



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

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



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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 of 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 the 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.

INDUCTION PROGRAM

The Essence and Details of the Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on the AICTE Portal.

Induction program (mandatory)

Induction program for students to be offered right at the start of the first year.

Three-week duration

(to be conducted simultaneously with classes)

Physical activity

- Creative Arts
- Universal Human Values
- Literary
- Proficiency Modules
- Lectures by Eminent People
- Visits to local Areas
- Familiarization to Department/Branch & Innovations



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SCHEME OF EXAMINATION

Criteria for Internal Assessment

All theory and practical courses have an 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/ (at least two activities to be considered) 25 marks

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for evaluation as per the COs and POs

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	135	127
BBA Degree in Double Major Specialization	3	Double Major	143	135
BBA (Honours)	4	Honours	175 (Single Major)	167 (Single Major)
BBA (Honours with Research)	4	Honours with Research	183 (Double Major)	175 (Double Major)

Note: The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The codes BBA-116 (online/ Inhouse Industrial Skill based Training/ Apprenticeship) and BBA-329 (Summer Training/ Field based Training/ Apprenticeship) cannot be dropped to attain the degree.



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

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course/ Minor (IDC)	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			3	2	2	4		23
III	16	4	3		2				25
IV	12	4	3			2			21
V	12	4/8*	3	1			4		24/28*
VI	12	4/8*			2				18/22*
VII	16	4							20
VIII	12	8							20
VIII (Research)	4	4						12	20

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

Summary of Credits Year Wise (with Major and Minor Specialization)									Year wise Total
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course/ Minor (IDC)	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	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Single Major)	76	20	9	8	8	6	8	0	135
4 Year Hons.	104	32	9	8	8	6	8	0	175
4 Year Hons. with Research	96	28	9	8	8	6	8	12	175



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Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course/ Minor (IDC)	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	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Double Major)	76	28	9	8	8	6	8	0	143
4 Year Hons.	104	40	9	8	8	6	8	0	183
4 Year Hons with Research	96	36	9	8	8	6	8	12	183



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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		22	2	24



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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 Communication	Ability Enhancement Course	2	-	2
5.	BBA 110*	MOOC	Value- Added Course	2	-	2
6.	BBA 112	E-Commerce	Skill Enhancement Course	2	-	2
7.	BBA 114	E-Commerce-Lab	Skill Enhancement Course		2	1
8.	BBA 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	BBA 118*	Indian Knowledge Systems	Value-Added Course	2		2
		Total Credits		20	2	23

*The student is required to choose one MOOC course of 2 credits as per their 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.

***Note: Students shall have an option to either study the paper of (BBA 118) Indian Knowledge Systems or (BBA 110) MOOC as a Value-added course.**



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BBA 118: Indian Knowledge Systems

L-2, T-0, Credits-2

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	Program 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	2	2	3
CO2	Students will be able to understand the knowledge, skills and values in ancient Indian systems	1	2	2	2	3
CO3	Students will be able to analyze the enriched scientific Indian heritage	1	2	3	3	2
CO4	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	1	2	3	3	3
AVG		1	1.75	2.5	2.5	2.75

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. **(8 Hours)**

Unit II:

Integrating Indian Knowledge System into Commerce: 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. **(8 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. **(6 Hours)**



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Suggestive Readings:

1. B Mahadevan, Introduction To Indian Knowledge System : Concepts And Applications, PHI
2. Kapur K and Singh A.K. Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla, D.K. Printworld (P) Ltd
3. The Cultural Heritage of India. Vol.I. Kolkata: Ramakrishna Mission Publication,
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom, Hindology Books.
5. Majumdar R. C., Raychaudhuri H. C. and Datta, K An Advanced History of India Macmillan & Co., Limited, London,
6. Rao, N. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.