GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006

SCHEME OF EXAMINATIONS

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

First Semester Examination

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
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<tr>
<td>BBA 101</td>
<td>Principles of Management</td>
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<td>Business Economics-I</td>
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<td>BBA 105</td>
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<td>BBA 107</td>
<td>Introduction To IT</td>
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## BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

### Second Semester Examination

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<td>Business Economics-II</td>
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### BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

#### Third Semester Examination

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<td>BBA 203</td>
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<td>BBA 205</td>
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<td>BBA 207</td>
<td>Management Accounting</td>
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<td>BBA 209</td>
<td>Personality Development &amp; Communication</td>
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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fourth Semester Examination

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<td>BBA 204</td>
<td>Business Environment</td>
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<td>BBA 206</td>
<td>Marketing Research</td>
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<td>BBA 210</td>
<td>Business Laws</td>
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<td>BBA 212</td>
<td>Taxation Laws</td>
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Note: At the end of the Fourth Semester all the students shall have to undergo Summer Trainee for Eight Weeks.
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<td>BBA 303</td>
<td>Sales Management</td>
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<td>BBA 305</td>
<td>Production &amp; Operations Management</td>
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<td>BBA 307</td>
<td>Management Information System</td>
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<td>BBA 309</td>
<td>Financial Management</td>
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<td>BBA 311</td>
<td>Summer Training Report &amp; Viva Voce</td>
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Total: 20 4 30
### BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

#### Sixth Semester Examination

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<td>BBA 304</td>
<td>Project Planning &amp; Evaluation</td>
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<td>BBA 306</td>
<td>Entrepreneurship Development</td>
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<td>BBA 308</td>
<td>International Business Management</td>
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<td>BBA 310</td>
<td>Project Report and Viva-Voce</td>
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<td>BBA 312</td>
<td>Environmental Science</td>
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Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents

Unit I
Lectures:- 14
Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II
Lectures:- 16
Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III
Lectures:- 16
Staffing: Concept, Nature and Importance of Staffing.
Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV
Lectures:- 6
Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Text Books

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

Course Contents

Unit I

Unit II

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.

Unit IV

Text Books:

Reference Books:

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
L-4 T-0  Credits –4

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

Course Contents
Unit I

Unit II
Lectures:-14
Matrix Algebra: The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:
(i) The Adjoint Matrix Methods.

Unit III
Lectures:-14
Differential Calculus: 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.

Unit IV
Lectures:-12
Integral Calculus & Differential Equations: Business application, Consumer’s or Producer’s surplus, Learning Curve; Differential Equations – Variable, Separable and Homogeneous Type- Business applications.

Text Books

References
Objectives: This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

Course Contents

Unit I
Basics of Computer and its Evolution Evolution of Computer, Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Various Fields of Computer, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers.Data Representation Different Number System (Decimal, Binary, Octal and hexadecimal) and their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II

Unit III

Unit IV

Text Books
1. ITL, ESL,((2005)) Introduction to Infotech, 1st edition, Pearson Education.

Reference Books
Objectives: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents

Unit I

Lectures:-16

Unit II

Lectures:-8

Unit III

Lectures:-10

Unit IV

Lectures:-18

Text Books
Reference Books
Objectives
1. To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.

Course Contents

Unit-I
Lectures:-12
Fundamental of Grammar and their Usage: How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit-II
Lectures:-14
Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)

Unit-III
Lectures:-14

Unit-IV
Lectures:-12

Text Books:

Reference Books:
Lab would be based on the following topics:

1. All commands specified in unit III using Windows
2. Introduction to MS-Word:
3. 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.
4. Introduction to MS-Excel:
5. Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying
6. Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering
7. etc.
8. Introduction to MS PowerPoint
9. PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows,
10. Formatting etc.
Objectives: The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Course Contents
Unit I
Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

Unit II

Unit III

Unit IV
Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks. Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

Text Books

Reference Books
Objectives: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents

Unit I

Lectures:-12

Unit II

Lectures:-16

Unit III

Lectures:-12

Unit IV

Lectures:-12

Text Books

Reference Books:
1. Dwivedi, D. N., ((2005)) Macro Economics, Mcgraw Hill Education.
3. Shapiro, E., ((2003)) Macro-Economic Analysis, Mcgraw Hill Education.
Objectives: 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.

Course Contents

Unit I
Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; 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.

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; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real world Application using IT Tools.

Unit III

Unit IV
Transportation and Assignment problems: General Structure of Transportation Problem, Different Types Methods for Finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogal Approximation Method and Testing for Optimality; Assignment Problem: Different Methods Operations, Scheduling: Scheduling Problems, Shop Floor Control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books:

Reference Books
Objectives: To develop understanding of database management system and abilities to use DBMS packages.

Course Contents

Unit I
Lectures:-12
Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with Database, Introduction to Data Models, Architecture of DBMS.

Unit II
Lectures:-16

Unit III
Lectures:-12

Unit IV
Lectures:-12
Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation; SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Books
2. ITL Education Ltd., (2010), Introduction to Database System, Pearson Education.

Reference Books:
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 110: Cost Accounting

L-4, T-0, 
Credits: 04

Objectives: The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Contents

Unit I
Lectures:-14

Unit II
Lectures:-14

Unit III
Lectures:-12

Unit IV
Lectures:-12
Process Costing (including Joint Products and By-products and Inter-process Profits), Operating/Service Costing. (Transport & Power House only); Reconciliation of Cost and Financial Accounts.

Text Books

Reference Books:
Objectives
1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Contents

Unit I
Lectures: 9

Unit II
Lectures: 10
How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit III
Lectures: 10
Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit IV
Lectures: 10

Text Books

Reference Books:
Course Contents
1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

Unit I
Introduction: Concept and nature of Organizational behaviour; contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

Unit II
Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – Determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.

Unit III
Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team vs. Group; Types of Teams; Building and Managing Effective Teams.

Unit IV
Organization Culture and Conflict Management: Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict; Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

Text Books

Reference Books
Objective: Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

Course Contents

Unit I


Unit II


Unit III

**Indian Economy & Foreign Trade:** Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.

Unit IV

**Indian Economy – Emerging Issues:** WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.

Text Books

Reference Books
L-4 T-0 Credits -4

Objectives: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Contents

Unit I

Unit II

Unit III
Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV

Text Books:

References:
Objectives: The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

Course Contents

Unit I
Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Unit II

Unit III

Unit IV

Text Books

Reference Books
Objectives: The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management. Minor Project and Presentation Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following: Project Presentation OR *Case Study Presentation

Suggested Topics for Minor Projects
1. Goals of an organization.
2. Work Values
3. Character Ethics
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction

* Case study can be chosen by the students in their respective areas of interest.

Text Books

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

Course Contents

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

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

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

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

Text Books

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

Course Contents

Unit I

Unit II

Unit III

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

Text Books:

Reference Books:
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-206 Marketing Research

L-4 T-0 Credits -4
Objectives: The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

Course Contents
Unit I  Lectures:-14

Unit II  Lectures:-12
Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean. Scaling Techniques: The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research.

Unit III  Lectures:-14
Data Collection:: Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire. Data Processing and Tabulation: Editing, Coding and Tabulation.

Unit IV  Lectures:-12

Text Books

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

Course Contents

UNIT-I

Lectures:- 12

UNIT-II

Lectures:-12
Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages

UNIT-III

Lectures:- 14

UNIT-IV

Lectures:- 14

Text Books:
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:
1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication
3. HTML,DHTML –Ivan Bayross
Credit: 04

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

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

Course Contents

Unit I

Unit II

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

Unit IV
The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

Text Books

Reference Books:
L-4, T/P-0, Credits: 04
Objectives: The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Contents

Unit I
Introduction to Income Tax Act 1961
Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income. Residential Status and Incidence of Tax, Fully Exempted Incomes.

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

Unit III
Relief’s, set off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.

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

Text Books

Reference Books
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
FRONT PAGE
Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View records your observation.

2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbies”, & “Interest”, “Future Plans”, & “Address for communication”

3. Apply the most appropriate theme at the web page and the web site

4. Apply font and color styles on to your web page and preview.

5. Create a new web paged using the Front Page explorer and write your academic and professional qualification. Places a bookmark at an appropriate place and save the page as “qualification”.

6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.

7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.

8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.

9. Create a new page and write a few lines on your future plans and save the page as “future plan”.

10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.

11. Create a new page, write your address for communication & save the page as “address”

12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.

13. Interest a navigation bar in the page.
14. Test all hyperlinks in the front page editor and record your observation. Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.

16. Make the image brighter and lower the contrast.

17. Make the color transparent and assign alternate text with a suitable caption to the image.

18. Open the web page “future.htm” and insert a background sound file into the page.

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

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.

21. Enter data into the table and adjust the font as book antiqua and font size as “12”.

22. Insert “Address Book” as caption for the table.

23. Split the column named cell phone no into two and name them as “off” and “Resi” Creating Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.

25. The form should contain the following fields as mentioned below Personal Profile

   Name:
   Address:
   Phone_Off:
   Phone_Resi:
   Mobile:
   E_Mail:
   Fax:
   Passport no.:
   Driving License No.:
   Insurance Policy No:
   Blood Group:
   Credit Cards:

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

**Advanced Topics**

28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.

29. Open each and every page “apply suitable page transitions and animations.”
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

Unit-II
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

Unit-IV
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

Reference Books:
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

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

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

Text Books

Reference Books
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

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 Layout 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

References Books
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

Unit II

Unit III

Unit IV

Text Book

Reference Books
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

Unit II
Lectures:-12

Unit III
Lectures:-12

Unit IV
Lectures:-12

Text Books:

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

Course Contents

Unit I

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

Unit III
Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

Unit IV

Text Books

Reference Books
Objectives: The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents

UNIT I

UNIT-II
Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, , Product Mix, Plant Capacity, Location and Site,

UNIT-III
Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System. Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

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

Text Books

Reference Books
Objectives: It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents

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

Unit II
Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required.

Unit III
Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psychotheories, Social responsibility. Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP’s Critical Evaluation.

Unit IV
Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplemenating Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.

Text Books:

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

Course Contents

UNIT I

UNIT II

UNIT III

UNIT IV

Text Books

Reference Books
L-0 T-0 Credits-6

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.
Objectives
1. To gain an understanding of the concepts fundamental to environmental science
2. To understand the complexity of ecosystems and possibly how to sustain them
3. To understand the relationships between humans and the environment.
4. To understand major environmental problems including their causes and consequences.
5. To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.
6. To understand how social issues and politics impact the environment.

COURSE CONTENTS

Unit I

Unit II

Unit III

UNIT IV
Field work / Case Studies: Visit to a related site – river / urban / rural or industrial and demonstration project including water bodies.

Text Books

Reference Books
1. Sayre, Don., Inside ISO 14000- The Competitive Advantage of Environmental
Management, St Lucie Press Delray Beach, Florida

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