

**Proposed Scheme for BBA Course w.e.f AY 2021-22**

**Program Outcomes**

- Comprehend knowledge of various functional areas of business.
- Ability to analyze various functional issues affecting the organization.
- Demonstrating ability to evolve strategies for organizational benefits.
- Application of data, its analysis and interpretation.
- Imbibe skill to work in groups and human values.
- Develop ethical practices and imbibe values for better corporate governance.
- Understand the ecosystem of start up in the country.
- Demonstrate understanding of sustainability related concerns in varied areas.
- Analyse business environment and its impact.

**The scheme proposes the distribution of Core (C), Skill Enhancement (SE), Ability enhancement (AE), Generic Electives (GE), Discipline Specific Electives (DSE), NUES, Projects and MOOC Courses.**

**Proposed Scheme of Syllabus  
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI  
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME  
B.B.A. (Three Years)  
First Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA 101	Management Process and Organizational Development	Core Discipline	4	-	4
BBA 103	Business Mathematics	Core Discipline	4	-	4
BBA 105	Financial Accounting and Analysis	Core Discipline	4	-	4
BBA 107	Business Economics	Core Discipline	4	-	4
BBA 109	IT applications in Business	Skill Enhancement	3	-	3
BBA 111	IT applications in Business-Lab	Skill Enhancement	-	4	1
		<b>Total</b>	<b>19</b>	<b>4</b>	<b>20</b>

**Second Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA 102	Cost Accounting	Core Discipline	4	-	4
BBA 104	Decision making Techniques in Business	Core Discipline	4	-	4
BBA 106	Business Environment	Core Discipline	4	-	4
BBA 108	Entrepreneurial Mindset (NUES)	Ability Enhancement and Compulsory Course	2	-	2
BBA 110	MOOC*	Enhancement of Ability	-		3
BBA 112	E-Commerce	Skill Enhancement	3	-	3
BBA 114	E-Commerce Lab	Skill Enhancement	-	4	2
BBA 116	Business Communication	Ability Enhancement course	3		3
BBA 118	Minor Project Report-I	Skill Enhancement Course	-		3
		<b>Total</b>	<b>20</b>	<b>4</b>	<b>28</b>

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

**Third Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA 201	Business Laws	Core Discipline	4	-	4
BBA 203	Marketing Management	Core Discipline	4	-	4
BBA 205	Human Resource Management	Core Discipline	4	-	4
BBA 207	Management Accounting	Core Discipline	4	-	4
BBA 209	Production and Operations Management	Generic/Interdisciplinary Course	3	-	3
BBA 211	Business Research Methodology	Skill Enhancement Course	3	-	3
BBA 213	Business Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA 215	NSS/NCC/NSO/other skills notified by the university (NUES)	Ability Enhancement and Compulsory Course	2		2
		<b>Total</b>	<b>24</b>	<b>4</b>	<b>26</b>

#### Fourth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA 202	Business Analytics	Generic Elective	4	-	4
BBA 204	Financial Management	Core Discipline	4	-	4
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Generic Electives	4	-	4
BBA 208	Environmental Studies (NUES)	Ability Enhancement and Compulsory Course	2	-	2
BBA 210	Income Tax Law and Practice	Generic Elective /Interdisciplinary Course	4	-	4
BBA 212	MOOC*	Enhancement of Ability	-	-	3
BBA 214	Elective I* (one elective to be selected from the list of electives)	Discipline Specific Electives (skill oriented)	4	-	4
BBA 216	Minor Project Report-II	Skill Enhancement Course	-	-	4
		<b>Total</b>	<b>22</b>		<b>29</b>

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

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

\*BBA 214 (Elective I): Training and Development, Sales Management, Financial Markets and Institutions

#### Fifth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA 303	Business Policy and Strategy	Core Discipline	3	-	3
BBA 305	Information Systems Management	Skill Enhancement	3	-	3
BBA 307	Information Systems Management Lab	Skill Enhancement	-	4	2
BBA 309	Elective II* (one elective to be selected from the list of electives)	Discipline Specific Electives (skill oriented)	4	-	4
BBA 311	Summer Training Report & Viva Voice	Cognitive Skills/Advanced Subject Knowledge with Interdisciplinary Approach	-	-	4
		<b>Total</b>	<b>13</b>	<b>4</b>	<b>19</b>

**BBA 309: Elective II: Marketing Analytics, Performance Management, Financial Modeling**

(Syllabus for financial modeling is designed in accordance that the theory part must be done practically as well, however no lab viva exam will be conducted)

#### Sixth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA 302	Project Management	Core Discipline	3	-	3
BBA 304	Digital Marketing	Skill Enhancement	4	-	4
BBA 306	Elective III* (one elective to be selected from the list of electives)	Discipline Specific Electives (skill oriented)	4	-	4
BBA 308	Entrepreneurship Development	Interdisciplinary Course	3	-	3
BBA 310	Project Report and Viva-Voce	Critical thinking and Application of core Disciplines	-	-	6
		<b>Total</b>	<b>14</b>	<b>-</b>	<b>20</b>

**Electives (306): HR Analytics, Advertising and Sales Promotion, Investment Analysis and Portfolio Management**

**Total 142 Credits: Minimum of 134 Credits to be earned for claiming three years BBA degree**

**Proposed Scheme of Syllabus**  
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**  
**BBA BI First Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 101	Management Process and Organizational Development	Core Discipline	4	-	4
BBA (B&I) 103	Principles of Banking	Core Discipline	3	-	3
BBA (B&I) 105	Financial Accounting and Analysis	Core Discipline	4	-	4
BBA (B&I) 107	Business Economics	Core Discipline	4	-	4
BBA (B&I) 109	Business Communication	Ability Enhancement course	3	-	3
BBA (B&I) 111	IT applications in Business	Skill Enhancement	3	-	3
BBA (B&I) 113	IT applications in Business-Lab	Skill Enhancement	-	4	1
		<b>Total</b>	<b>21</b>	<b>4</b>	<b>22</b>

**Second Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 102	Cost Accounting	Core Discipline	4	-	4
BBA (B&I) 104	Business Mathematics	Core Discipline	4	-	4
BBA (B&I) 106	Business Environment	Core Discipline	4	-	4
BBA (B&I) 108	Principles of Insurance	Core Discipline	3	-	3
BBA (B&I) 110	MOOC*	Enhancement of Ability	-	-	3
BBA (B&I) 112	E-Commerce	Skill Enhancement	3	-	3
BBA (B&I) 114	E-Commerce Lab	Skill Enhancement	-	4	2
BBA (B&I) 116	Environmental Studies * (NUES)	Ability Enhancement and Compulsory Course	2	-	2
BBA (B&I) 118	Minor Project Report-I	Skill Enhancement Course	-		3
		<b>Total</b>	<b>20</b>	<b>4</b>	<b>28</b>

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

**Third Semester**

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 201	Marketing Management	Core Discipline	4	-	4
BBA (B&I) 203	Management Accounting	Core Discipline	4	-	4
BBA(B&I) 205	Management of Commercial Banks	Core Discipline	3	-	3
BBA (B&I) 207	Decision making techniques in Business	Core Discipline	4	-	4
BBA (B&I) 209	Business Research Methodology	Skill Enhancement Course	3	-	3
BBA (B&I) 211	Business Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA (B&I) 213	NSS/NCC/NSO/other skills notified by the university (NUES)	Ability Enhancement and Compulsory Course	2		2
		<b>Total</b>	<b>20</b>	<b>4</b>	<b>22</b>

#### Fourth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 202	Business Analytics	Generic Elective	4	-	4
BBA (B&I) 204	Financial Management	Core Discipline	4	-	4
BBA (B&I) 206	Corporate Governance, Ethics & Social Responsibility of Business	Generic Elective	4	-	4
BBA (B&I) 208	Entrepreneurial Mindset (NUES)	Ability Enhancement and Compulsory Course	2	-	2
BBA (B&I) 210	Income Tax Law and Practice	Generic Elective /Interdisciplinary	4	-	4
BBA (B&I) 212	MOOC*	Enhancement of Ability	-	-	3
BBA (B&I) 214	Elective I*(one elective to be selected from the list of electives)	Discipline Specific Electives (skill oriented)	4	-	4
BBA (B&I) 216	Minor Project Report-II	Skill Enhancement Course	-	-	4
		<b>Total</b>	<b>22</b>	<b>-</b>	<b>29</b>

\*Note: During the semester, the student has to choose one MOOC course of 2 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time and after completing the course, the student has to produce a course completion certificate for claiming the credit.

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

\*BBA (B&I) 214 (Elective I): Financial Markets and Institutions, Sales Management, Training and Development

#### Fifth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA (B&I) 303	Practice of Life and General Insurance	Core Discipline	3	-	3
BBA (B&I) 305	Business Policy & Strategy	Core Discipline	3	-	3
BBA (B&I) 307	Business Laws	Core Discipline	4	-	4
BBA (B&I) 309	Elective II* (one elective to be selected from the list of electives)	Discipline Specific Electives (skill oriented)	4	-	4
BBA (B&I) 311	Summer Training Report & Viva Voice	Cognitive Skills/Advanced Subject Knowledge with Interdisciplinary Approach	-	-	4
		<b>Total</b>	<b>17</b>	<b>-</b>	<b>21</b>

\*Note: BBA (B&I) 307: Elective: Investment Banking, Marketing Analytics, Performance Management

#### Sixth Semester

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 302	Project Management	Core Discipline	3	-	3
BBA (B&I) 304	Human Resource Management	Core Discipline	4	-	4
BBA (B&I) 306	Elective III* (one elective to be selected from the list of electives)	Skill Enhancement Electives	4	-	4
BBA (B&I) 308	Banking Laws and Practice	Core Discipline	3	-	3
BBA (B&I) 310	Project Report and Viva-Voce	Critical thinking and App.of core Disciplines	-	-	6
		<b>Total</b>	<b>14</b>	<b>-</b>	<b>20</b>

Electives BBA (B&I) 304: HR Analytics, Advertising and Sales Promotion, Marketing of Financial Products and Services

**Total 142 Credits: Minimum of 134 Credits to be earned for claiming three years BBA degree.**

### **CREDIT DISTRIBUTION (BBA)**

Types of Courses	Number of Courses	Credits Per Course	Sem I Course	Sem II Course	Sem III Course	Sem IV Course	Sem V Course	Sem VI Course	Total Credits
Core Courses – Theory and Classroom based (C)	14	4/3(2 papers of 3 credits)	4	3	4	1	1	1	54
Generic Electives and Interdisciplinary Theory and Classroom based (GE)	5	4/3 (2 papers of 3 credits)			1	3		1	18
Skill Enhancement Courses Including Lab Based (SE) excluding minor/major project reports	11	4/3/2/1	2	3	2		3	1	26
Discipline Specific Elective –Theory and Classroom based (DSE)	3	4				1	1	1	12
Ability Enhancement Course (AE) /NUES	4 (3 NUES)	3/2 ( 3 papers of 2 credits each)		1	1	1			09
Minor Research Project-I	1	3		1					03
Minor Research Project-II	1	4				1			04
Internship Project Report	1	4					1		04
Major Research Project	1	6						1	06
Online Courses (MOOCs)	2	3		1		1			06
<b>Total Credits</b>			20	28	26	29	19	20	142

### **CREDIT DISTRIBUTION (BBA B&I)**

Types of Courses	Number of Courses	Credits Per Course	Sem I Course	Sem II Course	Sem III Course	Sem IV Course	Sem V Course	Sem VI Course	Total Credits
Core Courses – Theory and Classroom based (C)	19	4/3	4	4	4	1	3	3	69
Generic Electives – Theory and Classroom based (GE)	3	4				3			12
Skill Enhancement Courses Including Lab Based (SE) excluding minor/major project reports	7	3/2/1	2	2	2		1		17
Discipline Specific Elective –Theory and Classroom based (DSE)	3	4				1	1	1	12
Ability Enhancement Course (AE)/ NUES	4	2/3	1	1	1	1			09
Minor Research Project-I	1	3		1					03
Minor Research Project-II	1	4				1			04
Internship Project Report	1	4					1		04
Major Research Project	1	6						1	06
Online Courses (MOOCs)	2	3		1		1			06
<b>Total Credits</b>			22	28	22	29	21	20	142