

SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF BUSINESS ADMINISTRATION

For

Fourth 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

Fourth Semester Examination

| Code No. | Paper | L | T/P | Credits |
|------------------|-------------------------------|-----------|----------|-----------|
| BBA 202 | Human Resource Management | 4 | - | 4 |
| BBA 204 | Business Environment | 4 | - | 4 |
| BBA 206 | Marketing Research | 4 | - | 4 |
| BBA 208 | Computer Applications - II | 4 | - | 4 |
| BBA 210 | Business Laws | 4 | - | 4 |
| BBA 212 | Taxation Laws | 4 | - | 4 |
| PRACTICAL | | | | |
| BBA 214 | Computer Applications Lab- II | - | 4 | 2 |
| | Total | 24 | 4 | 26 |

Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Eight Weeks.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 202: Human Resource Management

L-4, T-0, Credits: 04

Objectives: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Course Contents

Unit I

Lectures:-12

Introduction: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.

Unit II

Lectures:-14

Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job Changes – Transfers, Promotions/Demotions, Separations.

Unit III

Lectures:-12

Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.

Unit IV

Lectures:-14

Compensation and Maintenance: Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern Methods, Limitations of Performance Appraisal Methods, 360 Degree Appraisal Technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social Security.

Text Books

1. Aswathappa, K., (2010), *Human Resource Management*, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), *Fundamentals of Human Resource Management*, 9th edition, John Wiley.

Reference Books

1. Durai, Praveen, (2010), *Human Resource Management*, Pearson Education.
2. Monappa, A. and Saiyadain, M., ((2001)), *Personnel Management*, McGraw-Hill Education.
3. Dessler, Gary, ((2004)) *Human Resource Management*, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), *Human Resource Management*, Oxford Higher Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 204: Business Environment

L-4, T-0, Credits: 04

Objectives: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents

Unit I **Lectures:-13**

An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.

Unit II **Lectures:-12**

Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000.

Unit III **Lectures:-14**

Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance.

Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention.

Unit IV **Lectures:-13**

Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

Text Books:

1. Shaikh, Saleem, (2010), *Business Environment*, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), *Business Environment - Text and Cases*, Himalaya Publishing House.

Reference Books:

1. Aswathappa, K., (2000), *Essentials of Business Environment*, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), *Business Environment*, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), *Business Environment* Excel Book.
4. Ian Worthington, Chris Britton, (2009), *Business Environment*, Pearson Education.

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

BBA-206 Marketing Research

L-4 T-0 Credits -4

Objectives: The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

Course Contents

Unit I

Lectures:-14

Introduction of Marketing Research: Define Marketing Research, Aims and Objectives of Marketing Research. Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research, Value of Information in Decision Making, Steps in Marketing Research.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors.

Unit II

Lectures:-12

Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean.

Scaling Techniques: The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research.

Unit III

Lectures:-14

Data Collection:: Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.

Data Processing and Tabulation: Editing, Coding and Tabulation.

Unit IV

Lectures:-12

Data Analysis: Testing of Hypothesis, Measurement of Central Tendency, Dispersion, Univariate Analysis, Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis; Interpretation and Report Writing, Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report.

Text Books

1. Beri, G.C., (2007), *Marketing Research: Research Design*, 4th Edition, McGraw Hill Education.
2. Malhotra, Naresh, (2008), *Marketing Research*, 5th edition, Pearson education.

Reference Books

1. Nargundkar, Rajendra, (2008), *Marketing Research: Text and Cases*, 3rd Edition, McGraw Hill Education.
2. Sekaran, Uma, (2003), *Research Methods for Business*, 4th edition, Wiley.
3. Kumar, Ranjit, (2005), *Research Methodology: A step by step guide for Beginners*. Pearson Educaion.
4. Levin, Richard and Rubin, DS, (2009), *Statistics for Management*, 7th edition, Pearson Education.

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

BBA 208: Computer Applications - II

(Web Technology, HTTP and HTML concepts)

L-4, T-0, Credits: 04

Objectives: To familiarize the students with various Web based packages to develop customize web site.

Course Contents

UNIT-I

Lectures:- 12

An Introduction to the World Wide Web: Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server

Planning your Web Site: Doing Business on the Web, An Overview of Internet Service Providers (ISP), A Search Engine, Types of search engine, Working of a Basic Search Engine, Searching Techniques, Making a Web Site Plan, Forming a Project Team, Setting Goals and Objectives, Developing the Right Business Strategy

UNIT-II

Lectures:-12

Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts

Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages

UNIT-III

Lectures:- 14

HTML: What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering Paragraph Text on your Web page, The
 Tag, The Comment Tag

Working with HTML Text: Working with HTML Text, Emphasizing Text Implicitly And Explicitly, The <BLOCKQUOTE> Element, Pre-formatting Text, The <DIV> Tag, The Tag, The <BASEFONT> Tag, Using Lists in Web Document, Nested Ordered, Unordered Lists, Menu List, Directory Lists, Definition Lists

UNIT-IV

Lectures:- 14

Graphics for web pages: Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression, Adding inline image to web page, Scaling down an image, Alternative Text for the tag, Understanding Imagemaps

Working with Links: Working with links, Relative and absolute links, Providing links for internet services, Link tag

Tables, Frames and Forms: Creating Borderless Tables, Frames, Forms

Cascading Style sheets: What is Style Sheet, Types of Style Sheets, Using Style Sheet with HTML

Text Books:

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education.
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:

1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication
3. HTML,DHTML –Ivan Bayross

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

BBA 210: Business Law

L-4, T-0, Credits: 04

Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Objectives: To acquaint the student with a basic and elementary knowledge of the subject.

Course Contents

Unit I

Lectures:-18

Indian Contract Act, 1872 (Fundamental Knowledge): Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit II

Lectures:-8

Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Unit III

Lectures:-8

The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.

Unit IV

Lectures: -18

The Companies Act 1956 (Basic elementary knowledge): 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.

Text Books

- 1.Pathak, Akhileshwar, (2009), *Legal Aspects of Business*, 4th Edition, McGraw Hill Education.
- 2.Kuchhal, M. C., (2006), *Business Law*, Vikas Publishing House, New Delhi.

Reference Books:

- 1.Singh, Avtar, (2006), *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
- 2.Bagriyal, Ashok, (2008), *Company Law*, Vikas Publishing House.
- 3.Kapoor, N. D., (2006), *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
- 4.A.Ramaiyya, *Guide to the Companies Act*, 16th edition, Lexis Nexis Butterworths

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 212: Taxation Laws

L-4, T/P-0, Credits: 04

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

Course Contents

Unit I

Lectures:-12

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

Lectures:-24

Heads of Income – Salary, House Property, Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms) Assessment of Individuals and Firms (simple problems).

Unit III

Lectures:-6

Reliefs, Set off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.

Unit IV

Lectures:-10

Central Sales Tax Act 1956 – Introduction; VAT, Registration of Dealers, Levy and Collection of Tax and Penalties.

Service Tax (Finance Act 1994) –

Note: Assessment Year (Current) Introduction to procedure for Service Tax Return

Text Books

1. Lal, B.B., (2009), *Income Tax and Central Sales tax Law and Practice*, 30th edition, Pearson Education.
2. Singhania, V. K and Singhania, Monica, *Students Guide to Income Tax*, latest edition, Taxman Publications.

Reference Books

1. Ahuja, Girish and Gupta, Ravi, *Systematic Approach to Income Tax*, Latest Edition, Bharat Law House.
2. Datey, V.S., *Indirect Taxes-Law and Practice*, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), *Direct Taxes: Income Tax, Wealth Tax and Tax Planning*, 30th edition, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 214: Computer Applications Lab - II

L-0, T/P-4, Credits: 02

FRONT PAGE

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbies”, & “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web page using the Front Page explorer and write your academic and professional qualification. Place a bookmark at an appropriate place and save the page as “qualification”.
6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Insert a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.

19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.
22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

Creating Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.
25. The form should contain the following fields as mentioned below

Personal Profile

Name:

Address:

Phone_Off:

Phone_Resi:

Mobile:

E_Mail:

Fax:

Passport no.:

Driving License No.:

Insurance Policy No:

Blood Group:

Credit Cards:

26. Assign a drop down menu for the credit cards fields.
27. Assign a one line text driving license No.

Advanced Topics

28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.
29. Open each and every page “apply suitable page transitions and animations.