

SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF BUSINESS ADMINISTRATION

For
Third Semester
(w.e.f. 2010 – 2011 Academic Session)



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

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

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

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

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

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

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

Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 154 credits.

NOTES:

I. MINOR PROJECT

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA Programme is being run. The project can be based on primary/ secondary data. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

II. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

III. FINAL YEAR MAJOR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project

Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Third Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 201	Organizational Behaviour	4	-	4
BBA 203	Indian Economy	4	-	4
BBA 205	Marketing Management	4	-	4
BBA 207	Computer Applications -I	4	-	4
BBA 209	Management Accounting	4	-	4
BBA 211	Personality Development & Communication Skills-III (Minor Project Report)	-	-	6
PRACTICAL				
BBA 213	Computer Applications Lab-I	0	4	2
	Total	20	4	28

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 201: Organizational Behaviour

L-4 T-0 Credits-4

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

Unit I

Lectures:-10

Introduction: Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

Course Contents

Unit II

Lectures:-16

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

Unit III

Lectures:-14

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

Unit IV

Lectures:-12

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

Text Books

1. Robbins, S.P. and Sanghi, S., (2009), *Organizational Behaviour*, 13th edition, Pearson Education.
2. Singh, Kavita, (2010), *Organizational Behaviour: Text and Cases*, 1st edition, Pearson Education.

Reference Books

1. Luthans, Fred, (2008), *Organizational Behavior*, 11th Edition, McGraw Hill Education.
2. Mirza, S., ((2003)), *Organizational Behavior*, 1st Edition, McGraw Hill Education.
3. Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), *Organisational Behaviour*, 4th Edition, McGraw Hill Education.
4. Kinicki, Angelo and Kreitner, Robert, ((2005)), *Organisational Behaviour*, 2nd Edition, McGraw Hill Education.

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

BBA 203: Indian Economy

L-4 T-0 Credit-4

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

Course Contents

Unit I

Lectures:-12

Structure of Indian Economy: Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income in India, , Work Force Participation and Changes in Occupational Structure in India.

Unit II

Lectures:-16

Planning and Economic Development and Problems in Indian Economy: Objective of Economic Planning in India, Current Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

Unit III

Lectures:-12

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

Unit IV

Lectures:-12

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

Text Books

1. Datt, and Sundhram, R., (2009), *Indian Economy*, 61st edition, Sultan Chand & Sons.
2. Prakash, B. A., (2009), *The Indian Economy since 1991 – Economic Reforms & Performances*, 1st edition, Pearson Education.

Reference Books

1. Dhingra, I C., (2009), *Indian Economy*, Sultan Chand & Sons.
2. Jaiganta, Sarkar, (2007), *Indian Economy: Policies and Practices*, 1st edition, Pearson Education.
3. Mishra, S.K., and Puri, V.K., (2007), *Problems of Indian Economy*, Himalya Publishing House.

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

BBA-205: Marketing Management

L-4 T-0 Credits -4

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

Course Contents

Unit I **Lectures:-12**

Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Market Segmentation, Targeting and Positioning.

Unit II **Lectures:-12**

Product: Product Levels, Product Mix, Product Strategy, Product innovation and Diffusion, Product Development, Product Lifecycle and Product Mix.

Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.

Unit III **Lectures:-14**

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

Unit IV **Lectures:-14**

Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

Text Books:

1. Kotler, Armstrong, Agnihotri and Haque, (2010), *Principles of Marketing- A South Asian Perspective*, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), *Marketing Management Global Perspective: Indian Context*, McMillan, Delhi.

References:

1. Saxena, Rajan, (2008), *Marketing Management*, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), *Marketing Management*, Vikas Publishing House.
3. Russel, Winer, (2007), *Marketing Management*, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), *Marketing Management*, 13 edition, Pearson Education.

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

BBA 207: Computer Application – I
(Windows Programming Using Visual Basic)

L-4 T-0 Credit-4

Course Objectives:

To familiarize with Front-end concept for developing various IT Applications Project.

Unit I

lectures:-10

1. Introduction to GUI and Windows Programming

1.1 GUI: Concept & Tools

1.1.1 The Title Bar

1.1.2. Menu System, Menus and The Menu Bar5

1.1.3. The Size Box

1.1.4. System Menu Box

1.1.5. Icons

1.1.6. Cursors

1.1.7. Scroll Bars

1.1.8. Tool Bar

1.1.9. Client Area

2. Introduction to Visual Basic Environment

2.1 Features of Visual Basic

2.2 Starting Visual Basic

2.3 The Environment

2.4 The Special Features of the Menu Bar

2.5 Customizing the Visual Basic Environment

Unit II

lectures:-13

3. Concepts in Visual Basic

3.1 Events

3.2 Modules

3.3 Methods

3.4 Procedure

3.4.1 Function Procedures

3.4.2 SUB Procedures

3.5 Event Procedure

3.5.1 Creating an Event Procedure

3.5.2 Parts of an Event Procedure

3.6 General Procedures

3.6.1 Creating a General Procedure

4. Working with Forms

4.1 Forms

4.2 Controls

4.3 Custom Controls

4.4 Properties

4.5 MDI Forms

4.5.1 Create an MDI Application

4.5.2 MDI Child Property

4.6 Menus

4.6.1 The Menu Editor

4.6.2 Creating a Menu

4.6.3. Creating Popup Menus

4.6.4. Growing Menus

4.6.5 Sub Menus

Unit III

lectures:- 15

5. Programming in Visual Basic

5.1 Data Types

5.2 Variables

5.3 Constants

5.4 Operators in Visual Basic

5.4.1. Arithmetic Operations

5.4.2. Comparison Operators

5.4.3. Logical Operators

5.5 Array and the various Types

5.6 Control Arrays

5.6.1 Setting up the control Array

5.6.2 To remove a control Array

5.6.3 To add and delete controls at run time

5.7 User Defined Data Types

5.8 Control Structures

5.9 Unconditional Branch Statement

5.10 The With Statement

5.11 The Built-in Procedures of Visual Basic

5.11.1 Conversion procedure

5.11.2 String Manipulation

Unit IV

lectures:-14

6. Creating an Application

- 6.1 Defining the Problem
- 6.2 Designing the User Interface
- 6.3 Designing the Main Form
- 6.4 Writing the Code

7. Data Access

- 7.1 Data Access Overview
- 7.2 The Jet Database Engine
- 7.3 Bound Data Controls
- 7.4 Connectivity through DAO, RDO and ADO
- 7.5 Retrieving Data Using Structured Query Language (SQL)
- 7.6 Querying a Database

Text Books:

1. Foxall James, 2008, Visual Basic in 24 hrs/ SAMS Teach Yourself in 24 hrs, 1st Edition, Pearson Education.
2. Teach yourself Visual Basic, 2004, Techmedia Publication.

Reference Books:

1. Black Book of Visual Basic, 2008, Dream Tech Press.
2. Beginning in Visual Basic 6.0, 2008, Wrox Publication.
3. Mastering in Visual Basic, 2008, BPB Publication.
4. Shirish, C., 2004, Visual Basic Dot Net, Ist Edition, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 209: Management Accounting

L-4 T-0 Credit-4

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

Course Contents

Unit I

Lectures:-6

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

Unit II

Lectures:-18

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, Fund Flow and Cash Flow Analysis.

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

Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

Lectures:-12

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 Variances.

Unit IV

Lectures:-16

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

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

Text Books

1. Bhattacharya, (2010), *Management Accounting*, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), *Principles of Management Accounting*, Sultan Chand & Sons.

Reference Books

1. Khan, M.Y, and Jain, P.K., (2009), *Management Accounting*, 5th Edition, McGraw Hill Education.
2. Gurusamy, Murthy,S., (2009), *Management Accounting*, 2nd Edition, McGraw Hill. Education.
3. Pandey, I.M., (2008), *Management Accounting*, 3rd Edition, Vikas Publishing House, Delhi.
4. Horngren, Charles, (2009), *Introduction to Management Accounting*, 5th Edition, Pearson Education.

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

BBA 211: Personality Development and Communication Skill – III
(Minor Project Report)

L-0 T-0 Credit-6

Objectives: The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following:

Project Presentation

OR

*Case Study Presentation

Suggested Topics for Minor Projects

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

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

Text Books

1. Lather, A.S. & Handa, M (2009). Cases in Management. Wisdom Publications.
2. McGrath. (2009). Basic Managerial Skills for All, 8th ed. Prentice Hall India

Reference Book

1. Ellis. (2009). Management Skills for New Managers. Prentice Hall India

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

BBA 213: Computer Application Lab-I

L-0 P-4 Credit-2

The Computer Applicable Lab. will be based on Computer Applicable-I Course (BBA 207)