

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 311: Investment Management**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objectives:** The objective of the course is to familiarise students with various theories and concepts of investment in equity and bond market.

**Note:** Minimum two case studies to be discussed in the Semester

**Course Contents**

**Unit I**

**(14 Hours)**

**Investment:** Meaning, nature and process; Investment alternatives, concept and Measurement of Investment risk and return, Identification of Investment Opportunity.

**Unit II**

**(14 Hours)**

**Trading of Securities:** Stock Exchange, Functions, Trading System, Regulation and Listing of securities.

**Unit III**

**(14 Hours)**

**Valuation of Securities:** Equity, Bonds and Convertible securities, concept of YTM, Duration of a bond.

**Unit IV**

**(14 Hours)**

**Investment Analysis:** Fundamental analysis; company analysis; industry analysis and economy analysis; Technical analysis; Dow Theory, Charting techniques, Indicators; Efficient market hypothesis.

**Suggested Readings:**

1. Chandra, Prasanna, (5<sup>th</sup> Ed. 2017), Investment Analysis and Portfolio Management, McGraw Hill Education.
2. Pandian, P., (2<sup>nd</sup> Ed. 2012), Security Analysis and Portfolio Management, Vikas publication.
3. Spangler Timothy (1<sup>st</sup> Ed. 2010), Investment Management: Law and Practice, OUP Oxford.
4. Desai, Jay M. and Joshi Nisarg, A. (1<sup>st</sup> Ed. rep.2015), Investment Management (Security Analysis and Portfolio Management), Dreamtech Press.
5. Reilly Frank K. and Brown Keith C. (10<sup>th</sup> Ed. 2012), Analysis of Investments and Management of Portfolios, Cengage Learning India Pvt.Ltd.
6. Khatri, Dhanesh Kumar (2<sup>nd</sup> Ed. 2012), Investment management and Security Analysis, Trinity Press Pvt Ltd .



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 324: Organizational Development**

L-4 T/P-0

Credits-4

External Marks: 75

**Objectives:** For the organization to survive and remain effective with the changing environment, it must develop effective strategies for renewal. The course aims at acquainting the students with theory and practice of planned change, organizational renewal and development.

**Course Contents**

(14 Hours)

**Unit I**

**Introduction to Organizational Development:** Definition, Nature and Characteristics of Organization Development, Managing the Organization Development Process, Theories of Planned Change, Goals, Values and Assumptions of OD, Role and Competencies of the OD practitioner.

**Unit II**

(14 Hours)

**The Diagnostic Process and Introduction to OD Interventions:** Diagnosis at the Organization, Group and Individual Level, Data Collection Process, Diagnostic Methods, Challenges in Diagnosis, Diagnostic Information Feedback: Characteristics of Effective Feedback, Survey Feedback. Characteristics of Effective Interventions, Designing Interventions, The Intervention Process.

**Unit III**

(14 Hours)

**Human Process and HRM Intervention:** Sensitivity Training, Process Consultation, Third-Party Interventions, Team Building, Organization Confrontation Meeting, Intergroup Relations Interventions, Large Group Interventions: Grid OD; System 4 Management; Role Playing, Employee Empowerment, Performance Management Systems, Employee Wellness Interventions, Career Planning, Goal Setting, MBO.

**Unit IV**

(14 Hours)

**Techno Structural and Strategic Interventions:** Restructuring Organizations, Job Enrichment, Socio-technical Systems, TQM and Quality Circles, Culture Change, Self-Designing Organizations, Learning Organizations, Challenges and Future for the Organization, Future trends in OD, Ethical Issues in Organizational Development.

**Suggested Readings:**

1. Cummings, T.G. & Worley, C.G. (2009). Organizational Development and Change. Cengage Learning.
2. French, W., Cecil, H. Bell & Jr. (2007). Organizational Development. Pearson
3. Brown, D.R. & Harvey, D. (2006). An Experiential Approach to Organization Development. Pearson Education.
4. Jones, G. R. (2008). Organizational Design and Change. Pearson Education.
5. Srivastava, B. (2009). Organizational Design and Development- Concepts and Applications. Biztantra
6. Edward.D.H. (2007). The Road to Organic Growth", McGraw Hill Education.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 322: Compensation Management**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** The objective of this paper is to enable the students to design and administer a compensation system that rewards employees fairly while stimulating them to provide goods and services that satisfy customer demands and permitting the organization to operate profitably.

**Course Contents**

**Unit I**

**(14 Hours)**

**Compensation Management:** Concept, principles and practices; Compensation & Organizational strategy; Monetary & Non-Monetary Rewards, Intrinsic Rewards Cafeteria Style Compensation; Foundations of Compensation: Job evaluation – Job grading and Job design; Theories of Compensation; Compensation in a knowledge based world.

**Unit II**

**(14 Hours)**

**Compensation Strategy and Policy:** Developing Strategic Compensation alternatives; Issues in compensation management; Executive Compensation; Components of Compensation: D.A. Incentives Plans; Profit Sharing Schemes; Fringe, benefits & retirement benefits; Tax Efficient Compensation Package, VRS; Internal and External Equity in Reward Management.

**Unit III**

**(14 Hours)**

**Payroll Accounting:** Tax planning; Tax Implications of Employee Compensation Package to the Employer; Team compensation; Role of pay commissions; International compensation management; components & approaches.

**Unit IV**

**(14 Hours)**

**Compensation Laws:** Payment of Minimum Wages Act. and Workmen's Compensation Act.

**Suggested Readings:**

1. Armstrong, Michael (2012) Reward Management Practice, Improving Performance Through Reward, Kogan Page.
2. Milkovich George T., Newman Jerry and Gerhart Barry (2013), Compensation, McGraw-Hill Education.
3. Henderson, Richard I., (2013), Compensation Management in a Knowledge Based world, Cram101.
4. Martocchio Joseph J. (2015), Strategic Compensation: A Human Resource Management Approach, Pearson.
5. Biswas Bashker D. (2012), Compensation and Benefit Design, Pearson.
6. Goel Dewakar (2012), Performance Appraisal and Compensation Management, Prentice Hall India.

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 320: International Business Management**

**L-4, T-0**

**Credits-4**

**External Marks: 75**

**Objective:** The basis objective of this course is to provide understanding to the students with the global dimensions of management.

**Course Contents**

**Unit I**

**(14 Hours)**

**Overview:** International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities; Nature, Meaning and Importance of International Competitive Advantage, Multidimensional view of Competitiveness.

**Financial Perspectives:** International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI.

**Unit II**

**(14 Hours)**

**Globalization:** Impact of Globalization, Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spill Over, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non Tariff Barriers.

**Unit III**

**(14 Hours)**

**Strategy making and International Business:** Structure of Global Organizations, Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage, Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.

**Unit IV**

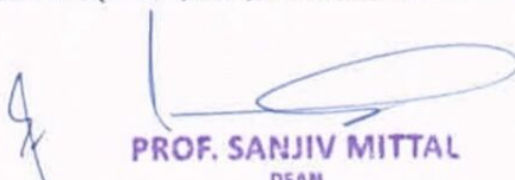
**(14 Hours)**

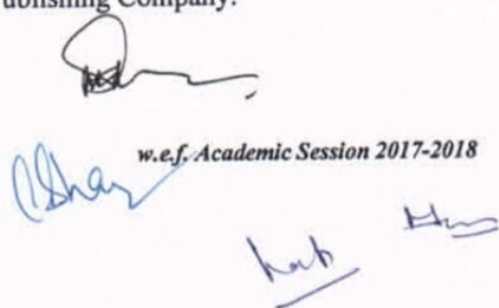
**Socio Cultural Environment-** Managing Diversity within and across Cultures, Country Risk analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

**Global Human Resource Management-** Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

**Suggested Readings:**

1. Tamer, Cavusgil, Gary, Knight, (3<sup>rd</sup> Ed., 2013), International Business: Strategy, Management and the New Realities, Pearson Education.
2. K. Aswathappa, (6<sup>th</sup> Ed., 2015), International Business, McGraw Hill Education.
3. Sinha P.K, (1<sup>st</sup> Ed., 2012), International Business Management, Excel Books.
4. Hill C.W. (8<sup>th</sup> Ed. 2016), Global Business Today, McGraw Hill Education.
5. Singh Shamsher, (1<sup>st</sup> Ed., 2013) International Business, Galgotia Publishing Company.
6. Cherunilam Francis (5<sup>th</sup> Ed., 2011), International Business, PHI.

  
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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 318: Services Marketing**

**Credits –4**

**External Marks: 75**

**L-4 T/P-0**

**Objective:** This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

**Course Contents:**

**Unit I**

**(14 Hours)**

**Introduction to Services Marketing:** Services Definition; Unique Characteristics and Marketing Challenges of Services; Growing Importance of Services Sector in India; Services Marketing Management Process-Overview.

**Unit II**

**(14 Hours)**

**Consumer Behavior in Services & Measuring Service Quality:** Consumer Behaviour in Services; Measuring Service Quality and Customer Satisfaction, Servqual; GAPs Model; Service Recovery.

**Unit III**

**(14 Hours)**

**Service Product, Pricing and People :** The 7 Ps framework for Services Marketing; Service Product, Service Process and Service Blueprinting; ; Pricing of Services- Objectives, Challenges, Approaches; Managing Service Personnel; Customer Role in Service Delivery.

**Unit IV**

**(14 Hours)**

**Service Distribution, Communication and Physical Evidence:** Challenges of Service Distribution, Service Franchising-Benefits & Risks; Integrated Services Communication Mix; Services Marketing Triangle; Managing Physical Evidence and Servicescape.

**Suggested Books:**

1. Zeithaml V. A., Bitner M. J. and Pandit, A. (6<sup>th</sup> Ed.,2013), Services Marketing, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
2. Lovelock C. H., Wirtz, J. and Chatterjee, J.(8<sup>th</sup> Ed.,2016). Service Marketing: People, Technology, Strategy, Pearson Education, New Delhi.
3. Hoffman, K. D. & Bateson, J. E.G. (4<sup>th</sup> Ed.,2012), Services Marketing, Cengage Learning.
4. Nargundkar, Rajendra, (3<sup>rd</sup> Ed.,2012), Services Marketing Text and Cases, Tata McGraw Hill Publishing Co. Ltd.
5. Fitzsimmons, JA, and Fitzsimmons, M.J (8<sup>th</sup> Ed.,2012) Service Management: Operations, Strategy, and Information Technology, Irwin/McGraw-Hill
6. Kurtz D. L. and Clow K. E. (3<sup>rd</sup> Ed.,2003). Services Marketing. Biztantra, New Delhi

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 316: Principles of Insurance**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** To make students conversant with the basic concepts and fundamentals of General and Life Insurance for enabling them to be aware of various types of insurance in Life & Non life sector including practices involved.

**Course Contents**

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

**Suggested Readings:**

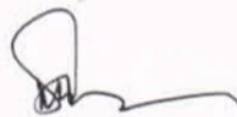
1. Murthy. A., (2012), Principles and Practices of Insurance, Margham Publications.
2. William, F. Gephart, (2013), Principles of Insurance, Hardpress Publishing.
3. Gulati, Neelam C. (2012), Banking and Insurance: Principles and Practices, Excel Books.
4. Rastogi, Sachin. (2014), Insurance Law And Principles,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



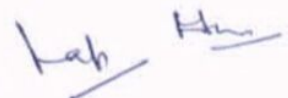
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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 314: Introduction to Derivatives**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** This course is designed to help the students in understanding the concepts of equity derivatives, products and their applications as a risk management tool using different trading strategies on stock exchanges.

**Course Contents**

**(14 Hours)**

**Unit I**

**Basics of Derivatives:** Introduction, Meaning of derivatives, types, history, economic significance, Applications of derivatives, Difference between Exchange Traded and OTC Derivatives, Hedgers, Arbitrageurs and Speculators, Derivatives as a risk management tool, Introduction to SWAP.

**Unit II**

**(14 Hours)**

**Trading Futures on Stock Exchanges:** Forward contracts, Trading Futures- Pay-off of futures, Theoretical models for future pricing.

**Unit III**

**(14 Hours)**

**Trading Options:** Option payouts, Option strategies, Determination of option prices, Factors affecting option prices, Futures and options trading system, Clearing and settlement - Clearing entities, Clearing mechanism, Settlement procedure.

**Unit IV**

**(14 Hours)**

**Regulatory Framework and Accounting:** Securities Contracts (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, Regulation for Derivatives trading, Guidelines of SEBI and RBI, Recent Developments in derivatives market.

**Suggested Readings:**

1. Chance Don M. (2013), An Introduction to Derivatives and Risk Management, Cengage Learning.
2. Hull C. John, (2013), Options, Futures and Other Derivatives, Pearson Educations.
3. Chance Don M. and Roberts Brooks (2015), Introduction to Derivatives and Risk Management, Cengage Learning.
4. Ross Andrew A. (2015), Introduction to Derivative Markets, CreateSpace Independent Publishing Platform.
5. Choudhry Moorad (2012), An Introduction to Credit Derivatives, Butterworth-Heinemann Ltd.
6. Jarrow Robert A. and Chatterjea Arkadev (2013), Introduction to Derivative Securities Financial Markets, and Risk Management, W. W. Norton & Company.



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 321: Training and Development**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** This Course aims at educating students on important of training needs and issue of human resource development in organization. The persons involved in updating management skills pose issues of design and delivery and review of training requirements, which also stands the objective of the given course.

**Course Contents**

**Unit I**

**(14 Hours)**

**The Training Context:** Nature and Scope of Training, Objectives of Training, Training Challenges, Forces Influencing Working and Learning, Role of Training in Organizations, Systematic Approach to Training. **Strategic Training:** Models of Training- Faculty, Customer, Matrix, Corporate University and Business. Embedded Model, Snapshots of Training Practices: Training Facts and Figures, Training Investment Leaders etc.

**Unit II**

**(14 Hours)**

**Training Needs Analysis:** The Process and Approaches of TNA, Organizational Analysis, Requirements Analysis, Task, Knowledge, Skill, and Ability Analysis, Person Analysis, Team Work for Conducting Training Needs Analysis, TNA and Training Process Design, Output Of TNA, Focus on Small Business.

**Unit III**

**(14 Hours)**

**Training Design, Delivery & Evaluation:** Introduction: Training Design, Considerations in Designing Effective Training Programs: Selecting and Preparing the Training Site, Selecting Trainers, Program Design: Learning Environment, Pre-training Communication, Facilitation of Training with Focus on Trainee (Motivation of Trainee, Reinforcement, Goal setting). **Transfer of Training:** Conditions of Transfer, Facilitation of Transfer with Focus on Organization Intervention (Supervisor Support, Peer Support, Trainer Support, Reward Systems, Climate etc.) Training Methods, Implementation and Evaluation of Training Programme, Training Aids.

**Unit IV**

**(14 Hours)**

**Employee Development, Career Management and Future of T & D:** Approaches to Employee Development, The Development Planning Process, Companies Strategies to Provide Development, Types of MDP's, EDP's/Seminars and Conferences, Symposia. **Career Management:** Traditional Career vs. Protean Career, Models of Career Development, Problems in Career Development.

**Suggested Readings:**

1. Blanchard, P. N., Thacker, W. J., & Anand Ram, V. (2015), Effective Training: Systems, Strategies and Practices, Pearson India Ltd.
2. Lynton, R.P, Pareek U (2011), Training for Development, Sage Publication.
3. Raymond Noe, A. (5<sup>th</sup> Ed. 2012), Employees Training and Development, Mc GrawHill Education.
4. O'Connor, Browner & Delaney (2003), Training for Organizations, Thompson Learning Press (now Cengage Learning).
5. Balakrishnan Lalitha, Ramachandran (1<sup>st</sup> Ed. 2015), Training and Development,, Vijay Nicole Imprints Pvt. Ltd.
6. Robins P. S., (6<sup>th</sup> Ed. 2015), Training in Interpersonal Skills, Pearson Education.

Page 52 of 66

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 319: Industrial Relations and Labour Laws**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** The management of employees, both individually and collectively, remains a central feature of organizational life. This course is an attempt to understand the conceptual and practical aspects of employee relations at the macro and micro levels.

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction to Industrial Relations:** concept of Industrial Relations, background to Industrial Relations, Evolution of Industrial Relations in India, Dynamic Context of Industrial Relations: Globalization and the National Economy, Responses to Competitive Pressures, Actors in Employee Relations: Management, Unions and the State. Role of Trade Union in Industrial Relations.

**Unit II**

**(14 Hours)**

**Industrial Relations Laws: Trade Union (TU) Act, 1926:** Objective, Central TU Organizations in India, Definitions, Registration of TU's, Certificate of Registration, Minimum Requirement about Registration of a TU, Cancellation of Registration, Appeal, Features of Registered TU, Rights & Liabilities of Registered TU, General Funds, Separate Funds for Political purposes, Immunity from Punishment for Criminal Conspiracy & Civil Suits, Right to Inspect books of TU, Right to Minor's membership of TU. **Industrial Disputes (ID) Act, 1947-I:** Definition, Objective, Types of ID's, Authority, Prohibition of Strikes & Lock-outs, ID Resolution Mechanism, Settlement without State Intervention viz. Collective Bargaining and Voluntary Arbitration, Settlement under the Influence of State, Adjudication in India, Tripartite Bodies at State Level, **The Minimum Wages Act 1948:** Definitions, Fixation & Revision of Min. Wages, Procedure for fixing & revising Min. wages, Safeguard on payment of Min. wages, Rates of Overtime, Wages for worker who works less than normal working day, Wages for two or more classes of work, Min. Time Rate Wage for Piece Rate Work, Amount of Compensation, Malicious or Vexatious Application. **The Payment of Gratuity Act, 1972:** Objective of the Act, Payment of Gratuity viz. Compulsory Insurance of Employer's Liability for Gratuity and Recovery of Gratuity, Cognizance of Offence, Protection of Gratuity against Attachment.

**Unit III**

**(14 Hours)**

**Introduction to Labour Legislation: Labour Laws:** Concept, Origin, Objectives and Classification, International Labour Organization: International Labour Organization, The State: Our Constitution. **The Indian IR framework:** The role of the state in Indian IR Regulatory and Participative bodies, Indian Constitution and Labour Legislations, Labour Policy, Contemporary Issues in Industrial Relations: Industrial Relations in the emerging scenario, The Future Trends.

**Unit IV**

**(14 Hours)**

**Laws on Working Conditions: The Factories Act, 1948:** Health, safety and welfare - hours of work - holidays and leave with pay - employment of women and children inspection and regulation. **The Mines Act, 1952:** Definition, Section 3 (a) (b), Inspectors & Certifying Surgeons, Committees, Mining Operations and Management of Mines, Provisions as to Health & Safety, Hours & Limitation of Employment, Leave with Wages. **Child Labour (Prohibition and Regulation Act, 1986):** Objective of the Act, Constitutional Provision, Prohibition of Employment of Children in certain Occupation and Process, Regulation, Judicial View. **The Employees Provident Fund (EPF) Act 1952:** Exempted Establishments, Employee Family Pension Scheme, Employees' Deposit Linked Insurance Scheme, Mode of Recovery of Money due from Employers, Protection against Attachment, Priority of Payment of Contribution over other Debts, Employer not to Reduce Wages etc., Liability in Case of Transfer of Establishment.

**Suggested Readings:**

1. Subba Rao P - Human Resource Management and Industrial Relations.
2. Srivastava, S.C. - Industrial Relations and Labour Laws (English) (6th Revised Edition 2012), Vikas Publishing
3. Monga, M. L. 1983. Industrial Relations and Labour Laws In India, Deep & Deep, (1<sup>st</sup> edition 1983) Delhi, India.
4. V.V. Giri : Labour Problems in Indian Industry (1<sup>st</sup> edition 1973)
5. G.C. Hallen : Dynamics of Social Security in India
6. The Indian Factories Act, 1948

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 317: Advertising and Brand Management**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** To familiarize students with advertising and brand management principles.

**Course Contents**

**Unit I**

**(14 Hours)**

Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising, Place of advertising in Marketing Mix, Indian advertising industry, copy writing.

**Unit II**

**(14 Hours)**

**Advertising media:** different types of media, function, merits and demerits of media, selection of media and its vehicles; **Advertising budget:** Objectives, preparation and methods of advertising budget; **advertising agency:** function, selection and compensation.

**Unit III:**

**(14 Hours)**

**Brand-concept:** Nature and Importance of Brand; Types of brands , Strategic Brand Management Process;, Brand Identity perspectives, Concepts and Measures of Brand Equity, Brand Loyalty, Measures of Loyalty, Branding strategies – product ,line , range and umbrella branding.

**Unit IV**

**(14 Hours)**

**Brand Positioning:** Concepts and Definitions, 3 Cs of positioning, Brand positioning and differentiation strategies, Repositioning, Celebrity Endorsements, Brand Extension; Managing brands over time, Brand reinforcement , brand revitalization, managing global brands ,Branding in different sectors.

**Suggested Readings:**

1. Belch, G. E., Belch, M. A. and Purani Keyoor (9<sup>th</sup> Ed. 2013), Advertising and Promotion, McGraw Hill Education.
2. Jethwaney Jaishri, Jain Shruti (2012), Advertising Management, Oxford University.
3. Kelley Larry, Sheehan Kim, Jugenheimer Donald W. (2015), Advertising Media Planning, Routledge.
4. Moriarty Sandra, Mitchell Nancy D., Wells William D, (2014), Advertising & IMC: Principles and Practice, Pearson Education.
5. O'Guinn Thomas C., Allen Chris T., Semenik Richard J. (2011), Advertising and Integrated Brand Promotion, South-Western.
6. Larry Percy, Richard Rosenbaum-Elliott (Author) (2012), Strategic Advertising Management, Oxford University Press.



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 315: Sales and Distribution Management**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objective:** The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

**Course Contents:**

**Unit I (14 Hours)**

**Introduction to Sales Management:** Scope and Importance; The Evolving Face of Personal Selling; Personal Selling Process and Approaches; Sales Organization Structure; Sales Strategies, Sales Forecasting; Sales Territory Design.

**Unit II (14 Hours)**

**Sales Force Management:** Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Sales Quotas: Evaluating Sales Performance; Information Technology in Sales Management;

**Unit III (14 Hours)**

**Distribution Planning and Control:** Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products: Wholesale and Retail Structure, Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Ethical and Legal Issues in Sales and Distribution Management in Indian context.

**Unit IV (14 Hours)**

**Distribution System and Logistics:** Physical Distribution System –Objectives and Decision Areas; Customer Service Goals; Logistics Planning; An overview of Transportation, Warehousing and Inventory Decisions; Efficient Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

**Suggested Readings:**

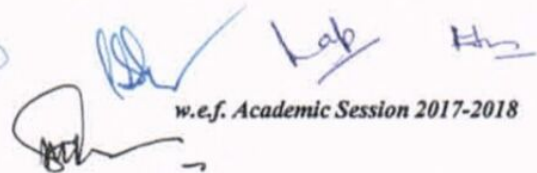
1. Still, K.R., Cundiff, E.W & Govoni, N.A.P (6<sup>th</sup> Ed.,2014). Sales Management. Pearson Education, New Delhi.
2. Spiro R. (12<sup>th</sup> Ed. 2015) Management of a Sales Force, McGraw Hill Education.
3. Jobber, David and Lancaster, Geoffery (9<sup>th</sup> Ed.,2012), Selling and Sales Management, Pearson Education, New Delhi
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (1<sup>st</sup> Ed.,2015), Sales Management:, Pearson Education, New Delhi
5. Panda, T.K. and Sahadev, S (2<sup>nd</sup> Ed.,2012) Sales and Distribution Management, Oxford University Press, New Delhi.
6. Havaladar, K K. and Cavale, VM. (2<sup>nd</sup> Ed.,2011), Sales and Distribution Management: Text and Cases, McGraw Hill Education.



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Guru Gobind Singh Indraprastha University  
Sector-16C, Dwarka, New Delhi-110078



w.e.f. Academic Session 2017-2018



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF COMMERCE (Hons.)**

**BCOM 313: Financial Markets and Institutions**

**L-4 T/P-0**

**Credits-4**

**External Marks: 75**

**Objectives:** To familiarise the students with components of Indian financial system and major institutions.

**COURSE CONTENT**

**Unit I** **(14 Hours)**  
**Financial System:** components, features, financial system and economic development.

**Unit II** **(14 Hours)**  
**Financial Markets:** Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary, financial market instruments.

**Unit III** **(14 Hours)**  
**Financial Institutions:** Indian banking industry- RBI, commercial banking, features, instruments, recent developments; Development Financial institutions (DFIs): overview and role in Indian economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

**Unit IV** **(14 Hours)**  
**Financial Services:** Merchant banking, underwriting, Housing finance, leasing, venture capital, hire purchase, factoring.

**Suggested Readings:**

1. Khan, M.Y., (9<sup>th</sup> Ed. 2015), Indian Financial System, McGraw Hill Education.
2. N. K. Gupta (Author), Monika Chopra (1<sup>st</sup> Ed. 2013), Financial Markets, Institutions & Services, Ane Books Pvt. Ltd.
3. Meir Kohn (2<sup>nd</sup> Ed. rep. 2013), Financial Institutions and Markets, Oxford University Press.
4. Bhole, L.M., and Mahakud, Jitendra (5<sup>th</sup> Ed. 2009), Financial Institutions and Markets, McGraw-Hill Education
5. Frederic S Mishkin (Author), Stanley Eakins (8<sup>th</sup> Ed. 2014), Financial Markets and Institutions, Prentice Hall.
6. Pathak Bharati (4<sup>th</sup> Ed. 2014), Indian Financial System, Dorling Kindersley.



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

**BBA 205: Business Ethics and Corporate Social Responsibility**

**L-4, T/P-0,**

**Credits: 04**

**External Marks: 75**

**Objective:** 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 Vadanta 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.

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

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

**L-4, T-0,**

**BBA-206 Research Methodology  
Credits: 04**

**External Marks: 75**

**Objective:** 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, (2<sup>nd</sup> Ed, 2016), Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S. (11<sup>th</sup> Ed.,2012), Business Research Methods, McGraw Hill Education.
3. Kumar, Ranjit, (4<sup>th</sup> 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, (7<sup>th</sup> Ed.,2013), Statistics for Management, Pearson Education.
6. Beri, G.C., (5<sup>th</sup> Ed.,2013), Marketing Research, McGraw Hill Education.

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32

w.e.f. Academic Session 2017-2018



**BBA-307 Entrepreneurship Development**

**L-4 T-0**

**Credits –4**

**External Marks: 75**

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

**Course Contents**

**Unit I**

**(14 Hours)**

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

**Unit II**

**(14 Hours)**

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

**Unit III**

**(14 Hours)**

**Entrepreneurial Behaviour:** Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho- theories, Social responsibility.

**Entrepreneurial Development Programmes (EDP):** EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

**Unit IV**

**(14 Hours)**

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

**Suggested Readings:**

1. Charantimath, (8<sup>th</sup> Ed.,2014), Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E. (1<sup>st</sup> Ed. 2015), Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Balaraju, Theduri, (2012), Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
4. David, Otes, (2014), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
5. Kaulgud, Aruna, (2012), Entrepreneurship Management, Vikas Publishing House, Delhi.
6. Chhabra, T.N. (2014), Entrepreneurship Development, Sun India.

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

**BBA 303: Production & Operations Management**

**L-4, T-0**

**Credit -4**

**External Marks: 75**

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

**Course Contents**

**Unit I**

**(14 Hours)**

**Introduction:** Definition, Objectives, Scope and Functions of Production & Operations Management, Types of Production Systems, Transformation Process Model, Systems Perspectives of Operations Management, and Relationship of Operations Management with Other Functional Areas.

**Production Planning and Control:** Objectives, Importance, Levels and Procedures of Production Planning and Control.

**Production Design and Development:** Product Design, Factors determining the Design of a Product, Approaches to Product Design, Product Development Process, and Factors influencing Product Development.

**Unit II**

**(14 Hours)**

**Plant Location and Layout:** Factors affecting for location, criteria of site selection, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting for plant layout, Types of layouts-Process, Product and Fixed position layout, Problems in Facility Layout.

**Purchasing and Material Management:** Objectives and Importance of Material Management, Organisation of Material Management, Factors responsible for providing economy in Material Management, Steps in purchasing procedure, and Methods of Purchasing.

**Unit III**

**(14 Hours)**

**Inventory Management & JIT:** Inventory management and analysis, Inventory Control, Essentials of a good Inventory Control System, Factors affecting Inventory Control Policy, Models / Methods of Inventory Control- EOQ, Re-order Level, ABC analysis, VED analysis, SDE analysis, HML analysis and FSN analysis. Just in Time Implementation Requirements.

**Quality Management Systems and TQM:** TQM, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka-Yokes, ISO (9000&14000 Series), and Six Sigma (Introductory aspects only).

**Unit IV**

**(14 Hours)**

**Plant Maintenance:** Importance of Maintenance Management, Types of Maintenance- Breakdown, Preventive, Predictive, Routine and Planned Maintenance.

**Emerging Concepts and Issues in Manufacturing Systems:** IT in Modern Production Management, Supply Chain Management, CAD / CAM Systems, ERP in Manufacturing Systems (Introductory aspects only).

**Suggested Readings:**

1. Kale S. (1<sup>st</sup> Ed. 2013) Production and Operation Management, McGraw Hill Education
2. Mahadevan, B. Operation Management: theory and practice, (2<sup>nd</sup> Ed., 2015), Pearson Education India..
3. Chary, S. N., (5<sup>th</sup> Ed., 2012), Production and Operation Management, McGraw Hill Education.
4. Panneerselvam R. (3<sup>rd</sup> Ed., 2012), Production and Operation Management, Prentice Hall,
5. Chase R.B. (14<sup>th</sup> Ed. 2014), Operations and Supply Chain Management, McGraw Hill Education.
6. Stevenson W. J (11 Ed. 2015). Operations Management, McGraw Hill Education.

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39  
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