

SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF BUSINESS ADMINISTRATION

For
Second 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

Second Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 102	Business Organization	4	-	4
BBA 104	Business Economics-II	4	-	4
BBA 106	Quantitative Techniques and Operations Research in Management	4	-	4
BBA 108	Data Base Management System	4	-	4
BBA 110	Cost Accounting	4	-	4
BBA 112	Personality Development & Communication Skills-II	3	-	3
PRACTICAL				
BBA 114	DBMS Lab	0	06	3
	Total	23	06	26

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

BBA 102: Business Organization

L-4, T-0,

Credits: 04

Objectives: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Course Contents

Unit I

Lectures:-12

Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

Unit II

Lectures:-14

Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location.

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – Stages in formation; documentation (MOA, AOA).

Unit III

Lectures:-12

Small Business: Scope and role; Government Policies.

Government & Business Interface: Rationale; Forms of Government and Business Interface.

Unit IV

Lectures:-14

Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

Text Books

1. Robert; Lawrence, (2009) *Modern Business Organization*, McMillan India.
2. Tulsian, P. C., (2009) *Business Orgnaisation & Management*, 2nd edition, Pearson Education.

Reference Books

1. Basu, C. R. (2008) *Business Organization and Management*, McGraw Hill Education.
2. Basu, C, (2010) *Business Organisation and Management*, 1st Edition, McGraw Hill Education.
3. Gupta, C.B., (2010) *Modern Business Organization and Management*, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., (2008) *Business Organisation And Management*, Dhanpat Rai & Sons.

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

BBA 104: Business Economics - II

L-4, T-0

Credits: 04

Objectives: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents

Unit I

Lectures:-12

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow. National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

Unit II

Lectures:-16

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model.

Unit III

Lectures:-12

Analysis of Money Supply and Inflation: Functions and Forms of Money, Demand for Money- Classical, Keynesian and Friedmanian Approach, Measures of Money Supply, Quantity Theory of Money, Inflation- Types, Causes, Impact and Remedies.

Unit IV

Lectures:-12

Equilibrium of Product and Money Market: Introduction to IS-LM Model, Equilibrium- Product Market and Money Market, Monetary Policy, Fiscal Policy.

Text Books

1. Soga, Erol, (2008) *Macro Economics*, 1st edition, Pearson Education.
2. Agarwal, ((2010)) *Macroeconomics Theory and Policy*, 1st edition, Pearson Education.

Reference Books:

1. Dwivedi, D. N., ((2005)) *Macro Economics*, McGraw Hill Education.
2. Mishra, S. K. and Puri, V. K., ((2003)), *Modern Macro-Economics Theory*, Himalaya Publishing House.
3. Shapiro, E., ((2003)) *Macro-Economics Analysis*, McGraw Hill Education.
4. Hirschey, Mark, (2009) *Fundamentals of Managerial Economics*, 9th edition, Cengage Learning.

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

BBA-106 Quantitative Techniques and Operations Research in Management
L-4 T-0 Credits -4

Objectives: 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 I

Lectures:-14

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

Lectures:-10

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real world Application using IT Tools.

Unit III

Lectures:-14

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, Usage & Application in Business Decision Making.

Unit IV

Lectures:-14

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: Different Methods Operations, Scheduling: Scheduling Problems, Shop Floor Control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books:

1. Vohra, N.D., (2009) *Quantitative Techniques in Management*, 4th edition, McGraw Hill Education.
2. Vishwanathan, P.K., (2008) *Business Statistics and Applied Orientation*, 1st edition, Pearson Education.

Reference Books

1. Rajagopalan, S. and Sattanathan, R., (2009) *Business Statistics & Operations Research*, 2nd Edition, McGraw Hill Education.
2. Sharma, J.K., (2009) *Operations Research: Problems & Solutions*, 2nd edition, Macmillan India Ltd.
3. Taha, Hamdy, (2008) *Operations Research: An Introduction*, 8th edition, Pearson Education.
4. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009) *Quantitative Analysis for Management*, 10th edition, Pearson Education.

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

BBA 108: Data Base Management System

L-4, T-0, Credits: 04

Objectives: To develop understanding of database management system and abilities to use DBMS packages.

Course Contents

Unit I

Lectures:-12

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with Database, Introduction to Data Models, Architecture of DBMS.

Unit II

Lectures:-16

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity Sets, Relationships and Relationship Sets, Additional Features of the ER Model, Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus Relationship; Relational Model: Introduction to Relational Model, Foreign Key Constraints, Enforcing Integrity Constraints, Querying Relational Data, Logical Database Design: ER to Relation, Introduction to Views, Destroying/Altering Tables and Views, Codd Rules.

Unit III

Lectures:-12

Schema Refinement & Normal Forms: Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning About Functional Dependencies, Normal Forms, Decompositions, Normalization (Up to 3rd Normal Form)

Unit IV

Lectures:-12

Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation; SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Except, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Books

1. Elmasri and Navathe, (2009), *Fundamentals of Database Systems*, 5th edition, Pearson Education.
2. ITL Education Ltd., (2010), *Introduction to Database System*, Pearson Education.

Reference Books:

1. Ramakrishnan, R. and Gehrke, J. (2007), *Database Management Systems*, 3rd edition, McGrawHill Education.
2. Kanan, A. and Date, C. J., (2006), *An Introduction to Database System*, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.
3. Singh. S. L., (2008), *Database System Concept and Application*, 2nd edition, Pearson Education.
4. Atul, Kahate, (2006), *Introduction to Database Management System*, 1st edition Pearson Education.

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

BBA 110: Cost Accounting

L-4, T-0, Credits: 04

Objectives: 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

Lectures:-14

Meaning and Scope of Cost Accounting:

Basic Cost Concepts – Elements of Costs, Classification of Costs, Total Cost Build up and Cost Sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back Flush Costing.

Materials Control:

Meaning – Steps Involved – Materials and Inventory – Techniques of Material/Inventory Control – Valuation of Inventory – Material Losses.

Unit II

Lectures:-14

Labour Cost Control: Direct and Indirect Labour, Steps Involved – Treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods of Wage Payment. Incentive Plans.

Overheads: Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts – Stages Involved in Distribution of Overheads – Methods of Absorption of Overheads – Treatment of Under and Over Absorption of Overheads.

Unit III

Lectures:-12

Methods of Costing: Single Output Costing, Job Costing, Contract & Batch Costing.

Unit IV

Lectures:-12

Process Costing (including Joint Products and By-products and Inter-process Profits), Operating/Service Costing. (Transport & Power House only); Reconciliation of Cost and Financial Accounts.

Text Books

1. Maheshwari, S. N. and Mittal, S. N. (2009), *Cost Accounting – Theory and Problems*, 22nd Revised Edition, Shri Mahavir Book Depot.
2. Rajasekaran, (2010), *Cost Accounting*, 1st edition, Pearson Education.

Reference Books:

1. Dutta, Mahesh, (2006), *Cost Accounting - Principle Practices*, 1st edition, Pearson Education.
2. Arora, M.N., (2009), *Cost Accounting*, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (2008), *Cost Accounting*, 4th Edition, McGraw Hill Education.
4. Jain and Narang, (2008), *Cost Accounting*, Kalyani Publishers.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 112: Personality Development and
Communication Skill-II

L-3, T-0, Credits: 03

Objectives

1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Contents

Unit I

Lectures:-9

Project and Report writing and Proposals: – How to write an Effective Report, Basics of Project writing, Paragraph writing, Paper reading and Voice modulation, Basics of Project presentation.

Unit II

Lectures:-10

How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit III

Lectures:-10

Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit IV

Lectures:-10

Leadership – Qualities of a Leader, Leadership Quiz with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore, Increase Your Professionalism.
Audio Video Recording and Dialogue Sessions on Current Topics, Economy, Education System, Environment, Politics.

Text Books

1. Bovee, Thill and Chaturvedi, (2010), *Business Communication*, 2nd edition, Pearson Education.
2. Lillian, Chaney, (2008), *Intercultural Business Communication*, 4th edition, Pearson Education.

Reference Books:

1. Chaturvedi, Mukesh, (2009), *Business Communication: Concepts, Cases & Applications*, 1st edition, Pearson Education.
2. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
3. Michaul, V. K., (2007), *Communication & Research for Management*, Himalaya Publication House.
4. Paul, Rajendra, (2008), *Essentials of Business Communication*, Sultan Chand & Sons.

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

BBA 114: Data Base Management System (Practical)

USING MS-ACCESS

L-0, P-04, Credits: 03

Course Contents

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label Wizard, using Custom Labels, Printing Multiple Labels, Merging Access Data with Word Documents.