

SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF BUSINESS ADMINISTRATION

For
Fifth 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

Fifth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA 301	Values & Ethics in Business	4	-	4
BBA 303	Sales Management	4	-	4
BBA 305	Production & Operations Management	4	-	4
BBA 307	Management Information System	4	-	4
BBA 309	Financial Management	4	-	4
BBA 311	Summer Training Report & Viva Voce	-	-	6
PRACTICAL				
BBA 313	Computer Applications Project	-	-	4
	Total	20	-	30

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

BBA 301: Values & Ethics in Business

L-4 P-0 Credit-4

Objectives: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Course Contents

Unit-I

Lectures:-12

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

Unit-II

Lectures:-16

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

Unit-III

Lectures:-12

Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

Unit-IV

Lectures:-12

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Text Books

1. Fernando, A.C., (2009), *Business Ethics*, 1st edition, Pearson education.
2. Hartman, Laura and Chatterjee, Abha, (2006), *Perspectives in Business Ethics*, 3rd Edition, McGraw Hill Education.

Reference Books:

1. Chakraborty, S.K., (2004), *Ethics in Management: A Vedantic Perspective*, Oxford University Press.
2. Kaur, Tripat, (2008), *Values & Ethics in Management*, Galgotia Publishers.
3. Rao, A.B., (2006), *Business Ethics and Professional Values*, Excel Book.
4. Manuel G.Velasquez, (2007), *Business Ethics Concepts*, Printice Hall of India.

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

BBA-303 Sales Management

L-4 P-0 Credit-4

Objectives: To acquaint the students with the process of personal selling and the strategies and methods for effective sales management.

Course Contents

Unit I

Lectures :- 14

Introduction to Sales Management Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management.

Unit II

Lectures :- 12

Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods.

Unit III

Lectures :- 16

Sales Force Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas.

Unit IV

Lectures :- 10

Evaluation of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management

Text Books

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P “*Sales Management – Decision Strategies and Cases.*, 5th Ed ((2009) Impression), Pearson Education
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) *Sales Management*, Pearson Education, New Delhi

Reference Books

1. Donaldson Bill (2007) *Sales Management, Principles, Process and Practice* Palgrave Macmillan.
2. Havaladar.K.K. & Cavale V.M (2007) *Sales and Distribution Management. Text & Cases* Tata McGraw Hill Publishing company Ltd. New Delhi.
3. Jobber, David and Lancaster, Geoffery, (2006), *Selling and Sales Management*, 7th Edition, Pearson Education, New Delhi
4. Ingram, LaForge, Avila., Schwepker Jr, Williams (2007), *Sales Management-Analysis and Decision Making*. Thomson South – Western.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 305: Production & Operations Management

L –4 T –2 Credit –4

Objectives: To develop basic understanding of concepts, theories and techniques of production process and operation management.

Unit I **Lectures:-10**
Introduction to Operation Management: Basic Concept of Production / Transformation, Types of Transformation

Unit II **Lectures:-16**
Quality Management & Statistical Quality Control: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards; Statistical Quality Control: Acceptance Sampling, AQL & LTPD, P—Chart, X & R Chart.

Unit III **Lectures:-14**
Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.

Unit IV **Lectures:-12**
Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models alongwith application: Inventory management and Waiting Line Management, Inventory Models.

Text Books

1. Muhleman, (2008), *Production and Operations Management*, 6th edition, Pearson Education.
2. B.Mahadevan, (2010), *Operations Management, Theory and Practical*, Pearson Education.

References Books

1. Kachru, Upender, (2006), *Production and Operation Management*, Excel Books.
2. Chary, S.N and Paneerselvam R., (2009), *Production and Operations Management*, McGraw Hill Education.
3. Stevenson, W. J, (2007), *Operations Management*, 9th Edition, McGraw Hill Education.
4. Gaither, Norman and Frazier, G., (2004), *Operations Management*, 9th Edition, Cengage Learning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 307: Management Information System

L-4 T-0 Credit-4

Objectives: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents

Unit I

Lectures:-12

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – Concept and Design. Transaction Processing System, Decision Support System, Executive Information System, Expert System, and the recent developments in the Field of MIS.

Unit II

Lectures:-14

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of Choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

Unit III

Lectures:-14

Information Concepts: Data and Information – Meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information Needs of the Organization.

Unit IV

Lectures:-12

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

Choice of Appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing.

Text Book

- 1.Laudon and Laudon, (2010), *Management Information System*, 11th edition, Pearson Education.
- 2.Sadagopan, S., (2009), *Management Information Systems*, Prentice Hall of India.

Reference Books

- 1.LM Prasad, (2008), *Management Information System*, Sultan Chand.
- 2.Arora, Ashok and Akshaya Bhatia, (2009), *Information Systems for Managers*, Excel Books, New Delhi.
- 3.McLeod, Raymond, (2008), *Management Information System*, Pearson Education.
- 4.Goyal, D.P., (2008), *Management Information Systems-Managerial Perspectives*, 2nd Edition, Macmillan, New Delhi.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-309: Financial Management

L-4 T-0 Credits -4

Objectives: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Contents

Unit I

Lectures:-16

Financial Management: Meaning, Scope, Objectives of Financial Management, Profit Vs. Wealth Maximization. Financial Management and other Areas of Management, Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function.

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(**in brief**)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

Unit II

Lectures:-12

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

Unit III

Lectures:-12

Capital Budgeting: Concept, Importance and Appraisal Methods: Pay Back Period, DCF Techniques, Accounting Rate of Return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk Adjusted Discount Return, Certainty Equivalent Coefficient and Quantitative Techniques: Sensitivity Analysis, Probability assignment, Standard Deviation, Coefficient of Variation, Decision Tree.

Unit IV

Lectures:-12

Working Capital Management: Operating cycle, Working Capital Estimation, Concept, Management of Cash, Inventory Management, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Text Books: -

1. Khan M.Y, Jain P.K., (2010), *Financial Management*, 3rd edition, McGraw Hill Education.
2. Maheshwari S.N., (2009), *Financial Management- Principles and Practice*, 9th Edition Sultan Chand & Sons.

Reference Books: -

1. Kapil, Sheeba, (2010), *Financial Management*, 1st edition, Pearson Education.
2. Burk Demazo, (2010), *Financial Management*, Pearson Education.
3. Ross, Stephen, Westerfield, R., and Jaffe, J., (2004), *Corporate Finance*, 7th Edition, McGraw Hill Education.
4. Pandey I. M., (2007), *Financial Management*, Vikas Publishing House.

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

BBA 311: Summer Training Report & Viva Voce

L-0 T-0 Credit-6

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.

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 313: Computer Applications Project

L-0 Credit-4

- A group of 4 students would be allotted with any IT Application Database Project.
- The Project would be based on any Front-end and Backend Concept.