integration of Sales and Distribution Strategy. Logistics for sustainability and digital trends Ethical and Legal Issues in Sales and Distribution Management in Indian context. **(15 Hours)**



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5 YEAR INTEGRATED BBA MBA

Suggested Readings:

1. Still, K.R., Cundiff, E.W & Govoni, N.A.P. Sales Management. Pearson Education.
2. Rosenbloom, Bert, Marketing Channels: A Management View, Cengage Learning.
3. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erfimeyer, R.C., Sales Management, Pearson Education
5. Panda, T.K. and Sahadev, S, Sales and Distribution Management, Oxford University Press.
6. Havaladar, K K. and Cavale, VM., Sales and Distribution Management: Text and Cases, Tata McGraw Hill.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understanding the various roles & responsibilities of a manager related to sales management	3	2	3	1	1
CO2	Explore the key areas related to the organization, selection, and development of effective sales force	3	3	3	3	3
CO3	Examine and analyze the role and functions of distribution channels and intermediaries	2	3	3	3	3
CO4	Integrate sales strategies with distribution logistics, and addressing ethical and legal issues	2	3	3	3	3
AVG		2.5	2.75	3	2.5	2.5

Note:

1. Case Studies/ Simulations are to be utilized relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.
2. Field Visit to showcase warehouses for hands-on learning experiences may be included



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 212: Income Tax Law and Practice

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

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

Course Outcomes: Upon completion of the course the student will be able to:

CO1. Understand the concepts of taxation and determine the residential status of person.

CO2. Compute income and deductions under different heads.

CO3. Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.

CO4. Determine the Tax Liability & Ability to file income tax return.

Course Contents

Unit I:

Basic Concepts: Income Tax: Need, features and basis of charges. Income Tax Act 1961 and amendments, Residential status, Scope of Total Income, Heads of Income, Exempted Incomes, Introduction to Income Tax Regime old and new **(15 Hours)**

Unit II:

Income from Salary and House Property: Meaning of salary, Allowances, Perquisites Deductions and exemptions, Computation of taxable Income from Salary. Income from house property, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property. **(15 Hours)**

Unit III:

Profits and gains from business or profession, capital gains and income from other sources: Meaning of business income, methods of accounting, Deductions, Computation of taxable income from Business and Profession, Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain, Income from Other Sources- Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc. **(15 Hours)**

Unit IV:

Computation of Total income and Tax Liability of individual: Income of other persons included in assesses total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Advance Payment of Tax, Tax Deduction at Source, Computation of total income and tax liability of individuals. E-filing Income Tax: Components of ITR-1 and ITR-2 **(15 Hours)**

Note: Latest provisions to be taught. Practical exposure to e-filing of Income Tax Return to be provided.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings: (All latest editions to be referred)

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M., Student's Guide to Income Tax including GST Problems & Solutions. New Delhi: Taxmann Publications Pvt. Ltd.
3. Mehrotra, H.C. & Goyal, S.P. Income Tax Including Tax Planning and Management, Sahitya Bhawan Publications.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
6. Income Tax Act, Taxmann Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts of taxation and determine the residential status of person.	3	1	1	2	1
CO2	Compute income and deductions under different heads.	1	2	1	2	2
CO3	Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.	3	3	3	2	2
CO4	Determine the Tax Liability & Ability to file income tax return.	2	2	3	2	2
AVG		2.25	2	2	2	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 214: International Business Environment and Strategy

L-4, T-0, Credit-4

Course Objective(s): The objective of this course is to understand globalization and its impact on business, analyze global economic, political, and cultural factors, and develop strategic responses to opportunities and risks in international markets.

Course Outcome(s):

- CO1.** Understand and describe the main features of the international business environment and its primary institutions.
- CO2.** Analyze the political, social, economic, technological, and other configurations that support cross-border trade.
- CO3.** Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.
- CO4.** Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

Course Content:

Unit I

Introduction to the Global Business Environment: Definition and Scope of Global Business: Understanding international markets and operations; Historical Evolution of Globalization: Key phases and milestones in global trade; Key Drivers of Globalization: Technology, trade policies, transportation, and communication; Multinational Enterprises (MNEs): Characteristics, strategies, and market entry modes; Impact of MNEs: Economic, cultural, and environmental influences on host and home countries; Global vs. Transnational Business: Differences, strategies, and organizational structures. **(15 Hours)**

Unit II

Environments of Global Business: Overview of the PESTLE Framework: Understanding the components; Political Environment: Government policies, stability, and international relations; Economic Environment: Economic growth, exchange rates, inflation, and market conditions; Social Environment: Cultural trends, demographics, and consumer behaviors; Technological Environment: Technological advancements, innovation, and digital transformation; Ecological Environment: Environmental regulations, sustainability practices, and impact on business; Legal Environment: Regulatory frameworks, compliance, and legal issues in international business; Case Studies: Application of PESTEL analysis in real-world scenarios. **(15 Hours)**

Unit III

International Organizations and Agreements: General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)- Functions, Principles, Organizational Structure; The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences. **International Economic Organizations:** Introduction, Objectives, Organizational Structure and Functions; International Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD) & International Development Association (IDA); Organization for Economic Co-operation and Development (OECD); United Nations Conference on Trade and Development (UNCTAD); International Finance Corporation (IFC); Asian Development Bank (ADB) **(16 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI 5 YEAR INTEGRATED BBA MBA

Unit IV

Globalism vs Regionalism: Evolution of regional trade agreements (RTAs); United States–Mexico–Canada Agreement (USMCA), European Union (EU), Association of Southeast Asian Nations (ASEAN), Mercosur (Southern Common Market), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP); Emerging trends and challenges in global trade governance. **(14 Hours)**

Suggested Reading (Latest Edition):

1. Daniels, J. D., Radebaugh, L. H., Salwan P. International Business: Environment and Operations, Pearson Education.
2. Charles, W. L. Hill, International Business: Competing in the Global Marketplace, McGraw Hill Education.
3. Deresky, International Management: Managing Across Borders and Culture, Pearson Education.
4. Paul, J., International Business, Prentice-Hall.
5. K. Aswathappa. International Business, McGraw Hill Education.
6. Hamilton L. Webster P., The International Business Environment, Oxford University Press

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and describe the main features of the international business environment and its primary institutions	3	2	2	2	1
CO2	Analyze the political, social, economic, technological, and other configurations that support cross-border trade	1	3	3	3	3
CO3	Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies	3	3	3	3	2
CO4	Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies	1	3	3	3	3
AVG		2	2.75	2.75	2.75	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 216: Sustainability Practices

L-2, T-0, Credits-2

Course Objectives: The course aims to equip students with an understanding of Sustainable Development Goals (SDGs) and their application in various management practices, along with addressing contemporary sustainability challenges.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core principles of sustainability and SDGs.
- CO2.** Learn to apply sustainable practices across various functional areas of management.
- CO3.** Analyze the impact of sustainability on globalization.
- CO4.** Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.

Course Content

Unit I

Overview of Environment & SDGs: Environment & climate change, carbon emission, Introduction to Sustainability and SDGs, Evolution and Importance of SDGs, 17 Sustainable Development Goals, Global Initiatives and Frameworks supporting Sustainability, Role of Governments, Organizations, and Individuals in achieving SDGs, and the link between SDGs and Business Practices. **(7 Hours)**

Unit II

Sustainable Practices in Management: Sustainability in Human Resource Management, Sustainability in Finance, Sustainable Marketing and Consumer Behavior, Sustainability in Operations and Supply Chain Management, and Sustainable Product Development and Innovation. **(7 Hours)**

Unit III

Sustainability and Globalization: Impact of Globalization on Sustainability, Sustainable Global Trade Practices, Cross-Cultural Sustainability, International Regulations for Sustainability, Role of Multinational Corporations in Global Sustainability, Challenges of Global Sustainability, Legal Aspects of Globalization, Deglobalization and its Implications. **(8 Hours)**

Unit IV:

Contemporary Challenges and Innovations in Sustainability: Climate Change and its Impact on Business Practices, Environmental Degradation and Biodiversity Loss, Social Inequalities and its impact on Sustainability, Corporate Governance and Ethical Challenges, Innovations and Technologies for Sustainable Development, Policy and Regulation Challenges, AI and Blockchain Technology for Driving Sustainability and Transparency. **(8 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings (Latest Editions):

1. Sachs, J.D., The Age of Sustainable Development, Columbia University Press.
2. Elkington, J., The Triple Bottom Line: Does It All Add Up? Routledge.
3. Parris, T., & Kates, R.W., Characterizing and Measuring Sustainable Development, Annual Review of Environment and Resources.
4. Hart, S.L., Capitalism at the Crossroads: Aligning Business, Earth, and Humanity, Pearson Education.
5. Edwards, A., Sustainable Business: Concepts, Methodologies, Tools, and Applications, IGI Global.
6. Chopra, R., Sustainability in Business: An Indian Perspective, Sage Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the core principles of sustainability and SDGs.	3	1	1	3	2
CO2	Learn to apply sustainable practices across various functional areas of management.	3	2	2	3	3
CO3	Analyze the impact of sustainability on globalization.	1	1	2	3	3
CO4	Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.	2	2	3	3	3
AVG		2.25	1.5	2	3	2.75

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.



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5 YEAR INTEGRATED BBA MBA

SEMESTER V



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 301: Financial Management

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1. Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.
- CO2. Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions
- CO3. Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.
- CO4. Assess dividend policies and working capital management strategies to improve organizational financial performance.

Course Content

Unit I

Introduction: Nature, Scope, and Objectives of Financial Management-Profit Maximization, Wealth Maximization, Value Maximization-concept & implications, Economic Value Added (EVA), Market Value Added (MVA), Functions and Responsibilities of Finance Manager, Time Value of Money. **(15 Hours)**

Unit II

Cost of Capital and Finance Decision: Sources of Long-Term Financing, Components of Cost of Capital & Calculation, Cost of Equity, Cost of Retained Earnings, Cost of Debt & Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). **(15 Hours)**

Unit III

Capital Budgeting: Capital Budgeting Process and Methods, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) & Modified IRR, Break-Even point, Profitability Index, Capital Budgeting Under Risk & Uncertainty, Certainty Equivalent Approach, Risk-Adjusted Discount Rate Method using statistical & quantitative techniques. **(15 Hours)**

Unit IV:

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision, Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend Policy, Concept of Working Capital, Operating & Cash Cycles, Risk-return trade off, Working Capital Estimation, Cash Management, Overview of Receivables Management, Factoring and Inventory Management. **(15 Hours)**

Suggested Readings (Latest Editions):

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



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Mapping the Course Outcomes with Programme Outcomes

CO No.	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5
CO1	Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.	3	2	2	2	1
CO2	Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions.	3	3	2	3	1
CO3	Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.	3	3	2	3	1
CO4	Assess dividend policies and working capital management strategies to improve organizational financial performance.	3	3	2	3	2
Average	—	3.0	2.75	2.0	2.75	1.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 303: Negotiation Skills

L-4, T-0, Credits-4

Course Objectives: This course aims to develop a practical understanding of negotiation principles, communication strategies, conflict resolution techniques, and ethical considerations for effective negotiations in diverse business contexts.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain negotiation types, processes, and key concepts like BATNA and ZOPA
- CO2.** Apply communication and persuasion techniques in negotiation settings
- CO3.** Analyze conflicts and ethical issues in negotiation contexts
- CO4.** Evaluate real-world cases to improve negotiation outcomes.

Course Content

Unit I

Foundations of Negotiation: Introduction to Negotiation: Definitions and types; Distributive vs. Integrative Bargaining; The Negotiation Process: Planning, discussing, proposing, bargaining, closing; BATNA, WATNA, and ZOPA; Setting goals and preparing negotiation strategies. **(15 Hours)**

Unit II

Communication, Psychology & Tactics: Verbal and Non-verbal Communication in Negotiation; Persuasion and Influence Techniques; Psychological Triggers and Biases (e.g., anchoring, framing, reciprocity); Dealing with Difficult People and Hardball Tactics; Emotions, Perception, and Trust Building. **(15 Hours)**

Unit III

Conflict Resolution and Ethics: Nature and Sources of Conflict; Conflict Management Styles (Thomas-Kilmann Model); Mediation and Third-party Roles; Ethics in Negotiation: Fairness, deception, integrity; Negotiation Pitfalls and Ethical Dilemmas. **(15Hours)**

Unit IV:

Applied Negotiation Skills: Cross-cultural Negotiations and Global Business Etiquette; Negotiation in Business Functions: Sales, HR, Procurement, Partnerships; Team and Multi-party Negotiations; Advanced Simulations and Role-plays; Capstone Negotiation Project (Group-based). **(15 Hours)**

Suggested Readings (Latest Editions):

1. Fisher, R., Ury, W., & Patton, B. Getting to Yes: Negotiating Agreement Without Giving In. Penguin Random House India.
2. Lewicki, R. J., Barry, B., & Saunders, D. M. Negotiation: Readings, Exercises, and Cases. McGraw Hill Education India.
3. Thompson, L. The Mind and Heart of the Negotiator. Pearson Education India.
4. Wheeler, M. The Art of Negotiation: How to Improvise Agreement in a Chaotic World. Random House India.
5. Cohen, H. You Can Negotiate Anything. Jaico Publishing House.
6. Rayudu, C. S. Business Communication and Negotiation Skills. Himalaya Publishing House.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Mapping the Course Outcomes with Programme Outcomes

CO No.	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5
CO1	Explain negotiation types, processes, and key concepts like BATNA and ZOPA	3	2	2	2	1
CO2	Apply communication and persuasion techniques in negotiation settings	2	3	3	3	2
CO3	Analyze conflicts and ethical issues in negotiation contexts	2	3	2	3	2
CO4	Evaluate real-world cases to improve negotiation outcomes.	2	3	3	3	2
Average	—	2.25	2.75	2.5	2.75	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 305: Leadership, Power and Politics

L-4, T-0, Credits-4

Course Objectives: This course aims at developing students' understanding of influence and leadership by exploring power dynamics, organizational politics, and strategies to navigate resistance and lead effectively.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain leadership theories, styles, and their impact on teams and strategy.
- CO2.** Apply leadership skills to develop emerging leaders and adapt strategies for effective team management.
- CO3.** Analyze organizational power dynamics and develop strategies to build influence and drive change.
- CO4.** Assess political dynamics in organizations and apply strategies for effective stakeholder management and career growth.

Course Content

Unit I

Nature of Leadership: Leadership and business of living, Art and Science of Leadership, Leadership as a process and not a position, Approaches to Leadership, Myths about Leadership. **Leadership vs. Management:** Differences and Similarities. **Developing Leaders:** Leadership Traits, Developing junior leaders, Leader-Communication. **(14 Hours)**

Unit II

Strategic Leadership and Culture: Leadership Theories: Trait Theory, Behavioral Theory, Contingency Theory, Transformational and Transactional Leadership. **Leadership Styles:** Autocratic, Democratic, Laissez-Faire, and Situational Leadership. Ethical Decision-Making in Leadership, Impression Management in Leadership. Shaping Culture and Values through Leadership, Leadership Diversity, Leading Teams, Developing Vision and Direction, Leading Learning Organizations, Development Planning and Leading Change. Crisis Leadership: Managing Uncertainty and Business Risks. Women in Leadership: Barriers, Challenges, and Success Strategies. Digital Leadership & Remote Team Leadership. **(16 Hours)**

Unit III

Power and Influence: Understanding Power: Definition and sources (Legitimate, Reward, Coercive, Expert, Referent). Power vs. Authority: Key differences and organizational impact, Bases of Power: Personal power vs. Positional power, Influence Strategies: Persuasion, negotiation, and conflict resolution, Psychological Aspects of Power: Ego, perception, and decision-making biases, Managing Power Ethically: Best practices for ethical leadership, Leader's Power Sources: Motives, reputation, personality, relationships, and trust. Institutionalization of Power: Power structures, distribution, and organizational impact. Power Sharing: Empowerment, participation, and delegation. Gender and Power: Influence of gender dynamics in leadership. Pitfalls of Power: Overuse, misuse, and consequences in organizations. **(16 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Unit IV:

Organizational Politics: Organizational Politics: Meaning, Nature, and Relevance in Business. Positive and Negative Politics, Organizational politics and Silos, Coalition Politics, Career Politics, Network politics, Diagnosis of Organizational politics, Strategies for Political Success: Building Alliances, Networking, and Impression Management, Survival in the political environment. **(14 Hours)**

Suggested Readings (Latest Editions):

1. Balasubramaniam, R., Power Within: The Leadership Legacy of Narendra Modi, Penguin Random House India
2. Pattanaik, D., The Leadership Sutra: An Indian Approach to Power, Aleph Book Company
3. Pillai, R., Corporate Chanakya: Successful Management the Chanakya Way, Jaico Publishing House
4. Bharadwaj, R. S., Navigating the Organisational Politics: Self-Enlightening Journey with an Indian Epic, Independently Published
5. Arora, H. N., & Sinha, R., Alchemy of Change: Managing Transition through Value-Based Leadership, SAGE Publications India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain leadership theories, styles, and their impact on teams and strategy	3	2	3	2	2
CO2	Apply leadership skills to develop emerging leaders and adapt strategies for effective team management	2	3	3	2	2
CO3	Analyze organizational power dynamics and develop strategies to build influence and drive change	2	3	2	3	2
CO4	Assess political dynamics in organizations and apply strategies for effective stakeholder management and career growth	2	3	3	3	3
AVG		2.25	2.75	2.75	2.5	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 307: Services Marketing

L-4, T-0, Credits-4

Course Objectives: This course aims at providing students with a comprehensive understanding of the unique challenges and strategies involved in marketing services, equipping them with practical skills to analyze, design, and manage effective services marketing decisions in dynamic environments.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Explain the fundamental concepts and challenges of services marketing and differentiate between goods and services marketing
- CO2.** Apply techniques for managing service quality, service delivery, and pricing strategies in various service contexts
- CO3.** Analyze communication, branding, and physical evidence factors that impact service marketing effectiveness
- CO4.** Evaluate service failures, recovery strategies, and customer relationship management approaches to enhance customer loyalty and service quality

Course Content

Unit I

Understanding Services, Service Consumers and Managing Services Quality: Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; SERVQUAL instrument to measure service quality; Other instruments.

(15 Hours)

Unit II

Service as Product, Service Delivery Process and Service Pricing: Distinction between core, facilitating, and support services; Service Life Cycle; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery; Service blueprinting and its benefits; Customer Service standards; Strategies to manage fluctuations of demand in the creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value and competition; Revenue Management in specific service industries; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing; Price competition challenges.

(15 Hours)

Unit III

Service Communication, Branding, Physical Evidence in Service: Challenges in designing communication programme for services; Service communication problems; Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services; Servicescape, the roles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact; Approaches for understanding servicescape effects.

(15 Hours)



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Unit IV:

Service Failures, Recovery Strategies, Managing People and Customer Relationships:

Service failures; strategies and tactics of service recovery in the event of a service failure; service guarantee; customer feedback system; human resource strategies for customer oriented service delivery; internal marketing in delivering the promise made to customers (through external marketing); interactive marketing (managing the moments of truth); guideline for people in service organizations ; service oriented organizational structure; customer loyalty; customer lifetime value ; customer equity; framework for building customer loyalty. AI in service Marketing; Business Process Outsourcing(BPO), Knowledge Process Outsourcing(KPO); Marketing e-services. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Zeithaml, V., Gremler, D., Bitner, M., & Pandit, A., Services Marketing, Tata McGraw-Hill Education
2. Wirtz, J., Lovelock, C. H., & Chatterjee, J., Services Marketing, World Scientific Publishing
3. Bordoloi, S., Fitzsimmons, J., & Fitzsimmons, M., Service Management: Operations, Strategy, Information Technology, McGraw-Hill Education
4. Hoffman, K. D., & Bateson, J. E. G., Services Marketing: Concepts, Strategies & Cases, Cengage Learning India
5. Kumar, V., & Meenakshi, Services Marketing: Indian Context, Oxford University Press
6. Ramaswamy, V. S., & Namakumari, S., Marketing Management: Global Perspective Indian Context, McGraw-Hill Education
7. Chakraborty, S. K., Services Marketing: Text and Cases, Excel Books

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the fundamental concepts and challenges of services marketing and differentiate between goods and services marketing	3	2	2	2	1
CO2	Apply techniques for managing service quality, service delivery, and pricing strategies in various service contexts	2	3	2	3	1
CO3	Analyze communication, branding, and physical evidence factors that impact service marketing effectiveness	2	3	3	3	2
CO4	Evaluate service failures, recovery strategies, and customer relationship management approaches to enhance customer loyalty and service quality	2	3	3	3	2
AVG		2.25	2.75	2.5	2.75	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 309: Rural Marketing

L-4, T-0, Credits-4

Course Objectives: The objective of the course is to familiarize the participants with the conceptual understanding of Rural Marketing practices in the Indian context. How the marketing strategies will be different from urban marketing to rural marketing.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and analyze the unique characteristics of rural markets and consumer behavior to make informed marketing decisions
- CO2.** Evaluate the impact of competition, pricing strategies, and product modifications required for rural marketing
- CO3.** Apply appropriate distribution and communication strategies to effectively engage rural consumers
- CO4.** Assess the key challenges and emerging issues in rural marketing to develop strategic solutions

Course Content

Unit I

Introduction: Rural Marketing: Concept & Scope, Attractiveness & Challenges of Rural Markets, Rural vs. Urban Markets. Rural Marketing Environment Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India. Rural Vs Urban Marketing, Factors contributing to Growth of Rural Markets. **Rural Marketing Environment-** Rural Environment, Occupation Pattern, Expenditure Pattern, Rural Demand and Consumption Pattern **(14Hours)**

Unit II

Rural Consumer Behavior: Rural Consumers Dimensions - Occupation and Income, Economic circumstances, Lifestyle, Consumer buying behaviour models, Factors affecting Rural Consumer Behaviour, Consumer Buying and Decision Process, Marketing Mix for Rural Marketing, Rural Market-Research approach, Rural Marketing Information System. Rural marketing Regulation and Institutional Support. **(16 Hours)**

Unit III

Rural Marketing Mix: Rural Marketing Mix, Rural Market Segmentation, Positioning Strategies for Rural Market. Strategies for New Product Planning & Development for Rural Markets, Product Mix. Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products, Four A's of Rural Marketing Mix. Rural Marketing of FMCG's and Consumer durables- issues and challenges, Importance of Branding, Packaging and Labelling, New Product launch techniques for rural markets, Nature of Competition in Rural Markets. Agri-Tech Start-ups; SHG(Self Help Groups) in product promotion **(15 Hours)**

Unit IV:

Rural Communication: Challenges in Rural Communication, Advertising and Sales Promotion for Rural Markets, Rural Media, Branding in Rural Markets, Issues in Rural Distribution Channels, Tapping the Rural Markets, Rural Retailing, Haats/Shandies, Vans & Mobile Stores, Innovation in Rural Distribution Systems. **Shaping the Future of Rural Marketing-** Identifying and Handling Constraints in Rural Marketing, Corporate Social Responsibility in Rural Markets, Future of Rural Marketing in India- Role of Government, Rural Micro Finance, Digitalizing the Indian rural markets. NGOs and Cooperatives in Rural Brand Building; Social Entrepreneurship & Rural development **(15 Hours)**



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Suggested Readings (Latest Editions):

1. Kashyap, P., & Raut, S., Rural Marketing: Text & Practice, Dreamtech Press
2. Gopal Swamy, T. P., Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House
3. Dogra, B., & Ghuman, K., Rural Marketing, Tata McGraw-Hill Education
4. Velayudhan, S. K., Rural Marketing: Growing the Non-urban Consumer, Atlantic Publishing Group
5. Mathur, U. C., Rural Marketing, Excel Books
6. Krishnamacharyulu, C. G., & Ramakrishnan, L., Rural Marketing: Text and Cases, Pearson Education
7. Rahman, H. U., Rural Marketing in India, Himalaya Publishing House
8. Singh, S., Rural Marketing, Vikas Publishing House
9. Kamat, M., & Krishnamoorthy, R., Rural Marketing, Himalaya Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and analyze the unique characteristics of rural markets and consumer behavior	3	3	2	3	2
CO2	Evaluate the impact of competition, pricing strategies, and product modifications required for rural marketing	3	3	2	3	1
CO3	Apply appropriate distribution and communication strategies to effectively engage rural consumers	2	3	3	3	2
CO4	Assess the key challenges and emerging issues in rural marketing to develop strategic solutions	3	3	2	3	1
AVG		2.75	3.0	2.25	3.0	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 311: FinTech

L-4, T-0, Credits-4

Course Objectives: This course aims to provide students with a comprehensive understanding of core FinTech concepts, including digital banking frameworks, blockchain, cryptocurrency, and AI-driven financial services, while equipping them to analyze cybersecurity risks, navigate regulatory challenges, and apply FinTech strategies to real-world financial and business models.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand core FinTech concepts and digital banking frameworks.
- CO2.** Analyze and evaluate blockchain, cryptocurrency, and AI-driven financial services.
- CO3.** Identify cybersecurity risks and regulatory challenges in FinTech.
- CO4.** Apply FinTech strategies to real-world financial and business models.

Course Content

Unit I: Introduction to FinTech

Overview of FinTech: Definition, Scope, and Importance of FinTech, Evolution and History of FinTech, FinTech Ecosystem: Startups, Regulators, and Market Participants. FinTech Business Models & Market Trends: Traditional Banking vs. FinTech Innovations, Peer-to-Peer (P2P) Lending, Crowdfunding, and Challenger Banks FinTech Industry Segments: Payments, Lending, InsurTech, WealthTech, RegTech. Key Technologies Powering FinTech: API Economy and Open Banking, Role of Cloud Computing in Financial Services, Internet of Things (IoT) in FinTech. Case Studies on Fintech. **(15 Hours)**

Unit II: Digital Payments & Blockchain

Digital Banking & Payment Systems: Core Banking Systems & Digital Transformation, Mobile Banking, Neo Banks, and Challenger Banks, Digital Wallets: Google Pay, Phone Pe, PayPal, Paytm etc. Payment Gateways and FinTech Infrastructure: Working of Payment Gateways, Real-Time Gross Settlement (RTGS), NEFT, and IMPS, Near Field Communication (NFC) and Contactless Payments. Blockchain Technology and Smart Contracts: Blockchain Architecture & Working Mechanism, Decentralized Finance (DeFi) and Tokenization, Use Cases of Smart Contracts in Banking and Insurance. Cryptocurrencies **and** Risks: Bitcoin, Ethereum, Stablecoins, and Central Bank Digital Currencies (CBDC), Risks and Challenges of Cryptocurrency Adoption, Future of Cryptocurrencies & Global Regulations **(15 Hours)**

Unit III: AI, Big Data & FinTech Applications

Artificial Intelligence in FinTech: AI in Risk Management and Fraud Detection, Machine Learning for Credit Scoring and Loan Approvals, AI-powered Chatbots and Virtual Assistants. **Big Data Analytics in Finance:** Predictive Analytics for Investment Decisions, Behavioral Finance & Data-Driven Customer Insights, Role of Cloud Computing in Financial Data Management. Robo-Advisors and Algorithmic Trading: Introduction to Robo-Advisory Platforms (Wealthfront, Betterment), Algorithmic Trading and High-Frequency Trading (HFT), Ethical Concerns in AI-driven Financial Decisions. Emerging Trends: InsurTech, RegTech & WealthTech: InsurTech: AI and IoT in Insurance, RegTech: Compliance Automation & Fraud Prevention, WealthTech: AI-Driven Investment & Portfolio Management. **(15 Hours)**



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Unit IV: Cybersecurity, Regulations & Future of FinTech

Cybersecurity Threats in FinTech: Cyberattacks: Phishing, Ransomware, and Data Breaches, Multi-Factor Authentication (MFA) and Digital Identity Security, Role of Encryption in Financial Data Protection. Regulatory and Compliance Framework: RBI and SEBI Guidelines on FinTech in India, Global FinTech Regulations (GDPR, PSD2, Basel III), Ethical and Legal Concerns in FinTech. Open Banking & API Economy: Open Banking: Benefits and Challenges, Banking-as-a-Service (BaaS) and Embedded Finance, API-driven Financial Innovations. Future of FinTech & Case Studies: Innovations in Quantum Computing & Finance, Sustainable Finance & Green FinTech, Case Study: How FinTech is Reshaping Global Markets. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Mastering Bitcoin: Programming the Open Blockchain – Andreas M. Antonopoulos; 2nd Edition; Published by O'Reilly Media
2. Digital Bank: Strategies for Launching or Becoming a Digital Bank – Chris Skinner; 2nd Edition; Published by Marshall Cavendish
3. FinTech Innovation: From Robo-Advisors to Goal-Based Investing and Gamification – Paolo Sironi; 1st Edition; Published by Wiley

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand core FinTech concepts and digital banking frameworks	3	2	2	3	1
CO2	Analyze and evaluate blockchain, cryptocurrency, and AI-driven financial services	3	3	2	3	1
CO3	Identify cybersecurity risks and regulatory challenges in FinTech	2	3	1	3	2
CO4	Apply FinTech strategies to real-world financial and business models	2	3	3	3	1
AVG		2.5	2.75	2.0	3.0	1.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 313: Goods & Services Tax

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept of GST.
- CO2.** Undertake assessment of GST.
- CO3.** Recognize the steps to file GST returns.
- CO4.** Understand offences and penalties under GST.

Course Content

Unit I

GST in India: Constitutional provisions of Indirect taxes, Overview of GST and its need in India Basic concepts: Supply, Composite and Mixed Supplies, Services under GST, Levy and charge of GST, Rationale for GST, GST Council, GST Network, Procedure for Registration: Person and Taxable Person, Payment of Tax. Input Tax Credit (basic understanding). Role of CBIC. **(15 Hours)**

Unit II

Assessment of Tax: Tax Invoice: Types and components, Credit and Debit Notes: Purpose and use, Maintenance of Accounts and Records, Input Tax Credit: Eligibility, conditions, and restrictions, Place and Time of Supply rules, Valuation of goods and services under GST, Exemptions under GST, Job Work under GST: Concept and procedures. Reverse Charge Mechanism, Transitional provisions. **(15 Hours)**

Unit III

Returns and Provisions: GST Returns: Types and formats (GSTR-1, GSTR-3B, etc.), Steps to file returns and their due dates, Tax Collection at Source (TCS) and Tax Deduction at Source (TDS) under GST, Demands and recovery process. Inspection, Search, Seizure and Arrest provisions. Advance ruling mechanism under GST, Appeals and revision procedures, Refund procedures and conditions. Audit under GST. E-way billing System **(15 Hours)**

Unit IV:

Other Procedures under GST: Audit, Offences and penalties under GST law, Refunds, Prosecution provisions. Activities or transactions treated as neither supply of goods nor services.

GST Practitioners: Role, registration, and responsibilities. Compliance requirements for GST practitioners. Overview of GST in Special Economic Zones (SEZ). Recent amendments and updates in GST law. Case studies and practical problems related to GST compliance

(15 Hours)

Suggested Readings (Latest Editions):

1. Haidia, A., GST Made Easy, Taxmann
2. Ahuja, G., & Gupta, R., Direct Taxes Ready Reckoner, Wolters Kluwer India Pvt Ltd
3. Mehrotra, H.C., & Agarwal, V.P., Goods and Services Tax GST, Sahitya Bawan Publications
4. Singhanian, V.K., & Singhanian, M., Students Guide to Income Tax including GST, Taxmann Publications
5. Prasad, L.V.R., & Kumar, G.J.K., GST – A Brief Introduction, PK Publishers
6. Singh, A., GST Made Simple, Centex Publications



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Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of GST	3	2	1	2	1
CO2	Undertake assessment of GST	3	3	1	3	1
CO3	Recognize the steps to file GST returns	3	3	2	3	2
CO4	Understand offences and penalties under GST	3	2	2	2	3
AVG		3	2.5	1.5	2.5	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 315: Export, Import Policies, Procedures and Documentation
L-4, T-0, Credits-4

Course Objectives: This course aims to provide students an in-depth understanding of the processes involved in exporting goods, including documentation requirements and regulation. Students will learn how to navigate through export procedure, comply with legal requirements, and effectively manage export transactions.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the role of exports and imports in economic development and international trade
- CO2.** Analyze export procedures and documentation
- CO3.** Evaluate institutional support for exports and related agencies
- CO4.** Apply export financing techniques and understand INCOTERMS 2020

Course Content

Unit I

Introduction: Role of exports and imports in economic development, Composition of India's foreign trade, Theories of international trade, Features and Rationale of Export Business, Essentials for Starting Export Business. Recent Trends in India's Foreign Trade, Export Potential of Indian Start-ups and MSMEs. Role of Start-up India and Make in India in Promoting Exports
(14 Hours)

Unit II

Export and Import Procedures: Registration of importers & exporters, Export documentation (principal, auxiliary and regulatory documents) - commercial invoice, consular invoice, customs invoice, packing list, certificate of inspection, certificate of origin, bill of lading, GR form, SDF form, PP form, shipping bill, air bill/air consignment note, general excise clearance, custom clearance, insurance cover, Role of ECGC, Quality control and pre shipment inspection, HS System of classification and coding, Application of Electronic Data Interchange System (EDI) in export documentation. Case Studies on Common Documentation Errors and Compliance Issues.
(16 Hours)

Unit III

Institutional Support for Export: Infrastructural facilities- Export Promotion Council (EPC), Export Promotion Zone (EPZ), Special Economic Zone (SEZ), Federation of Indian Export Organisations (FIEO), Agricultural & Processed Food Products Export Development Authority (APEDA), Role of Directorate General of Foreign Trade (DGFT), Categorization of export houses. Incentives under Foreign Trade Policy (FTP) 2023 for Exporters.
(15 Hours)

Unit IV:

Export Financing: Pre and post shipment finance, Role of EXIM bank, Mode of payment in international trade- Cash-in-Advance, Letters of credit (nature and types), Documentary Collections, Open Account, Consignment, Bills of exchange, Export pricing, INCOTERMS 2020. Role of Fintech and Blockchain in International Trade Finance.
(15 Hours)



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Suggested Readings (Latest Editions):

1. Singh, D., & Gautam, A., Export Management, Himalaya Publishing House
2. Nabhi Publications, Export Manual, Nabhi Publications
3. Cateora, P. R., & Hess, J. M., International Marketing Management, Latest Edition
4. Ministry of Commerce, Government of India, Handbook of Export-Import Procedures
5. Sudha, P., & Pradeep, V., A Study on Export Documentation and Clearance Process at Logistics Company, Central Asian Journal of Innovations on Tourism Management and Finance
6. Kahiya, E. T., & Dean, D. L., Export Stages and Export Barriers: Revisiting Traditional Export Development, Thunderbird International Business Review

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the role of exports and imports in economic development and international trade	3	2	1	2	2
CO2	Analyze export procedures and documentation	2	3	1	3	1
CO3	Evaluate institutional support for exports and related agencies	2	2	1	3	2
CO4	Apply export financing techniques and understand INCOTERMS 2020	2	3	1	3	1
AVG		2.25	2.5	1	2.75	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 317: International Business Negotiation

L-4, T-0, Credits-4

Course Objectives: This course aims to equip students with the knowledge and practical skills required for successful international business negotiations, focusing on cultural influences, negotiation strategies, ethical considerations, and conflict resolution techniques, supported by hands-on simulations and real-world case studies.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks
- CO2.** Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts.
- CO3.** Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations
- CO4.** Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills

Course Content

Unit I: Introduction to International Business Negotiation & Cultural Influences

Overview of International Business & Globalization: Definition of international business, Globalization and its impact on business, Importance of negotiation in international trade. Theories & Frameworks in Negotiation: Types of negotiations: Distributive vs. Integrative, Stages of negotiation process: Preparation, Discussion, Clarification, Bargaining, Closing, and Implementation, Overview of Hofstede's Cultural Dimensions Theory. Cultural Influence on Negotiations: Understanding cultural differences, Cultural intelligence (CQ) and its importance in global negotiations, Case study: International business negotiations across cultures (e.g., U.S., China, Japan). Cross-Cultural Communication: Language and non-verbal communication, Overcoming language barriers, Building trust and rapport across cultures. Geo-Political and Legal Risk Management: Understanding geopolitical influences and international legal systems; identifying and mitigating legal and political risks in cross-border negotiations. Post Negotiation Management: Strategies for managing international business relationships after negotiations; ensuring compliance, contract execution, and performance monitoring. **(17 Hours)**

Unit II: Negotiation Strategies & Tactics

Negotiation Styles & Tactics: Competitive vs. Cooperative negotiation styles, Bargaining tactics: Hard vs. Soft negotiation tactics, Power dynamics in negotiation, Creating value in negotiations and finding win-win solutions. Negotiation Strategies for International Business: Techniques for handling high-stakes international negotiations (trade deals, mergers, etc.). Case study: Successful international business deals. Technology in International Negotiations: Virtual negotiations and the role of digital platforms, Tools for cross-border communication and collaboration, Case study: Negotiation challenges during the COVID-19 pandemic. **(14 Hours)**

Unit III: Ethical Issues, Conflict Resolution & Mediation in International Negotiations

Ethical Challenges in International Business Negotiation: Understanding ethical dilemmas in cross-border negotiations, Corruption, bribery, and managing unethical practices, International legal frameworks and regulations. Conflict Resolution in International Business: Types of conflicts in international business, Negotiation as a tool for conflict resolution,



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Managing disputes in cross-border business relationships, Techniques for resolving cultural and communication conflicts. Mediation and Arbitration: Role of mediation and arbitration in international business, How to mediate effectively in global business contexts, Case study: Use of arbitration in international trade disputes. **(14 Hours)**

Unit IV: Practical Negotiation Simulations & Final Project

Negotiation Simulations: Role-playing international negotiation scenarios, Simulated negotiations between parties from different countries, Feedback and debriefing of negotiation performances, Group exercises for analyzing negotiation strategies. **Final Project Preparation:** Researching and preparing for a simulated international negotiation, Group project presentation on a global business negotiation case, Class feedback and discussion of final projects **(15 Hours)**

Suggested Readings (Latest Editions):

1. Jain, V., International Trade Negotiations: The Negotiation Skills of an International Business Professional, Independently published
2. Jain, S. & Cellich, C., Global Business Negotiation: A Practical Guide, South-Western Education Publishing
3. Ghauri, P. N. & Usunier, G. C., International Business Negotiations, Pergamon
4. Malhotra, D., Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (Without Money or Muscle), Berrett-Koehler Publishers
5. Cellich, C. & Jain, S. C., Creative Solutions to Global Business Negotiations, Business Expert Press
6. Kumar, R., International Business Negotiations: Theory and Practice
7. Rudd, A. & Lawson, R., Communicating in Global Business Negotiations: A Geocentric Approach, Sage
8. Maude, B., International Business Negotiation: Principles and Practice, Bloomsbury Academic
9. Barber, N. & Fletcher-Chen, J., Practical Business Negotiation, Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks	3	2	2	2	3
CO2	Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts	2	3	2	3	2
CO3	Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations	2	3	2	2	3
CO4	Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills	2	3	3	3	3
AVG		2.25	2.75	2.25	2.5	2.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 319: Information Systems Management Lab

Credits-2

Course Objective: This course aims to equip students with practical skills in using business information systems tools such as Excel, databases, ERP, CRM, and DSS to support data-driven decision-making and process automation in business environments

Course Outcomes: Upon completion of this course, the student will be able to

- CO1. Apply spreadsheet tools (MS Excel) for performing basic financial analysis including ROI, break-even, and profit/loss statements.
- CO2. Analyze and visualize business data using Power BI to create interactive dashboards and data insights.
- CO3. Design and implement relational databases using tools like MS Access or MySQL, including ER diagrams and basic SQL queries.
- CO4. Evaluate the effectiveness of integrated business applications (ERP, CRM, DSS) in supporting various business functions and strategic decision-making.

Following the topics to be covered in laboratory with hands-on training not limited to below mentioned tools only.

S.No	Topic	Tools/Software	Expected Outcome
1.	Financial Analysis Using Excel	MS Excel	Profit/loss, ROI, break-even analysis
2.	Data Visualization & Dashboard Creation	Power BI	Charts, PivotTables, dashboards
3.	Introduction to Databases	MS Access / MySQL	Create, update, delete records
4.	Querying Business Data	MS Access / MySQL	SQL basics: SELECT, WHERE, JOIN, etc.
5.	Create Entity Relationship diagram for different cases in sync. with databases	Draw.io/Creately or any other free tool available	ER Diagram, relationship between entities, types of entities and keys
6.	Introduction to ERP Systems	ERPNext / Tally	Business process flow through ERP
7.	CRM Tools & Applications	Zoho CRM / Salesforce (demo)	Customer lifecycle and engagement
8.	DSS and Business Simulation	Excel-based Models / DSS Software	Scenario analysis and decision making

Note: Any other relevant open-source software may be used for above topics.



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MBG 321: Summer Training/Field-Based Training/ Apprenticeship

Credits-4

The Assessment of Summer Training/Field-Based Training/ Apprenticeship shall be as follows.

Internal Assessment - 40 Marks

External Assessment (Viva Voce) - 60 Marks

Guidelines for Assessment

1. Every student has to compulsorily do summer internship/apprenticeship/Field based training in the industry after fourth semester and has to submit the certificate of training/ Apprenticeship.
2. Every student has to submit a spiral bind report to showcase the work done and learning during the summer internship/field based/apprenticeship and must appear for End Term Viva.
3. All the records to be maintained by every institute and should be able to produce whenever required by the university.
4. The duration of the training/apprenticeship will be 6-8weeks
5. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks
6. The university will conduct an external viva of 60 marks at the end of the fifth semester



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SEMESTER VI



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 302: Business Policy and Strategy

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the concept of Business Policy, its evolution and strategic management.

CO2. Perform the SWOT analysis.

CO3. Develop skills to formulate various strategies in different Business portfolio models.

CO4. Discover the issues in Strategy Implementation.

Course Content

Unit I

Introduction: Nature, Scope and Importance of Business Policy, Evolution, Forecasting, Long-Range Planning, Strategic Planning and Strategic Management, Strategic Management process, Formulation phase-vision, mission, objectives, and strategy, Implementation phase-Strategic activities, evaluation and control. **(14 Hours)**

Unit II

Environmental Analysis: Need, Characteristics and categorization of environmental factors, approaches to the environmental scanning process-structural analysis of competitive environment, ETOP a diagnosis tool. Analysis of Internal Resources: Strengths and weakness, resource audit, strategic advantage analysis, Porter's 5 force model of Competition Analysis; Value-chain approach to internal analysis, methods of analysis and diagnosing corporate capabilities-functional area profile and resource deployment matrix, strategic advantage profile, SWOT analysis, McKinsey's 7s framework. **(16 Hours)**

Unit III

Formulation of Corporate Strategies: Approaches to strategy formation, major strategy options-stability growth and expansion, concentration, integration, diversification, internationalization, cooperation and digitalization, retrenchment, combination strategies. **(15 Hours)**

Unit IV

Choice of Business Strategies: BCG model, stop-light strategy model, directional policy matrix (DPM) model, Product/Market Evolution-Matrix and profit impact of market strategy (PIMS) model. Major Issues involved in the implementation of strategy, organizational cultural and behavioural factors, organization structure, role of leadership. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Kazmi, A., Strategic Management and Business Policy, McGraw Hill Education
2. Wheelen, T. L., Hunger, J. D., Strategic Management and Business Policy, Pearson Education
3. David, F. R., David, F. R., Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Pearson Education
4. Hill, C. W. L., Jones, G. R., Strategic Management: An Integrated Approach, Cengage Learning.
5. Nag, A., Strategic Management: Analysis, Implementation and Control, Vikas Publishing House



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Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Describe the concept of Business Policy, its evolution and strategic management.	3	2	1	2	1
CO2	Perform the SWOT analysis.	2	3	1	2	1
CO3	Develop skills to formulate various strategies in different Business portfolio models.	2	3	2	3	1
CO4	Discover the issues in Strategy Implementation	2	2	2	3	1
AVG		2.25	2.5	1.5	2.5	1.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 304: Digital and Social Media Marketing

L-4, T-0, Credits-4

Course Objectives: The course aims to develop a solid understanding of the concepts, strategies, and tools in internet, digital, and social media marketing, enabling students to leverage these platforms to support and enhance organizational marketing initiatives.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how they differ from traditional marketing approaches.
- CO2.** Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences
- CO3.** Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals.
- CO4.** Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives

Course Content

Unit I

Introduction to Digital Marketing and Online Buyer Behavior: Digital marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment, Business-to-Consumer (B2C) and Business-to-Business (B2B) Internet marketing, Digital marketing strategy. The Marketing Mix (7 – Ps) in online context, Managing online customer experience, Planning website design, understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC), Objectives and Measurement of Interactive marketing communication **(15 Hours)**

Unit II

Content Marketing, Blog Creation & Email Marketing: **Content marketing:** strategy, types, and importance. Content writing techniques for websites, emails, and campaigns. **Blog creation:** choosing topics, structuring blog posts, SEO-friendly writing. **Visual content:** images, infographics, and videos. **E-mail marketing:** opt-in, permission-based campaigns. Online PR and digital storytelling. Interactive advertising and online partnerships, Website optimization techniques. **(15 Hours)**

Unit III

Search, Mobile & Analytics: Search Engine Marketing (SEM) and Search Engine Optimization (SEO). Keyword research and optimization strategies. Mobile marketing: in-app advertising, SMS campaigns, responsive content. Campaign planning and execution. Web analytics: tools (e.g., Google Analytics), metrics, and data interpretation. Legal and ethical issues in digital marketing **(15 hours)**

Unit IV

Social Media Marketing (SMM): Introduction to SMM: role and benefits in marketing. Key platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, X (formerly Twitter). Creating platform-specific content: posts, stories, videos, reels. Influencer marketing and social listening. Social media campaign design and management. Community engagement and brand building. Social media analytics and reporting tools. Trends and innovations in social media marketing. **(15 Hours)**



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Suggested Readings (Latest Editions):

1. Chaffey, D., Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation and Practice, Pearson Education, 8th Edition, 2022.
2. Tuten, T. L., Solomon, M. R., Social Media Marketing, SAGE Publications, 3rd Edition, 2017.
3. Roberts, M. L., Zahay, D., Internet Marketing, Cengage Learning, 4th Edition, 2012.
4. Strauss, J., Frost, R. D., E-marketing, Routledge, 7th Edition, 2016.
5. Barker, M., Barker, D. I., Bormann, N. F., Neher, K. E., Zahay, D., Social Media Marketing: A Strategic Approach, Cengage Learning, 3rd Edition, 2022.
6. Kumar, P., How to Write a Book in 8 Days, Books That Inspire, 1st Edition, 2016.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how they differ from traditional marketing approaches	3	2	1	2	1
CO2	Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences	2	3	2	3	2
CO3	Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals	2	2	3	2	1
CO4	Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives	2	3	3	3	2
AVG		2.25	2.5	2.25	2.5	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
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MBG 306: Organization Effectiveness and Change
L-4, T-0, Credits-4

Course Objectives: This course explores key organizational processes and dynamics to help students understand workplace behavior and contribute to organizational effectiveness and change.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand key concepts and models of organizational change and development.
- CO2.** Analyze the influence of culture, climate, power, and politics in organizations
- CO3.** Apply strategies for managing conflict, intergroup behavior, and negotiation.
- CO4.** Evaluate practices for fostering creativity, innovation, and inclusion in diverse workplaces.

Course Content

Unit I

Foundations of Organizational Change and Development: Introduction to organizational change and development; Forces of change; Resistance to change; Management of change; Models of organizational change (Lewin's Change Model, Kotter's 8-Step Model, ADKAR Model); and Learning organizations. **(15 Hours)**

Unit II

Organizational Culture, Climate, and Power Dynamics: Organizational culture – definition, evolution, determinants, and dimensions; Organizational climate – meaning and factors; Power in organizations – bases of power and influence; Political behavior – sources and tactics; and the impact of power and politics on organizational functioning. **(15 Hours)**

Unit III

Conflict, Intergroup Behavior, and Negotiation: Sources and types of conflict in organizations; Reactions to conflict; Conflict management styles and strategies; Intergroup behavior – competition and collaboration; Approaches to negotiation – distributive and integrative; and Stages and strategies of negotiation **(15 Hours)**

Unit IV

Creativity, Innovation, Gender, and Cross-Cultural Management: Individual and organizational creativity; Creative blocks and strategies to overcome them; Organizational innovation – processes and enablers; Gender issues in management – stereotypes, challenges, and inclusion strategies; Women in leadership roles; and Introduction to cross-cultural management. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Bhattacharyya, D., Organizational Change and Development, Oxford University Press
2. Mukherjee, K., Organizational Change and Development, Pearson Education
3. Singh, K., Organizational Change and Development, Excel Books
4. Cummings, T. G., Worley, C. G., Organization Development and Change, Cengage Learning
5. Burke, W. W., Organization Change: Theory and Practice, SAGE Publications
6. Anderson, D. L., Organization Development: The Process of Leading Organizational Change, SAGE Publications



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Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand key concepts and models of organizational change and development	3	2	1	2	1
CO2	Analyze the influence of culture, climate, power, and politics in organizations	2	3	2	2	3
CO3	Apply strategies for managing conflict, intergroup behavior, and negotiation	1	3	3	2	2
CO4	Evaluate practices for fostering creativity, innovation, and inclusion	2	2	2	3	3
AVG		2.0	2.5	2.0	2.25	2.25



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MBG 308: Strategic HRM

L-4, T-0, Credits-4

Course Objectives: This course aims to equip students with the knowledge and skills to align human resource strategies with business objectives, manage workforce challenges, and address emerging trends in Strategic HRM

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Analyze the nature, scope, and functions of Strategic Human Resource Management and its role in aligning HR strategies with organizational goals.
- CO2.** Demonstrate an understanding of workforce planning, talent acquisition, and retention strategies, and evaluate methods for forecasting manpower demand and supply.
- CO3.** Evaluate contemporary HR issues such as global HRM, work-life balance, and Green HRM, and develop strategies to address these challenges within a business context.
- CO4.** Apply HRM competencies and performance measurement tools like the Balanced Scorecard (BSC) in designing HR strategies that enhance organizational effectiveness and employee performance.

Course Content

Unit I: Introduction to Strategic Human Resource Management (SHRM):

Definition and Evolution of HRM, Nature and Scope of Strategic HRM, SHRM Models (Best Fit, Best Practice, Configurational Models), HRM Roles and Responsibilities in Strategic Management, Business and Organizational Restructuring: Implications for HR, The Changing Role of HR Managers in Strategy Formulation and Execution, Aligning HR Strategy with Business Strategy, Competitive Challenges and SHRM: Workforce; Diversity, Equity, Inclusion, Belonging (DEIB) and workforce agility. Managing Protean Careers, Psychological Contracts, Employee Engagement and Developmental Leadership, Moonlighting and its Implications for Organizations
(15 Hours)

Unit II: Strategic Workforce Planning and HR Integration

Linking Strategic Planning with HR Planning: Concept of Strategic HR Planning, Forecasting Manpower Demand and Supply: Techniques and Methods, Workforce Analytics for SHRM Decision-Making, Managing Turnover, Absenteeism, and Talent Gaps. Job Analysis, Job Design & Job Re-design: Job Enlargement and Job Enrichment, Integrating Corporate Strategy and HRM, HRM and Organizational Culture Management. Managing HR during Mergers & Acquisitions: Challenges and Strategies for Aligning Workforce in M&As, Post-merger Integration of HRM Strategies
(15 Hours)

Unit III: Talent Acquisition, Development, and HR Competencies

Expanding the Talent Pool Strategically: Strategic Recruitment and Selection Practices, Linking Career Development Initiatives with Organizational Strategy, HR Competencies: Roles of HR Generalists and HR Specialists in Strategy Implementation, Strategic Training & Development: Linking Learning with Organizational Goals. Performance Measurement **Systems:** Balanced Scorecard (BSC) and its Application to HRM, Step-by-Step Implementation of BSC for HR, Aligning Employee Performance with Strategic Objectives.
(15 Hours)



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5 YEAR INTEGRATED BBA MBA

Unit IV: Contemporary Issues and Innovations in SHRM

Strategic HRM in a Global and Evolving Environment: International Human Resource Management (IHRM): Global Workforce Management, SHRM in the Digital Age: Leveraging Technology in HR, Human Resource Information Systems (HRIS) and e-HRM, Wellness Programs and Work-Life Balance as Strategic HR Practices, Green HRM: Aligning Sustainability with HR Strategies. Emerging Work Patterns: Flexible Working (Shift Systems, Flexi-time, Remote Work, Casual Employment), Competency Mapping and Empowering Managers, Developing Positive Political Skills in HRM. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Kochhar, R., Human Resource Management: A Global Perspective, Pearson Education
2. Datt, R. & Sundaram, K.P.M., Indian Economy, S. Chand & Company Ltd.
3. Bhatia, S., Strategic Human Resource Management, Excel Books
4. Mathis, R.L., & Jackson, J.H., Human Resource Management, Cengage Learning
5. Tiwari, R.K., Human Resource Management: Text & Cases, Vikas Publishing House
6. Pattanayak, B., Human Resource Management, Prentice Hall India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Analyze the nature, scope, and functions of SHRM and its role in aligning HR strategies with organizational goals	3	2	2	3	2
CO2	Demonstrate understanding of workforce planning, talent acquisition, and evaluate forecasting methods	3	3	2	2	2
CO3	Evaluate contemporary HR issues such as global HRM, work-life balance, Green HRM, and strategize solutions in a business context	2	2	2	3	3
CO4	Apply HRM competencies and performance measurement tools like BSC to enhance organizational effectiveness and employee performance	3	3	3	3	2
AVG		2.75	2.5	2.25	2.75	2.25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 310: Advertising and Brand Management

L-4, T-0, Credits-4

Course Objectives: This course aims to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define key concepts of Integrated Marketing Communication (IMC) and Advertising Management, including objectives and strategy
- CO2.** Apply media planning strategies and evaluate advertising effectiveness
- CO3.** Analyze brand concepts, equity, and loyalty using relevant models
- CO4.** Develop and evaluate brand positioning and extension strategies

Course Content

Unit I

Concept of IMC: Definition of Advertising - Nature & Scope of Advertising Management; Setting Advertising Objectives, DAGMAR & Other Models, Advertising Planning & Strategy Making, Creative Strategy Development & Implementation. Advertising Budget. (Indian Prospects).

(14 Hours)

Unit II

Media Planning: Setting Media Objectives; Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness- Pretesting & Post testing; Social, Ethical and Legal Aspect of Advertising.

(14 Hours)

Unit III

Brand-Concept: Naming and Importance of Brands; Types of brands, Strategic Brand Management Process; Brand Identity perspectives, Brand identity prism, Identity levels, Concepts and Measures of Brand Equity, Brand Assets and liabilities, Aaker Model of Brand Equity, Customer based brand equity, Keller model of Brand Equity .Brand Loyalty, Measures of Loyalty; Brand Personality: Definition, Measures and, Formulation of Brand Personality; Brand Image dimensions, Stages of Concept Management for functional, symbolic and experiential brands.

(16 Hours)

Unit IV:

Brand Positioning: Concepts and Definitions, 3 Cs of positioning, Brand positioning and differentiation strategies, Repositioning, Celebrity Endorsements, Brand Extension; Branding strategies; Brand Hierarchy-Kapferer Model; Line Extension; Brand Extension, Multiple Brands; New Brands; Extension; range and umbrella branding, Brand reinforcement, brand revitalization of Advertisement, managing global brands, Branding in different sectors, Case studies.

(16 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI 5 YEAR INTEGRATED BBA MBA

Suggested Readings (Latest Editions):

1. Batra, R., Myer, G.J., & Aaker, D.A., Advertising Management, Pearson Education
2. Keller, K.L., Strategic Brand Management, Pearson Education
3. O'Guinn, T., & Allen, C., Advertising Management with Integrated Brand Promotion, Cengage Learning India Pvt. Ltd.
4. Shah, K., & D'Souza, A., Advertising and Promotions: An IMC Perspective, McGraw Hill Education
5. Aaker, D., Managing Brand Equity, Prentice Hall of India
6. Shimp, T.A., Advertising Promotion and Other Aspects of Integrated Marketing Communications, Cengage India Pvt. Ltd.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define key concepts of IMC and Advertising Management, including objectives and strategy	3	2	2	2	1
CO2	Apply media planning strategies and evaluate advertising effectiveness	2	3	2	2	1
CO3	Analyze brand concepts, equity, and loyalty using relevant models	2	3	2	3	1
CO4	Develop and evaluate brand positioning and extension strategies	2	3	3	3	1
AVG		2.25	2.75	2.25	2.5	1.0



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 312: Principles of Event Management

L-4, T-0, Credits-4

Course Objectives: This course aims to equip students with essential knowledge and practical skills for planning, organizing, and executing diverse events. It focuses on event logistics, budgeting, legal compliance, coordination, and the strategic role of public relations and media in event success.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Define key concepts and roles in event management.
- CO2.** Apply event management principles to plan and execute events.
- CO3.** Create event plans and evaluate their effectiveness.
- CO4.** Analyze and evaluate public relations and corporate event strategies.

Course Content

Unit I

Introduction to Event Management: Meaning and Definition of Event, Need for Event Management: Understanding the significance of events in various industries, Principles, Scope of Event Management: Types of events (corporate, social, cultural, etc.), Decision Makers in Event Management: Role of Event Managers and Technical Staff. Event Manager's Responsibilities: Organizing, budgeting, and leading the team, Establishing Policies and Procedures: Creating a framework for event success, Record Keeping Systems in Event Management: Importance of documentation and technology in event tracking. Recent trends in the event industry. **(15 Hours)**

Unit II

Event Management Procedures: Principles for Holding an Event: Key principles for planning and organizing successful events, Event Permissions and Licenses: Government policies, local authorities, phonographic performance licenses, Utility Management: Coordinating with fire brigades, ambulance, catering services, electricity, and water supply. Taxes and Legal Compliance: Understanding the taxes applicable during events (GST, etc.). Event Logistics and Coordination: Ensuring smooth operations on the event day. Use of event management tools. **(15 Hours)**

Unit III

Conduct of an Event: Event Planning Schedule: Creating timelines, setting milestones, and allocating tasks, Organizing Event Details: Arranging tables, venues, transportation, etc., Assigning Responsibilities: Role allocation for team members and stakeholders, Communication and Budgeting: Managing communication between teams, budgeting for all aspects of the event, Event Checklists: Preparing pre-event and post-event checklists to ensure no task is overlooked, Computer-Aided Event Management: Tools and software used in planning and executing events. Roles and Responsibilities of Event Managers: Specific responsibilities for different types of events (corporate, social, etc.). **(15 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Unit IV

Public Relations and Corporate Events: Introduction to Public Relations: Concept, nature, and importance of PR in events. Types of Media in Event Management: Print, broadcast, online media, and social media. Media Management and Strategy: Planning media outreach and handling media relations. Public Relations Writing: Press releases, media kits, and other PR-related writing tasks. Corporate Event Planning: Job responsibilities of corporate event organizers. Arrangements and Budgeting: Planning for corporate events, managing guest lists, and budgeting. Safety Measures for Corporate Events: Ensuring the safety of guests and participants. Need for Entertainment in Corporate Events: Planning entertainment that aligns with event objectives. Reporting and Evaluation: Post-event reporting and evaluation of event success. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Sharma, R., Event Management: A Professional and Developmental Approach, Cengage Learning India
2. Jain, A.K., Event Management in India: Principles and Practices, Prentice Hall India
3. Bhatia, A., Event Management: An Integrated Approach, S. Chand & Company
4. Madhukar, M., Public Relations and Event Management, Himalaya Publishing House
5. Goldblatt, J., Special Events: A New Generation and the Next Frontier, Wiley
6. Raj, P., Event Planning and Management, McGraw-Hill Education.
7. Pittman, D., & Hecht, J., The Art of Event Planning: Pro Tips from an Industry Insider, Wiley

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define key concepts and roles in event management	3	2	2	1	1
CO2	Apply event management principles to plan and execute events	2	3	3	2	2
CO3	Create event plans and evaluate their effectiveness	2	3	3	3	2
CO4	Analyze and evaluate public relations and corporate event strategies	2	3	2	3	2
AVG		2.25	2.75	2.5	2.25	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 314: Financial Markets and Institutions

L-4, T-0, Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Analyze the functioning of Financial Markets & Institutions in India.

CO2. Examine the functioning of money market and capital market.

CO3. Assess the impact of initiatives on financial inclusion.

CO4. Understand the role and functions of financial institutions.

Course Content

Unit I

Introduction to Financial System: Components of financial system, Financial system and economic development, Financial intermediaries, Overview of Indian Financial System, Financial Sector Reforms. **(14 Hours)**

Unit II

Money Market: Money market concept, role, functions and importance, money market instruments, reserve bank of India (RBI) structure and role, money market operations, monetary policy committee (MPC) structure and role, policy rates, impact of monetary policy on inflation and liquidity. **(14 Hours)**

Unit III

Capital Market: Capital market concept, role, functions and importance, components of capital market, cash markets-equity and debt, depository, primary and secondary markets, derivatives and commodity markets, role of stock exchanges in India, Securities and exchange board of India (SEBI)-role in capital market development and Investor protection and awareness. Introduction to cryptocurrencies. **(16 Hours)**

Unit IV:

Banking and Other Financial Institutions: Commercial banks-classification, payment banks, small banks, co-operative banks, recent initiatives like MUDRA financing scheme, financial inclusion, Non-performing assets (NPA)-meaning, causes and impact of NPAs on banking sector, Insolvency and bankruptcy code 2016, Role and Importance of non-banking financial companies (NBFCs), development financial institutions (DFIs), Housing finance institutions, National Housing Bank, HUDCO, Microfinance and Rural Credit, NABARD, Post Office Banks. **(16 Hours)**

Suggested Readings (Latest Editions):

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Analyze the functioning of Financial Markets & Institutions in India.	3	3	2	2	1
CO2	Examine the functioning of money market and capital market.	3	3	2	2	1
CO3	Assess the impact of initiatives on financial inclusion.	2	3	2	3	3
CO4	Understand the role and functions of financial institutions.	3	2	1	2	2
AVG		2.75	2.75	1.75	2.25	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 316: Corporate Accounting

L-4, T-0, Credits-4

Course Objectives: The course aims to help Students to acquire conceptual knowledge of corporate accounting system and to learn the techniques of preparing the financial statements of companies.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Account for equity and debt capital of a company.

CO2. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using software.

CO3. Analyze revisions in the balance sheet after Internal Reconstruction of company.

CO4. Develop proficiency in the process of e-filing of annual reports of companies.

Course Content

Unit I

Accounting for Share Capital & Debentures: Accounting for Equity and Debt Capital – call money, premium, discount, forfeiture, surrender, redemption, advance and arrears. Issue and Pro-rata allotment of shares; concept & process of book building; Issue of rights and bonus shares; ESOPs and Buy Back of shares; Issue and Redemption of preference shares and Debentures. (In reference to Relevant Accounting Standards (AS and Ind AS) and Guidance Notes as applicable.) Accounting treatment for alteration of share capital and reduction of the share capital; Preparation of balance sheet after Internal Reconstruction. Profit or loss Prior to Incorporation: Meaning of profit or loss prior to incorporation; accounting treatment of profit or loss prior to incorporation. valuation of Goodwill and Share.

(14 Hours)

Unit II

Preparation of Financial Statements of Companies including one Person Company:

Preparation of financial statements of corporate entities including one Person Company (excluding calculation of managerial remuneration) as per Division I and II of Schedule III of the Companies Act 2013; Preparation of Statement of Profit and Loss, Balance Sheet and Cash flow Statement of corporate entities manually and using appropriate software. (In reference to Relevant Accounting Standards, AS and Ind AS, as applicable.) Accounts of Holding Companies/Parent Companies. Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard 21 (ICAI)

(16 Hours)

Unit III

Amalgamation of Companies: Concepts Amalgamation and Business Combination of companies; Consideration / purchase price for amalgamation/ business combination; accounting entries for amalgamation/business combination; preparation of amalgamated balance sheet (excluding inter-company holdings) applying AS 14/Ind AS103.

(14 Hours)

Unit IV:

Corporate Financial Reporting: Meaning, need and objectives; Constituents of Annual Report and how it is different from financial statements; Contents of annual report; mandatory and voluntary disclosures through annual report. Contents of the Report of the Board of Directors; E-filing of annual reports of companies and XBRL Filing with specific practical exercises.

(16 Hours)

Note: Any revision of relevant Accounting Standards/Indian Accounting Standards, which are covered above would become applicable.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings (Latest Editions):

1. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. Corporate Accounting. New Delhi: Vikas Publishing House.
2. Jain, S. P., & Narang, K. L. Corporate Accounting. New Delhi: Kalyani Publishers
3. Tulsian, P. C., & Tulsian, B. Corporate Accounting. S. New Delhi: Chand Publishing.
4. Monga, J. R. Fundamentals of Corporate Accounting. New Delhi: Mayur Paperbacks.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C. Advanced Accounts. Vol.-II. New Delhi: S. Chand Publishing.
6. Sehgal, A. Fundamentals of Corporate Accounting. New Delhi: Taxmann Publication

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Account for equity and debt capital of a company	3	3	1	2	1
CO2	Prepare financial statements (P&L Account, Balance Sheet, etc.) using software	3	3	1	3	1
CO3	Analyze revisions in the balance sheet after Internal Reconstruction of company	3	3	2	2	1
CO4	Develop proficiency in the process of e-filing of annual reports of companies	2	3	1	3	1
AVG		2.75	3.00	1.25	2.50	1.00

Note: Latest editions of the books must be used

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- i. Evaluate the details and disclosures made in the prospectus issued by reputed Companies
- ii. Examine the annual reports of an organization to check the compliance with the applicable accounting standards (AS and Ind AS).
- iii. Prepare financial statements using a set of transactions through a software.
- iv. Analyze the mandatory and voluntary disclosures made in the annual reports of reputed Companies.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 318: Global Competitiveness

L-4, T-0, Credits-4

Course Objectives: This course introduces students to the fundamentals of global competitiveness and strategies to succeed in international markets. It also covers the key forms and success factors of strategic alliances as essential tools for business growth

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.
- CO2.** Explain the factors responsible for the rise of strategic alliances.
- CO3.** Develop an awareness of costs and benefits of alliance arrangements.
- CO4.** Explain the process of planning successful alliances and responsibility of the alliance partners

Course Content

Unit I

Global Competitiveness: Definition and Importance, Key Drivers of Competitiveness in the Global Economy, Framework for Assessing Competitiveness: Comparative and Competitive Advantage, Porter's Diamond Model, World Economic Forum (WEF) Competitiveness Index, IMD World Competitiveness Yearbook. Various Approaches: National vs. Firm-Level Competitiveness, International Competitiveness Studies, Benchmarking and Best Practices
(14

Hours)

Unit II

Developing Competitiveness: Government Policy and Competitiveness: Role of Regulatory Environment and Reforms, Economic Liberalization and Ease of Doing Business. Quality and Productivity: Total Quality Management (TQM), Lean and Six Sigma Approaches, Benchmarking and Continuous Improvement, Role of Quality and Productivity in achieving World Class Competitiveness; Science, Technology and Innovation Policy: National Innovation Systems, R&D and Intellectual Property Rights (IPR). Human Capital and Competitiveness: Education, Skills, and Workforce Competency, Talent Retention and Global Talent Index. Role of Information Systems in Building Competitiveness: ICT Infrastructure and Digital Competitiveness, Role of AI, Big Data, and Industry 4.0. Industrial Clusters and Business Development; Cluster Development and Competitiveness, Public-Private Partnerships in Business Development. Strategic Management of Technology and Innovations: Innovation Strategy, Technology Lifecycle Management

(16 Hours)

Unit III

Global Competitiveness of Indian Industry: Current Status of Indian Industry on Global Competitiveness: Sectoral Analysis (IT, Pharma, Manufacturing, etc.), India's Ranking in Global Indices. Challenges and Causes of Uncompetitiveness: Infrastructure Deficiencies, Policy Bottlenecks, Skill Gaps and Innovation Deficit. Strategic Options for Enhancing Competitiveness: Global Value Chains (GVCs), Export Promotion and Market Diversification, FDI and Technology Transfer. Case Studies of Globally Competitive Indian Companies: Infosys, Tata Group, Mahindra, Reliance, etc.

(15 Hours)



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Unit IV:

Strategic Alliances: Strategic Alliances: Concept and Types: Joint Ventures, Licensing, Franchising, Consortia. Value Creation through Strategic Alliances: Synergy and Resource Sharing, Market Access and Technology Transfer. Management of Alliances: Selection of Partners, Governance Structures and Conflict Resolution, Performance Measurement. Strategic Alliances in the Indian Context: Successful Alliances in Indian Industries, Role in Enhancing Global Reach and Competitiveness. Global Comparative Competitive study across the nations. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Momaya, K., International Competitiveness: Evaluation and Enhancement, Hindustan Publishing Corporation
2. Ajitabh, Global Competitiveness, Excel Books
3. Marcela, V. W., International Competitiveness and Technological Change, Oxford Press
4. Hamel, G., & Prahalad, C. K., Competing for the Future, Harvard Business Press
5. IMD, World Competitiveness Year Book, IMD
6. World Economic Forum, Global Competitiveness Report, World Economic Forum

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.	3	2	2	2	1
CO2	Explain the factors responsible for the rise of strategic alliances	3	3	2	2	1
CO3	Develop an awareness of costs and benefits of alliance arrangements	2	3	2	3	1
CO4	Explain the process of planning successful alliances and responsibility of the alliance partners	3	3	3	3	1
AVG		2.75	2.75	2.25	2.5	1



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

MBG 320: WTO and Intellectual Property Rights
L-4, T-0, Credits-4

Course Objectives: The course is intended to sensitize the students about the importance of WTO and intellectual property in the global economy.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the working and significance of world trade organization in liberalized era.

CO2. Be familiar with the concept of intellectual property rights and their application.

CO3. Appreciate the impact of WTO on Indian Economy.

CO4. Understand Trade Related Aspects of Intellectual Property Rights (TRIPS) & Trade-Related Investment Measures (TRIMS) in context of international business

Course Content

Unit I

GATT and Evolution of World Trade Organization (WTO): Role of WTO in International Trade, Main Features of WTO, Agreements as a part of WTO: Environment, Investment, Competition Policy, Government Procurement, Trade Facilitation, Social Clause, Labour Standards; Implementation and Implication. Introduction to the Global Business Environment.

(15 Hours)

Unit II

General Introduction in the Intellectual Property Law: The Notion of Intellectual Property, Historical Background, The Main Fields of Intellectual Property, Industrial Property Law: Inventions, Industrial Creations Characterized by Relative Novelty (innovations), Know-How, Industrial Designs and Models, Utility Models, Layout-designs of Semiconductor Integrated Circuits (semiconductor chips), Plant Varieties, Trademarks, Geographical Indications, Trade-names, Emblems, Other Distinctive Signs; Scientific Discoveries and Neighboring Rights.

(14 Hours)

Unit III

IPR and Economic Development: Copyright Law ("Rights of Authors"), Correlation of Intellectual Property Law with Unfair Competition, Common Features of the Intellectual Property Rights, Legal Nature of the Intellectual Property Rights, Position of the Intellectual Property Law in the Legal System. International Organizations and Agreements.

(14 Hours)

Unit IV:

International Protection of Intellectual Property: World Intellectual Property Organization, TRIPS, Paris Convention for Protection of Industrial Property, Patent Cooperation Treaty, The Hague Agreement on Deposit of Industrial Designs, International Convention for Protection of New Varieties of Plants, Budapest Treaty on International Recognition of Deposit of Microorganisms, Madrid Agreement on International Registration of Trademarks and Protocol Relating to Madrid Agreement, Trademark Law Treaty, Berne Convention for Protection of Literary and Artistic Works, Rome International Convention for Protection of Performers, Producers of Phonograms and Broadcasting Organizations, The Geneva Convention for Protection of Producers of Phonograms

(16 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
5 YEAR INTEGRATED BBA MBA

Suggested Readings (Latest Editions):

1. Lal, B., The WTO and the Multilateral Trading System: Past, Present and Future, Third World Network and Zen Books
2. Bainbridge, D., Intellectual Property, Pearson Education
3. Maskus, K. E., Intellectual Property Right in the Global Economy, Institute for International Economies, Washington
4. Ganguli, P., IPR - Unleashing the Knowledge Economy, McGraw Hill Education
5. Ramappa, T., Intellectual Property Rights Under WTO: Task Before India, Wheeler Publishing
6. Jain, N. K., WTO: Concepts, Challenges and Global Development, Cambridge University Press

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the working and significance of WTO in liberalized era	3	2	2	2	1
CO2	Be familiar with the concept of intellectual property rights and their application	3	3	2	2	1
CO3	Appreciate the impact of WTO on Indian Economy	3	2	2	3	1
CO4	Understand TRIPS & TRIMS in context of international business	3	3	2	3	1
AVG		3.0	2.5	2.0	2.5	1.0