

# **SCHEME OF EXAMINATION**

## **SYLLABI**

**of**

## **BACHELOR OF BUSINESS ADMINISTRATION**

**for**

**First to Sixth Semester (w.e.f. 2021 — 2022 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
DWARKA. NEW DELHI-110078**

*w. e. f. Academic Session 2021-2022*

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

**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 projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

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

**Class Test I**

1. Written Test Compulsory (to be conducted on the date communicated by the University.  
**15 marks**
  
2. Individual Presentation/Viva-Voce/Group Discussion/Class Participation  
**10 marks**

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

**MAXIMUM & MINIMUM CREDITS OF THE PROGRAM**

The total number of the credits of the BBA programme is **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**.

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

**I. MINOR PROJECT REPORT I & II**

Each student will write a minor project report in the second semester (MPR I) and fourth semester (MPR II) based on internet survey relating to the topic assigned by the internal supervisor to be appointed by the Director/Principal. One copy of the Minor Project Report needs to be submitted by the student before the commencement of End Term Examination of the Second Semester. The Minor Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

**II. SUMMER TRAINING PROJECT**

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution before the commencement of the end-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

**III. FINAL YEAR PROJECT REPORT**

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

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

**INSTRUCTIONS FOR PREPARATION OF THE PROJECT REPORTS**

Students are required to follow the mentioned pattern in preparing the project: **Format of the report:**

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:
  - Chapter 1: Introduction
    - Objectives of the study
    - Review of Literature
    - Research Methodology
    - Limitations of the study
  - Chapter II: Profile of the Organization (in case of Summer Training Project)
  - Chapter III: Analysis and Interpretation of Data
  - Chapter IV: Conclusions and Recommendations

***Format for Bibliography***

Follow APA style of Referencing (8<sup>th</sup> edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

***Annexures***

Questionnaire (if applicable)



# **SEMESTER I**

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

**BBA 101: Management Process and Organisational Behaviour**

**L-4, T-0**

**Credits—4**

**External Marks: 75**

**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**

**(14 Hours)**

**Management:** Concept, Nature, Process, Significance; Managerial levels, skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management.

**Planning:** Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Process and Techniques of Decision-Making; Bounded Rationality. **Organising:** Concept, Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Delegation and Decentralization.

**Unit II**

**(14 Hours)**

**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.

**Controlling:** Nature and Scope of Control; Types of Control; Control Process; Control Techniques — Traditional and Modern.

**Unit III**

**(14 Hours)**

**Organisational Behaviour-1:** Concept and nature of Organizational behavior, Importance, Challenges and Opportunities,

**Individual Behaviour:** Personality — Determinants and Traits; Learning-Theories and Process, Perception — Process and Errors, Attitudes- Formation, relationship between individual determinants like personality, learning, perception and attitude with behaviour.

**Unit IV**

**(14 Hours)**

**Group Behaviour & Team Development:** Concept of Group and Group Dynamics, Stages of Group Development, Theories of Group Formation; Concept of Team v/s. Group; Types of Teams, Building and Managing Effective Team.

**Suggested Readings:**

1. Robbins, (9<sup>th</sup> Ed., 2016). Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S., (16<sup>th</sup> Ed., 2014), Organizational Behaviour; Pearson Education.
3. Koontz, H. (10<sup>th</sup> Ed., 2015), Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., (1<sup>st</sup> Ed. 2011) Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. (8<sup>th</sup> Ed. 2010) Management, Pearson Education.
6. Luthans, Fred, (12<sup>th</sup> Ed., 2013), Organizational Behavior, McGraw Hill Education.

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

**BBA-103 Business Mathematics**

**L-4, T-0**

**Credits —4**

**External Marks: 75**

**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** **(14 Hours)**

**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.

**Unit III** **(14 Hours)**

**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.*

**Unit IV** **(14 Hours)**

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

**Suggested Readings:**

1. Trivedi, Business Mathematics, Pearson Education, 1<sup>st</sup>-Ed, 2018
2. Bhardwaj, R.S., Mathematics and Statistics for Business, Excel Books, 2013.
3. Khan, Shadab, A Text Book of Business Mathematics, Anmol Publications, 2015., Applied Mathematics for Business, McGraw Hill Education, 2010
4. Tuttle, Michael, D., Practical Business Math: An Applications Approach, Prentice Hall, 2012
5. Hazarika, P., A text book of Business Mathematics, S. Chand Publication, 2016.



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

**BBA 105: Financial Accounting & Analysis**

**L-4 T-0**

**Credits-4**

**External Marks: 75**

**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**

**(14 Hours)**

**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, *Introduction to International Financial Reporting Standards (IFRS)- need and procedures.*

**Unit II**

**(14 Hours)**

**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.

**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, 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.

**Unit IV**

**(14 Hours)**

**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, Right Shares. Issue of Debentures, Methods of Redemption, Redemption of debentures. Overview of Stock Exchanges of India and role of SEBI, *Corporate Social Responsibility*

**Suggested Readings:**

1. Tulsian, P.C., Financial Accountancy, Pearson Education, 1st edition, 2019
2. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House 6<sup>th</sup>-Ed, 2016
3. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India. 5<sup>th</sup>-Ed, 2018
4. Rajasekran, Financial Accounting, Pearson Education Edition 2020.
5. Bhattacharyya, S.K. and Dearden, J., Accounting for Manager - Text and Cases, Vikas Publishing House. 3<sup>rd</sup>-Ed, 2004

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

**BBA 107: Business Economics**

**L-4, T-0**

**Credits-4**

**External Marks: 75**

**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**

**(14 Hours)**

**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.*

**Unit II**

**(14 Hours)**

**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.

**Unit III**

**(14 Hours)**

**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.*

**Unit IV**

**(14 Hours)**

**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*).

**Suggested Readings:**

1. Samuelson, P & Nordhaus, W., Economics, McGraw Hill Education, 20<sup>th</sup>-Ed, 2017
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 9<sup>th</sup>-Ed, 2018.
3. Thomas C.R, Managerial Economics, McGraw Hill Education. 12<sup>th</sup>-Ed, 2015.
4. Mankiw, NG, Principles of Economics, Cengage Learning. 7<sup>th</sup>-Ed, 2020.

5. Peterson, L. and Jain, Managerial Economics, Pearson Education.4<sup>th</sup>-Ed,2020.

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

**BBA 109: IT Applications in Business**

L-3, T -0

Credit-3

External Marks: 75

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 1**

**(14 Hours)**

**Basics of Computer:** Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Function of Different Units of Computer, Classification of **Computers. Computer Memory:** Primary Memory (ROM and RAM), Secondary Memory (Hard Disk, Optical Disk).

**Unit II**

**(14 Hours)**

**Computer Software:** Types of Software, Introduction to Operating System, Functions of OS, Types of OS, Booting Procedure, Start-up Sequence.

**Windows OS:** Introduction to GUI, Important Terms like Directory, File, Volume, Label, and Drive Name.

**Translators & Languages:** Compiler, Interpreter and Assembler, Types of computer languages

**Unit III**

**(14 Hours)**

**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.

**Unit IV**

**(14 Hours)**

**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.

**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

**Suggested Readings:**

1. c Leon, Introduction to Information Technology, Vikas Publishing House, 2019
2. Behl R., Information Technology for Management, McGraw Hill Education, 2015.
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House, 2015.
4. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning, 2016.
5. Tanenbaum, A. S, Computer Networks, Pearson Education, 2020.
6. Goyal, Anita, Computer Fundamentals, Pearson Education, 2019.

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

**BBA 111: IT Applications in Business Lab**

**L-0, T-04**

**Credit-1**

**External Marks: 60**

This Lab would be based on the course **BBA-109: 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.

# **SEMESTER -II**

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

**BBA 102: Cost Accounting**

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

**Credits: 04**

**External Marks: 75**

**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** **(14 Hours)**

**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.

**Unit II** **(14 Hours)**

**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).

**Unit III** **(14 Hours)**

**Cost Sheet** - Preparation of Cost Sheet (simple problems)

**Process Costing** - Meaning and computation of normal profits, abnormal effectives and abnormal loss.

**Unit IV** **(14 Hours)**

**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).

**Suggested Readings:**

1. Maheshwari, S. N. and Mittal, S. N., Cost Accounting—Theory and Problems, ShriMahavir Book Depot.2015.
2. Arora, M.N., Cost Accounting, Vikas Publishing House,13<sup>th</sup>-Ed, 2018.
3. Lal, Jawahar and Srivastava, Seema, (Latest Edition), Cost Accounting, McGraw Hill Education, 6<sup>th</sup>-Ed, 2013
4. Pandey, I.M., Management Accounting, Vikas Publishing House, Delhi,2014.
5. Khan M.Y., Management Accounting, McGraw Hill Education, 8<sup>th</sup>-Ed,2017.
6. P.C.Tulsian, Introduction to Cost Accounting, S.Chand, Delhi,2013.

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

**BBA-104 –Decision making techniques in Business**

**L-4, T-0**

**Credits -4**

**External Marks: 75**

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Contents

**Unit 1**

**(14 Hours)**

**Statistics:** Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram, Diagrammatic.

**Measures of Central Tendency** - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.

**Unit II**

**(14 Hours)**

**Correlation Analysis:** Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis. *Introduction to Decision theory.*

**Unit III**

**(14 Hours)**

**Linear Programming:** Concept and Assumptions Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality; Concept, Significance.

**Unit IV**

**(14 Hours)**

**Transportation and Assignment problems:** General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel Approximation Method and Testing for Optimality. **Assignment Problem:** Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model.

**Suggested Readings:**

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.5<sup>th</sup>-Ed, 2017.
2. Gupta, SP and Gupta, P.K., Quantitative Techniques and Operation Research, Sultan Chand,2014.
3. Rajagopalan, S. &Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education,2013..
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd,2012.
5. Render, Barry, Stair,R.M., Hanna,M.E., Quantitative Analysis for Management, Pearson Education.12<sup>th</sup>-Ed,2014.
6. Bajpai, Naval, Business Statistics, Pearson Education 2<sup>nd</sup>-Ed,2014



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

**BBA 106: Business Environment**

**L-4, T-0,**

**Credits: 04**

**External Marks: 75**

**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 1**

**(14 Hours)**

**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.

**Unit II**

**(14 Hours)**

**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.*

**Unit III**

**(14 Hours)**

**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.

**Unit IV**

**(14 Hours)**

**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*

**Suggested Readings:**

1. Paul J. , Business Environment, McGraw Hill Education,4<sup>th</sup>-Ed, 2020.
2. Cherunilam, Francis, Business Environment - Text and Cases, Himalaya Publishing House,22<sup>nd</sup>-Ed,2019.
3. Dhingra, I C., Indian Economy, Sultan Chand & Son,2016.
4. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House, 13<sup>th</sup>-Ed,2018
5. Gupta C. B, Business Environment, Sultan Chand,2014.
6. Dwivedi, D. N. Macro Economics, McGraw Hill Education,5<sup>th</sup>-Ed,2018

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 108: Entrepreneurial Mindset (NUES)**  
**Credits: 02**

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

**BBA 110: 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 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- 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**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA 112: E-Commerce**

**L-3, T-0,**

**Credits: 03**

**External Marks: 75**

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** **(14 Hours)**

**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.

**Unit II** **(14 Hours)**

**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.

**Unit III** **(14 Hours)**

**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.

**Unit IV** **(14 Hours)**

**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.

**Suggested Readings:**

1. Elias M. Awad, **Electronic Commerce - From Vision to Fulfillment**, PHI Learning, 3<sup>rd</sup>-Ed,2006.
2. Joseph, P.T. and Si., **E-Commerce — An Indian Perspective**, PHI Learning,6<sup>th</sup>-Ed,2012.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: **Electronic Commerce — A Managerial Perspective**, 4th Edition, Pearson Education. 4<sup>th</sup>-Ed,2011.
4. Bharat Bhaskar, **Electronic Commerce- Framework, Technologies and Applications**, Tata McGraw Hill,2013.
5. Dave Chaffey, **E-Business and E-Commerce Management- Strategy, Implementation and Practice**, Pearson Education. 5<sup>th</sup>-Ed,2015.
6. Schneider Gary, **Electronic Commerce**, Cengage Learning,2019.

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

**BBA 114: E-Commerce Lab**

**L-0, TIP-4**

Credits: 02

External Marks: 60

Objective: Lab would be based on the Paper BBA-106: 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, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA 110: Business Communication**

**L3, T-0,**

**Credits: 03**

**External Marks: 75**

**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**

**(14 Hours)**

**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.

**Unit II**

**(14 Hours)**

**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.

**Unit III**

**(14 Hours)**

**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,

**Unit IV**

**(14 Hours)**

**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, the Various Presentation Tools, along with Guidelines of Effective Presentation,

**Suggested Readings:**

1. Lesikar (13<sup>th</sup> Ed., 2014). Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (13<sup>th</sup> Ed., 2014). Business Communication Today, Pearson.
3. Krizan et al (1<sup>st</sup> Ed., 2014). Effective Business Communication, Cengage Learning.
4. Scot, O. (8<sup>th</sup> Ed., 2012). Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin (6<sup>th</sup> Ed., 2013). Intercultural Business Communication, Pearson Education
6. Penrose et al (6<sup>th</sup> Ed., 2013). Business Communication for Managers, Cengage Learning.

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

**BBA 118: Minor Project Report-I**

**Credits: 03**

**Internal & External Marks: 100**

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. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Minor Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Second Semester. Minor Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University from panel of experts approved by BOS of USMS and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

# **SEMESTER III**



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

**BBA 201: Business Laws**

L-4, T -0

Credits-4

External Marks: 75

**Objective:** The objective of the course is to impart basic knowledge of the important business laws along with relevant case laws.

**Course Contents**

**Unit I**

(14 Hours)

**The Indian Contract Act, 1872: General Principle of Law of Contract**

- a) Contract- Meaning, Characteristics and Kinds
- b) Essentials of valid contract- Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Contract of Indemnity and Guarantee
- d) **Contract of Bailment & Pledge.** *Performance, discharge and breach of contract*

**Unit II**

(14 Hours)

**The Sale of Goods Act, 1930**

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by non-owners
- d) Performance of contract of sale
- e) Unpaid seller — meaning and rights of an unpaid seller against the goods and the buyer.

**Unit III**

(14 Hours)

**The Companies Act 2013 with up-to-date Amendments:** Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, **Shares —Kinds, Allotment and Transfer, Debentures.** Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, **Prevention of Oppression and Mismanagement.** single person company and other important changes from the previous companies Act of 1956. *Introduction to Lifting of corporate veil, conceptual framework of formation of company, doctrine of ultra vires and doctrine of indoor management, Winding up of companies.*

**Unit IV**

(14 Hours)

**LLP Act, 2008:** *Salient features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Features of LLP, Nature of LLP, Partners and Designated Partners, Incorporation Document, Incorporation by registration, Registered office of LLP and change therein change of name, partners and their relations, extent and limitation of liability of LLP and partners, Whistle blowing, Taxation of LLP, Conversion of LLP, Winding up and dissolution.*

**Suggested Readings:**

1. Kuchhal, M.C. and VivekKuchhal, Business Law, Vikas Publishing House, New Delhi. 4<sup>th</sup>-Ed,2014
2. Pathak A. , Legal Aspect of Business, McGraw Hill Education. 7<sup>th</sup>-Ed,2018/
3. Dr. Maheshwari,S.K& Dr. Maheshwari S.N ,.A Manual of Business Law ,Himalayan Pub .House.6<sup>th</sup>-Ed,2018
4. Singh, Avtar, Business Law, Eastern Book Company, Lucknow,2015.
5. N.D.Kapoor, Sultan Chand, New Delhi "Business Law",2013.
6. Bulchandani K R, Business Law for Management, Himalaya Pub. House-New Delhi. 2014.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA-203: Marketing Management**

**L-4 /TT-0**

**Credits-4**

**External Marks: 75**

**Objective:** To provide students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualizing, creating, communicating and delivering products aimed at fulfilling these needs.

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction to Marketing:** Nature, Scope and Importance of Marketing; Basic Concepts, Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Steps in Consumer Decision Making, Characteristics of Industrial Markets ; Market Segmentation, Targeting and Positioning.

**Unit II**

**(14 Hours)**

**Product & Pricing:** Product Levels, Product Mix, Product Lines, Product Strategy, Branding Decisions, New Product Development, Product Lifecycle; Pricing Decisions: Pricing Objectives, Pricing Methods, Price Adjustment Strategies.

**Unit III**

**(14 Hours)**

**Place: Role and Importance of Intermediaries,** Types of Channels, Major Channel Design Decisions; Selecting, Motivating and Evaluating Channel Intermediaries; Physical Distribution, Logistics and Supply Chain Management.

**Unit IV**

**(14 Hours)**

**Promotion: Promotional Objectives;** Factors Influencing Choice of Promotional Mix; Push vs. Pull Strategy; Advertising-Definition and Importance; Comparison of Advertising Media; Personal Selling- Importance and Process, Transaction versus Relationship Selling; Sales Promotion — Purpose, Types, Limitations; Publicity and Public Relations- Definition, Importance and Tools; Direct Marketing; Digital Marketing-Types, Advantages & Challenges..

**CASE STUDIES**

**Suggested Readings:**

1. Kotler,P., Keller, K.L., Marketing Management, Pearson Education. 15<sup>th</sup>-Ed,2016.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education,2013.
3. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C, Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi 1<sup>st</sup>-Ed,2016
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing: Asian Edition, Oxford University Press, New Delhi. 1<sup>st</sup>-Ed,2013.
5. Walker O. C., Mullins J. & Boyd Jr. H. W, Marketing Strategy: A Decision Focused Approach, McGraw Hill Education,2014.
6. Saxsena, R., Marketing Management, McGraw Hill Education. 6<sup>th</sup>-Ed,2018.

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

**BBA 205: Human Resource Management**

**L-4, T-0**

**Credits: 04**

**External Marks: 75**

**Objective:** The objective of this course is to make students familiarize with basic concepts of human resource management and people related issues.

**Course Contents**

**Unit I**

**(14 Hours)**

**Human Resource Management:** Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM, Emerging Challenges of HRM; Personnel Management vs. FIRM, empowerment, human capital, flexi-time, mentoring.

**Strategic HRM:** Meaning and steps of Strategic HRM, Traditional HRM vs. Strategic HRM, *Role of HR Managers in Strategic HRM.*

**Unit II**

**(14 Hours)**

**Human Resource Planning:** Human Resource Planning- Quantitative and Qualitative dimension. **Job analysis:** job description and job specification; Job Enlargement; Job Enrichment

**Recruitment:** Concept, sources, process, methods and techniques including e-recruitment, outsourcing, poaching); **Selection:** Concept and process; test and interview; placement induction

**Internal mobility and job changes:** promotions, demotion, transfers and separation.

**Unit III**

**(14 Hours)**

**Training and Development:** Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; *Training methods/ techniques.*

**Management Development:** Meaning, process and techniques; Career Planning; Succession Planning and Career Development.

**Compensation:** concept and components of Employee Compensation - Base and Supplementary; job evaluation: Concept, Process and Significance.

**Unit IV**

**(14 Hours)**

**Performance appraisal:** Nature and objectives; Techniques of performance appraisal (Traditional and modern methods), Limitations of Performance Appraisal, potential appraisal.

**Maintenance:** Employee health and safety; employee welfare; social security.

**Industrial relations an overview,** Employee Grievance: Concept and causes, Grievance: handling and redressal settlement machinery.

**CASE STUDIES**

**Suggested Readings:**

1. Gary Dessler, A Framework for Human Resource Management, Pearson Education.7<sup>th</sup>-Ed, 2012.
2. David A. Decenzo, Stephen P.Robbins, Susan L. Verhulst, Human Resource Management, Wiley India Private Limited. 4<sup>th</sup>-Ed,2020.
3. Bohlanderand Snell, Principles of Human Resource Management, Cengage Learning. 16<sup>th</sup>-Ed,2017.
4. K. Aswathappa,Human Resource Management, McGraw Hill Education,2017
5. Chhabra, T.N. Essentials of Human Resource Management. Sun India Publication New Delhi,2014.
6. Robert L.Mathis and John Jackson, Human Resource Management, South-Western Publisher,2014.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 207: Management Accounting**

**L-4 T•0**

**Credits —4**

**External Marks: 75**

Objective: The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Course Contents

**Unit I** **(14 Hours)**

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

**Unit II** **(14 Hours)**

**Financial Analysis:** Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages.

**Ratio Analysis:** Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios.

**Cash Flow Analysis:** Difference between Cash and Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

**Unit III** **(14 Hours)**

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

**Standard Costing and Variance Analysis:** Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour and overhead variances.

**Unit IV** **(14 Hours)**

**Marginal Costing and Profit Planning:** Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

**Decisions Involving Alternative Choices:** Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Expand or Contract and Shut-Down or Continue.

**Suggested Readings:**

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons, 2014.
2. Khan M.Y., Management Accounting, McGraw Hill Education 8<sup>th</sup>-Ed, 2018
3. Arora, M.N., Cost Accounting, Vikas Publishing House. 13<sup>th</sup>-Ed, 2021.
4. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education. 6<sup>th</sup>-Ed, 2021.
5. Bhattacharya, Management Accounting, Pearson Education, 2010.
6. Hilton R. W., Managerial Accounting, McGraw Hill Education. 11<sup>th</sup>-Ed, 2020.

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

**BBA 209: Production & Operations Management**

**L-3/ T-0**

**Credit—3**

**External Marks: 75**

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

**Course Contents**

**Unit 1**

**(14 Hours)**

**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.

**Production Design and Development:** Product Design, Factors determining the Design of a Product, Approaches to Product Design, Product Development Process, and Factors influencing Product Development.

**Unit II**

**(14 Hours)**

**Plant Location and Layout:** Factors affecting for location, criteria of site selection, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting for 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 responsible for providing economy in Material Management, Steps in purchasing procedure, and Methods of Purchasing.

**Unit III**

**(14 Hours)**

**Inventory Management & HT:** 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, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka—Yokes, ISO (9000 & 14000 Series), and Six Sigma (Introductory aspects only).

**Unit IV**

**(14 Hours)**

**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 (Introductory aspects only).

**Suggested Readings:**

1. Kale S. ( Ed. 2013) *Production and Operation Management*, McGraw Hill Education
2. Mahadevan, B. *Operation Management: theory' and practice*, (2<sup>nd</sup> Ed.,2015), Pearson Education India..
3. Chary, S. N., (5<sup>th</sup> Ed.,2012), *Production and Operation Management*, McGraw Hill Education.
4. Panneerselvam R. (r<sup>d</sup> Ed., 2012), *Production and Operation Management*, Prentice Hall,
5. Chase R.B. (14<sup>th</sup> Ed. 2014), *Operations and Supply Chain Management*, McGraw Hill Education.
6. Stevenson 'W. J (11 Ed. 2015). *Operations Management*, McGraw Hill Education.

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

**BBA211: Business Research Methodology**

**L-3, T-0**

Credits: 03

External Marks: 75

Objective: The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction:** Meaning of research; Scope of Business Research; Purpose of Research - Exploration, Description, Explanation; Unit of Analysis - Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses.

**Unit II**

**(14 Hours)**

**Research Process:** An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Questionnaire Design.

**Unit III**

**(14 Hours)**

**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, Reliability and Validity Scale.

**Sampling** -Steps, Types, Sample Size Decision; Data sources- organizations like NSSO, Survey reports etc

**Hypothesis Formulation and Testing:** Tests concerning means and proportions; ANOVA, Chi-square test, and other Non-parametric tests.

**Unit IV**

**(14 Hours)**

**Report Preparation:** Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations (Styles like APA, IEEE etc), Bibliography and Annexure in report; JEL Classification.

**Suggested Readings:**

1. Deepak chawla & NeenaSondi, Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education. 12<sup>th</sup>-Ed, 2017.
3. Kumar, Ranjit, Research Methodology: A step by step guide for Beginners. Pearson Educaion. 2<sup>nd</sup>-Ed,2010
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications, 1<sup>st</sup>-Ed,2017.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education. 8<sup>th</sup>-Ed,2017.
6. Beri, G.C., Marketing Research, McGraw Hill Education. 6<sup>th</sup>-Ed,2020

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA-213: Business Research Methodology Lab**

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

**Credits-2**

**External Marks: 60**

The Lab would be based on the Paper 206: Research Methodology. The objective of this lab is to understand the various aspects of research, identification and use of various statistical tests using Software tools available to a researcher. Research tools can help the business manager in decision making (By using any popular Software (Advanced Excel / SPSS or any other analytical software). The student be made capable to use any popular software on which training is given to use it in his/her project/summer training report.

**Unit 1: Introduction to Excel**

Entering data, editing data, formulae, functions , auto sum, creating graphs and charts, sorting and formatting data, statistical and financial function, analyze table with pivot table, create and manage scenarios and summaries.

**Unit 2 : Introduction to SPSS/R**

SPSS Introduction, functionality, Entering Data in variable view and data view by questionnaire, Finding out the case summary (Mean ,Median, Standard deviation) and Generating frequency table, Pie chart, Histogram

**Unit 3 : Managing data in SPSS/R**

Recoding into same variable, Recoding into different variables, select and sort cases, finding out missing value and recording, correcting data problem using log transformation and Reciprocal transformation Square root

**Unit 4: Analysis in SPSS/R**

Descriptive Statistics, correlation, Regression, One sample T-test, Independent sample T-test, Paired sample T-Test, ANOVA , Chi Square test, Kruskal Willis test and Mann Whitney test

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

**BBA215: NSS/NCC/NSO/other skills notified by university**

**L-2, T-0,**

**Credits: 02**

**External Marks: 75**



# **SEMESTER -IV**



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

**L-4, T-0**

**BBA-202: Business Analytics**  
**Credits-4**

**External Marks: 75**

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

**BBA-204: Financial Management**

**L-4, T-0**

**Credits-4**

**External Marks: 75**

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

**Course Contents**

**Unit I**

**(14 Hours)**

**Financial Management:** Nature, scope and objectives of financial management, Time value of money, Concept of Risk and Return (including Capital Asset Pricing Model), Valuation of Securities: Debentures, Preference shares and Equity Shares.

**Sources of Financing:** Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(in brief)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

**Unit II**

**(14 Hours)**

**Capital Budgeting:** Concept, Importance and Appraisal Methods: Pay Back Period, Accounting Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital budgeting under Risk- Certainty Equivalent Approach and Risk Adjusted Discount Rate.

**Unit III**

**(14 Hours)**

**Cost of Capital:** Meaning, classification and methods of calculating cost of equity capital, cost of retained Earnings, Cost of Debts, Cost of Preference Capital and Weighted Average Cost of Capital (WACC).

**Capital structure:** Theories of Capital Structure (Net income, Net Operating Income, MM Hypothesis, Traditional Approach), Determinants of Capital structure.

**Leverage:** Concept, significance and types of leverage: Operating and Financial leverage.

**Unit IV**

**(14 Hours)**

**Dividend Decision:** Retained Earnings Vs Dividend Decision, Gordon Model, Walter Model, MM Approach, Determinants of Dividend.

**Working capital Management:** meaning and nature of Working Capital, Working Capital estimation, Inventory and Payable management.

**Suggested Readings:**

1. Khan M.Y, Jain P.K., , Financial Management, McGraw Hill Education,2017.
2. Pandey I. M., , Financial Management, Vikas Publishing House,2015.
3. Kapil, Sheeba, , Financial Management, Pearson Education, 2015.
4. Chandra Prasanna, Financial Management, McGraw Hill Education,2017.

5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand,2014.
6. Tulsian, P.C., Financial Management: A self study textbook, Sultan Chand,2010.

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

**BBA 206: Corporate governance, Ethics & Social Responsibility**

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

**Credits: 04**

**External Marks: 75**

**Objective:** The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction:** Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

**Ethics: Management Process and Ethics,** Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business. *Case studies on ethical dilemma.*

**Unit II**

**(14 Hours)**

**Knowledge and Wisdom:** Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management.

**Stress Management:** Meaning, Sources and Consequences of Stress, Stress Management and **Detached Involvement**. *Introduce Teachings from Mahabharata and Ramayana*

**Concept of Dharma & Karma Yoga:** Concept of Karma and Kinds of Karma Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

**Unit III**

**(14 Hours)**

**Understanding Progress, and Success - Results & Managing Transformation:** Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

**Understanding Success:** Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

**Unit IV**

**(14 Hours)**

**Corporate Social Responsibility & Corporate Governance:** Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business. *Introduction to new trends and initiatives being taken by companies, wrt, CSR*

**Suggested Readings:**

1. Fernando, A.C., Business Ethics, Pearson education. 3<sup>rd</sup>-Ed, 2013.
2. Mandal S.K., Ethics in Business and Corporate Governance, McGraw Hill Education. 2<sup>nd</sup>-Ed, 2017.
3. Govindarajan.M, Natarajan.S, Senthilkumar, V.S., Professional Ethics and Human Values, PHI., 2013.
4. Rao, A.B., Business Ethics and Professional Values, Excel Book. 1<sup>st</sup>-Ed, 2012.
5. Manuel G.Velasquez, Business Ethics Concepts, Printice Hall of India, 2012.
6. Sison, Alejo G. Corporate Governance and Fritics, Edward Elgar Publishing Ltd, 2010.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 208: Environmental Studies\***

\*NUES: Non University Examination System

L-2, T/P-0,

Credits: 02

Internal Marks: 100

Objective: The basic objective of this paper is to understand the basic fundamental to environmental science, complexity of ecosystems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

Course Contents

**Unit I**

**(07 Hours)**

**Ecosystems and how they work:** Types of Eco-Systems, Geosphere — Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity.

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

**Unit II**

**(07 Hours)**

**Water Pollution:** Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution; Waste Water Management.

**Air Pollution:** Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetations. Green House Effect, Global Warming and Climate Change.

**Unit III**

**(07 Hours)**

**Solid Waste: Management** — and Various Method Used, Composting, Land Fill Sites etc.

Hazardous Waste Management, Biomedical Waste Management.

Environmental Impact Assessment and Environmental Management System Introduction and its Impact.

**Unit IV**

**(07 Hours)**

**Introduction to Indian Environmental laws:** Legal framework, The Indian Penal Code, Role of Judiciary in Environmental Protection, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981,

**Suggested Readings:**

1. Miller Tyler, G.Jr., Environmental Science: Working with the Earth, Cengage Learning India Ltd. 14<sup>th</sup>-Ed, 2017.
2. Mishra, S.P., and Panday, S.N., Essential Environment Studies, Ane Books Pvt. Ltd, 2014.
3. Chhatwal, Rajni Johar, Environmental Science, UDH Publishers & Distributers (P) Ltd, 2012
4. Ghosh Roy, M.K, Sustainable Development, Ane Books Pvt. Ltd, 2014
5. Asthana, D.K. and Meera, Textbook on Environmental Studies. S.Chand, 2014.
6. Arumugam, N, & Kumaresan, V, Environmental Science & Engineering, Saras Publication, 2014.

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

**BBA 210: Income Tax Law and Practice**

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

**Credits: 04**

**External Marks: 75**

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

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction to Income Tax Act 1961**, Salient Features and Basic Concepts — Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income, Residential Status and Incidence of **Tax**, **Fully Exempted Incomes**

**Unit II**

**(14 Hours)**

**Heads of Income-Salary** (perquisites, allowances and retirement benefits), House Property, Business or Profession, Capital Gains, Other Sources

**Unit III**

**(14 Hours)**

**Deductions u/s 80C to 80U**, Provisions for Clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems)

**Unit IV**

**(14 Hours)**

**Deduction of Tax at Sources**, Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (online filing- ITR).

**Note: Latest Provisions to be taught.**

**Suggested Readings:**

1. Lal, B.B., , **Income Tax and Central Sales tax Law and Practice**, Pearson Education,2012.
2. Singhanian,V. K and Singhanian, Monica, , **Students Guide to Income Tax**, Taxman Publications.54<sup>th</sup>-Ed,2021.
3. Ahuja, Girish and Gupta, Ravi, , **Systematic Approach to Income Tax**, Bharat Law House,2014.
4. Datey, V.S., **Indirect Taxes-Law and Practice**, Taxman Publications.31<sup>st</sup>-Ed,2021.
5. Government of India, **Bare Acts, (Income Tax, Service Tax, Excise and Customs)**,2014.
- 6.Vashisht, Nitin and Lal, B.B., **Direct Taxes: Income Tax, Wealth Tax and Tax Planning**, I K International Pub. House,2012.



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

**BBA-212: MOOC**

**Credits-3**

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-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  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**BBA 214 Elective: Financial Markets & Institutions**

**L-4 T/P-0**

**Credits-4**

**Course Contents**

**Unit 1: Introduction**

An Introduction to Financial System, Components, Financial System and Economic Development, Financial Intermediation, An overview of Indian Financial System since 1951, Financial Sector Reforms since 1990-91.

**Unit 2: Money Market**

Money Market – concept, role, functions and importance; Components of Money Markets; Money market instruments. The 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.

**Unit 3: Capital market**

Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX. 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.

**Unit 4: Banking and Other Financial Institutions**

Commercial banks-classification and reorganization; Payment Banks, Small Banks, Co-operative Banks; Recent initiatives like MUDRA financing scheme, Financial Inclusion; Non-Performing Assets (NPA)-Meaning, causes, computation, assessment, and Impact of NPAs on Banking Sector; Prediction of industrial sickness; Insolvency and Bankruptcy Code, 2016. Development Financial Institutions (DFIs), Investment banking, Financial Intermediaries; Non-banking financial companies (NBFCs). Housing Finance Institutions-National Housing Bank, HUDCO; Microfinance and Rural Credit-NABARD, Post Office Banks.

**Suggested Readings:**

1. Gordon E. & Natarajan K. (2019). *Financial Markets and Services*. New Delhi: Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M. (2017). *Financial Markets, Institutions and Financial Services*. New Delhi: Taxmann's Publications.
3. Khan M. Y., & Jain, P. K. (2009). *Financial Services*. New Delhi: McGraw Hill Publishing India.
4. Khan, M. Y. (2010). *Indian Financial System –Theory and Practice*. New Delhi: Vikas Publishing House.
5. Pathak Bharati (2014) *Indian Financial System*, Doring Kindersley
6. Annual Reports of Major Financial Institutions in India.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
**BBA 214 Elective: Sales Management**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 214 Elective: Training & Development**

**Course Description:** Students will be given an opportunity to plan and execute a training program – including needs assessment, evaluating trainee- learning style, costing, considering delivery alternatives, motivating trainees, and evaluation.

**Course Goals and Objectives:** This course applied with a lot of emphasis on students' creativity and professional development in the field of Training and Development. A wide variety of issues and activities have been incorporated to make it an extremely diverse and thought provoking course.

**Unit-I** **(14 Hours)**

**Introduction to learning and Development :** Meaning and significance, classification of learning capabilities, basic principles of learning, learning theories- Social Learning Theory, Goal Theories, Expectancy Theory, Pedagogy and Andragogy Theory; The Learning Process, The Learning Cycle,

**Unit-II** **(14 Hours)**

**Training Needs Analysis:** Meaning and significance of training needs, types of needs, components of needs, Meaning and significance of training design, principles of training design, design process, identifying the training objectives, DISC Personality Profile Training, Business Writing Trainings, Negotiation Skills Trainings

**Unit-III** **(14 Hours)**

**Executive Development/ Management Development/Career Management Need, factors, methods, process, administration, delivery, Company Strategies for Providing MDP, Use of New Technologies for Learning, Demand for Learning for Virtual Work Arrangements, Administration Model, Problem Solving Model**

**Careers and Career Management: Introduction, Importance, Career: meaning, A Model of Career Development (Career Stages), Career Management Systems**

**Unit-IV** **(14 Hours)**

**Evaluation of Training and Development Programme :** Overview of the evaluation process; methods of training evaluation- Kirkpatrick's Four-level Training Evaluation Model, Kaufman's Five Levels of Evaluation, Reasons for evaluating training and development; Techniques for finding training outcomes

**BOOKS**

1. Raymond Noe, , Employee Training & Development, Tata McGraw– Hill Publication **No-Ed.**
2. Blanchard, Effective training-Systems, , Strategies and practices, Pearson education **No-Ed**
3. Blanchard P.Nick& Thacker James,: Effective Training, Systems, Strategies and Practices, Pearson.
4. French Wendell, Bell Cecil and VohraVeena, Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall. **No-Ed**
5. Lynton Rolf & Pareek Udai, Training & Development, Prentice Hall. **No-Ed**

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

**BBA-216: MAJOR PROJECT REPORT II**

**L-4 T-0**

**Credits—4**

**External Marks: 75**

# **SEMESTER V**

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

**BBA-301: Goods & Services Tax (GST)**

**L-3, T-0**

**Credits —3**

**External Marks: 75**

Objectives: To provide understanding of latest provisions of Indirect Taxes viz. The Central CST Act 2017, The Integrated GST Act 2017, The Union Territory GST Act 2017 and The GST (Compensation to States) Act 2017

**UNIT I:**

GST in India- Constitutional provisions of indirect Taxes: Basic concepts-Supply, Composite and Mixed Supplies, Services under CST, Levy and charge of GST, Procedure for Registration, Person and 'Taxable Person, Payment of Tax.

**UNIT II:**

Assessment of Tax, Tax Invoice, Credit and Debit Notes, Accounts and Records, Input Tax Credit, Place and Time of Supply, Valuation and Exemptions, Job Work.

**UNIT III:**

Steps to file returns and their due dates, Tax collection at source, Demands and recovery, Inspection, Search, Seizure and Arrest, Advance Ruling, Appeals and Revisions

**UNIT IV:**

Audit, Offences and penalties, Refunds, Activities or transactions which shall be treated as neither supply of goods nor as supply of services, Role of GST Practitioner

**Note: Latest Provisions to be taught**

Text Books:

1. Haidia, A.. GST made Easy, Taxmann.9<sup>th</sup>-Ed,2021.
2. Prasad, L.V.R. &Kumar,'G.J.K.. GST- A Brief Introduction, PK Publishers
3. Singh, A.. GST made simple, CENTEX Publications

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

**BBA 303: Business Policy & Strategy**

**L-3 T-0**

**Credits-3**

**External Marks: 75**

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

**Course Contents**

**Unit I (14 Hours)**

**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, Environmental Scanning, Objectives and Strategy; Implementation phase — Strategic Activities, Evaluation and Control.

**Unit II (14 Hours)**

**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; 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.

**Unit III (14 Hours)**

**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.**

**Unit IV (14 Hours)**

**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 Behaviour factors, Organization Structure; Role of Leadership, Resource Allocation.**

**Suggested Readings:**

1. Kazmi, Azhar, Strategic Management and Business Policy, McGraw Hill Education. 5<sup>th</sup>-Ed, 2020.
2. Kachru U., Strategic Management, McGraw Hill Education, 2015.
3. Hill, Charles W. L. and Jones Gareth R., An Integrated Approach to Strategic Management, Cengage Learning. 12<sup>th</sup>-Ed, 2009.
4. Dhir S., Cases in Strategic Management, McGraw Hill Education, 2016.
5. Weelen, Concepts in Strategic Management and Business Policy, Pearson Education. 15<sup>th</sup>-Ed.
6. Fred, David, Strategic Management: Concepts and Cases, Prentice hall of India 6<sup>th</sup>-Ed, 2013.



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

**BBA-305: Information Systems Management**

**L-3, T-0**

**Credit-3**

**External Marks: 75**

**Objective:** The objective of the course is to acquaint the students about the concept of information systems and their components specially databases in business organizations.

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction to MIS:** Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, components of MIS, MIS Applications in Business.

**Information in Decision Making:** Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making.

**Unit II**

**(14 Hours)**

**Introduction to Database Systems:** File System versus DMBS, Structure of a DBMS, People who deal with database, Introduction to Data Models, Concept of normalization, Introduction to Entity relationship model, Overview of Database Design, Entities, attributes and relationships, Introduction to Relational Model, Integrity Constraints, Querying Relational Data using SQL: DDL and DML commands, aggregate functions.

**Unit III**

**(14 Hours)**

**Cost Benefit Analysis:** Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

**System Development:** Concept of System, Types of Systems — Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.

**Unit IV**

**(14 Hours)**

**Types of Information Systems:** Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System.

**Information Technology:** Recent Developments in the Field of Information Technology, Impact of IT on Organization, Multimedia Approach to Information Processing, Centralized and Distributed Processing.

**Suggested Readings:**

1. Laudon and Laudon, Management Information Systems, Pearson Education. 16<sup>th</sup>-Ed,2018.
2. Elmsari R. and NavatheS., Fundamentals of Database Systems, Pearson Education.7<sup>th</sup>-Ed,2017.
3. O'Brien, James A., Management Information Systems, McGraw Hill,2013.
4. Davis,B.Gordon, Management Information Systems, McGraw Hill,2012.
5. Goyal D.P., Management Information Systems, Macmillan Publication.4<sup>th</sup>-Ed ,2014.
6. M Azam, Management Information Systems, McGraw Hill,2012.
7. Shokeen. S, Singh. P and Mann. S, "Information Systems Management", published by I.K. International Publishing House, Distributed by Wiley, First Edition: 2018. 1<sup>st</sup>-Ed,2018.

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

**BBA-307: Information Systems Management Lab**

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

**Credit-2**

**External Marks: 60**

Lab would be based on the Paper 305: Information Systems Management Lab. The objective of this lab is to help the students to understand the various aspects and components of Information Systems specially data bases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL Commands, DML commands and aggregate functions.

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

**BBA 309 (Elective 2): Financial Modelling**

**Credits: 4**

**L4, T-0**

**Objective:** This course aims at equipping students with basics of excel and applying various tools of advanced excel in relation to financial management concepts. This would further help students in learning the core concept of financial modeling and creation of certain financial models and templates.

**Course Contents:**

**Unit I** **(14 Hours)**

**Excel as a basic tool of Financial Modeling:** Basics of Excel, commands of Excel, conditional formatting, formulas, macros, what if analysis- goal seek, data table and scenario manager, pivot table and charts, data analysis pak.

**Unit II** **(14 Hours)**

**Financial Modeling Basic Concepts:** Introduction, advanced functions of MS-Excel as a tool in financial modeling, steps and components of a financial model.

**Unit III** **(14 Hours)**

**Financial Analysis:** Various approaches to valuation- discounted cashflow method- FCFF and FCFE, dividend discount model, precedent transaction analysis, relative valuation model, financial ratios and company analysis, market-based methods- EPS and multiples, sensitivity analysis, probabilistic analysis-best and worst case.

**Unit IV** **(14 Hours)**

**Other Modeling Techniques:** Time value of money, capital budgeting models, cost of capital calculation, leverage, EPS calculation.

Note: Theory part must be taught practically as well, however no lab viva exam will be conducted.

**Suggested Readings:**

1. Proctor, Scott (Latest Edition), Building Financial Models with Microsoft Excel: A Guide for Business Professionals, Edition, Wiley. 2<sup>nd</sup>-Ed.
2. Day, Alastair (Latest Edition), Mastering Financial Modeling in Microsoft Excel: A practitioner's guide to applied corporate finance, FT Publishing International.
3. Soubeiga Eric (Latest Edition), Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel, McGraw-Hill Professional. No-Ed.
4. Sengupta Chandan (Latest Edition), Financial Analysis in Modeling using Excel and VBA, Wiley. 2<sup>nd</sup>-Ed.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 309 (Elective 2): Marketing Analytics**  
**Credits-04**

**Course Objectives**

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon their commendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

**Course Contents**

**Unit I**

**(12 Hours)**

**Introduction to Marketing Analytics:** Meaning, nature, Data Collection, Predictive analysis, Summarizing Market data using Excel or R software- Pivot table, charts, Exploratory data analytics

**Unit II**

**(12 Hours)**

**Product Analytics:** Meaning, Product Design (Conjoint Analysis), Deciding the attributes of product (Regression), Test Marketing (Moving Average), Demand Forecasting (Naïve Method, least square, regression, time series analysis)

**Price Analytics:** Linear and Non linear pricing, Price Optimization, Price Bundling, Discounted Pricing, Price Skimming, Revenue Management, Markdown Pricing.

**Unit III**

**(12 Hours)**

**Place Analytics:** Designing retail outlet, Online Product Assortment, Allocating Retail Space and Sales Resources, Distribution channels, Catalog/Email marketing

**Promotion Analytics:** Media selection model, measure the effect of advertisement, Digital Advertisement, Viral marketing

**Unit IV**

**(12 Hours)**

**Measuring Consumer Responses:** Measuring customer satisfaction (Regression analysis), loyalty, trust, Calculating consumer value, analyzing customer reviews, understanding consumer sentiments and emotions

**Suggested Readings:**

1. Hartman Kevin, Digital Marketing Analytics in theory and practice- Ostmen Bennetsbridge Publishing Services,
2. Marketing Management - Ramaswamy V. S. & Namakumari S, , Sage Publication India Pvt Ltd. 6<sup>th</sup>-Ed.2009
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing Asian Edition, Oxford University Press, New Delhi. 1<sup>st</sup>-Ed.2013
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: Approach, Mc Graw Hill Education. No-Ed.
6. Naresh Malhotra, Marketing Research: an Applied Orientation, , Pearson Prentice Hall.
7. Kothari C. R Research Methodology. New Age International.
8. . G. C Statistics for Management, Tata Mc Graw Hill Education, New Delhi. No-Ed

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 309 (Elective 2): Performance Management**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA 311: SUMMER TRAINING REPORT**

**CREDITS: 04**

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report along with CD to the Director / Principal of the Institution before the commencement of the end-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

# **SEMESTER - VI**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA-302: Project Management**

**L-3, T-0**

**Credits —3**

**External Marks: 75**

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

**Course Contents**

**Unit 1**

**(14 Hours)**

**Introduction:** Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and Responsibilities of Project Manager, Determinants of Project Success.

**Project Life Cycle:** Phases of Project Life Cycle, Classification of Projects.

**Generation and Screening of Project Ideas:** Generation of Ideas, Monitoring the Environment, Preliminary Screening.

**Unit II**

**(14**

**Hours)**

**Technical Analysis:** Factors Considered in Technical Analysis, Factors Affecting Selection of Locations, Need for Considering Alternatives, Technology Selection, Sources of Technology, Appropriate Technology.

**Market Analysis:** Conduct of Market Survey, Characterization of Market, Market Planning (Introductory aspects only).

**Network Techniques:** Network Analysis, Programme Evaluation and Review Technique (**PERT**), Critical Path Method (**CPM**), identifying critical path, Probability of Completing the project **within** given time.

**Unit III**

**(14**

**Hours)**

**Financing of Projects:** Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity Shares, Retained Earnings, Short-term Sources for Working Capital, Newer Sources of Finance, Venture Capital.

**Unit IV**

**(14**

**Hours)**

**Project Evaluation and Control:** Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis.

**Social Cost Benefit Analysis:** Social Cost, Social Benefit.

**Emerging Concepts and Issues in Project Management:** Role of Information Technology in Project Management, Future of Project Management.

**Suggested Readings:**

1. Chandra, Prasanna, ,Projects: Planning, Analysis, Financing, Implementation and Review,McGraw Hill Education 9<sup>th</sup>-Ed,2017.
2. Nagarajan, K., , Project Management, New Age International (P) limited, Publishers,2015.
3. R. Panneerselvam. R, Senthilkumar. P Project Management, PHI Learning, (P) limited, Publishers,2013.
4. Gray C.F., Project Management, McGraw Hill Education,2014.
5. Jeffrey K. Pinto, , Project Management: Achieving Competitive Advantage, Pearson Education,,2012.
1. Desai, Vasant, Project Management, witnalaya Publishing House 4<sup>th</sup>-Ed.,2016.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 304: Digital Marketing**  
**LL-4 T/P-0 Credits-4 External Marks: 75**

**Objective:** This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

**Course Contents**

**Unit I (14 Hours)**

**Introduction to Digital Marketing:** Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

**Unit II (14 Hours)**

**Online buyer behavior and Models: The Marketing Mix (7- Ps) in online context. Managing the 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

**Unit III (14 Hours)**

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR., Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing,

**Unit IV (14 Hours)**

Digital Promotion Techniques II: Social Media Marketing - Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing — advertising on mobile devices, mobile apps, tracking mobile marketing performance. Introduction to Web Analytics — Meaning, types, Key Metrics and tools.

**Suggested Readings:**

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.3<sup>rd</sup>-Ed,2008.
2. Strauss, Judy and Frost, Raymond, E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.5<sup>th</sup>-Ed,2013..
3. Roberts, M.L. Internet Marketing, 1<sup>st</sup> Indian Edition, Cengage Learning, New Delhi.3<sup>rd</sup>-Ed,2016.
4. Hanson, W. and Kalyanam, (1<sup>st</sup> Ed. 10<sup>th</sup> International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi,2010
5. Shainesh G. and Jagdish N Sheth. Customer Relationship Management- A strategic perspective, Macmillan India Ltd.1<sup>st</sup>-Ed,2017.
6. Mohammed, Rafi., Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill,2004.

**Guru Gobind Singh Indraprastha University, Delhi**  
**Bachelor of Business Administration (BBA)**  
**BBA 306 Elective 3- Investment Analysis and Portfolio Management**

L-4 T/P-0

Credits- 4

External Marks: 75

**COURSE CONTENTS:**

**Unit 1: Introduction to Investment and Portfolio Management**

Investment Process; Investment Vs Speculation, Avenues for investment- securities, features and classes; Risk Tolerance, Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis - individual security and portfolio; Measurement of Portfolio Risk; Diversification- Markowitz Theory; Creation of Minimum risk portfolio

**Unit 2: Valuation Models**

Factors influencing valuation and prices of securities; Capital Asset Pricing Model. Value of Equity - Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Multiples based Valuation. Value of Bonds & Debentures- Current Yield, YTM, YTC ; Government Securities returns. Introduction to derivatives – Forwards, options, futures.

**Unit 3: Fundamental and Technical Analysis**

Economy, Industry and Company Analysis, Fundamental Analysis, Technical Analysis – Charts types, techniques and importance. Dow Theory, Efficient Market Hypothesis – Strong, Weak and Semi Strong Efficiency in Markets

**Unit 4: Recent Trends in Investments**

Mutual Fund- concept and types; Debt, Equity, Balanced, Tax Saving, Offshore Fund, Regulation of Mutual Fund, Money market mutual funds. Assets Under Management, Net Asset Value. Exchange Traded Funds, Real Estate Investment Trust, Value Investing, Green Investing, Environmental Social Governance based Investing, Socially Responsible Investing, Behavioural Finance

**Suggested Readings:**

1. Reilly and Brown (2012) *Investment Analysis and Portfolio Management*, Mc Graw Hill Education
2. Fisher and Jordan (6<sup>th</sup> Edition) *Security Analysis and Portfolio Management*, Pearson Education
3. Chandra, P. (2008). *Investment Analysis & Portfolio Management*. New Delhi: Tata McGraw Hill Education.
4. Kevin, S. (2015). *Security Analysis and Portfolio Management*. New Delhi: PHI Learning.
5. Ranganatham M., & Madhumathi R. (2<sup>nd</sup> Edition) *Security Analysis and Portfolio Management*. Noida: Pearson (India) Education
6. Pandian, P. (2012). *Security Analysis and Portfolio Management*. New Delhi: Vikas Publishing House.
7. Bodie, Alex, Marcus and Mohanty, Investments, McGraw Hill Publishing Co

**Guru Gobind Singh Indraprastha University, Delhi**  
**Bachelor of Business Administration (BBA)**  
**BBA 306 Elective 3-HR Analytics**

L-4 T/P-0

Credits- 4

External Marks: 75

**Objective:** This course aims to introduce the concepts of HR Analytics and familiarize students with different dimensions of HR analytics. This course will help students to use analytics as a tool to develop a deeper understanding of data and people management and find appropriate solutions to real life people challenges.

**Course Contents**

**Unit I**

(14 Hours)

**Introduction to HR Analytics: Fundamentals of HR - Strategic Role of HR ,People Analytics - Basics , Basics of Statistics , Framework for Problem Solving - Define Problem, Collect Data, Build the Model, Evaluate and Critique the Model, Present Results and Benefits, Deploy Model - Critical Stages of Talent Life Cycle - Case Study - HR Decision Making: Issue Identification and Problem Solving.**

**Unit II**

(14 Hours)

**HR Practices and Benchmarking: Understanding Important HR Metrics tracked across the Overall Employee Journey , HR Valuations , Benchmarking ,Dash boarding of KPIs (Tableau, Excel ) , Performance and Goal Setting , Providing Performance Feedback.**

**Unit III**

(14 Hours)

**Workforce Planning and Talent Sourcing Analytics: Workforce Planning and its Use - Steps to Workforce Planning- Supply, Demand, Gap and Solution Analysis (Markov Chain, Scatter Plot, Trend Analysis) - Job Analysis - Steps to come out with JD - Types of Job Evaluation - Concepts and Metrics - Types of Job Redesign - Concepts and Metrics**

**Unit IV**

(14 Hours)

**Induction and Culture Fit - Value Congruence, Talent Engagement Analytics, Collaboration Analytics - Building Effective Teams. Talent Analytics - Performance, Potential and Rewards: Understanding Organizational Culture; Types of Cultures - Socialization Process; Stages of Onboarding - Create an Onboarding Predictive Model - Value Congruence. - Importance of Employee Engagement - Major Drivers of Employee Engagement - Employee Engagement Surveys - Variations in Employee Engagement across Days - Employee Engagement Levels in Teams. - What is Collaboration. Importance of Collaboration - Analysing Collaboration - Organizational Network Analysis - Intervening in Organizational Networks. Jobs, Roles and Competencies - Quantifying Competencies and Strengths - Performance vs Potential - Key Decision Dilemmas - Rewards .**

**Suggested Readings:**

1. Bhattacharyya Dipak Kumar, , HR Analytics, Sage Publications India Pvt. Ltd.
2. Soundararajan. Ramesh, Singh. Kuldeep, , Winning on HR Analytics: Leveraging Data for Competitive Advantage, Paperback.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**BBA 306 Elective 3- Advertising and Sales Promotion**

**Objectives:**

The course teaches the fundamental of advertising which helps to deliver Promotional marketing messages to consumers.

It takes the students through the role and scope of PR in management, its various tools and emerging importance of discipline in various areas.

**Course Contents**

**Unit I** (14 Hours)

Definition of Advertising, Evolution and growth, Role of advertising, Functions of Advertising, Types of Advertising, Factors determining Advertising opportunities of a Product , Service and Ideas. Types of appeals and advertisement. Key Players in Advertising, Advertising: Principles, Concepts and Management, Steps in development in Advertisement/Framework of Advertising ,DAGMARK approach.

**Unit II** (14 Hours)

Role of Advertising in Marketing Mix in positioning , Advertisers and Advertising agencies , Choosing an advertising agency ,Advertisement Copy and Design Strategy ,Introduction to Advertising Research ,Digital advertising : Meaning and agencies. Various Case studies: Successful and disasters Brand Presence on social media.

**Unit III** (14 Hours)

Meaning of Public Relations, Difference between Public relations and Advertising Role of Public Relations, Evolution of Public relations,Understanding various concepts : Press agencies , Publicity , Propaganda and advertiser. Public Relation Process and Tools of PR: Media Relations and Media relation Management, Public relation Environment: Trends, Consequences, Growth and Power of Public Opinion.

**Unit IV** (14 Hours)

PR involving role in Business, Government , Politics , NGO and Industrialist , Media tracking , PR angle and response , Law and Ethics in PR , Introduction to PR awards , Campaign planning in PR , Prices communication and PR practice

**Suggested Books:-**

1. Jugenheimer (Latest Edition.) ,Advertising and Public Relations Research , Routledge Publications..
2. IqbalS .Sachdeva, (Latest Edition). Public Relations Principles and Practices , Oxford Publications. **No-Ed**
3. Obiageli P. Ohiagu(Latest Edition.) ,Fundamental of Advertising and Public Relations , Pinnacle Publications
4. DhruvSabharwal(Latest Edition.) , Fundamental of Advertisement and Public relations, Evincepub Publisher.
- 5.Larry D. Kelley (Latest Edition.),Advertising and Public relation research , Pearson Publications

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

**BBA-308 Entrepreneurship Development**

**L-3, T-0**

**Credits—3**

**External Marks: 75**

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

**Course Contents**

**Unit I** **(14 Hours)**

**Introduction:** The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship. *Introduce role of Entrepreneurship in Economic Development, Myths about Entrepreneur and Agencies in Entrepreneurship Management*

**Unit II** **(14 Hours)**

**Promotion of a Venture:** Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required, Forms of Ownership. *Introduce recent methods to raise funds for ventures.*

**Unit III** **(14 Hours)**

**Entrepreneurial Behaviour:** Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho- theories, Social responsibility.  
**Entrepreneurial Development Programmes (EDP):** EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

**Unit IV** **(14 Hours)**

**Role of Entrepreneur:** Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings. *Concept of Start ups to be introduced.*

**Suggested Readings:**

1. Charantimath, , Entrepreneurship Development and Small Business Enterprise, Pearson Education. 3<sup>rd</sup>-Ed, 2018.
2. Bamford C.E., Entrepreneurship: A Small Business Approach, McGraw Hill Education, 2015
3. Balaraju, Theduri, , Entrepreneurship Development: An Analytical Study, Akansha Publishing House, 2012
4. David, Otes, , A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi, 2014
5. Kaulgud, Aruna, , Entrepreneurship Management, Vikas Publishing House, Delhi., 2012
6. Chhabra, T.N., Entrepreneurship Development, Sun India., 2014.

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

**BBA-310: Project Report**

**L-0 T-0**

**Credits-6**

**External and Internal Marks : 100**

**During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject, the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.**

