

BBA

(BANKING & INSURANCE)

Scheme and Syllabus
2021-22 onwards
(Approved by AC Sub Committee)

Pravin Chandra

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Background Note:

BBA Graduate Attributes

Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

1. Effective Communication and Professional Presentation Skills
2. Comprehensive Knowledge on concepts of Business Management
3. Proficiency in Technological skills necessary for business decision making
4. Critical thinking and Analytical Skills for business problem solving
5. Innovation and Creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

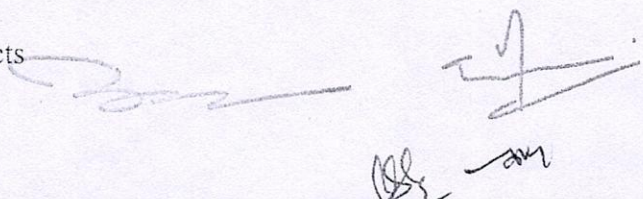
Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA (Banking & Insurance) program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA (B&I) was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 years with flexible entry and exit.

The whole syllabus of BBA is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) Generic Electives
- f) Skill Enhancement (NUES)
- g) Major and Minor Projects
- h) MOOC Courses
- i) Summer Internship Projects

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SCHEME OF EXAMINATION

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SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION
(BANKING & INSURANCE)

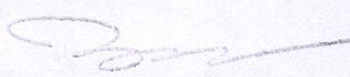
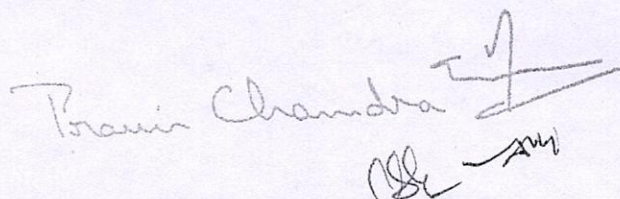
for

First and Second Semesters

(w.e.f. 2021 – 2022 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DWARKA, NEW DELHI-110078

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION
BBA- Banking & Insurance

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to labs, summer training and projects, internal assessment is 40 marks and external examination is 60 marks.

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

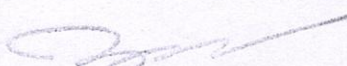
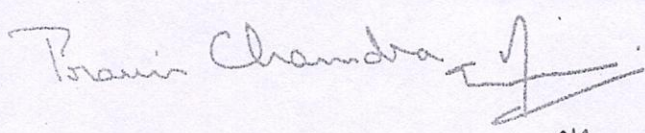

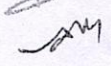
1. **Class Test** - **15 marks**
Written Test Compulsory (to be conducted as per Academic Calendar of the University)
2. Individual Assignments/Presentation/Viva-Voce/Group Discussion/Class Participation - **10 marks**

Note: Record should be maintained by faculty and made available to the University, if required.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA (Banking & Insurance) Programme is **142**.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least **134** credits.

Scheme of Syllabus

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

BBA (Banking & Insurance)

First Semester

Code No.	Paper	Type	L	T/P	Credits
BBA (B&I) 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA (B&I) 103	Principles of Banking	Core /Skill Enhancement	3	-	3
BBA (B&I) 105	Financial Accounting and Analysis	Core /Skill Enhancement	4	-	4
BBA (B&I) 107	Business Economics	Core	4	-	4
BBA (B&I) 109	Business Communication	Ability Enhancement	3	-	3
BBA (B&I) 111	IT Applications in Business	Skill Enhancement	3	-	3
BBA (B&I) 113	IT Applications in Business-Lab	Skill Enhancement	-	2	1
BBA (B&I) 115	Entrepreneurial Mindset (NUES)	Ability Enhancement and Compulsory	2	-	2
Total			23	2	24

Second Semester

Code No.	Paper	Type	L	T/P	Credits
BBA (B&I) 102	Cost Accounting	Core	4	-	4
BBA (B&I) 104	Business Mathematics	Core	4	-	4
BBA (B&I) 106	Business Environment	Core	4	-	4
BBA (B&I) 108	Principles of Insurance	Core	3	-	3
BBA (B&I) 110	E-Commerce	Skill Enhancement	3	-	3
BBA (B&I) 112	E-Commerce Lab	Skill Enhancement	-	2	1
BBA (B&I) 114	Minor Project-I	Skill Enhancement	-	-	3
BBA (B&I) 116	MOOC*	Ability Enhancement	-	-	3
Total			18	2	25

***Note:** During the semester, the student has to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the course, the student has to produce a successful course completion certificate for claiming the credit.

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.

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A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA (B&I) programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

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Third Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA (B&I) 201	Marketing Management	Core	4	-	4
BBA (B&I) 203	Management Accounting	Core	4	-	4
BBA(B&I) 205	Management of Commercial Banks	Core	3	-	3
BBA (B&I) 207	Decision Techniques in Business	Core/Skill Enhancement	4	-	4
BBA (B&I) 209	Business Research Methodology	Skill Enhancement	3	-	3
BBA (B&I) 211	Business Research Methodology Lab	Skill Enhancement	-	4	2
BBA (B&I) 213	NSS/NCC/NSO/others notified by the university (NUES)	Ability Enhancement and Compulsory	2		2
BBA (B&I) 215	Environmental Studies	Ability Enhancement and Compulsory	4	-	4
		Total	24	4	26

Fourth Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA (B&I) 202	Business Analytics	Core	4	-	4
BBA (B&I) 204	Financial Management	Core/ Skill Enhancement	4	-	4
BBA (B&I) 206	Corporate Governance, Ethics & Social Responsibility of Business	Interdisciplinary	4	-	4
BBA (B&I) 208	Income Tax Law and Practice	Skill Enhancement /Interdisciplinary	4	-	4
	Elective I (one elective to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA (B&I) 216	Minor Project-II	Skill Enhancement	-	-	3
BBA (B&I) 218	MOOC*	Ability Enhancement	-	-	3
		Total	20	-	26

List of Electives –I

BBA (B&I) -210 - Financial Markets and Institutions

BBA (B&I) -212 - Sales Management

BBA (B&I)- 214 - Training and Development

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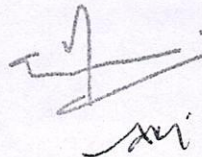
*Note: During the semester, the student has to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the course, the student has to produce a successful course completion certificate for claiming the credit.

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA (B&I) programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

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Fifth Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA (B&I) 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA (B&I) 303	Practice of Life and General Insurance	Core	3	-	3
BBA (B&I) 305	Business Policy & Strategy	Core	3	-	3
BBA (B&I) 307	Business Laws	Core/Interdisciplinary	4	-	4
	Elective II (one elective to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA (B&I) 315	Summer Training Report	Cognitive Skills/Advanced Subject Knowledge with Interdisciplinary Approach	-	-	4
		Total	17	-	21

List of Electives-II

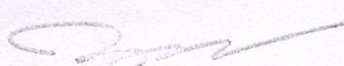
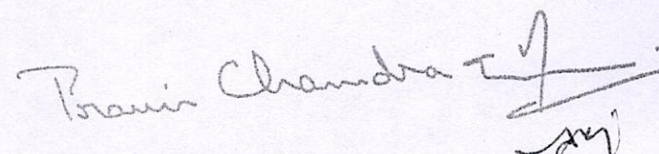
BBA (B&I) -309 Investment Banking
 BBA (B&I) -311 Marketing Analytics
 BBA (B&I) -313 Performance Management

Sixth Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA (B&I) 302	Project Management	Core	3	-	3
BBA (B&I) 304	Human Resource Management	Core	4	-	4
	Elective III (one elective to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA (B&I) 312	Banking Laws and Practice	Core	3	-	3
BBA (B&I) 314	Major Project	Critical thinking and App.of core Disciplines	-	-	6
		Total	14	-	20


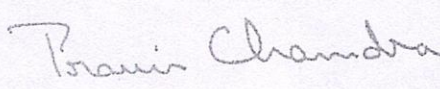
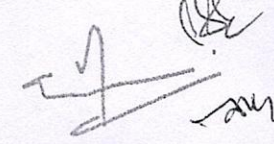
List of Electives-III

BBA (B&I) 306 - HR Analytics
 BBA (B&I) 308- Advertising and Sales Promotion
 BBA (B&I) 310 - Marketing of Financial Products and Services






COURSE DISTRIBUTION (BBA B&I)

Types of Courses	Number of Courses	Credits Per Course	Sem I Course	Sem II Course	Sem III Course	Sem IV Course	Sem V Course	Sem VI Course	Total Credits
Core Courses – Theory and Classroom based (C)	20	4/3	4	4	4	2	3	3	73
Interdisciplinary Theory and Classroom based (GE)	01	4				1			4
Skill Enhancement Courses Including Lab Based (SE) excluding minor/major/internship project reports	8	4/3/2/1	2	3	2	2	2	1	36
Discipline Specific Elective – Theory and Classroom based (DSE)	3	4				1	1	1	12
Ability Enhancement Course including NUES	4	4/3/2	2	1	2	1			17
Minor Research Project-I	1	3		1					03
Minor Research Project-II	1	3				1			03
Internship Project Report	1	4					1		04
Major Research Project	1	6						1	06
Online Courses (MOOCs)	2	3		1		1			06
Total Credits			24	25	26	26	21	20	142

SEMESTER-I

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BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 101: Management Process and Organisational Behaviour

L-4, T-0

Credits: 4

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

Course Contents

Unit I: Introduction

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. (14 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, merging Organization Structures. (14 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. (14 Hours)

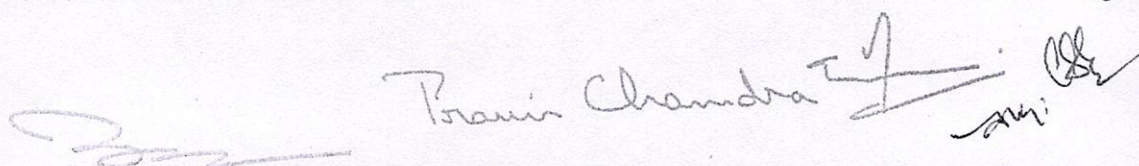
Unit IV:

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. (14 Hours)

Suggested Readings: (All latest editions to be referred)

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


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 103: Principles of Banking

L-3, T-0

Credits:3

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

Course Contents

Unit I

Meaning and Banking-Nature, Origin and Functions of Money, Evolution of Banking — Types of Banks, Systems of Banking — Mixed, Branch, Unit, Group chain. **(8 Hours)**

Unit II

Reserve Bank of India — Establishment, Organization, Functions, Methods of Credit control, Clean note policy of RBI, RBI policy on detection and impounding of counterfeit notes. **(10Hours)**

Unit III

Commercial Banking- Meaning & Functions, Deposits- Banker- Customer relationship, KYC guidelines, Credit-Principles of Lending, Different methods of charging. **(12 Hours)**

Unit IV

Emerging trends in banking: Universal Banking, Venture Capital; project Finance; Merchant Banking, Anti money laundering, Electronic Fund Transfer System (ECS, NEFT, RTGS, SIPS), MICR. **(12 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Popli, G.S. and Jain Anuradha, , Principles and Systems of Banking, PHI Learning
2. IIBF (Indian Institute of Banking and Finance) Principles and Practices of Banking, Macmillan.
3. Gopinath, M.N), Banking Principles and Operations, Snow White Publication.
4. Choudhry, Moorad., Banking Principles and Practices, John Wiley & Sons.
5. Westerfield, Ray Bert. , The Principles of Banking, Nabu Press.
6. S. Natrajan and R. Parmeshwaran Indian Banking . S.Chand

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 105: Financial Accounting and Analysis

L-4 T-0

Credits: 4

Objective: The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Course Contents

Unit I

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting.

Accounting 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). **(14 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. **(14 Hours)**

Unit III

(14 Hours)

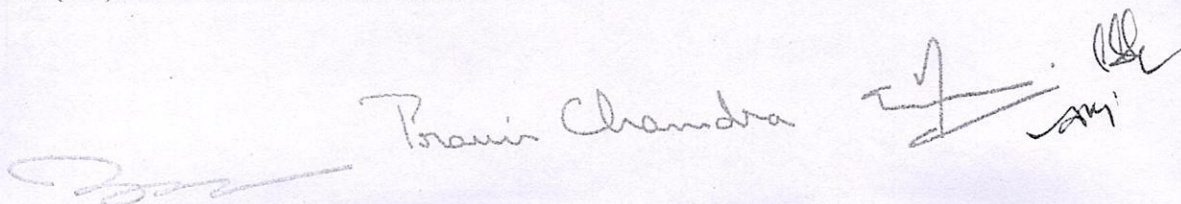
Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, AS-6 (Revised) Provisions and Reserves, 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. **(14 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. **(14 Hours)**

Suggested Readings: (All latest editions to be refereed)

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.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 107: Business Economics

L-4, T-0

Credits: 4

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

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits. Introduction to Behavioural Economics: Nudge theory. **(14 Hours)**

Unit II

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods in brief. **(14Hours)**

Unit III

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. **(14 Hours)**

Unit IV

Cost Analysis & 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). **(14 Hours)**

Suggested Readings: (All latest editions to be referred)

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.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 109: Business Communication

L3, T-0

Credits: 03

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Improving Command over Spoken and Written English, Effective Listening.
(8 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.
(10 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
(12 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, Making an effective Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation.
(12 Hours)

Suggested Readings: (All latest editions to be referred)

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. Chaney & Martin . Intercultural Business Communication, Pearson Education
6. Penrose et al . Business Communication for Managers, Cengage Learning.

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BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 111: IT Applications in Business

L-3, T -0

Credits: 3

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

Course Contents

Unit I

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. **(10 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. **(12 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 to be referred)

1. c Leon, 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.

Pravin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 113: IT Applications in Business Lab

L-0, P-02

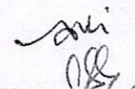
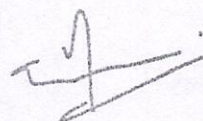
Credit: 1

This Lab would be based on the course **BBA(B&I)-111: 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.



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BANKING & INSURANCE)

BBA (B&I) 115: Entrepreneurial Mindset (NUES)

L-02

Credits – 02

Objectives: 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 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. (7 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



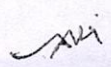
Practicals :

- 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.


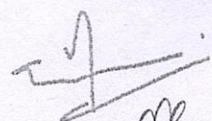
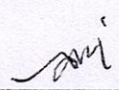

(7 Hours)

Suggested Readings: (All latest editions to be referred)

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 Publishing House.
5. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
6. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.

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SEMESTER -II

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA(BANKING & INSURANCE)

BBA (B&I) 102: Cost Accounting

L-4, T/P-0

Credits: 04

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

Course Contents

Unit I

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centres and cost units, Difference between financial, cost and management accounting. Basic Cost concepts - Cost classification and elements of cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, VED), Valuation of Inventory (FIFO, LIFO, Weighted average); Practical examples of EOQ, stock levels, FIFO, LIFO. **(14 Hours)**

Unit II

Labour Cost: Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical examples).

Overheads: Functional analysis - factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads in brief. (Overhead rate, Machine rate, under & over absorption practical examples to be taught). **(14 Hours)**

Unit III

Cost Sheet - Preparation of Cost Sheet (simple problems)

Process Costing - Meaning and computation of normal profits, abnormal effectives and abnormal loss. **(14 Hours)**

Unit IV

Contract Costing: Contract meaning, types, Job and Batch costing, preparation of contract accounts, escalation clause, calculation of work in progress, accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet. Operating costing (basic problem examples to be taught). **(14 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Maheshwari, S. N. and Mittal, S. N., Cost Accounting—Theory and Problems, ShriMahavir Book Depot.
2. Arora, M.N., Cost Accounting, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (Latest Edition), Cost Accounting, McGraw Hill Education.
4. Pandey, I.M., Management Accounting, Vikas Publishing House, Delhi.
5. Khan M.Y., Management Accounting, McGraw Hill Education.
6. P.C.Tulsian, Introduction to Cost Accounting, S.Chand, Delhi.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA(BANKING & INSURANCE)

BBA (B&I)-104 Business Mathematics

L-4, T-0

Credits: 4

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

Course Contents

Unit I

(14 Hours)

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle, Arithmetic Progression & Geometric Progression, Concepts of function.

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. **(14 Hours)**

Unit III

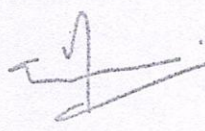

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure, Applications in Business. **Introduction to Mathematics of finance such as annuities.** **(14 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.** **(14 Hours)**

Suggested Readings: (All latest editions to be referred)

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,., Applied Mathematics for Business, McGraw Hill Education
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

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA(BANKING & INSURANCE)

BBA (B&I) 106: Business Environment

L-4, T-0

Credits: 4

Objective: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India context.

Course Contents

Unit I

An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Socio-cultural environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis. **(14 Hours)**

Unit II

Planning and Economic Development and Problems in Indian Economy: Economic Problems: Magnitude, Causes, effects, and measurement tool, Poverty, Inequality, Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial Sickness. Ease of doing business reforms like Startup India, Swachh Bharat Abhiyan. **(14 Hours)**

Unit III

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

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

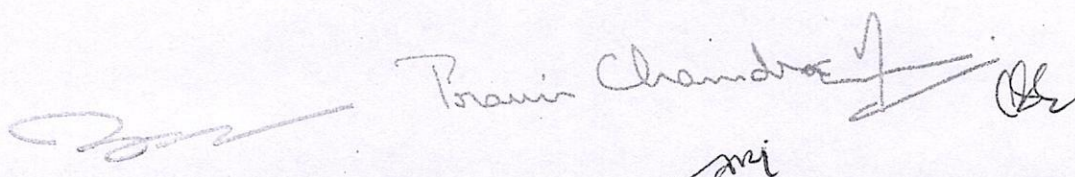
Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and Consumption, Investment function. **(14Hours)**

Unit IV

Economic Environment: Nature of Economic Environment, Economic, Monetary and Fiscal Policies, FEMA, FDI, WTO, GATT, **Occupational structure and contribution of various sectors in GDP of the country.** **(14 Hours)**

Suggested Readings: (All latest editions to be refereed)

1. Paul J. , Business Environment, McGraw Hill Education.
2. Cherunilam, Francis, Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C., Indian Economy, Sultan Chand & Son.
4. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B, Business Environment, Sultan Chand.
6. Dwivedi, D. N. Macro Economics, McGraw Hill Education.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA (BANKING & INSURANCE)

BBA (B&I): 108 Principles of Insurance

L-3 T/P-0

Credits: 3

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

Course Contents

Unit I

Concept of Risk: Types of Risk, Risk Management Transfer and Pooling of Risks, Concept of Insurable Risk.
(8 Hours)

Unit II

Concept of Insurance: Relevance of Insurance to the Emerging Socio-Economic Needs of all the Sections of Society including Industrial Sector, Types of Insurance Organizations, Insurance Business, Intermediaries in Insurance Business.
(10 Hours)

Unit III

Formation of Insurance Contract: Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest.
(12 Hours)

Unit IV

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

Suggested Readings: (All latest editions to be referred)

1. Murthy. A. Principles and Practices of Insurance, Margham Publications.
2. William, F. Gephart , Principles of Insurance, Macmillan Publication.
3. Gulati, Neelam C. Banking and Insurance: Principles and Practices, Excel Books.
4. Rastogi, Sachin. , Insurance Law And Principles, Lexis Nexis India.
5. Murthy, K S N and Sara, K V S. , Modern Law of Insurance, Lexis Nexis India.
6. Mathew, **M.J.**, Insurance Principles & Practices, Neha Publishers & Distributors.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA (BANKING & INSURANCE)

BBA (B&I) 110: E-Commerce

L-3, T-0

Credits: 3

Objectives: The course imparts 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 Contents

Unit I

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

HTML: Elements, Tags and basic structure of HTML files, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls. **(10 Hours)**

Unit III

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.

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption. **(12 Hours)**

Unit IV

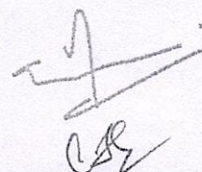
E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E-Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce. **(12 Hours)**

Suggested Readings: (All latest editions to be referred)

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, 4th Edition, 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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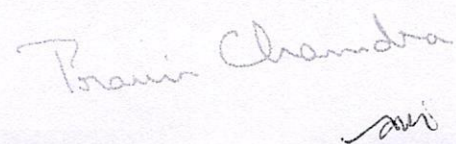
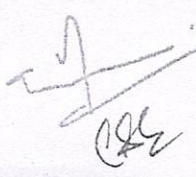
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BACHELOR OF BUSINESS ADMINISTRATION BBA (BANKING & INSURANCE)

BBA (B&I) 112: E-Commerce Lab

L-0, P-2

Credit: 1

Lab would be based on the Paper BBA(B&I)-110: E-Commerce and will cover the following :
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.


  

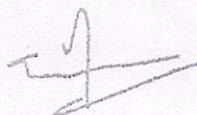
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA (BANKING & INSURANCE)

BBA (B&I) 114: Minor Project -I

Credits: 03

During the second semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary / secondary data. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.

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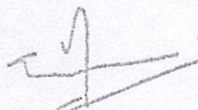
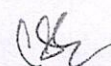
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION BBA (BANKING & INSURANCE)

BBA (B&I) 116: MOOC

Credits: 03

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 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 is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

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Mapping of BBA (BANKING & INSURANCE) Programme

Program Outcomes

After the program the students will be able to:

- PO 1. Apply knowledge of various functional areas of business
- PO 2. Develop communication and professional presentation skills
- PO 3. Demonstrate critical thinking and Analytical skills for business decision making
- PO 4. Illustrate leadership abilities to make effective and productive teams
- PO 5. Explore the implications and understanding the process of starting a new venture
- PO 6. Imbibe responsible citizenship towards sustainable society and ecological environment
- PO 7. Appreciate inclusivity towards diverse culture and imbibe universal values
- PO 8. Foster Creative thinking to find innovative solutions for diverse business situations

Program Specific Outcomes

After the program the students will be able to:

- PSO 1. Develop proficiency in technical operations of Banking and Insurance organization.
- PSO 2. Demonstrate critical thinking and innovative ability to deal with problems in Banking and Insurance industry
- PSO 3. Exhibit Negotiation skills and networking abilities to market and promote products in Banking and Insurance industry
- PSO 4. Appraise social, legal and economic implications of Banking and Insurance Sector.

The Table depicts the degree of relation between course outcomes and the programme outcomes The letters "3" indicate high degree of relationship of CO with PO; The letters "2" indicate moderate degree of relationship of CO with PO; The letters "1" indicate low degree of relationship of CO with PO; Where 3= Excellent, 2= Good, 1= Little

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BBA (B&I) First Semester	
BBA (B&I) 101: Management process and Organisation Development	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 and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective teams CO6: Comprehend dynamics of human behavior
BBA (B&I) 103: Principles of Banking	CO1: Explore Indian Banking System and Environment CO2: Examine the role of RBI in Indian Banking CO3: Appraise the evolution of commercial Banking in India CO4: Analyse technological advancements in Banking operations CO 5: Appreciate trends in Banking sector.
BBA (B&I) 105: Financial Accounting & Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation CO5 : Comprehension about accounting for shares and debentures CO6: Explore the role of Stock exchanges and SEBI as a regulator CO7: Conduct comprehensive financial analysis of companies
BBA (B&I) 107: Business Economics	CO1: Understand the fundamental concepts of Business Economics CO2: Analyze the relationship between consumer behavior and demand CO3: Explore the theory of production and through the use of ISO-QUANTS CO4: Understand the concept and relevance of short term and long term cost CO5: Examine pricing decisions under various market conditions CO6: Analyse economic challenges posed to businesses
BBA(B&I) 109 : Business Communication	CO1: Proficiency in formal written communication CO2: Appreciate diversity and adapt to multicultural communication CO3: Analyze the forms and methods of formal and informal mode of communication CO4: Ability to make effective and well-articulated presentations CO5: Explore the significance of effective listening
BBA (B&I) 111: IT Applications in Business	CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications). CO2: Analyze the usage of IT product and services. CO3: Use internet web services and resources for learning and discovery. CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems. CO5: Comprehend the role of databases in IT applications.
BBA (B&I) 113: IT Applications in Business Lab	CO1: Explore the utility of applications provided by MS Office CO2: Proficiency in MS Advanced Excel and Powerpoint CO3: Effective and professional presentation and communication skills CO4: Use Tables and Charts from Excel to create interactive and animated presentations

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BBA (B&I) 115: Entrepreneurial Mindset (NUES)	CO1: Exhibit entrepreneurial skills and abilities CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects CO3: Explore the laws and government assistance available for new entrepreneurs. CO4: Explore ways to achieve entrepreneurial success
Second Semester	
BBA (B&I) 102: Cost Accounting	CO1: Comprehensive understanding on objectives and scope of cost accounting in business CO2: Explore cost control through various material controlling techniques CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost CO4 : Examine overhead cost through overhead functional analysis CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss CO6: Prepare contract accounts using escalation clause
BBA (B&I) 104: Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA (B&I) 106 Business Environment	CO1: Explore the Business Environment and its relevance CO2: Comprehend the structure of Indian Economy CO3: Analyse the planning system and economic development in India CO4: Examine the concept of Macro Economics and determination of National Income CO5: Explore the Macro Economic framework
BBA (B&I): 108 Principles of Insurance	CO1: Comprehend different risks and their management CO2: Explore the relevance of Insurance to the emerging Socio-Economic needs of the society CO3: Analyze different types of Insurance contracts CO4: Classify types of Insurance CO5 : Understand the concept of utmost good faith, Indemnity and Insurable Interest Insurance
BBA (B&I) 110: E-Commerce	CO1: Examine strengths and weaknesses of digital profiles of business organizations CO2: Explore ways to enhance online visibility of business CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce CO4: Examine the barriers to successful online positioning of businesses
BBA (B&I) 112: E-Commerce Lab	CO1: Design, develop and maintain a basic website. CO2: Create static HTML web pages CO3: Formulate controls for developing web sites CO4: Demonstrate basic animation using HTML.
BBA (B&I) 114 Minor Project Report I	CO1: Identify a business problem or a field of study CO2: Explore the environment to identify potential research areas CO3: Crystallize a business concern into a concrete business research problem CO4: Explore alternative ways to resolve a business problem

