

Bachelor of Business Administration

Scheme & Syllabus

(NEP Based)

w.e.f Academic Session 2024-2025



**3 Year Degree/ 4 Year Hons. /
4 Year Hons. with Research**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16C, DWARKA, NEW DELHI-110078

Background Note:

BBA Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

1. Effective communication and professional presentation skills
2. Comprehensive knowledge on concepts of Business Management
3. Proficiency in technological skills necessary for business decision making
4. Critical thinking and analytical skills for business problem solving
5. Innovation and creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 and 4 years with flexible entry and exit.

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

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory and practical courses have internal assessment of 40 marks and 60 marks for external examination. The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. Class Test **15 marks**

Written Test Compulsory (to be conducted as per Academic Calendar of the University)

2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation
(atleast two activities to be considered) **25 marks**

Note: Record should be maintained by faculty and made available to the University, if required.

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA Degree in Major Specialization	3	Single Major with single Minor	145	137
BBA Degree in Double Major Specialization	3	Double Major	153	145
BBA(Honours)	4	Honours	BBA Degree Credits + 40	177(single Major) 185(Double Major)
BBA(Honours with Research)	4	Honours with Research		

Distribution of Credits for 3year/4year BBA Programme with Multiple Entry-Exits

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24
II	12	4		4	2	3	4		29
III	12	4	3	4	2				25
IV	12	4	4			3			23
V	12	4/8*		3			4		23/27*
VI	12	7/11*	2						21/25*
VII	16	4							20
VIII	12	8							20
VIII (Research)	4	4						12	20

* The student who will opt for double major degree needs to complete these two additional courses, one each in V and VI semester.

Summary of Credits Year Wise(with Major and Minor Specialization)									Year wise Total
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Field Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	8	0	8	4	5	4	0	53
2 Year Diploma	48	16	7	12	6	8	4	0	101
3 Year Degree (Single Major)	72	27	7	15	6	8	8	0	145
4 Year Hons.	100	39	9	15	6	8	8	0	185
4 Year Hons. with Research	92	35	9	15	6	8	8	12	185

Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Cumulative Year wise Total
1 year Certificate	24	8	0	8	4	5	4	0	53
2 Year Diploma	48	16	7	12	6	8	4	0	101
3 Year Degree (Double Major)	72	35	9	15	6	8	8	0	153
4 Year Hons.	100	47	9	15	6	8	8	0	193
4 Year Hons with Research	92	43	9	15	6	8	8	12	193

SCHEME OF EXAMINATION

FIRST SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 101	Management Process & Organizational Behaviour	Discipline Specific Course / Major	4	-	4
2.	BBA 103	Business Mathematics	Discipline Specific Course / Major	4	-	4
3.	BBA 105	Financial Accounting & Analysis	Discipline Specific Course / Major	4	-	4
4.	BBA 107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA 109	Entrepreneurial Mindset (NUES)	Ability Enhancement Course	2	-	2
6.	BBA 111	Life Skills & Personality Development (NUES)	Value- Added Course	2	-	2
7.	BBA 113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA 115	IT Applications in Business Lab	Skill Enhancement Course		2	1
Total Credits				23	2	24

SECOND SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 102	Marketing Management	Discipline Specific Course / Major	4	-	4
2.	BBA 104	Decision Techniques for Business	Discipline Specific Course / Major	4	-	4
3.	BBA 106	Human Resource Management	Discipline Specific Course / Major	4	-	4
4.	BBA 108	Business Environment	Inter- disciplinary Course /Minor	4	-	4
5.	BBA 110	Business Communication	Ability Enhancement Course	2	-	2
6.	BBA 112	*MOOC / Indian Knowledge Management	Value- Added Course	3	-	3

7.	BBA 114	E-Commerce	Skill Enhancement Course	3	-	3
8.	BBA 116	E-Commerce-Lab	Skill Enhancement Course		2	1
9.	BBA 118	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
		Total Credits		24	2	29

*The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

The students shall have an option to study the paper of Indian Knowledge Management instead of MOOC.

UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA Programme:

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration - Total 53 Credits to be earned from 1st Year BBA curriculum.

Re-entry Criteria in to Second Year (Third Semester):

The student who takes an exit after one year with an award of certificate may be allowed to re-enter into Third Semester for completion of the BBA Program within a period of maximum 3 years, subject to the condition that the total term for completing the degree course should not exceed 7 years.

THIRD SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 201	Business Law	Discipline Specific Course / Major	4	-	4
2.	BBA 203	Production and Operations Management	Discipline Specific Course / Major	4	-	4
3.	BBA 205	Environmental Studies	Multi-Disciplinary Course	3	-	3
4.	BBA 207	Business Research Methodology	Skill Enhancement Course	3	-	3
5.	BBA ***	Major Elective-1	Discipline Specific Course / Major	4	-	4
6.	BBA ***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
7.	BBA 219	Business Research Methodology Lab	Skill Enhancement Course		2	1
8.	BBA 221	NSS/NCC/ Club Activities (NUES)	Ability Enhancement Course	2	-	2
Total Credits				24	2	25

FOURTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 202	Cost & Management Accounting	Discipline Specific Course / Major	4	-	4
2.	BBA 204	Business Ethics and Corporate Social Responsibility	Discipline Specific Course / Major	4	-	4
3.	BBA 206	Business Analytics	Multi-Disciplinary Course	4	-	4
4.	BBA 208	MOOC/ Disaster Management	Value- Added Course	3	-	3
5.	BBA ***	Major Elective-2	Discipline Specific Course / Major	4	-	4
6.	BBA ***	Minor Elective 2	Inter- disciplinary Course /Minor	4	-	4
Total Credits				23		23

Note: *** will be replaced with respective paper code from the Discipline Specific/ Major Course and Inter-disciplinary / Minor Course

UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with **UG Diploma in Business Administration**.

Eligibility Criteria to get UG Diploma in Business Administration: Total **101 Credits** to be earned till 2nd Year BBA curriculum.

Re-entry Criteria in to Third Year (Fifth Semester):

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter in to Fifth Semester for completion of the BBA Degree Program within a period of 3 years subject to the condition with the total term for completing the course should not exceed 7 years.

Summer Internship Project Report and Viva Voice:

At the end of the Fourth Semester **every student shall undergo Summer Training for Eight Weeks** in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voice. This component will be evaluated during the fifth semester.

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR THIRD SEMESTER

**Select any two papers, each from different specialization
(1 paper for Major Specialization, 1 paper for Minor Specialization)**

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 209	Training and Development
Marketing	BBA 211	Consumer Behavior
Finance	BBA 213	Income Tax Law and Practices
International Business	BBA 215	Management of International Business
Entrepreneurship Development	BBA 217	Foundation of Entrepreneurship and Startups

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR FOURTH SEMESTER

**Select any two papers, each from a different specialization
(1 paper for Major Specialization, 1 paper for Minor Specialization)**

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 210	Talent Management
Marketing	BBA 212	Sales and Channel Management
Finance	BBA 214	Goods & Services Tax
International Business	BBA 216	International Business Environment and Strategy
Entrepreneurship Development	BBA 218	Opportunity & Feasibility Analysis

FIFTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 301	Financial Management	Discipline Specific Course / Major	4	-	4
2.	BBA ***	Major Elective-3	Discipline Specific Course / Major	4	-	4
3.	BBA ***	Major Elective-4	Discipline Specific Course / Major	4	-	4
4.	BBA ***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA ***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA 323	Information Systems Management	Skill Enhancement Course	2	-	2
7.	BBA 325	Information Systems Management Lab	Skill Enhancement Course		2	1
8.	BBA 327	Summer Training/ Field Based Training/ Apprenticeship	Internship	4	-	4
		Total Credits		26	2	27

SIXTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 302	Business Policy and Strategy	Discipline Specific Course / Major	4	-	4
2.	BBA 304	Cyber Crime and Law	Multi-Disciplinary Course	2	-	2
3.	BBA 306	Digital Marketing	Inter- disciplinary /Minor Course	2	2	3
4.	BBA ***	Major Elective-5	Discipline Specific Course / Major	4	-	4
5.	BBA ***	Major Elective-6	Discipline Specific Course / Major	4	-	4
6.	BBA ***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
7.	BBA ***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		24	2	25

Rules Regarding Selection of Elective Course (DSC/IDC):

Following Five areas of Specializations/Disciplines are offered by Department of Management for selection of combination of electives for BBA students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business
5. Entrepreneurship Development

BBA Degree is offered with Major-Minor scheme and BBA Degree with Double Major. For this, a student has to choose electives as per the following combination.

The specializations (Major and Minor) will be decided as follows:

1. Major area means total six papers from one area of specialization (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semester i.e. 4 credits in each semester of second year, 8 credits in each semester of third year, total 24 credits) and minor area means total two papers from another area of specialization in second year (One elective paper each in 3rd and 4th semester with 4 credits each) and Minimum two papers in third year (i.e. One elective paper each in 5th and 6th semester with 4 credits each)
2. Minimum six electives from any one specialization leads to **“Major Specialization”**. Minimum four electives from any one specialization leads to **“Minor Specialization”**.
3. Choosing at least two specializations is mandatory to fulfil the requirements for BBA Degree, that is, choosing minimum ten electives.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be **“BBA with Double Major Specialization”**.

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR FIFTH SEMESTER

Select any three/ four papers

(2 paper for Major Specialization, 1 paper for Minor Specialization)

Or

(2 paper for Major Specialization1, 2 paper for Major Specialization 2)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 303	Negotiation Skills
	BBA 305	Leadership, Power and Politics
Marketing	BBA 307	Services Marketing
	BBA 309	Rural Marketing
Finance	BBA 311	FinTech
	BBA 313	Merchant Banking & Financial Services
International Business	BBA 315	Export, Import Policies, Procedures and Documentation
	BBA 317	International Business Negotiation
Entrepreneurship Development	BBA 319	Legal & Regulatory Framework of Startup
	BBA 321	Global Entrepreneurship

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR SIXTH SEMESTER

Select any three /four papers

(2 paper for Major Specialization, 1 paper for Minor Specialization)

Or

(2 paper for Major Specialization1, 2 paper for Major Specialization 2)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 308	Organization Effectiveness and Change
	BBA 310	Strategic HRM
Marketing	BBA 312	Advertising & Brand Management
	BBA 314	Digital and Social Media Marketing
Finance	BBA 316	Financial Markets & Institutions
	BBA 318	Corporate Accounting
International Business	BBA 320	Global Competitiveness
	BBA 322	WTO and Intellectual Property Rights
Entrepreneurship Development	BBA 324	Sustainable Entrepreneurship
	BBA 326	Entrepreneurial Finance

SEVENTH SEMESTER EXAMINATION PROGRAMME : BBA (Hons.)						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA 401	Project Management	Discipline Specific Course / Major	4	-	4
2.	BBA 403	Fundamentals of Actuarial Sciences	Discipline Specific Course / Major	4	-	4
3.	BBA ***	Major Elective-7	Discipline Specific Course/ Major	4	-	4
4.	BBA ***	Major Elective-8	Discipline Specific Course/ Major	4	-	4
5.	BBA ***	Minor Elective-7	Inter- disciplinary Course /Minor	4	-	4
Total Credits				20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA (Hons.)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA 404	AI and ML in Business	Inter- disciplinary Course /Minor	4	-	4
3.	BBA ***	Major Elective -9	Discipline Specific Course / Major	4	-	4
4.	BBA ***	Major Elective -10	Discipline Specific Course / Major	4	-	4
5.	BBA ***	Major Elective -11	Discipline Specific Course / Major	4	-	4
Total Credits				20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA (Hons. with Research)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1	BBA 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA 404	AI and ML in Business	Inter- disciplinary Course /Minor	3	1	4
3	BBA 412	Research Project/ Dissertation	Research Project/ Dissertation			12
Total Credits				7	1	20

The Dissertation work will start from the beginning of fourth year (seventh semester) of BBA (Hons. with Research) Program. The research project / dissertation report shall be assessed by Viva –Voce examination as per the University guidelines. The student should produce one research article from his/her dissertation which shall be communicated to a journal of repute before the Viva-voce examination.

Eligibility for BBA (Hons. with Research): A student aspiring for BBA (Hons. with Research) Degree will have to secure atleast **75% aggregate marks till 6th semester.**

The student can choose three Discipline Specific Elective Courses from Major/minor specialization (already undertaken during second and third year).

**DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR SEVENTH SEMESTER**

**Select any three papers
(2 paper for Major Specialization, 1 paper for Minor Specialization)**

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 405	Compensation and Reward Management
	BBA 407	Counseling Skills for Managers
	BBA 409	Human Resource Metrics and Analysis
Marketing	BBA 411	Marketing Research and Analytics
	BBA 413	Retail and Customer Relationship Management
	BBA 415	Industrial Marketing
Finance	BBA 417	Security analysis and Portfolio Management
	BBA 419	Behavioural Finance
	BBA 421	Corporate Taxation
International Business	BBA 423	International Human Resource & Cross Cultural Management
	BBA 425	International Marketing
	BBA 427	Growth Prospects of Thrust Areas of India
Entrepreneurship Development	BBA 429	Entrepreneurial Marketing
	BBA 431	Financial Services & Institutional Support for Startups
	BBA 433	Research and Development of Business Plans

**DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR EIGHTH SEMESTER**

**Select any three papers
(3 paper for Major Specialization)**

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 406	Cross Cultural and Global Management
	BBA 408	Management of Industrial Relations
	BBA 410	Human Resource Development - Strategies and Systems
Marketing	BBA 414	Content Marketing
	BBA 416	Retail & Mall Management
	BBA 418	Digital Branding Engagement
Finance	BBA 420	Financial Risk Management
	BBA 422	Mergers and Corporate Restructuring
	BBA 424	Financial Analytics
International Business	BBA 426	International Business Ethics
	BBA 428	Global Outsourcing - Issues & Perspectives
	BBA 430	Managing Business in Emerging Markets
Entrepreneurship Development	BBA 432	Industry Verticals & Business System Designing
	BBA 434	Business Valuation for Startups

	BBA 436	Government & Institutional support system for MSMEs in India
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Program Outcomes

- PO1. Develop conceptual knowledge and understanding of management theories and practices.
- PO2. Apply critical thinking and analytical skills for effective business decision making.
- PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Specific Outcomes

After the program the students will be able to:

- PSO 1. Apply reflective thinking and research skills using latest technological tools
- PSO 2. Assimilate technical functional knowledge of operations in business organization
- PSO 3. Demonstrate strategic and proactive thinking towards business decision making
- PSO 4. Illustrate negotiation skills and networking abilities

Mapping of PO's and PSO's

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5
PSO1	2	3	2	3	2
PSO2	3	2	2	1	2
PSO3	2	3	3	3	1
PSO4	2	3	2	2	2
AVG	2.25	2.75	2.25	2.25	1.75

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

BBA 101: Management Process and Organizational Behavior

L-4, T-0 ,Credits -4

Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the evolution of the concepts of management	3	2	1	2	3
CO2	Examine the relevance of the theories of Motivation	3	3	3	2	2
CO3	Analyze the significance of Organization and Individual Behavior	2	3	3	2	2
CO4	Analyse individual, team and group behavior	2	3	2	3	2
CO5	Exhibit leadership qualities by building effective teams	3	3	3	3	2
CO6	Comprehend dynamics of human behavior	2	2	2	3	3
	Average	2.5	2.67	2.33	2.5	2.33

Course Contents

Unit I

Introduction

Management: Concept and Need, Managerial Functions An overview; Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering.

(14 Hours)

Unit II

Planning and Organizing

Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures.

(14 Hours)

Unit III

Introduction to Organizational Behavior

Personality Type A and B, Factors influencing personality. Learning- Concept, Learning theories. Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes. **(14Hours)**

Unit IV

Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance.

Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture. **(14 Hours)**

Suggested Readings: (All latest editions)

1. Robbins.. Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.
3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

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

BBA-103 Business Mathematics

L-3, T-1 ,Credits -4

Objective: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	1	3	1	2	1
CO2	Proficiency in solving the problems of Matrix Algebra	1	3	1	3	1
CO3	Ability to solve the problems of Differential calculus	1	3	1	3	1
CO4	Capability to solve the problems of Integral calculus	1	3	1	2	1
CO5	Analyzing business research problems	2	3	2	3	2
AVG		1.2	3	1.2	2.6	1.2

Course Contents

Unit I

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function. **(14 Hours)**

Unit II

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations. Transpose of a matrix, Determinants, System of Linear equations, Cramer's rule, Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation & Combination. **(14 Hours)**

Unit III

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities.

(14 Hours)

Unit IV

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability , Distribution.

(14 Hours)

Suggested Readings: (All latest editions)

1. Trivedi, Business Mathematics, Pearson Education,
2. Bhardwaj. R.S.. Mathematics and Statistics for Business, Excel Books
3. Khan, Shadab.A Text Book of Business Mathematics, Anmol Publications,
4. Tuttle. Michael, D., Practical Business Math: An Applications Approach, Prentice Hall
5. Hazarika.P..A text book of Business Mathematics, S. Chand Publication
6. Budnick, Applied Mathematics for Business, McGraw Hill Education

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

BBA 105: Financial Accounting and Analysis

L-3 T-1, Credits-4

Objective: The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Mapping the Course Outcomes with Programme Outcomes

CO#	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehension about concepts of accounting and relevance of GAAP and accounting standards.	3	2	1	2	3
CO2	Preparation of company final accounts with adjustments.	2	3	1	1	3
CO3	Appreciate contemporary issues and challenges in accounting	3	3	1	3	3
CO4	Examine the concept and the methods of depreciation	3	3	1	2	1
CO5	Comprehension about accounting for shares and debentures.	3	3	1	3	1
CO6	Explore the role of stock exchanges and SEBI as a regulator.	3	1	1	2	3
CO7	Conduct comprehensive financial analysis of companies.	3	3	1	3	2
Average		2.86	2.57	1	2.28	2.28

Course Contents

Unit I

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting.

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS). **(14 Hours)**

Unit II

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. **Company Final Accounts:** Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account. Balance Sheet as per schedule- III of the new Companies Act 2013.

(14 Hours)

Unit III

Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting. **(14 Hours)**

Unit IV

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries. Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures. **(14 Hours)**

Suggested Readings: (All latest editions)

1. Tulsian, P.C., Financial Accountancy, Pearson Education
2. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House
3. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India
4. Rajasekran, Financial Accounting, Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., Accounting for Manager -Text and Cases ,Vikas Publishing House.
6. Glautier, M.W.E. and Underdown, B., Accounting Theory and Practice, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 107: Business Economics

L-3, T-0, Credits-3

Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of economics	3	3	1	3	2
CO2	Proficiency in solving the problems of Market and demand fluctuations	3	3	1	3	2
CO3	Ability to solve the problems of capacity utilization	3	3	1	2	2
CO4	Capability to take decision on pricing in different market forms	3	3	2	3	2
AVG		3	3	1.25	2.75	2

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits. Introduction to Behavioural Economics: Nudge theory. **(14 Hours)**

Unit II

Consumer Behavior and Demand Analysis:

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods in brief. **(14 Hours)**

Unit III

Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. **(14 Hours)**

Unit IV

Cost Analysis & Price Output Decisions: Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model). **(14 Hours)**

Suggested Readings: (All latest editions)

1. Samuelson, P & Nordhaus, W., Economics, McGraw Hill Education
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House.
3. Thomas C.R. Managerial Economics, McGraw Hill Education.
4. Mankiw, NG, Principles of Economics, Cengage Learning.
5. Peterson, L. and Jain. Managerial Economics, Pearson Education.
6. Kreps, D., Microeconomics for Managers, Viva Books Pvt. Ltd.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 109: Entrepreneurial Mindset (NUES)

L-02 ,T-0,Credits - 02

Objectives: To provide a foundation for basic entrepreneurial skills and to acquaint them with the world of entrepreneurship and inspire them to set up and manage their businesses. To expose students to various aspects of entrepreneurship and business. To expose students to case studies on successful entrepreneurs.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of entrepreneur and his role in economy.	2	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	2	3	2	2	1
CO3	Knowledge about how to search new opportunities and scanning business environment	2	2	1	3	3
CO4	Knowledge about how to development business plan, identifying sources of finance and legal requirements for starting business.	2	2	2	2	1
	Average	2	2	1.5	2	1.5

Course Contents

Unit I

Introduction: The Entrepreneur; Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship; entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation) **(7 Hours)**

Unit II

Promotion of a Venture and Writing a business plan: Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan. **(7 Hours)**

Unit III

Entrepreneurship Support: Entrepreneurial Development Programmes (EDP): EDP, Role of Government in Organizing EDPs. Institutions supporting small business enterprises: central level, state level, other agencies, industry associations. **(7 Hours)**

Unit-IV

Practicals:

- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.

- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs.

(7 Hours)

Suggested Readings: (All Latest editions)

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
5. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
6. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.

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

BBA 113: Life Skills and Personality Development (NUES)

L-2, T-0, Credits -2

Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes & Self-Management, to build Confidence & develop Team Spirit and all round personality of students.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to master non-verbal and verbal communication for improved interpersonal relationship	2	2	3	1	1
CO2	Proficiency in emotional Intelligence	2	2	1	2	1
CO3	Ability to learn effective time management techniques for increased productivity	2	2	1	1	1
CO4	Capability to adapt to stress	2	1	1	1	1
CO5	Learn techniques to handle criticism and rejection constructively	2	1	1	1	1
AVG		2	1.6	1.4	1.2	1

Course Contents

Unit I: Introduction

Communication Basics: Communication definition, process of communication, types of communication, verbal & nonverbal communication, barriers to effective communication, Effective listening & speaking. **(06 Hours)**

Unit II: Team Spirit : Exercises

Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topic. Team tasks also include management games.

GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in effective manner and learn to portray their personality in accommodating manner and accept others' views. It will be an interactive lecture. Mock GDs: It prepares the student not only for the entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD. **(06 Hours)**

Unit III : Confidence and Personality : Exercises

Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position

Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty. **(06 Hours)**

Unit IV: Personality Development

Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally.

One to One interview: Students be subjected to interviews before an internal technical panel to develop confidence and interview handling skills. **(06 hours)**

Suggested Readings:

1. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
2. Master The Group Discussion & Personal Interview :Sheetal Desarda
3. Wiley's Examxpert: Acing WAT, Gds& Interviews For Iims
4. The Hard Truth About Soft Skills : Peggy Klaus
5. Steal The Show From Speeches To Job Interviews To Deal Closing Pitches: Michael Port

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

BBA 111: IT Applications in Business

L-3, T-0, Credits-3

Objective: This is a basic paper for students to familiarize with computer and its applications in the relevant fields and exposes them to other related papers of IT.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).	2	1	1	1	1
CO2	Analyze the usage of IT product and services	1	1	1	1	1
CO3	Use internet web services and resource for learning and discovery	2	2	1	2	1
CO4	Explore the usage of tools of MS Word and Advanced Excel to solve business problems	2	1	1	2	1
CO5	Comprehend the role of databases in IT applications	2	1	1	1	1
AVG		1.8	1.2	1	1.17	1

Course Contents

Unit 1

Basics of Information Technology: Components of IT systems, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Classification of Computers. **Computer Memory:** Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing. **(8 Hours)**

Unit II

Computer Software: Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler. Interpreter and Assembler, Types of Computer Languages. **(10 Hours)**

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries. **(12 Hours)**

Unit IV

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet. Extranet, Network topologies, Networking devices, OSI model. Internet Services.

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology.

(12 Hours)

Suggested Readings: (All latest editions)

1. C Leon, Introduction to Information Technology, Vikas Publishing House
2. Behl R., Information Technology for Management, McGraw Hill Education
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.
4. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning
5. Tanenbaum, A. S, Computer Networks, Pearson Education.
6. Goyal, Anita, Computer Fundamentals, Pearson Education.

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

BBA 115: IT Applications in Business- Lab

L-0, P-02, Credit-1

This Lab would be based on the **course BBA-SEC 111: IT Applications in Business**

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explore the utility of applications provided by MS Office	3	3	1	1	-
CO2	Proficiency in MS Advanced Excel and Powerpoint	1	2	1	1	-
CO3	Effective and professional presentation and communication skills	2	1	3	2	-
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	2	3	2	2	-
AVG		2	2.25	1.75	1.5	-

1. Knowledge of all commands of using Windows to be taught.

2. Introduction to MS-Word:

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

4. Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

SEMESTER II

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-102: Marketing Management

L-3,T-1,Credits-4

Objective: To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the concepts of Marketing Management	3	2	1	1	1
CO2	Appraise in New Product Development, product line and width and also product pricing.	2	3	2	3	1
CO3	Understand the role and relevance of Place and intermediaries.	3	2	1	2	1
CO4	Acquire skills to understand the factors which influence the promotional mix.	2	3	2	3	2
CO5	Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.	3	2	1	1	1
CO6	Acquire skills to handle marketing related business and research issues.	2	3	2	3	3
	Average	2.5	2.17	1.33	2.17	1.5

Course Content

Unit I

Introduction: Marketing - Meaning, Scope and Importance; Concepts, Philosophies of Marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases.

(14 Hours)

Unit II

Marketing Mix Decision –Product and Pricing: Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies.

(14 Hours)

Unit III

Marketing Mix Decisions -Promotion and Distribution: Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach.

(14 Hours)

Unit IV

Introduction to Emerging Trends in Marketing: Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing.

(14 Hours)

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.

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

BBA-104-Decision Techniques for Business

L-3, T-1, Credits -4

Objective: 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of Statistics	1	2	1	1	1
CO2	Apply correlation and regression concepts in business & research problems	1	3	1	3	1
CO3	Explore the use of linear programming in business problem solving	1	3	1	3	1
CO4	Analyze transportation and assignment problems	1	2	1	2	1
CO5	Evaluate alternatives before taking business decisions	1	3	2	3	2
AVG		1	2.6	1.2	2.4	1.2

Course Contents

Unit 1

Statistics: Definition. Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram.

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. **(14 Hours)**

Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods: Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis. **(14 Hours)**

Unit III

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. **(14 Hours)**

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality.

Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model. **(14 Hours)**

Suggested Readings: (All latest editions)

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K.. Quantitative Techniques and Operation Research, Sultan Chand.
3. Rajagopalan, S. &Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval, Business Statistics, Pearson Education.

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

BBA 106: Human Resource Management

L-3, T-1, Credits: 04

Objective: To develop an understanding of the concepts, techniques and principles to manage human resources of an organization.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Examine the concepts and relevance of HRM	3	2	3	1	1
CO2	Explore the various dimensions of Human Resource Planning	2	3	2	3	1
CO3	Analyse the needs, methods and designing of training and development programmes.	3	3	3	2	2
CO4	Exhibit the career planning and career development	3	2	2	2	2
CO5	Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.	2	3	3	1	3
AVG		2.6	2.6	2.6	1.8	1.8

Course Content

Unit I

Introduction to Human Resource Management: Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM.

(14 Hours)

Unit II

Acquisition of Human Resource: Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment–sources, process; Selection – process, techniques and tools; induction and orientation; Retention.

(14 Hours)

Unit III

Training and Development: Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, Cultural Shock.

(14 Hours)

Unit IV

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives, process, methods, Employee counselling; Job changes - Transfers and promotions.

Compensation-Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management.

(14 Hours)

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, WileyIndia Private Limited.
3. Bohlander and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa, K, Human Resource Management, McGraw Hill Education Company.
5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books, Delhi

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 108: Business Environment

L-3, T-0, Credits: 03

Objective: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India context.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explore the Business Environment and its relevance	3	2	1	2	1
CO2	Comprehend the structure of Indian Economy	2	2	1	2	2
CO3	Analyse the planning system and economic development in India	2	3	1	2	2
CO4	Examine the concept of Macro Economics and determination of National Income	3	1	1	1	1
CO5	Explore the Macro Economic framework	2	2	1	1	2
AVG		2.4	2	1	1.6	1.6

Course Contents

Unit 1

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

(14 Hours)

Unit II

Planning and Economic Development and Problem's in Indian Economy: Economic Problems: Magnitude, Causes, effects, and Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial measurement tool, Poverty, Inequality, Sickness.

Ease of doing business reforms like Startup India, Swachh Bharat Abhiyan.

(14 Hours)

Unit III

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and Consumption, Investment function.

(14 Hours)

Unit IV

Economic Environment: Nature of Economic Environment, Economic, Monetary and Fiscal Policies. FEMA, FDI, WTO, GATT, **Occupational structure and contribution of various sectors in GDP of the country.**

(14 Hours)

Suggested Readings: (All latest editions)

1. Paul J., Business Environment, McGraw Hill Education.
2. Cherunilam, Francis, Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C., Indian Economy, Sultan Chand & Son.
4. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B, Business Environment, Sultan Chand.
6. Dwivedi, D. N. Macro Economics, McGraw Hill Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 110: Business Communication

L-2, T-0, Credits: 02

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	The students will have a broad and coherent knowledge of business communication concepts and understand its relevance in every type of organisation & at every managerial level.	3	1	1	1	1
CO2	The students will be able to face and meet the challenges of the corporate world more effectively and efficiently and also understand corporate multi cultural environment and learn how to communicate in a team	1	2	1	1	2
CO3	The students will learn to enhance their skills in written Communication as well as oral communication and also get a glimpse of global communication	1	1	3	1	2
CO4	The student will imbibe the social and cultural roots of business and develop Ability to communicate efficiently and effectively in a multi-cultural environment. They will also understand other ethical & legal issues related to Communication	1	1	3	1	3
AVG		1.5	1.25	2	1	2

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening.

(8 Hours)

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers.

(10 Hours)

Unit III

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,

(12 Hours)

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation.

(12 Hours)

Suggested Readings: (All latest editions)

1. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. &Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al. Effective Business Communication, Cengage Learning.
4. Scot, O. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin. Intercultural Business Communication, Pearson Education
6. Penrose et al. Business Communication for Managers, Cengage Learning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 112: Indian Knowledge Management

L-3, T-0, Credits-3

Objective: To create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into the understanding the working of nature and life.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	Students will be able to understand the context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.	1	1	1	1	1
CO2	Students will be able to understand the knowledge, skills and values in ancient Indian system	1	1	1	1	3
CO3	Students will be able to analyze the enriched scientific Indian heritage	1	3	1	1	2
CO4	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	2	1	1	1	2
AVG		2.5	1.5	1	1	2

Course Contents

Unit I: Overview of Indian Knowledge:

Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture & Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance **(12 Hours)**

Unit II: Integrating Indian Knowledge System (IKS) in Management:

Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods. **(8 Hours)**

Unit III: Spirituality:

Spirituality vis-à-vis religion, Concept of Maya (Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma:varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam **(12 Hours)**

Unit IV: Spirituality, Science, Engineering and Technology in IKS:

Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra **(12 Hours)**

Suggestive Readings:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla.
3. The Cultural Heritage of India. Vol.I. Kolkata:Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and KalikinkarDatta: An Advanced History of India (Second Edition) Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Ethics, Indian Ethos and Management, S. Balachandran and others, Shroff Publishers and Distributors Pvt. Ltd.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF
BUSINESS ADMINISTRATION (BBA)
BBA 114: E-Commerce**

L-3, T-0, Credits: 03

Objectives: The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Examine strengths and weaknesses of digital profiles of business organizations	1	2	1	1	2
CO2	Explore ways to enhance online visibility of business	2	3	1	3	2
CO3	Analyze challenges of security, privacy and legal jurisdictions in e commerce	1	3	1	2	1
CO4	Examine the barriers to successful online positioning of businesses	2	2	3	2	3
AVG		1.5	2.5	1.5	2	2

Course Contents

Unit 1

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce Models, Challenges and Barriers in E-Commerce environment; E-Commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-Transition challenges for Indian corporate. **(8 Hours)**

Unit II

HTML: Elements. Tags and basic structure of HTML files, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls. **(10 Hours)**

Unit III

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer.

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption. **(12 Hours)**

Unit IV

E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E- Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce. **(12Hours)**

Suggested Readings: (All latest editions)

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.

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

BBA 116: E-Commerce Lab

L-0, P-2, Credit: 01

Objective:

Lab would be based on the Paper BBA-108: E-Commerce and will cover the following: Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Design, develop and maintain a basic website	3	2	2	2	1
CO2	Create static HTML web pages	2	3	2	3	1
CO3	Formulate controls for developing web sites	3	2	1	2	1
CO4	Demonstrate basic animation using HTML	2	1	2	1	2
AVG		2.5	2	1.75	2	1.25