

SCHEME OF EXAMINATION

&

SYLLABI

Of

BACHELOR OF BUSINESS ADMINISTRATION (Banking & Insurance)

for

First to Sixth Semester
(w.e.f. 2017 – 2018 Academic Session)



GURU GOBIND SINGH
INDRAPRASTHA
UNIVERSITY


PROF. SANJIV MITTAL

DEAN

University School of Management Studies
Guru Gobind Singh Indraprastha University
Sector-16C, Dwarka, New Delhi-110078

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
SEC 16-C, DWARKA, NEW DELHI-110078**

SCHEME OF EXAMINATION

**BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

- 1. Class Test-I** - **15 marks**
Written Test Compulsory (to be conducted on the date communicated by the University)
- 2. Individual Presentation/Viva-Voce/Group Discussion/ Class Participation** - **10 marks**

Record should be maintained by faculty and made available to the examination branch of the University.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAMME

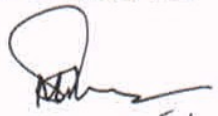
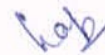
The total number of the credits of the BBA (B&I) Programmes is **148**.

Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least **140** credits.



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BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

I. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution before the commencement of the end-term Examination. 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 Examiner to be appointed by the Director / Principal of the Institution.

II. MINOR PROJECT REPORT


Each student will write a minor project report in the second semester based on internet survey relating to the topic assigned by the internal supervisor to be appointed by the Director/Principal. One copy of the Minor Project Report needs to be submitted by the student before the commencement of End Term Examination of the Second Semester. The Minor Project 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 Examiner to be appointed by the Director / Principal of the Institution.

II. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project 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 Examiner to be appointed by the Director / Principal of the Institution.

III. CASE STUDIES

Minimum two case studies to be discussed in every subject to give practical exposure to the students.


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INSTRUCTIONS FOR PREPARATION OF THE PROJECT REPORTS

Students are required to follow the mentioned pattern in preparing the project:

Format of the report:

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:

Chapter I: Introduction

Objectives of the study

Review of Literature

Research Methodology

Limitations of the study

Chapter II: Profile of the Organization (in case of Summer Training Project)

Chapter III: Analysis and Interpretation of Data

Chapter IV: Conclusions and Recommendations


Format for Bibliography

Follow APA style of Referencing (8th edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

Annexures

Questionnaire (if applicable)


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)
First Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I) 101	Management Process & Organizational Behaviour	Generic Elective/ Interdisciplinary Course	4	-	4
BBA (B&I)103	Financial Accounting & Analysis	Core Discipline	4	-	4
BBA (B&I)105	Principles of Banking	Core Discipline	4	-	4
BBA (B&I)107	Business Economics	Core Discipline	4	-	4
BBA (B&I)109	Computer Applications	Skill Enhancement Course	4	-	4
BBA(B&I) 111	Computer Applications Lab	Skill Enhancement Course	0	4	2
		Total	20	4	22

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

Second Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA(B&I) 102	Business Mathematics	Core Discipline	4	-	4
BBA (B&I)104	Cost Accounting	Core Discipline	4	-	4
BBA (B&I)106	Principles of Insurance	Core Discipline	4	-	4
BBA (B&I)108	Business Laws	Core Discipline	4	-	4
BBA (B&I)110	Business Communication	Skill Enhancement Course	4	-	4
BBA (B&I) 112	Minor Project Report	Skill Enhancement Course	-	-	4
		Total	20	-	24

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BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

Third Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I)201	Quantitative Techniques	Core Discipline	4	-	4
BBA (B&I)203	Marketing Management	Core Discipline	4	-	4
BBA (B&I)205	Regulatory Framework of Insurance Sector	Core Discipline	4	-	4
BBA (B&I)207	Management Accounting	Core Discipline	4	-	4
BBA (B&I)209	Business Environment	Core Discipline	4	-	4
BBA (B&I)211	Environmental Science (NUES)*	Skill Enhancement Course	2	-	2
		Total	22	-	22

*NUES – Non University Examination Subject

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

Fourth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I)202	Management of Commercial Banks	Core Discipline	4	-	4
BBA (B&I)204	Business Ethics & Corporate Social Responsibility	Generic Elective/ Interdisciplinary Course	4	-	4
BBA (B&I)206	Banking Law and Practice	Core Discipline	4	-	4
BBA (B&I)208	Financial Management	Core Discipline	4	-	4
BBA (B&I)210	Research Methodology	Generic Elective/ Interdisciplinary Course	4	-	4
BBA (B&I)212	Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA (B&I) 214	Managerial Skill Development (NUES)*	Skill Enhancement Course	2	-	2
		Total	22	4	24

*NUES – Non University Examination Subject

Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Six to Eight Weeks.

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BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)

Fifth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I)301	Income Tax Law and Practice	Core Discipline	4	-	4
BBA (B&I)303	Practice of Life Insurance	Core Discipline	4	-	4
BBA (B&I)305	Human Resource Management	Core Discipline	4	-	4
BBA (B&I)307	Marketing of Financial Products and Services	Core Discipline	4	-	4
BBA (B&I)309	E-Commerce	Core Discipline	4	-	4
BBA(B&I)311	E-Commerce Lab	Skill Enhancement Course	4		2
BBA(B&I)313	Summer Training Report	Skill Enhancement Course	-	-	6
		Total	24	-	28

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION
(Banking & Insurance)
Sixth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA (B&I)302	Project Management	Core Discipline	4	-	4
BBA (B&I)304	Practice of General Insurance	Core Discipline	4	-	4
BBA (B&I)306	Business Policy & Strategy	Core Discipline	4	-	4
BBA (B&I)308	Information Systems Management	Core Discipline	4	-	4
BBA(B&I)310	Information Systems Management Lab	Skill Enhancement Course	-	4	2
BBA (B&I) 312	Goods & Services Tax (GST)	Core Discipline	4	-	4
BBA (B&I) 314	Project Report	Skill Enhancement Course	-	-	6
		Total	20	4	28

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SEMESTER I



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 101: Management Process & Organizational Behaviour

L-4, T-0

Credits –4

External Marks: 75

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

(14 Hours)

Management: Concept, Nature, Process, Significance; 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.

Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. **Organizing:** Concept, Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization;

Unit II

(14 Hours)

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.

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Unit III

(14 Hours)

Organisational Behaviour-1: Concept and nature of Organizational behavior, O.B. Models, Importance, Challenges and Opportunities.

Individual & Interpersonal Behaviour: Personality – Determinants and Traits; Emotions; Learning-Theories, Perception –Process and Errors, Attitudes- Formation, Theories, Relationship between Attitude and Behavior; **Interpersonal Behaviour:** Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.

Unit IV

(14 Hours)

Group Behaviour & Team Development: Concept of Group and Group Dynamics, Stages of Group Development, Theories of Group Formation; Concept of Team Vs. Group; Types of Teams; Building and Managing Effective Teams.

Organization Culture and Change Management: Concept of Organizational Culture, Managing Conflict, Managing Change, Resistance to Change, Managing Cross Cultures.

Suggested Readings:

1. Robbins, (9th Ed., 2016). Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S.,(16th Ed., 2014), Organizational Behaviour; Pearson Education.
3. Koontz, H.(10th Ed., 2015), Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., (2nd Ed. , 2011) Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. (8th Ed. ,2010) Management, Pearson Education.
6. Luthans, Fred, (12th Ed., 2013), Organizational Behavior, McGraw Hill Education.

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BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 103: Financial Accounting & Analysis

L-4 T-0

Credit-4

External Marks: 75

Objectives: 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.

Course Contents

Unit I

(14 Hours)

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.

Unit II

(14 Hours)

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 Companies Act 2013.

Unit III

(14 Hours)

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, 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.

Unit IV

(14 Hours)

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, Right Shares. Issue of Debentures, Methods of Redemption, Redemption of debentures. Overview of Stock Exchanges of India and role of SEBI.

Suggested Readings:

1. Tulsian, P.C., (1st Ed., 2014) Financial Accountancy, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (5th Ed., 2016) Financial Accounting, Vikas Publishing House
3. Bhattacharyya, Asish K., (3rd Ed., 2012) Essentials of Financial Accounting, Prentice Hall of India.
4. Rajasekran, (1st Ed., 2012), Financial Accounting, Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., (4th Ed., 2010) Accounting for Manager –Text and Cases, Vikas Publishing House.
6. Glautier, M.W.E. and Underdown, B. (8th Ed., 2010), Accounting Theory and Practice, Pearson Education.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 105: Principles of Banking

L-4 T/P-0

Credits-4

External Marks: 75

Objective: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit-1

(14 Hours)

Meaning and Banking-Nature, Origin and Functions of Money, Evolution of Banking – Types of Banks, Systems of Banking – Mixed, Branch, Unit, Group chain.

Unit-II

(14 Hours)

Reserve Bank of India – Establishment, Organization, Functions, Methods of Credit control, Clean note policy of RBI, RBI policy on detection and impounding of counterfeit notes.

Unit-III

(14 Hours)

Commercial Banking- Meaning & Functions, Deposits- Banker- Customer relationship, KYC guidelines, Credit-Principles of Lending, Different methods of charging.

Unit-IV

(14 Hours)

Emerging trends in banking: Universal Banking, Venture Capital; project Finance; Merchant Banking, Anti money laundering, Electronic Fund Transfer System (ECS, NEFT, RTGS, SIPS), MICR.

Suggested Readings:

1. Popli, G.S. and Jain Anuradha, (2016), Principles and Systems of Banking, PHI Learning
2. IIBF (Indian Institute of Banking and Finance) (3rd Ed.,2015), Principles and Practices of Banking, Macmillan.
3. Gopinath, M.N. (7th Ed., 2017), Banking Principles and Operations, Snow White Publication.
4. Choudhry, Moorad. (2012), Banking Principles and Practices, John Wiley & Sons.
5. Westerfield, Ray Bert. (2012), The Principles of Banking, Nabu Press.
6. S. Natrajan and R. Parmeshwaran(2015) Indian Banking . S.Chand


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BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 107: Business Economics

L-4, T-0

Credit-4

External Marks: 75

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

(14 Hours)

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.

Unit II

(14 Hours)

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.

Unit III

(14 Hours)

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

(14 Hours)

Cost Analysis & Price Output Decisions: 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. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Suggested Readings:

1. Samuelson, Nordhaus, W.D. (19th Ed.,2010) Economics, Tata McGraw Hill, Delhi.
2. Dwivedi, D.N.(8th Ed.,2015) Managerial Economics, Vikas Publishing House.
3. Thomas C.R. (10th Ed., 2014) Managerial Economics, McGraw Hill Education.
4. Kreps, D. (2nd Ed.,2010) Microeconomics for Managers, Viva Books Pvt. Ltd.
5. Mankiw, NG,(7th Ed.,2014), Principles of Economics, Cengage Learning.
6. Peterson, L. and Jain (2nd Ed.,2012), Managerial Economics, Pearson Education.


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BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 109: Computer Applications

L-4, T -0

Credit-4

External Marks: 75

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

Course Contents

Unit I (14 Hours)

Basics of Computer: Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Function of Different Units of Computer, Classification of Computers.

Computer Memory: Primary Memory (ROM and RAM), Secondary Memory (Hard Disk, Optical Disk).

Unit II (14 Hours)

Computer Software: Types of Software, Introduction to Operating System, Functions of OS, Types of OS, Booting Procedure, Start-up Sequence.

Windows OS: Introduction to GUI, Important Terms like Directory, File, Volume, Label, and Drive Name.

Translators & Languages: Compiler, Interpreter and Assembler, Types of computer languages.

Unit III (14 Hours)

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.

Unit IV (14 Hours)

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.

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.

Suggested Readings:

1. Leon and Leon, (2012), Introduction to Information Technology, 2/e, Vikas Publishing House.
2. Behl R. (2nd Ed. 2012), Information Technology for Management, McGraw Hill Education.
3. Dhingra S and Tondon A, (2015), Introduction to Information Technology, 1/e, Galgotia Publishing House
4. Joseph A.Brady and Ellen F Monk, (2012), Problem Solving Cases in Microsoft and Excel, Thomson Learning.
5. Tanenbaum, A. S., (2011), Computer Networks, Pearson Education.
6. Goyal, Anita, (2012) Computer Fundamentals, Pearson Education.

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BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 111: Computer Applications Lab


L-0, T-04

Credit-2

External Marks: 60

This Lab would be based on the course BBA-109: Computer Applications

- 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.


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SEMESTER-II

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 102: Business Mathematics

L-4, T-0

Credits –4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle, Arithmetic Progression & Geometric Progression, Concepts of function.

Unit II

(14 Hours)

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.

Unit III

(14 Hours)

Theory of Compound Interest: Rates of Interest, Stated and Effective, Equivalent Rate(s) of Interest. Discounted Value and Maturity Value of an Investment, Equation of Payment. Rate of Interest Involved in a Transaction.

Unit IV

(14 Hours)

Immediate and Deferred Annuities: Equated Installment and the Principal and Interest Component of Individual Equated Installments. Preparation and Use of Interest Tables, Amortization and Sinking Fund Operations.

Suggested Readings:

1. Trivedi, (1st Ed., 2012), Business Mathematics, Pearson Education.
2. Bhardwaj, R.S. (1st Ed., 2013). Mathematics and Statistics for Business, Excel Books.
3. Khan, Shadab, (1st Ed., 2015) A Text Book of Business Mathematics, Anmol Publications.
4. Raghavachari, M, (1st Ed., 1980), Mathematics for Management, McGraw Hill Education.
5. Tuttle, Michael, D., (9th Ed., 2012) Practical Business Math: An Applications Approach, Prentice Hall.
6. Hazarika, P. (1st Ed., 2016), A textbook of Business Mathematics, S. Chand Publication.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 104: Cost Accounting

L-4 T/P-0

Credits-4

External Marks: 75

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 **(14 Hours)**

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centers and cost units, Difference between financial, cost and management accounting. Basic Cost concepts - Cost classification and elements of cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, VED), Valuation of Inventory (FIFO, LIFO, Weighted average); Practical examples of EOQ, stock levels, FIFO, LIFO.

Unit II **(14 Hours)**

Labour Cost: Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical examples).

Overheads: Functional analysis – factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads in brief. (Overhead rate, Machine rate, under & over absorption practical examples to be taught).

Unit III **(14 Hours)**

Cost Sheet – Preparation of Cost Sheet (simple problems)

Process Costing - Meaning and computation of normal profits, abnormal effective and abnormal loss.

Unit IV **(14 Hours)**

Contract Costing: Contract meaning, types, Job and Batch costing, preparation of contract accounts, escalation clause, calculation of work in progress, accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet. Operating costing (basic problem examples to be taught).

Suggested Readings:

1. Maheshwari, S. N. and Mittal, S. N. (26th Ed.,2015), Cost Accounting–Theory and Problems, Shri Mahavir Book Depot.
2. Arora, M.N., (12th Ed.,2012), Cost Accounting, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (5th Ed.,2013), Cost Accounting, McGraw Hill Education.
4. Pandey, I.M., (4th Ed.,2014), Management Accounting, Vikas Publishing House, Delhi.
5. Khan M.Y., (7th Ed., 2017) Management Accounting, McGraw Hill Education.
6. P.C.Tulsian; (1st Ed., 2013),Introduction to Cost Accounting ,S.Chand, Delhi

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I): 106 Principles of Insurance

L-4 T/P-0

Credits-4

External Marks: 75

Objectives: The main objective of this subject is to make the students familiar with Risk, Insurance, Insurance Contract and Types of Insurance

Course Contents

Unit I **(14 Hours)**
Concept of Risk: Types of Risk, Risk Management Transfer and Pooling of Risks, Concept of Insurable Risk.


Unit II **(14 Hours)**
Concept of Insurance: Relevance of Insurance to the Emerging Socio-Economic Needs of all the Sections of Society including Industrial Sector, Types of Insurance Organizations, Insurance Business, Intermediaries in Insurance Business.

Unit III **(14 Hours)**
Formation of Insurance Contract: Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest.

Unit IV **(14 Hours)**
Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits.

Suggested Readings:

1. Murthy. A., (1st Ed., 2012), Principles and Practices of Insurance, Margham Publications.
2. William, F. Gephart, (2013), Principles of Insurance, Macmillan Publication.
3. Gulati, Neelam C. (1st Ed., 2012), Banking and Insurance: Principles and Practices, Excel Books.
4. Rastogi, Sachin. (1st Ed., 2014), Insurance Law And Principles, Lexis Nexis India.
5. Murthy, K S N and Sarma, K V S. (5th Ed., 2014), Modern Law of Insurance, Lexis Nexis India.
6. Mathew, M.J. (2012), Insurance Principles & Practices, Neha Publishers & Distributors.


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 108: Business Laws

L-4 T-0

Credit-4

External Marks : 75

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Course Contents

Unit I

The Indian Contract Act, 1872: General Principle of Law of Contract

(14 Hours)

- a) Contract – meaning, characteristics and kinds
- b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Contract of Indemnity and Guarantee
- d) Contract of Bailment & Pledge.

Unit II

The Sale of Goods Act, 1930

(14 Hours)

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by non-owners
- d) Performance of contract of sale
- e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit III:

The Companies Act 2013 with up-to-date amendments

(14 Hours)

(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.

Unit IV:

The Negotiable Instruments Act 1881

(14 Hours)

- a) Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheques

Suggested Readings:

1. Kuchhal, M.C. and Vivek Kuchhal, (4th Ed.,2014) *Business Law*, Vikas Publishing House, New Delhi.
2. Pathak A. (6th Ed. 2014), *Legal Aspect of Business*, McGraw Hill Education.
3. Dr. Maheshwari, S.K & Dr. Maheshwari S.N , (6th Ed.,2015), *A Manual of Business Law* Himalaya Pub. House.
4. Singh, Avtar, *Business Law*, (1st Ed.,2015), Eastern Book Company, Lucknow.
5. N.D.Kapoor, (1st Ed.,2013), "Business Law" Sultan Chand, New Delhi.
6. Bulchandani K R, (8th Ed.,2014), *Business Law for Management*, Himalaya Pub.House-New Delhi.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 110: Business Communication

L-4, T-0,

Credits: 04

External Marks: 75

Objectives: 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.

Course Contents

Unit I (14 Hours)

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.

Unit II (14 Hours)

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.

Unit III (14 Hours)

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.

Unit IV (14 Hours)

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, the Various Presentation Tools, along with Guidelines of Effective Presentation

Suggested Readings:

1. Lesikar (13th Ed., 2014). Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (13th Ed., 2014). Business Communication Today, Pearson.
3. Krizan et al (1st Ed., 2014). Effective Business Communication, Cengage Learning.
4. Scot, O. (8th Ed., 2012). Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin (6th ED., 2013). Intercultural Business Communication, Pearson Education
6. Penrose et al (6th Ed., 2013). Business Communication for Managers, Cengage Learning.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 112: Minor Project Report

L-0, T-0,

Credits: 04

External and Internal Marks: 100

During the second semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary / secondary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Minor Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Second Semester. Minor Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University from panel of experts approved by BOS of USMS and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.


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SEMESTER –III



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 201: Quantitative Techniques

L-4, T-0

Credits -4

External Marks: 75

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 (14 Hours)

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 (14 Hours)

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.

Unit III (14 Hours)

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; Concept, Significance.

Unit IV (14 Hours)

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 Vogel Approximation Method and Testing for Optimality. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model.

Suggested Readings:

1. Vohra, N.D., (5th Ed., 2017) Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K. (1st Ed.,2014), Quantitative Techniques and Operation Research, Sultan Chand.
3. Rajagopalan, S. & Sattanathan, R., (2nd Ed.,2013) Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K.,(5th Ed.,2012) Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair,R.M., Hanna,M.E., Badri, (12th Ed.,2014) Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval (1st Ed., 2014) Business Statistics, Pearson Education

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 203: Marketing Management

L-4, T-0

Credits -4

External Marks: 75

Objectives: To provide students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualizing, creating, communicating and delivering products aimed at fulfilling these needs.

Course Contents

Unit I **(14 Hours)**

Introduction to Marketing: Nature, Scope and Importance of Marketing; Basic Concepts, Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Steps in Consumer Decision Making, Characteristics of Industrial Markets; Market Segmentation, Targeting and Positioning.

Unit II **(14 Hours)**

Product & Pricing: Product Levels, Product Mix, Product Lines, Product Strategy, Branding Decisions, New Product Development, Product Lifecycle; Pricing Decisions: Pricing Objectives, Pricing Methods, Price Adjustment Strategies.

Unit III **(14 Hours)**

Place: Role and Importance of Intermediaries: Types of Channels, Major Channel Design Decisions; Selecting, Motivating and Evaluating Channel Intermediaries; Physical Distribution, Logistics and Supply Chain Management.

Unit IV **(14 Hours)**

Promotion: Promotional Objectives; Factors Influencing Choice of Promotional Mix; Push vs. Pull Strategy; Advertising-Definition and Importance; Comparison of Advertising Media; Personal Selling- Importance and Process, Transaction versus Relationship Selling; Sales Promotion – Purpose, Types, Limitations; Publicity and Public Relations- Definition, Importance and Tools; Direct Marketing; Digital Marketing-Types, Advantages & Challenges.

Suggested Readings:

1. Kotler, P., Keller, K.L. (15th Ed., 2015), Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S. (5th Ed., 2013), Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, Mc Graw Hill Education.
3. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C. (2016), Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi
4. Baines, P., Fill, C., Page, K., Sinha, P.K. (2013), Marketing: Asian Edition, Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W. (7th Ed., 2014), Marketing Strategy: A Decision Focused Approach, Mc Graw Hill Education.
6. Saxena, R. (5th Ed., 2015), Marketing Management, Mc Graw Hill Education.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 205: Regulatory Framework of Insurance Sector

L-4 T-0

Credits –4

External Marks: 75

Objective: The main objective is to make aware the conduct of Insurance Business in India and how the same be conducted.

Course Contents

Unit I

(14 Hours)

Insurance Business in India: Business Environment and Insurance; Legal Environment and Commercial Environment, Insurance and Economic Development; Growth and Potential Insurance; Impact of Liberalization on Insurance Sector.

Unit II

(14 Hours)

Insurance Regulatory Development Authority: A Brief Introduction of Insurance Act.1938; A Brief Profile of IRDA (Authority) and its Functioning; IRDA regulations for issuance of E-insurance policies; IRDA Regulation (2000) (Registration of new Insurance Company).

Unit III

(14 Hours)

Insurance Regulations in India: IRDA Regulation (2000) (Obligations of Insurers to Rural or Social Sectors); IRDA Regulation (2000) (Insurance: Advertisements and Disclosure); IRDA Regulation (2000) (Licensing of Insurance Agents); IRDA (Protection of Policy Holders Interest) and Amendments.

Unit IV

(14 Hours)

Marketing of Insurance Services: Requirement of Different Market Segment; Distribution Channel; CRM in Insurance.

Financial Aspects of Insurance Business: Valuation of Assets and Liabilities with Particular Reference to Unexpired Risk; Consumer Protection Act 1986, Grievances Redressal System in Insurance, Insurance Ombudsman, Lokayukta.

Suggested Readings:

1. Toor, S. and Toor, Arun Deep, (10th Ed., 2015), Legal and Regulatory Aspects of Banking, Skylark Publishing.
2. Narang, Uma (1st Ed., 2013), Insurance Industry in India: Features, Reforms and Outlook, New Century Publications.
3. Saif, Ahmad Mohammad, (2014), Changing Pattern of Insurance in India, Scholars' Press.
4. Bhattacharya, K. M. (2008), Risk Management in Indian Banks, Himalaya Publication House.
5. Ali, Sajid. (2011), Economic Reforms and Growth of Insurance Sector in India, VDM Verlag.
6. IIBF (Indian Institute of Banking and Finance) (2015), Principles and Practices of Banking, Macmillan.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 207: Management Accounting

L-4 T-0

Credits –4

External Marks: 75

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

(14 Hours)

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

Unit II

(14 Hours)

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages.

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios.

Cash Flow Analysis: Difference between Cash and Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

(14 Hours)

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material, Labour and overhead variances.

Unit IV

(14 Hours)

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue.

Suggested Readings:

1. Maheshwari, S.N., (17th Ed.,2014), Principles of Management Accounting, Sultan Chand & Sons.
2. Khan M.Y., (7th Ed. 2017) Management Accounting, McGraw Hill Education
3. Arora, M.N., (12th Ed.,2012), Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, (5th Ed. 2013), Cost Accounting, McGraw Hill Education.
5. Bhattacharya, (1st Ed.,2010), Management Accounting, Pearson Education.
6. Hilton R. W. (10th Ed. 2017), Managerial Accounting, McGraw Hill Education.


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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 209: Business Environment

L-4, T-0

Credit-4

External Marks: 75

Objectives: 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.

Course Contents

Unit I (14 Hours)

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.

Structure of Indian Economy: Concept of Economic Growth and Economic Development. Basic Characteristics of Indian Economy.

Unit II (14 Hours)

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular flow of income 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. Concept of Multiplier in two-sector model, a three-sector model and a four-sector model.

Unit III (14 Hours)

Introduction to Financial Markets: Money market- functions, organization and instruments; Indian money market-An overview. Function and form of money, demand for money- classical, Keynesian and Friedman's approach, measure of money supply.

Capital Markets-functions, organization and instruments. Indian equity market- primary and secondary markets; Role of stock exchanges in India.

Unit IV (14 Hours)

Economic Environment: Monetary (Recent Credit Policy of RBI) and Fiscal Policies and recent five year plan, FEMA, FDI, WTO, GATT, TRIMS, TRIPS.

Suggested Readings:

1. Paul J. (4th Ed. 2017), Business Environment, McGraw Hill Education.
2. Cherunilam, Francis, (1st Ed.,2014), Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C.,(8th Ed.,2016), Indian Economy, Sultan Chand & Sons.
4. Aswathappa, K., (1st Ed.,2012), Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B.,(1st Ed.,2014), Business Environment, Sultan Chand & Sons.
6. Dwivedi, D. N., (4th Ed., 2015) Macro Economics, McGraw Hill Education.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 211: Environmental Science*

*NUES: Non University Examination System

L-2, T/P-0,

Credits: 02

Internal Marks: 100

Objectives: The basic objective of this paper is to understand the basic fundamental to environmental science, complexity of ecosystems, major environmental problems including their causes and consequences. This course endeavors to provide a background to current and controversial environmental issues and possible solutions to environmental problems.

Course Contents

Unit I

(07 Hours)

Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Conservation of Bio-Diversity.

Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.

Unit II

(07 Hours)

Water Pollution: Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution; Waste Water Management.

Air Pollution: Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetations. Green House Effect, Global Warming and Climate Change.

Unit III

(07 Hours)

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

Environmental Impact Assessment and Environmental Management System - Introduction and its Impact.

Unit IV

(07 Hours)

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

Suggested Readings:

1. Miller Tyler, G.Jr.,(13th Ed.,2011), Environmental Science: Working with the Earth, Cengage Learning India Ltd.
2. Mishra, S.P., and Panday, S.N., (2nd Ed.,2014), Essential Environment Studies, Ane Books Pvt. Ltd.
3. Chhatwal, Rajni Johar (2nd Ed.,2012), Environmental Science, UDH Publishers & Distributers (P) Ltd.
4. Ghosh Roy, M.K. (1st Ed.,2014), Sustainable Development, Ane Books Pvt. Ltd.
5. Asthana, D.K. and Meera. (1st Ed.,2014), Textbook on Environmental Studies. S.Chand.
6. Arumugam,N, & Kumaresan.V, (2nd Ed.,2014) Environmental Science & Engineering, Saras Publication.

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SEMESTER-IV



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

B.B.A (B&I) 202: Management of Commercial Banks

L-4 T/P-0

Credits-4

External Marks: 75

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

(14 Hours)

Commercial Banking: Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalization of Banks.

Unit II

(14 Hours)

Analysis of Assets & Liabilities : Analysis of Assets & Liabilities of Scheduled Commercial Banks; Efficiency of Commercial Banks; Internal Performance and Appraising of Bank's Condition; Non-Performing Assets; Management of Capital in Commercial Banks.

Unit III

(14 Hours)

Risks in Commercial Banking: Interest Rate Risk, Liquidity Risk, Credit Risk; Investment Management; Foreign Currency Dealing; Foreign Currency Risk.

Unit IV

(14 Hours)

International Banking: Global Trends and Developments in International Banking - International Financial Centers, Cross Border Finance, Bank Debt in International Markets, Offshore Market. Capital Market in International Financial Market, Offshore Banking Units, International Financial Institutions; Management of Foreign Exchange.

Suggested Readings:

1. Singh and Dutta, (1st Ed. 2013), Commercial Bank Management, McGraw Hill Education.
2. Institute of Banking and Finance, (2012), Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt Ltd.
3. Shetty, M. S. (2013), Banking in India, Atlantic Publisher.
4. Singh (2013), Commercial Bank Management, McGraw Hill Education (India) Private Limited.
5. Vasanthagopal, R. (2012), Commercial Banking in India, Present Status and Suggestions for A Better Tomorrow, Neha Publishers & Distributors.
6. Bose, Rupnarayan. (2015), Fundamentals of International Banking, Trinity Publisher.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 204: Business Ethics and Corporate Social Responsibility

L-4, T/P-0,

Credits: 04

External Marks: 75

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

(14 Hours)

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

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

Unit-II

(14 Hours)

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

(14 Hours)

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

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

Unit-IV

(14 Hours)

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.

Suggested Readings:

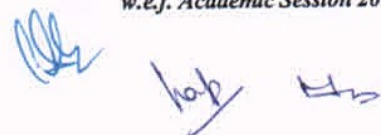
1. Fernando, A.C., (2nd Ed.,2013), Business Ethics, Pearson education.
2. Mandal S.K. (2nd Ed. 2012), Ethics in Business and Corporate Governance, McGraw Hill Education.
3. Govindarajan.M, Natarajan.S, Senthilkumar, V.S., (1st Ed.,2013) Professional Ethics and Human Values, PHI
4. Rao, A.B., (1st Ed.,2012), Business Ethics and Professional Values, Excel Book.
5. Manuel G.Velasquez, (7th Ed.,2012), Business Ethics Concepts, Printice Hall of India.
6. Sison, Alejo G., (1st Ed.,2010), Corporate Governance and Ethics, Edward Elgar Publishing Ltd.


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I): 206 Banking Law and Practice

L-4 T/P-0

Credits-4

External Marks: 75

Objectives: The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents

Unit I

(14 Hours)

Reserve Bank of India Act 1934: Overview, Banking Management, Composition of the central board & term of office of directors, Local Boards, Meetings of the central board; Business when the Bank may & may not transact Right & issue base notes, issue department, denominations of notes, forms of bank notes, legal tender character of notes, cease, reissue, recovery of cost, stolen, mutilated notes, provision for issue of special bank notes, powers of central Govt. to supersede central board. Issue department, assets, liabilities, Provisions related to cash reserves, collection and furnishing of credit information. Powers of bank to collect information from non-banking institutions, Power of bank to file winding up petition.

Banking Regulation Act 1949

Overview, Business of banking companies, Disposal of non –banking assets, Prohibition of trading, employment of managing agents, provisions related to Board of directors. Powers of RBI to appoint Chairman of banking companies. Provisions regarding as to minimum paid up capital & reserves, voting rights of share holders, restrictions on commission, brokerage, discount etc. on sale of shares, Restrictions as to payment of dividends. Reserve Fund, cash reserve, Restriction on nature of subsidiary companies, Powers of RBI to control advances by banking companies licensing of banking co., Restrictions on opening of new & transfer of existing place of business.

Unit II

(14 Hours)

Negotiable Instruments Act 1860: Legal aspects of a cheque Def., type, crossing, endorsement, legal aspects of a paying banker (obligations, protection, liability), Legal aspects of collection of a cheque, operations in deposit accounts & complaint of customers, Reconciliation of transactions at ATMS Failure. Foreclosure charges / prepayment penalties – Home Loans; Sick /old/ incapacitated account holders Safe/lockers & article facility, Decreased depositors- settlement of claims in respect of missing persons, unclaimed deposits, customer confidentiality obligations, transfer of account from one branch to another, coordination with central Board of Direct Taxes.

Unit III

(14 Hours)

Cyber Laws relating to Banking: Introduction to IT Act 2000, various terms related to communications networks in banking system. Electronic Fund Management, Electronic commerce & banking, International payment systems, role of central banks in payment mechanism, Integrated communication network for banks, security control system, electric governance, Regulation of certifying authorities, Digital signature certificates, duties of subscribers, penalties & adjudication, offences, cyber regulations appellate Tribunal.

Unit IV

(14 Hours)

SARFAESI Act 2002, important aspects, salient features, applicable & non –applicability, incorporation & registration of special purpose vehicles, securitization of financial assets, funding of securitization, enforcing security interest, assets reconstruction establishments of central registry. Offences & penalties, boiler plate provisions exempted translations, legal remedies & borrower/banks/FIs.

Suggested Readings:

1. Varshney P.N., (4th Ed., 2013), Banking Law and Practice; Sultan Chand and Sons.
2. Chhabra, T.N, (2014), Elements of Banking Law, Dhanpat Rai & Sons, Delhi.
3. Purohit, Ashok, (1st Ed., 2013), Banking Law and Practice, Wisdom Press.
4. Mishra, Sukhvinder (1st Ed., 2014), Banking Law and Practice, S Chand & Co Ltd.
5. Bare Acts on RBI Act 1934, Professional Publishers (2014).
6. Banking Regulation Act 1949.

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

BBA (B&I) 208: Financial Management

L-4, T-0

Credit-4

External Marks: 75

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

(14 Hours)

Financial Management: Nature, scope and objectives of financial management, Time value of money, Concept of Risk and Return (including Capital Asset Pricing Model), Valuation of Securities: Debentures, Preference shares and Equity Shares.

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

Unit II

(14 Hours)

Capital Budgeting: Concept, Importance and Appraisal Methods: Pay Back Period, Accounting Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital budgeting under Risk- Certainty Equivalent Approach and Risk Adjusted Discount Rate.

Unit III

(14 Hours)

Cost of Capital: Meaning, classification and methods of calculating cost of equity capital, cost of retained Earnings, Cost of Debts, Cost of Preference Capital and Weighted Average Cost of Capital (WACC).

Capital structure: Theories of Capital Structure (Net income, Net Operating Income, MM Hypothesis, Traditional Approach), Determinants of Capital structure.

Leverage: Concept, significance and types of leverage: Operating and Financial leverage.

Unit IV

(14 Hours)

Dividend Decision: Retained Earnings Vs Dividend Decision, Gordon Model, Walter Model, MM Approach, Determinants of Dividend.

Working capital Management: meaning and nature of Working Capital, Working Capital estimation, Inventory and Payable management.

Suggested Readings:

1. Khan M.Y, Jain P.K., (7th Ed.,2014), Financial Management, McGraw Hill Education.
2. Pandey I. M., (11th Ed.,2015), Financial Management, Vikas Publishing House.
3. Kapil, Sheeba,(1st Ed.,2015), Financial Management, Pearson Education.
4. Chandra Prasanna (9th Ed.,2015), Financial Management, McGraw Hill Education.
5. Maheshwari, S.N.(14th Ed.,2014), Financial Management: Principles and Practice, Sultan Chand.
6. Tulsian, P.C. (1st Ed.,2010), Financial Management: A self study textbook, S. Chand.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 210 Research Methodology

L-4, T-0,

Credits: 04

External Marks: 75

Objectives: The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

Course Contents

Unit I **(14 Hours)**

Introduction: Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses.

Unit II **(14 Hours)**

Research Process: An Overview; Problem Identification and Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Questionnaire Design.

Unit III **(14 Hours)**

Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Reliability and Validity Scale.

Sampling –Steps, Types, Sample Size Decision; Secondary data sources.

Hypothesis Testing: Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests.

Unit IV **(14 Hours)**

Report Preparation: Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification.

Computerized Data Analysis: An overview, features, and role of Computerized Data Analysis (Advanced Excel / SPSS or any other analytical software) (Introductory aspects only).

Suggested Readings:

1. Deepak chawla & Neena Sondi,(2nd Ed, 2016), Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S. (11th Ed.,2012), Business Research Methods, McGraw Hill Education.
- 3 Kumar, Ranjit, (4th Ed.,2014), Research Methodology: A step by step guide for Beginners. Pearson Education.
4. Kumar V., (2015), Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, (7th Ed.,2013), Statistics for Management, Pearson Education.
6. Beri, G.C., (5th Ed., 2013), Marketing Research, McGraw Hill Education.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 212 Research Methodology Lab

L-0, T/P-2

Credit-2

External Marks: 60

The Lab would be based on the Paper BBA (B&I) 210: Research Methodology. The objective of this lab is to understand the various aspects of research, identification and use of various statistical tests using Software tools available to a researcher. Research tools can help the business manager in decision making (By using any popular Software (Advanced Excel / SPSS or any other analytical software). The student be made capable to use any popular software on which training is given to use it in his/her project/summer training report.


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Lab



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 214: Managerial Skills Development (NUES)*

L-2, T/P-0

Credits: 02

Internal Marks: 100

*NUES: Non University Examination System

Objective: The main aim of the course is to improve the self-confidence and groom the personality. The following topics are indicated as course line and should be explored through application based exercise and workshops to provide fundamental knowledge and exposure to the students.

Course Contents

Unit I (07 Hours)

Self: Core Competency, Understanding of Self, Components of Self – Self identity, Self concept, Self confidence and Self image. Skill Analysis and finding the right fit.

Unit II (07 Hours)

Self Esteem: Meaning & Importance, Components of self esteem, High and low self esteem, measuring your self esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

Unit III (07 Hours)

Building Emotional Competence: Emotional Intelligence – Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

Unit IV (07 Hours)

Thinking skills: The Mind/Brain/Behaviour, Thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

Debates, presentations, role plays and group discussions on current topics.

Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Suggested Readings:

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. Covey S.R (2015), The 7 Habits of Highly Effective People, Mango Media Inc.
3. Mcgrath E. H. (9th Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
4. Whetten D. (8th Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
5. Gulati S. (2002), Corporate Softskills, Rupa Publication Pvt. Ltd.
6. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press.


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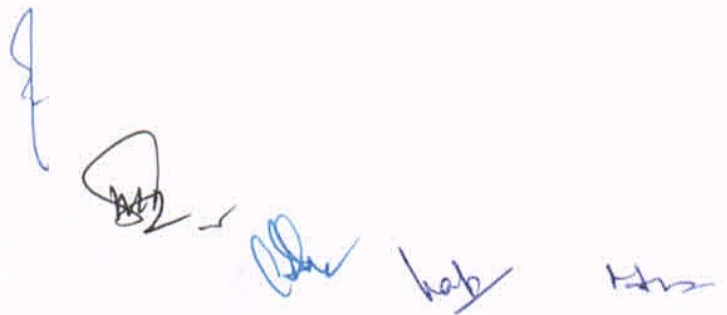
SEMESTER -V



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 301: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

External Marks: 75

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

(14 Hours)

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

(14 Hours)

Heads of Income-Salary (perquisites, allowances and retirement benefits): House Property, Business or Profession, Capital Gains, Other Sources.

Unit III

(14 Hours)

Deductions u/s 80C to 80U: Provisions for Clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems)

Unit IV

(14 Hours)

Deduction of Tax at Sources: Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (**online filing- ITR**).

Suggested Readings:

1. Lal, B.B., (29th Ed.,2012), Income Tax and Central Sales tax Law and Practice, Pearson Education.
2. Singhania, V. K and Singhania, Monica, (56th Ed.,2016), Students Guide to Income Tax, Taxman Publications.
3. Ahuja, Girish and Gupta, Ravi, (1st Ed., 2014), Systematic Approach to Income Tax, Bharat Law House.
4. Datey, V.S., (38th Ed.,2017), Indirect Taxes-Law and Practice Taxmann Publications.
5. Government of India, Bare Acts (1st Ed.,2014), (Income Tax, Service Tax, Excise and Customs).
6. Vashisht, Nitin and Lal, B.B., (30th Ed., 2012), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, I K International Pub. House..

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 303: Practice of Life Insurance

L-4 T/P-0

Credits-4

External Marks: 75

Objectives: The objective of this paper is to install in the students the ability to apply the principles of Actuarial Planning and Control required in the operation of the Life Insurance Business

Course Contents

Unit I

(14 Hours)

Life Insurance: Conceptual Framework, Importance of Life Insurance; Insurance Products, a Hedge Against Personal Risk (s), Insurance Products, Alternative to Investment Products, Pension Plans, Investment Plans Insurance Products, Collateral Security in the Rising Hire-Purchase Market Scenario. LIC Act 1956, Insurance Ombudsman, Insurance Products.

Unit II

(14 Hours)

Group Health Insurance and Special Purpose Schemes. Group Insurance Characteristic; Difference between Individual and Group Insurance; GI Schemes in India.

Unit III

(14 Hours)

Actuarial Considerations: Demographic, Investment of Funds and Managerial Expenses) in Costing Insurance Products, Theory and Practice of Underwriting: Selection, Loading, Exclusion Clauses and Declining of Proposals Policy Document.

Unit IV

(14 Hours)

Servicing (Alterations and Surrender), Claim Settlement, Sources of Surplus and Distribution of Profits, Investments and Revenues.

Suggested Readings:

1. Gulati, Neelam C. (1st Ed., 2012), Banking and Insurance: Principles and Practices, Excel Books.
2. Krishnaswamy, G. (1st Ed., 2012), A Textbook on Principles & Practice of Life Insurance, Excel Books.
3. Imam A. (2010), Principles and Practices of Life Insurance in India, Anmol Publisher.
4. Sharma, K. C. (2012), Life Insurance in India: Principles and Practices, Regal Publications.
5. Rastogi, Sachin. (1st Ed., 2014), Insurance Law And Principles, Lexis Nexis India.
6. Murthy, K S N and Sarma, K V S. (6th Ed., 2014), Modern Law of Insurance, Lexis Nexis India.


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 305: Human Resource Management

L-4, T-0

Credits: 04

External Marks: 75

Objectives: The objective of this course is to make students familiarize with basic concepts of human resource management and people related issues.

Course Content:

Unit I: (14 Hours)
Human Resource Management: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM, Emerging Challenges of HRM; Personnel Management vs. HRM, empowerment, human capital, flexi-time, mentoring.
Strategic HRM: Meaning and steps of Strategic HRM, Traditional HRM vs. Strategic HRM.

Unit II (14 Hours)
Human Resource Planning: Human Resource Planning- Quantitative and Qualitative dimension. **Job analysis:** job description and job specification; Job Enlargement; Job Enrichment **Recruitment:** Concept, sources, process, methods and techniques including e-recruitment, outsourcing, poaching); **Selection:** Concept and process; test and interview; placement induction **Internal mobility and job changes:** promotions, demotion, transfers and separation.

Unit III (14 Hours)
Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness;
Management Development: Meaning, process and techniques; Career Planning; Succession Planning and Career Development.
Compensation: concept and components of Employee Compensation - Base and Supplementary; job evaluation: Concept, Process and Significance.

Unit IV (14 Hours)
Performance appraisal: Nature and objectives; Techniques of performance appraisal (Traditional and modern methods), Limitations of Performance Appraisal, potential appraisal.
Maintenance: Employee health and safety; employee welfare; social security.
Industrial relations- an overview, Employee Grievance: Concept and causes, Grievance: handling and Redressal settlement machinery.

Suggested Readings:

1. Gary Dessler. (6th Ed., 2013) A Framework for Human Resource Management. Pearson.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, (11th Ed., 2015), *Human Resource Management*, Wiley India Private Limited.
3. Bohlendar and Snell, (16th Ed., 2014), Principles of Human Resource Management, Cengage Learning.
4. K. Aswathappa, (8th Ed., 2017), Human Resource Management, McGraw Hill Education.
5. Chhabra, T.N. (1st Ed., 2014) Essentials of Human Resource Management. Dhanpat Rai & Sons, Delhi.
6. Robert L. Mathis and John Jackson, (14th Ed., 2014), Human Resource Management South-Western Publisher

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 307: Marketing of Financial Products and Services

L-4 T/P-0

Credits-4

External Marks: 75

Objectives: The basic objective of this course is to acquaint the students about the various types of financial services and products and how these are to be marketed. It will also develop an understanding among the students regarding recent developments in marketing of Financial Products & Services.

Course Contents

Unit I

Marketing of Financial Services: A Conceptual Framework, Types of Financial Markets in India- An Overview; Concept of Marketing and Marketing Mix in Banking. (14 Hours)

Unit II

Retail Banking: Concept and Importance, Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money; Types of Saving Accounts and Barter Card; Attracting and Retaining bank customers. (14 Hours)

Unit III

Mutual Funds in India and the Marketing Strategies Involved: Marketing of Insurance Products- Life and Non Life Products, Marketing of Pension Funds, National Pension Scheme. (14 Hours)

Unit IV

Concept of Distribution: Multiple Delivery Channels; Bancassurance. Marketing Information & Research in Banking, Public Relations and Publicity, Image Building. Globalisation and its Impact on Financial Services. (14 Hours)

Suggested Readings:

1. James B Bexley. (1st Ed., 2011), Selling Financial Products, Prentice Hall.
2. Evelyn Ehrlich and Duke Fanelli (2nd Ed., 2012), The Financial Services Marketing Handbook: Tactics and Techniques That Produce Results, John Wiley & Sons.
3. Zeithaml V. A., Bitner M. J. and Pandit, A. (6th Ed, 2013), Services Marketing, McGraw Hill Education.
4. Nargundkar, Rajendra, (3rd Ed, 2010), Services Marketing Text and Cases, McGraw Hill Education.
5. Hoffman, K. D. & Bateson, J. E.G. (2012), Marketing of Services, Cengage Learning.
6. Keith Pond, (3rd Ed., 2014), Retail Banking, Global Professional Publishing Ltd

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 309: E-Commerce

L-4, T-0,

Credits: 04

External Marks: 75

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.

Course Contents

(14 Hours)

Unit I

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.

Unit II

(14 Hours)

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.

Unit III

(14 Hours)

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.

Unit IV

(14 Hours)

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.

Suggested Readings:

1. Elias M. Awad (3rd Ed.,2007). Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and S.J. (4th Ed.,2012). E-Commerce – An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009): Electronic Commerce – A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar (4th Ed.,2013). Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey (4th Ed.,2013). E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, (9th Ed.,2014). Electronic Commerce, Cengage Learning.


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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**


BBA (B&I) 311: E-Commerce Lab

L-0, T/P-4

Credits: 02

External Marks: 60

Objective: Lab would be based on the Paper BBA (B&I) 309: 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.


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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**


BBA (B&I) 313: Summer Training Report

L-0, T-0


Credit-6

External and Internal Marks: 100

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 along with CD to the Director / Principal of the Institution before the commencement of the end-term Examination. 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 Examiner to be appointed by the Director / Principal of the Institution.


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SEMESTER - VI



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 302: Project Management

L-4, T-0

Credits –4

External Marks: 75

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

(14 Hours)

Unit I

Introduction: Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and Responsibilities of Project Manager, Determinants of Project Success.

Project Life Cycle: Phases of Project Life Cycle, Classification of Projects.

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Preliminary Screening.

Unit II

(14 Hours)

Technical Analysis: Factors Considered in Technical Analysis, Factors Affecting Selection of Locations, Need for Considering Alternatives, Technology Selection, Sources of Technology, Appropriate Technology.

Market Analysis: Conduct of Market Survey, Characterization of Market, Market Planning (Introductory aspects only).

Network Techniques: Network Analysis, Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM), identifying critical path, Probability of Completing the project within given time.

Unit III

(14 Hours)

Financing of Projects: Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity Shares, Retained Earnings, Short-term Sources for Working Capital, Newer Sources of Finance, Venture Capital.

Unit IV

(14 Hours)

Project Evaluation and Control: Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis.

Social Cost Benefit Analysis: Social Cost, Social Benefit.

Emerging Concepts and Issues in Project Management: Role of Information Technology in Project Management, Future of Project Management.

Suggested Readings:

1. Chandra, Prasanna, (8th Ed., 2014), Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education
2. Nagarajan, K., (7th Ed., 2015), Project Management, New Age International (P) limited, Publishers,.
3. R. Panneerselvam. R, Senthilkumar. P., (2nd Ed., 2013) Project Management, PHI Learning, (P) limited, Publishers,.

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4. Gray C.F. (6th Ed. 2014), Project Management, McGraw Hill Education.
5. Jeffrey K. Pinto, (2nd Ed.2012), Project Management: Achieving Competitive Advantage, Pearson Education,.
6. Desai, Vasant, (3rd Ed.,2013), Project Management, Himalaya Publishing House.



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 304: Practice of General Insurance

L-4 T/P-0

Credits-4

External Marks: 75

Objective: The main objective of this course is to make the students understand about various classes of General Insurance, Underwriting and Claims Management.

Course Contents

Unit I (14 Hours)
Different Non Life Insurance Products: Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance Products Pertaining to Rural Market.

Unit II (14 Hours)
Forms Used in General Insurance: Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility Theory for Rate Making, Experience Rating.

Unit III (14 Hours)
Physical and Moral Hazards Loss Prevention: Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy.

Unit IV (14 Hours)
General Insurance Business (Nationalization) Act, 1972: Concept of Reinsurance; Retention v/s. Reinsurance, Catastrophic Bonds, Impact of Tariff to Non-Tariff Regime in Non-Life Business.

Suggested Readings:

1. Roger J. Gray and Susan M. Pitts (1st Ed., 2012), Risk Modelling in General Insurance: From Principles to Practice, Cambridge University Press.
2. Sharma, K. C. (2nd Ed., 2013), General Insurance in India: Principles and Practices, Regal Publications.
3. Nagpal, Sushant (2013). General insurance in India Principles and Practices, Regal Publication.
4. National Insurance Academy (1st Ed., 2009), General Insurance: Principles & Practice, Cengage Learning.
5. Pietro Parodi (1st Ed., 2014), Pricing in General Insurance, Chapman and Hall/CRC.
6. Saaty, Abdalelah S. and Ansari, Zaid Ahmad (2014), Insurance Principles and Practices, LAP Lambert Academic Publishing.


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 306: Business Policy & Strategy

L-4 T-0

Credits-4

External Marks: 75

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

(14 Hours)

Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.

Strategic Management Process: Formulation Phase – Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation phase – Strategic Activities, Evaluation and Control.

Unit II

(14 Hours)

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

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. Mckinsey's 7S Framework.

Unit III

(14 Hours)

Formulation of Corporate Strategies: Approaches to Strategy formation; Major Strategy options – Stability, Growth and Expansion: Concentration, Integration, Diversification, Internationalization, Cooperation and Digitalization, Retrenchment, Combination Strategies.

Unit IV

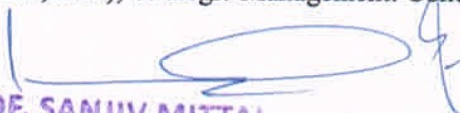
(14 Hours)

Choice of Business Strategies: BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model.

Major Issues involved in the Implementation of strategy: Organizational Cultural and Behaviour factors, Organization Structure; Role of Leadership, Resource Allocation.

Suggested Readings:

1. Kazmi, Azhar, (4th Ed., 2015), Strategic Management, McGraw Hill Education.
2. Kachru U. (2nd Ed. 2015), Strategic Management, McGraw Hill Education.
3. Dhir S. (1st Ed. 2016), Cases in Strategic Management, McGraw Hill Education.
4. Walker, Gordon, (7th Ed., 2014), Marketing Strategy, McGraw Hill Education.
5. Weelen, (14th Ed., 2014), Concepts in Strategic Management and Business Policy, Pearson Education.
6. Fred, David, (13th Ed., 2011), Strategic Management: Concepts and Cases, Prentice hall of India


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

BBA (B&I) 308: Information Systems Management

L-4 T-0

Credit-4

External Marks: 75

Objective: The objective of the course is to acquaint the students about the concept of information systems and their components specially databases in business organizations.

Course Contents

Unit I

(14 Hours)

Introduction to MIS: Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, components of MIS, MIS Applications in Business.

Information in Decision Making: Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making.

Unit II

(14 Hours)

Introduction to Database Systems: File System versus DMBS, Structure of a DBMS, People who deal with database, Introduction to Data Models, Concept of normalization, Introduction to Entity relationship model, Overview of Database Design, Entities, attributes and relationships, Introduction to Relational Model, Integrity Constraints, Querying Relational Data using SQL: DDL and DML commands, aggregate functions.

Unit III

(14 Hours)

Cost Benefit Analysis: Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.

Unit IV

(14 Hours)

Types of Information Systems: Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System.

Information Technology: Recent Developments in the Field of Information Technology, Impact of IT on Organization, Multimedia Approach to Information Processing, Centralized and Distributed Processing.

Suggested Readings:

1. Laudon and Laudon, (14th Ed., 2015). Management Information Systems, Pearson Education.
2. Elmsari R. and Navathe S. (6th Ed. 2013), Fundamentals of Database Systems, Pearson Education.
3. O'Brien, James A., (10th Ed., 2013.) Management Information Systems, McGraw Hill.
4. Davis, B. Gordon, (3rd Ed., 2012) Management Information Systems, McGraw Hill.
5. Goyal D.P., (4th Ed., 2014) Management Information Systems, Macmillan Publication.
6. M Azam, (1st Ed., 2012) Management Information Systems, McGraw Hill.

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

BBA (B&I) 310: Information System Management Lab

L-0, T/P-2

Credit-1

External Marks: 60

Lab would be based on the Paper BBA (B&I) 308: Information Systems Management Lab. The objective of this lab is to help the students to understand the various aspects and components of Information Systems specially data bases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL commands, DML commands and aggregate functions.



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)

BBA (B&I) 312: Goods & Services Tax (GST)

L-4, T-0,

Credits: 04

External Marks: 75

Objective: The Objective of the course is to acquaint the student about the introduction of GST in India and the replacement of all Indirect Taxes with GST to make India Level playing field with outside world.

Course Contents

Unit-I (14 Hours)
Indirect Taxes – Meaning and Types of Indirect Taxes, Central Excise Duty - features, nature, scope, salient features of central excise Duty Act; Procedure for excise registration and documents needed; CENVAT MODVAT provisions; Exemptions to small scale industries; Introduction to custom duties; its types, calculation and related issues.

Unit-II (14 Hours)
VAT – Introduction, meaning, features, merits and demerits, tax calculation, difference from sales tax, value addition with example; Different forms for VAT; VAT refund; Importance of CST Act 1956 Various Provisions; Different categories; CST Calculations; Introduction to Services Tax Act 2007; Types of Services covered; relevant provisions; Rates of Service Tax and its calculation.

Unit-III (14 Hours)
Goods and Service Tax (GST) - Constitutional Amendment, Features of GST, Importance and benefits; Difference between GST and other Taxes; Migration to GST; Registration of dealers under GST, Exempted List; Rate Structure under GST; Procedure for obtaining registration certificate, concept of IGST; CGST; SGST and its calculation with working examples.

Unit-IV (14 Hours)
Implementation of GST: GST Council, its members; composition; its role; GST Infrastructure; Impact of GST on Business; Salient features of GST Model. How to file refund under GST, Transfer of Input Tax credit and its related issues; Penalties and appeals under GST; Future of GST in India.

Suggested Readings:

1. Mehrotra H.C., Agrawal V. P., (1st Ed., 2016), Indirect Taxes, Sahitya Bhawan Publication.
2. B. Viswanathan, (1st Ed., 2016), Goods and Services Tax in India, New Century Publications.
3. Singhaia Vinod K. & Singhania Monica, (2016), Students Guide to Indirect Tax Laws, Taxman Publications.
4. Datey V S. (5th Ed., 2017), All about GST – A Complete guide to model GST Law, Taxman Publications.
5. Gupta K Atul, (1st Ed., 2016), GST- Concept and Roadmap, LexisNexis Publisher.
6. Ahuja Girish & Gupta Ravi, (34th Ed., 2016), Practical Approach to Direct & Indirect Taxes, (Income Tax, Excise, Customs, CST, VAT, Service Tax, & Wealth Tax CCH India

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


BBA (B&I) 314 Project Report

L-0 T-0

Credits-6

External and Internal Marks : 100

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project 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 Examiner to be appointed by the Director / Principal of the Institution.


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