

SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF BUSINESS ADMINISTRATION

For

Sixth 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

Sixth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 302	Business Policy & Strategy	4	-	4
BBA 304	Project Planning & Evaluation	4	-	4
BBA 306	Entrepreneurship Development	4	-	4
BBA 308	International Business Management	4	-	4
BBA 310	Project Report and Viva-Voce	-	-	6
BBA 312	Environmental Science	4	-	4
	Total	20	-	26

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 302: Business Policy & Strategy

L-4 T-0 Credits-4

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

Course Contents

Unit I

Lectures:-14

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

Lectures:-12

Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process – Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.

Unit III

Lectures:-12

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.

Unit IV

Lectures:-14

Formulation of Strategy: Approaches to Strategy formation; Major Strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – 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: Organization Structure; Leadership and Resource Allocation.

Text Books

1. Kazmi, Azhar, (2008), *Strategic Management and Business Policy*, 3rd Edition, McGraw Hill Education.
2. Ghosh, P. K., (2006), *Strategic Planning and Management*, 8th Edition, Sultan Chand & Sons, New Delhi.

Reference Books

1. Walker, Gordon, (2005), *Modern Competitive Strategy*, 1st Edition, McGraw Hill Education.

2. Weelen, (2009), *Concepts in Strategic Management and Business Policy*, 12th edition, Pearson Education.
3. Fred, David, (2008), *Strategic Management : Concepts and Cases* , 12th Edition, Prentice hall of India
4. Appar Rao C, (2008), *Strategy Management and Business Policy*, Excel Book.

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

BBA-304 PROJECT PLANNING AND EVALUATION

L-4 T-0 Credits –4

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 I

Lectures:-18

Project Planning

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Techniques of Capital Budgeting.

Capital Allocation Framework: Financing of Projects: Capital Structure, Mean of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Requirement and its Financing, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections, Projected Cash Flow Statement, Projected Balance Sheet

UNIT-II

Lectures:-12

Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, , Product Mix, Plant Capacity, Location and Site,

UNIT-III

Lectures:-16

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management,

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

Unit IV

Lectures:-6

Risk and Analysis Uncertainty: Using Sensitivity, Simulation, Decision and Other Techniques

Text Books

1. Pinto, (2009), *Project Management*, 1st Edition, Pearson Education.

2. Maheshwari, S.N., (2009), *Management Accounting & Financial Control*, 14th edition, Sultan Chand & Sons.

Reference Books

- 1 Chandra, Prasanna, (2009), *Projects: Planning, Analysis, Financing, Implementation and Review*, 7th edition, McGraw Hill Education.
- 2 Choudhury, S, (2007). *Project Management*, 1st Edition, Tata Mc Graw Hill Publishing Company.
- 3 Bhavesh, M. Patel (2009). *Project Management: Strategic Financial Planning Evaluation and Control*, Vikas Publishing House Pvt. Ltd.
- 4 Panneerselvam, R., and Senthilkumar, P., (2007), *Project Management*, Prentice Hall of India.

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

BBA-306 Entrepreneurship Development

L-4 T-0 Credits –4

Objectives: 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

Lectures:-12

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

Unit II

Lectures:-12

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.

Unit III

Lectures:-14

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

Lectures :-14

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.

Text Books:

1. Hisrich, Robert and Peters, Michael, (2002), *Entrepreneurship*, 5th Edition, McGraw Hill Education.
2. Charantimani, (2006), *Entrepreneurship Development and Small Business Enterprise*, 1st edition, Pearson Education.

Reference Books:

1. Chandra, Ravi, (2003), *Entrepreneurial Success: A Psychological Study*, Sterling Publication Pvt. Ltd., New Delhi.
2. Balaraju, Theduri, (2004), *Entrepreneurship Development: An Analytical Study*, Akansha Publishing House, New Delhi.
3. David, Otes, (2004), *A Guide to Entrepreneurship*, Jaico Books Publishing House, Delhi.
4. Kaulgud, Aruna, (2003), *Entrepreneurship Management*, Vikas Publishing House, Delhi.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-308 INTERNATIONAL BUSINESS MANAGEMENT

L-4 T-0 Credits-4

Objectives: The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Course Contents

UNIT I

Lectures:-14

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities; Nature, Meaning and Importance of International Competitive Advantage, Multidimensional view of Competitiveness- Financial

Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI, Impact of Globalization.

UNIT II

Lectures:-12

Globalization: Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spill Over, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

Lectures:-12

Strategy making and International Business: Structure of Global Organizations, Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage, Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.

UNIT IV

Lectures:-14

Socio Cultural Environment- Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

Text Books

1. Sharan, (2010), *International Business*, 2nd edition, Pearson Education.
2. Tamer, Cavusgil, Gary, Knight, (2010), *International Business: Strategy, Management and the New Realities*, 1st Edition, Pearson Education.

Reference Books

1. Sinha P.K, (2008), *International Business Management*, Excel Books.

2. K. Aswathappa, (2008), *International Business*, McGraw Hill Education.
3. Hodgetts, R., Luthans, F., Doh, Jonathan., (2008), *International Management: Culture, Strategy and Behaviour*, Pearson Education.
4. Deresky, (2010), *International Management: Managing Across Borders and Culture*, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-310 PROJECT REPORT AND VIVA VOCE

L-0 T-0 Credits-6

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. 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 (BBA)
BBA-312 ENVIRONMENTAL SCIENCE

L-4 T-0 Credits-4

Objectives

1. To gain an understanding of the concepts fundamental to environmental science
2. To understand the complexity of ecosystems and possibly how to sustain them
3. To understand the relationships between humans and the environment.
4. To understand major environmental problems including their causes and consequences.
5. To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.
6. To understand how social issues and politics impact the environment.

COURSE CONTENTS

Unit I

Lectures- 14

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, Stockholm Conference on Environment, 1972 and Agenda 21. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.

Unit II

Lectures- 16

Pollution and Public Policy

Water Pollution: Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, 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.

Solid Waste: Management – and Various Method Used, Composting, Land Fill Sites etc. Hazardous Waste Management, Biomedical Waste Management.

Unit III

Lectures- 16

Environmental Impact Assessment (EIA) and Environmental Management System (EMS): Introduction to EIA, its Impact, Notification of MOEF, Introduction to ISO 9000 and 14000 Standards, .

Introduction to Indian Environmental laws: Legal framework: , the Indian Penal Code, Role of Judiciary in Environmental Protection, Wild Life (Protection) Act, 1972, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981, Delhi Environment Law.

UNIT IV

Hours 6

Field work / Case Studies:

Visit to a related site – river / urban / rural or industrial and demonstration project including water bodies.

Text Books

1. Basat, A., (2008), *Environment Studies*, Pearson Education.
2. Nath, Manju, (2008), *Environment Studies*, Pearson Education.

Reference Books

1. Sayre, Don., Inside ISO 14000- The Competitive Advantage of Environmental Management, St Lucie Press Delray Beach, Florida
2. Gupta N.C., (2006), *Social Auditing of Environmental Law in India*, edited book, New Century Publications.
3. Divan, Shyam and Rosen Ceranz, Armin, (2007), *Environmental Law and Policy in India, Cases, materials and statutes*, Oxford University Press.
4. Bowles, Ian A. and Glenn T. Prickett,(2001), *Footprints in the Jungle: Natural Resource Industries, Infrastructure and Biodiversity Conservation*, Oxford University Press.
