



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

CRITERIA 1.1.1

1.1.1 - The Institution ensures effective curriculum delivery through a well planned and documented process.

Supporting Documents Include:

1. GGSIPU Academic Calendar for the academic year 2023-24
2. Activity Calendar JIMS for the academic year 2023-24
3. Student Handbook for the academic year 2023-24
4. Orientation Session (notice and report) for the academic year 2023-24
5. Master Time Table for the academic year 2023-24
6. Extra Class Time Table for the academic year 2023-24
7. MQAR for the academic year 2023-24
8. Lesson Plan for the academic year 2023-24
9. Syllabus BBA/BCOM Program Structure for the academic year 2023-24
10. Presentation PPT Sample and Analysis for the academic year 2023-24
11. Quiz Sample and Analysis for the academic year 2023-24
12. Continuous Internal Evaluation Calendar for the academic year 2023-24
13. CT 1 Schedule and Award sheet for the academic year 2023-24
14. Assignment for the academic year 2023-24
15. Slow Advance Learners evaluation for the academic year 2023-24
16. Library Handbook for the academic year 2023-24
17. Faculty Load for the academic year 2023-24
18. Mentor Mentee System for effective curriculum transaction for the academic year 2023-24

ACADEMIC CALENDAR

Assessment year 2023-24



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ACADEMIC CALENDAR FOR ACADEMIC SESSION 2023-24

(For all programmes covered by Ordinance 11
(University Schools of Study & Affiliated Institutions))

S. No.	ODD SEMESTER 2023-24	DURATION	
		From	To
1	Imparting of instructions and/ or laboratory work including continuous evaluation by teachers, semester end lab/ practical/ term paper evaluation/NUES etc. Odd Semester (Third, Fifth Semester) (18 weeks duration, with 5 days working)	21.08.2023 (Monday)	22.12.2023 (Saturday)
2	Admission Cycle	Mid-August 2021	End of September 2023
	Classes for First Semester	21.09.2023 (Thursday)	22.12.2023 (Saturday)
3	Anugoonj Prelims	05.10.2023 (Thursday)	10.10.2023 (Tuesday)
4	Sports Meet	19.10.2023 (Thursday)	21.10.2023 (Saturday)
5	Preparatory Leave	23.12.2023 (Saturday)	29.12.2023 (Friday)
6	Term End Examination	30.12.2023 (Saturday)	17.01.2024 (Wednesday)
7	Winter Vacation	18.01.2024 (Thursday)	24.01.2024 (Wednesday)

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S. No.	EVEN SEMESTER 2023-24	DURATION	
		From	To
1	Imparting of instructions and/ or laboratory work including continuous evaluation by teachers, semester end lab/ practical/ term paper evaluation/NUES etc. Odd Semester (Third, Fifth, Seventh & Ninth Semester) (18 weeks duration, with 5 days working)	25.01.2024 (Thursday)	29.05.2024 (Wednesday)
3	Anugoonj Finals	08.02.2024 (Thursday)	10.02.2024 (Saturday)
5	Preparatory Leave	30.05.2024 (Thursday)	05.06.2024 (Wednesday)
6	Term End Examination	06.06.2024 (Thursday)	26.06.2024 (Wednesday)
7	Summer Vacation	27.06.2024 (Thursday)	31.07.2024 (Wednesday)

Important Notes:

- Term End Examinations' schedules for various programmes shall be notified by Controller of Examinations (I).
- The concerned Deans/Directors are advised to conduct minor examination as per provision under Clause 10.5 (i) of Ordinance 11.
- To compensate for delay in the admission process (if any), the Deans of the Schools and Directors of the Centers may issue guidelines for conduction of classes on Saturdays.

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ACTIVITY CALENDAR

Assessment year 2023-24

Jagannath International Management School
Kalkaji, New Delhi

JIMS Main Activities Calendar
(August 2023- Dec 2023)

Sno	Date	Academic	Cultural	Co-Curricular Activities
August 2023				
1.	Thu 10 th Aug 2023			IIC: Session/Workshop on Business Model Canvas (BMC)
2.	Fri 11 th Aug 2023	Faculty Feedback – (1st and IVth Trimester Mid Review)		
3.	Mon 14 th August 2023		Independence Day Celebration	Azadi ka Amrit Mahotsav
4.	Tue 15 Aug 2023	Independence Day Holiday		
5.	Thu 17 th Aug 2023			BOSR Meeting
6.	Fri 18 Aug 2023			CII-YUVA Conclave
7.	Mon 21 st Aug 2023	Commencement /Orientation of Classes		
8.	Wed 30 Aug 2023	RAKSHA BANDHAN		
9.	Thu 31st Aug 2023			IIC: Workshop on Intellectual Property Rights (IPRs) and IP management for start up

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10.	Thu 31 th Aug 2023	Review of Faculty research Publications		
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September 2023				
11.	Fri 1 st Sep – Sat 30 th Sep 2023			Poshan Maah
12.	Mon, 4 th Sept, 2023			Grievance Redressal Committee Meeting
13.	Mon 04 Sep – Fri 15 Sep 2023		Swachhata Pakhwada	
14.	Tue 05 Sep 2023		Teacher's Day Celebration	
15.		JANMASHTAMI HOLIDAY		
16.	Sat 09 Sep 23	EDP		
17.	Tue 12 Sept 2023		World Ozone Day (Planting Programme)	
18.	Thu 14 Sept 2023		Hindi Diwas	
19.	Fri 15 th Sept. 2023			Entrepreneurship Cell Activity
20.	Tue 19 Sept 2023			IIC - Session on Angel Investing
21.	Thu 21 Sep 2023			Student Entrepreneurs and Entrepreneur Interaction (Incubation Centre)
22.	Fri 22nd Sept 2023	Faculty Feedback (All campuses)		

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23.	22 nd Sept 2023 & 23 rd Sept 2023 Friday & Saturday		Graduation Day	
24.	27 th September 2023 Wednesday	Committee Meetings – All Committee Incharge (Grievance, Anti Ragging and Internal Complaint		

		Committee) Intra-Campus Sports Day* Competition) (Prelims) (Cricket, Volleyball, Football, Table Tennis and Badminton)		
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25.	Thu 28 th Sept 2023	MILAD-UN-NABI HOLIDAY		
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26.	Fri 29 th Sept 2023	Faculty Feedback – except 1 st year		
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27.	Sat 30 th Sept 2023			Inter Campus Quiz Competition (KJ)
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October 2023				
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28.	Mon 02 Oct 2023	Mahatma Gandhi Jayanti		
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29.	Wed 04 Oct 2023		Swachh Bharat Abhiyan	
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30.	Thu 5 th Oct 2023			Celebration of Gandhi Jayanti Lecture on Gandhian Ideologies Founder's Day Hon'ble Chairman's Birthday Celebrations
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Pradeep Kumar
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31.	Mon 9 th – 19 th Oct 2023	Mid Term Exam IP Courses all Campuses		
32.	10 th October 2023 Tuesday			JIMS-JMC Debate Competition
33.	Wed 18 th Oct 2023			Entrepreneurship Cell Activity
34.	Thu 19 th			GGSIU

	October 2023 – 21-10-23			Sports Meet
35.	Sat 21 st 2023	Inter Campus Presentation Competition		
36.	Sat 22 Oct 2023		Green Diwali – Eco Club Activity	
37.	Tue 24 th 2023	Dussehra Holiday		
38.	25 th Oct - 31 st Oct 2023			Vigilance Week Grievance Redressal, Anti Ragging Committee Meeting
39.	Mon 30 th October 2023		Rashtriya Ekta Diwas	
November 2023				
40.	Sat, 4 th November 2023		Business Plan Competition (Intercollege)- (CII Yi YUVA)	
41.	Sat 11 Nov 2023	National Education Day		

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42.	Sun 12-14 Nov 2023	Diwali, Govardhan Puja, Bhai Duj		
43.	Fri 17 Nov 2023		Blood Donation Camp*	
44.	Fri 17-18 Nov 2023		Zest & Dandiya Festival	
45.	Thu 23 Nov 2023			Entrepreneurship Cell Activity
46.	Sat 25 Nov 2023		Constitution Day	
47.	Mon 27 th Nov	Guru Nanak Jayanti		
48.	Tue, 28 th Nov. Fri 1 st Dec 2023		Make up Exams IPU Courses	
December 2023				
49.	Mon 4 Dec 2023			Workshop on POSH (KJ)
50.	Tue 5 Dec 2023	Alumni Game Show		
51.	13 th December 2023 Wednesday	Committee Meetings – All Committee Incharge (Grievance, Anti Ragging and Internal Complaint Committee)		
52.	Fri 15 th – Sat 16 th Dec 2023	PTM		
53.	23-12 TO 29-12	Preparatory Leaves		
54.	Mon 25 Dec 2023	Christmas Day		
55.	30 Dec to 7 Jan 24	End Term Examination – IP Courses		
56.	30 th December 2023 Saturday			Annual Faculty & Staff Picnic (Tentative)

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57.	JANUARY 2024		
58.	18 th Jan Thur to 24 th Jan Wed	GGSIPU Winter Break	

Jagannath International Management School
Kalkaji, New Delhi

Main Activities Calendar
(Jan 2024- July 2024)

S. No.	Date	Academic	Cultural	MDP/Seminar
January 2024				
1	Wed Jan 3 2024	Commencement of IPU END Term Exams		
2	Sat 6 Jan 2024			Governing Body Meeting
3	Mon 8 Jan 2024			Workshop on Design Thinking, Critical thinking and Innovation Design – IIC Event
4	Fri, 19 Jan 2024		PIXELLENCE Workshop	
5	Sat 20 Jan 2024		Cloth Donation	
6	Sat 20 Jan to Wed 31 Jan 2024		Preparation of Anugoonj 2024	
7	Mon 22 Jan 2024	SQAR Completion Internal Yuva talent – CII Yuva Event	Photo Shoot	
8	Thur 25 Jan 2024	Commencement of Classes	Open Mic	
9	Thur 25 Jan 2024	Group Discusssion Relevance on the future of influencer marketing National Voter's Day Pledge		
10	Fri 26 Jan 24	REPUBLIC DAY		

Barbati Kumar
RS



11	Mon 29 Jan 2024	Mock Court Debate		
12	Mon 29 Jan 2024	GROUP DISCUSSION (CASE STUDY BASED)		
13	Tue 30 Jan 2024	Martyr Day	Fun Meet	Committee Meetings – All Committee Incharge

				(Grievance, Anti Ragging and Internal Complaint Committee)
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14	Mon 5 Feb to Sat 24 Feb 2024		Music Fest (Online Qualifiers)	
15	Tue 06 Feb 2024	Budget Session	PIXELLENCE Competition	
16	Wed 07 Feb 2024	BGMI – Battlegrounds Mobile India – Online		
17	Thu 08 –Sat 10 Feb 24		Anugoonj 2024 Anugoonj 2024 – IP Event	
18	Fri 9 th Feb 2024			Markethon (Marketing Club event)
19	Mon 12 Feb 2024			Marketing Resume Workshop
20	Tue 13 Feb 2024		Women's Day Video Skit	Field/Exposure Visit to Pre-incubation units such as Ideas Lab, Fab lab, Makers Space, Design Centers, City MSME clusters, workshops etc.
21	Thur 15 Feb 2024	Recruitment RHAPSODY Internship experience 3rd Year	Cleanliness Drive	
22	Fri 16 Feb 2024	Paradise (college event)	Fashion Show Poetry Competition	

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23	Tue 20 Feb 2024	Book Donation Drive		
24	Thu 22 Feb 2024	Catch-up Session	ARM WRESTLING Valorant - Online	
25	Tue 27 Feb	AQAR AND ISO		The Tank Tales(simply

	2024	AUDIT NGO Day	NGO Day The Tank Tales(simply salad)	salad)
26	Wed 28 Feb 2024	Mock interviews		Committee Meetings – All Committee Incharge (Grievance, Anti Ragging and Internal Complaint Committee, Research)
27	Sat 2 Mar 2024	Zest & Star Night– on Stage (campus events)		
28	Thu 07 Mar 2024		International Women's Day	
29	Fri 8, Mar 2024	MAHA SHIVARATRI		
30	Mon 11 Mar	Faculty Feedback Mock Stock Trading	Organize an Inter/Intra Institutional Innovation Competition/Challenge/ Hackathon and Reward Best Innovations	
31	Wed 13 Mar 2024	No Smoking Day		
32	Thur 14 Mar to Fri 15 Mar 2024		Music Fest Finale	
33	Fri 15 Mar 24	Speaker Session Plantation Drive		

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34	Sat 16 Mar 2024	GD		
35	Mon 18 Mar 24		Inter Campus Summer Training Project Report Competition	
36	Tue 19 Mar 24		Lippen Art HUMANE FEST	

37	Wed 20 Mar 24	Tech Day 2.0	Photowalk	The Tank Tales (twisting scoops)
38	Thu 21- Fri 22 Mar 2024	Turncoat Debate 2.0 Sanitary Pads Donation Drive		
39	Fri 22 Mar 2024	World Water Day		
40	Sat 23 Mar, 24		Holi Celebration	
41	Mon 25 th Mar 24	HOLI		
42	Thu 28 Mar 2024	Quiz Competition		
43	Fri 29 th Mar 2024	GOOD FRIDAY		
44	Thu 28 th Mar 2024		VOLLEYBALL AND BASKETBALL (INTER COLLEGE)	
45	Sat 30 Mar 2024	Convocation Event on different Profiles		

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46	Mon 1 Apr – Sat 6 Apr 2024	MT-1 All Campuses		
47	Thu 4 Apr 2024	GD on “Old vs. New income tax regime”		
48	Fri 5 Apr 2024	Alumni Speaker Session		
49	Thur 6 Apr 2024	World Health Day		
50	Mon 8 Apr 2024	Students Feedback	Swachhta Abhiyan	Review of Faculty and students’ research Publications

51	Wed 10 Apr 2024	IPL AUCTION	Qaafila Workshop	
52	Thu 11 Apr 20 24	ID-UL-FITR		
53	Mon 15 th Apr 2024	BR Ambedkar Jayanti Celebration		Seminar on soft skills
54	Mon 15 Apr 2024	Session on “How to plan for Start-up and legal & Ethical Steps”		SEMINAR – HR Club
55	Tue 16 Apr 2024		Riddle Tracing Game	
56	Wed 17 Apr 2024		Photowalk	
57	Wed 17 Apr 24	RAM NAVAMI		
58	Thu 18 Apr 20 24	Road Safety Workshop – CII Yuva Event		
59	Fri 19 Apr 2024			Workshop Liver Day Seminar
60	Sun 21 Apr 24	MAHAVIR JAYANTI		
61	Tue 23 April 2024	Guest Lecture		
62	Wed 24 Apr 2024		BRILHAR’24	
63	Thur 25 Apr 2024		Tekken	

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64	Mon 29 Apr 2024		Offline Dance Competition	Seminar on naukri Profiling
65	Mon 29-Tue 30 Apr 2024	Faculty Feedback		
66	Fri 3 May 2024	Press Freedom Day		
67	Tue 7 May 2024	Debate on "Investment in Physical Assets Vs. Gold Bonds"	Karaoke Day	Seminar on a career in marketing

68	Wed 8 May 2024	Debate on growing social reforms		
69	Fri 10 May 2024	THE OFFICE – HR Event		Seminar on personal Branding
70	Mon 13 – Sat 18 May	MT-II IP COURSES		
71	Tue 14 May 2024	Mother's Day		
72	Wed 15 May 2024		PIXELLENC Competition	
73	Fri 17 May 2024	SESSION BY AN ATHLETE	Pottery making	
74	Sat 18 May 2024	COLLAB WITH ANOTHER SOCIETY		
75	Mon 20 May 2024	Organize an Inter/Intra Institutional Business Plan Competition and Reward Best Innovations.		The Tank tales (neomotion)
76	Tue 21 May 2024	Cleanliness Drive		
77	Fri 24 May 2024		Dress Sketching Competition	
78	Tue 28 May 2024	Orphanage Day		

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79	Wed 29 May 2024	Catch-up Session		
80	Thu 30 May 2024	Internship drive		
81	Thu 30 May- Sat 1 Jun 2024	PTM		
82	Mon 3 Jun 2024	Wazir – HR Event		Session/ Workshop on Business Model Canvas (BMC)
83	Tue 04, Jun 2024			Seminar on “Valuation of Mergers and Takeovers”
84	Thur 6 Jun 2024	End Term Exam		
		IP University		
85	Wed 5 Jun 2024		World Environment Day	
86	Tue 11 Jun 2024	Catch-up Session		
87	Wed 12 Jun 2024		TABLE TENNIS AND BADMINTON (INTER COLLEGE)/YOGA DAY	
88	Wed 12- Mon 17 Jun 2024	Make up Exam (IP Courses) 2 nd & 3 rd Year		
89	Thur 13 Jun 2024			Health care workshop – CII Yuva Event
90	Fri 14 Jun 2024		Face Painting Event	
91	Sat 15 Jun 2024	Placement Drive Mock Debate Session		
92	Tue 18 Jun 2024	Father's Day	Art exhibition Intra Qaafila	
93	Sat 22 Jun 2024	Poshan Mah	Online Dance Competition	
94	Wed 26 Jun 2024	Faculty Feedback AD MAD 2.0	International Day against Drug Abuse and Illicit Trafficking	

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95	Fri 28 Jun 2024	Resume making	PIXELLENCE Workshop	
96	Fri 28 th Jun 2024	Food Donation Drive		
97	Mon 1 Jul 2024	SKILL SLAM - HR Event Doctor's Day		
98	Mon 07 th July 2024	Group Discussion Debate Ethics		
99	Sun 07- Thur 11 Jul 2024	Employers' Feedback		
100	Thur 11 July 2024	NGO Visit		
101	Sat 13 July 2024			Menstrual Hygiene Seminar
102	Tue 16 Jul 2024		PIXELLENCE Competition	
103	Thur 18 Jul 2024	Quiz on Influencer Marketing Linkedin Building		
104	Fri 19 Jul 2024		Photo Shoot	
105	Fri 26 Jul 2024	Kargil Vijay Diwas		
106	Sat 27 Jul 2024		CYPHER DANCE	
107	Wed 31 Jul 2024	SQAR Completion How to find Summer Internship		

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STUDENT MANUAL
Assessment year 2023-24

Student Manual 2023-24



Jagannath Memorial Education Society

Jagannath Gupta Memorial Educational Society, a registered non-profit organization, was established in 1997. The JIMS Group of higher educational institutions has come a long way. In pursuance of its belief that standard of living can be improved through Quality Education, the society has been imparting high quality professional education for the past 19 years in Delhi-NCR and Jaipur. It has already set up a good number of quality educational Institutes and is making efforts to establish itself across the country.

Jagannath International Management School



JIMS Kalkaji is a premier institution imparting best in class education in Delhi. The institute is known to have a pool of professionally qualified, skilled academicians and industry experts to meet the growing needs of trade and the industry. As an Institute of excellence in the fields of business management, JIMS has always strived to rework the curriculum in consonance with the changing needs of the corporate world. Regular interaction with leaders in business and academics has helped the institute in achieving the goal of moving ahead of time. The standards it has set for the quality of its courses and programs and the delivery system adopted, have enabled the institute to attract students from across the country.

Our cultural statement is clearly expressed in our core values. These defining values express the way our employees and students conduct themselves at all times. These values are now drawing our operations including admission, hiring and alumni relations. All our above processes are free of bias with regard to gender, language, region, religion etc.

Our Vision

We visualize JIMS as an institute of higher academic learning known for its total commitment to excellence in management and professional education, research and consultancy with a holistic concern for quality of life, environment, society & ethics.

Our Mission

To serve society and improve the quality of life by imparting high quality education in management and professional courses, providing training and development services, fostering research, giving consultancy services to industry and disseminating information through publication of books, journals and magazines.

Core Values

- Integrity and Ethics
- Transparency and Accountability
- Innovative Learning and Development
- Entrepreneurship and Diversity
- Social Responsibility and Environment

The undergraduate programs of the institute are affiliated to Guru Gobind Singh Indraprastha University (GGSIU), Delhi. The institute is approved under section 2(f) of UGC Act 1956. It has been categorized under A+ Category by the State Fee Regulatory Committee and by the Joint Assessment Team of the Government of NCT of Delhi and Gobind Singh Indraprastha University. Our excellence lies in the superior attributes like accreditation by National Board of Accreditation (NBA) and National Assessment and Accreditation Council (NAAC). The institute follows quality standards as per the international quality certification ISO 9001:2015.

The institute features amongst the top 15 Business Schools across the country and holds 7th rank among the business schools of North India by Global Human Resource Development Centre (GHRDC) for the year 2021. It has been ranked among the top 25 Business schools across India by Outlook ICARE and India Today for the year 2021

Chairman's Message



The Institute was founded in 1997 with a clear vision that in the foreseeable future it would evolve into a world-class business school recognized for its commitment to high-powered quality education and research. We are committed to developing outstanding professionals and entrepreneurs who exemplify humanistic values and are socially responsible. We strive to create and disseminate practitioner-oriented knowledge that will uplift the society

The current global economic slowdown is driving India to rethink strategies, reassess agendas and revisit several of the long-standing rules of the game. Leadership is being stretched for direction and results; management is being tested for fortitude and having a balanced head-on-shoulders approach to keep the momentum going. As the business world gets more complex, B-School recruits will need to be equipped with new skills-sets, innovative ideas and a heightened mental toughness to sail through the current corporate turbulence.

In order to keep pace with the velocity of change and thrive in an uncertain environment our management school has already shifted gears to a mode of mastering change. It has launched several strategic initiatives, both at the macro and micro levels, to ensure that student's overall development is in tune with the present demands and expectations of industry.

Our strategic focus in future will address areas of curriculum design, mentoring, live projects, advanced statistical software training, international summer internships, soft skills development, stress management and Emotional Intelligence learning.

These initiatives will focus on developing student competencies in dealing with global complexity, emerging technologies and dynamics of socio-cultural diversities. I am confident that our "high value adding" initiatives will help create tomorrow's skilled leaders as value is all about upskilling individuals and contributing to business results.

Dr. Amit Gupta
(Chairman)

Academic Development

Jagannath International Management School Kalkaji offers two undergraduate programs BBA and B. Com (H) affiliated to Guru Gobind Singh Indraprastha University. Each of these programs run in two shifts with an intake of 60 students in each.

Bachelors in Business Administration (BBA)

The BBA Program offered by JIMS aims at stimulating the student's intellectual ability and inculcates entrepreneurship and management skills through an appropriate blending of business and management education. The course is intended to provide a strong foundation to students in all the major streams of management with the knowledge and competence in the field of business and management to pursue a professional career. The BBA course is a three-year degree program divided into six semesters. The program is career oriented in its design, course and structure. The institute has roped in the latest technology to facilitate the teaching-learning process. The emphasis is more on imparting practical experience along with theoretical pedagogy ensured through regular practical assignments, live projects, personality development sessions, corporate internships, guest lectures, industrial visits, workshops and seminars.

It provides an opportunity to the students to explore the real corporate world by facilitating their placements after successful completion of the BBA course. There are 140 credits dispersed along the six semesters of the 3-year long BBA program. Students are required to earn a minimum of 132 credits to be eligible for the degree.

Bachelors of Commerce (B.Com(H))

The B. Com (Hons.) program offered by JIMS is a specialized program designed with a distinct focus on specialization in the field of commerce. This program aims at instilling conceptual knowledge on accounting, finance, trade, e-commerce and International Business and practical understanding to equip students to manage businesses and organizations in this dynamic business environment. This program prepares students to drive and face the challenges of tomorrow. This program helps in shaping the understanding of the students on the changing nature of the economy, policy frameworks and strategies needed to be administered in an organization's globally oriented environment. The objective of the course is to equip the students with domain knowledge of commerce and accounting principles applied to contemporary business practices through financial planning, decision-making and control in organizations. It provides an opportunity to the students to explore the real corporate world by facilitating their placements after successful completion of the B. Com (H) course. There are 148 credits dispersed along the six semesters of the 3-year long B. Com (H) degree program. Students are required to earn a minimum of 140 credits to be eligible for the degree.

Examination

The students are required to maintain minimum 75% attendance, failing which the Institute has the right to detain him/her from the university exams.

The midterm test is conducted as per the academic calendar provided by GGSIPU. Examination and evaluation documents like date sheet, attendance sheet, award list, seating plan are directly generated from the ERP system of the Institute. The marks are allotted and displayed on ERP. A scheme of makeup exams is also planned and conducted for students who have missed Midterm examination due to medical emergencies.

In case of queries regarding internal examination or internal evaluation, the student may approach the course faculty for the solutions. Further, the course faculty can connect with the class coordinator and the exam department to provide timely assistance to the student's grievances.

The queries related to end term examinations, results, corrections in mark sheets, and other certificates issued by university are handled at GGSIPU results/examination department after forwarding such queries through the college examination department. In case of grievance, students are allowed to apply for revaluation and recounting by paying necessary processing fees to the University as per the GGSIPU examination policy.

The faculty invigilating shall have the power to detain a student from the examination in which he/she is detected to be using unfair means. All such cases should be brought to the notice of the Discipline committee along with all the supporting evidence. The decision of the committee shall be considered final and binding.

Code of Conduct

Each student shall conduct himself/herself in a manner befitting his/her association with an Institute of national importance. He/she is expected not to indulge in any activity which is likely to bring down the prestige of the Institute. He/she should also show due respect and courtesy to the teachers, administrators, officers and employees of the Institute, and good neighborly behavior to fellow students. Due attention and courtesy is to be paid to visitors to the Institute.

Lack of courtesy and decorum, unbecoming conduct (both within and outside the Institute), willful damage and/or removal of Institute property or belongings of fellow students, disturbing others in their studies, adoption of unfair means during examinations, breach of rules and regulations of the Institute, noisy and unseemly behavior and similar other undesirable activities shall constitute violation of the Code of Conduct for students.

Ragging in any form is strictly prohibited and considered a serious offence and violation of the code of conduct. Involvement of a student in ragging may lead to his/her expulsion from the Institute.

Violation of the Code of Conduct shall invite disciplinary action which may include punishment such as reprimand, disciplinary probation, fine, debarring from examinations, withdrawal of scholarship and/ or placement services, withholding of grades and/or diploma, cancellation of registration and even expulsion from the Institute.

Student Development

“Passion is energy, feel the power that comes from focusing on what excites you.”

- Oprah Winfrey

We believe that every passion and interest is worth exploring. The student clubs and societies have been formed to provide opportunities to students, to explore their passion and learn as part of a community that is bound together by shared interests. JIMS Kalkaji offers diversified range of extracurricular activities, meeting a variety of student interest

Student Council

JIMS Kalkaji has an active student council which gives a platform to the students to showcase their leadership and team building skills. Student council act as an umbrella body for all the clubs and committees on campus. The Council will assist all clubs and committees on campus with their functioning and conducting of various other activities.

Student Clubs/Societies

Finance Club - FINATIX:

The Finance club is a career focused club formed with an objective to provide a platform for practical understanding of financial knowledge through simulation of real-world scenarios. The club activities are carried out to sharpen the financial skills of the students to make them corporate ready.

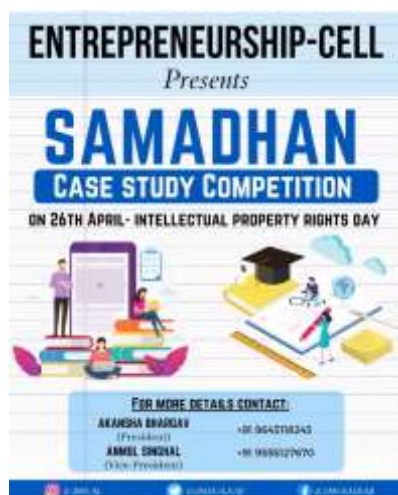
Rotaract-NSS Club - PRAYAAS:

The NSS/Rotaract club of JIMS Kalkaji was formed with a motto of 'NOT ME BUT YOU'. This expresses the essence of democratic living and upholds the need to appreciate the other person's point of view first and to show consideration for fellow human beings. The club sensitizes students toward various pressing issues of the society and offers a platform to contribute towards the society. It inculcates the students with human values and makes them a socially responsible citizen of the country. Numerous activities are carried out through this club in the form of Nukkad Nataks, donation drives, skits, education drives, rallies, awareness campaigns and more.



Entrepreneurship/CII Club - PRAYOGSHALA:

The entrepreneurship club functions with an aim to induce and enhance the entrepreneurial abilities among students. It gives an opportunity to students to use their creativity and innovative abilities and generate out of the box ideas in accordance with the changing business environment. It gives a platform to students to build an ability to identify opportunities that can be exploited and prepare for the upcoming threats.



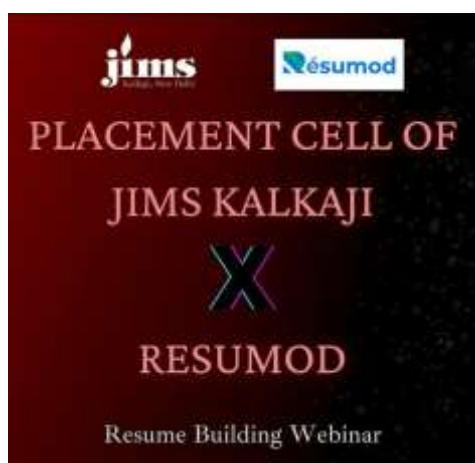
Photography Club- PIXELLENCE:

The photography club, aims to create a pool of photography enthusiasts and enhance their photography skills by acquainting them with the basic knowledge of photography techniques. Club Activities like photography competitions, photo walks, webinars involve a combination of indoor and outdoor opportunities for hands-on experience. Students are encouraged to explore this exciting side of the visual arts.



Placement Club - ACE

The placement club, functions towards developing students for corporate jobs. This club aims to establish strong and sustained corporate relations. This club plays a crucial role in locating job opportunities for students passing out from the college by keeping in touch with reputed firms and industrial establishments. It provides opportunities to enhance the interpersonal and communication skills of the students. The clubs make its efforts in conducting activities to build the necessary skills amongst students from the first year itself.



Marketing Club:

The Marketing club was initiated with a prime focus on building and enhancing marketing skills among the students. The club organizes activities which provide an opportunity to the students to understand and apply the important marketing concepts like marketing plans, segmenting, targeting, promotion. These activities aim to offer the budding marketers of the institute with all-round development opportunities.

Cultural Club – KAAFILA – ZAAHIR - AWAAZ:

The inculcation of moral and aesthetic values with the amalgamation of talent and indigenous culture are a huge challenge for any community. The cultural Club of JIMS Kalkaji believes in the preservation of this immaculate heritage. It aims to encourage students' interest, participation and responsibility by providing social, cultural and recreational activities for the college community. Keeping this in mind the College has different groups which give students an opportunity to demonstrate and develop their talent in the fields of music, dance, and other fields of culture, giving a boost to their physical and mental health.



Co-Curricular Club- COMMUNICON:

COMMUNICON, the co-curricular club of JIMS Kalkaji, functions to bring together students from diverse opinions to express their views, thoughts and perspectives on specific issues through debates, Quiz, Presentations, competitions and more. The club aims to develop the interpersonal skills and awareness of students on vivid aspects of the society, economy, world and more.



jims Kalkaji, New Delhi

Co-Curricular Society of
Jims, Kalkaji- Communicon

presents

**INTER COLLEGE
ARTICLE WRITING
COMPETITION**

WORD LIMIT - 500-800 WORDS

FREE REGISTRATION

DATE OF THE EVENT :- 1st SEPTEMBER 2021

For any queries contact -
Saami Naseer - President - +91 78380 02307
Kritika Maini - Vice President - +91 9818535321

Faculty Coordinator-
Dr. Niti Saxena
Bhawna Thakran

Email id - communicon00@gmail.com




jims Kalkaji, New Delhi

Co-Curricular Society of
JIMS, Kalkaji- COMMUNICON

Presents -

**BusiQuiz
BUSINESS QUIZ**

Registration Fees- Rs 50
Paytm- 7838002307 (Saami Naseer)

Date- 12 June, 2021

Participation certificate to all the participants.

Cash prize for first position

For Further Queries,
Contact:
Saami Naseer- 7838002307
Harsh Sharma- 8800017504
Email Macroon- 990544104

Faculty coordinator-
Dr. Niti Saxena
Ms Bhawna Thakran
Email id- communicon00@gmail.com



jims Kalkaji, New Delhi

CO-CURRICULAR SOCIETY OF JIMS KALKAJI
COMMUNICON

presents

ROCK & REEL'21

REGISTRATION FEE - ₹20/-

PAYMENT DETAILS-

PAYTM - SAAMI NASEER - +91 78380 02307
GOOGLE PAY - M.LIKHITA - +91 85273 94158

■ REGISTRATIONS TILL 9TH AUG
■ RESULT ON 11TH AUG

Cash Prize for Winner!

PARTICIPATION CERTIFICATE FOR ALL

Human Resource Club - HUMANTRACTION:

The Human Resource club was formed to bring together students who have interest in the field of Human Resource. The aim of the club is to inculcate and nurture the talent of students in a channelized direction towards development of the HR skills in them. The club intends to bridge the gap between student's theoretical knowledge and practical corporate life.

Sports and Yoga Club - JUNOON:

Sports have always been significant for balanced physical and mental growth. JUNOON, the sports club of JIMS Kalkaji, provides opportunities to students to develop important life skills like time management, stress management, team management, boosting self-confidence and empowerment.



Social Media Club – PRACHAAR:

PRACHAAR, the social media club of JIMS Kalkaji has been formed with a prime objective to provide opportunities to students to follow their passion in the field of designing, content writing, blog writing, creating posts and videos, articles and reels. The students are given the opportunity to gain hands-on experience by working on JIMS social media handles under the guidance of faculties.



Student Support

Mentoring

JIMS, Kalkaji has always believed that the student's interaction outside the classroom with corporates is essential for their overall development both personally and professionally. There is a big gap that exists between campus and corporate and this can only be filled with adequate industry exposure. This exposure has to be given formally to enlarge the scope and magnum of the students to reduce the gap. In our endeavours to nurture the brightest young minds, we believe mentorship plays a crucial role. The main idea behind the Mentorship program is to provide a platform to the students to interact with industry beyond the realms of academics. JIMS visualizes a mentor as a guide/facilitator in exposing the student to knowledge and experiential learning to help develop their cognitive structures. The unique two-tier structured Mentoring program, is built with the help of an Alumni (Buddy) mentor and a Faculty Mentor.

We visualize a mentor as fulfilling the various roles like exposing the student to ideas, knowledge, and skills in his/her area of interest; offering hands-on learning experiences to help develop the students' cognitive structures, including live project or trainings and providing guidance to the student as he/she selects and commits to a career path that matches his/her ability and interest.

Mentoring has significantly led to the improvement of students' mental well-being and also their enhanced Industry exposure through these informal meetings. Regular feedback from the mentors and also feedback from the students indicate a positive response. This is reflected in terms of their placement.

Internal Complaints Committee

At JIMS, the focus is on providing support in all respects to the students. An internal complaints platform is provided to students to raise their voice for any kind of complaints. The complaints are addressed by the committee and suitable action is taken. In congruence with the Internal Complaints committee the institute also has an active grievance redressal committee, sexual harassment committee and anti- ragging committee.

1. **Grievance Redressal Committee** - A grievance redressal committee is constituted to address the academic and non- academic issue of the students.
2. **Sexual Harassment Committee** - A sexual harassment committee is constituted to address the issue related to any kind of sexual harassment of the students.
3. **Anti-Ragging Committee** – Ragging is prohibited in the institute and strict disciplinary action is taken if any student indulges in an act of ragging. An anti-ragging committee is constituted to address ragging related issues.

Scholarships/ Financial Assistance

Students belonging to low-income families find it difficult to pursue higher studies. However, with the changing time there are a number of agencies which provide financial assistance to students who are coming from diverse categories like minorities, defence, lower income strata etc. With the introduction of scholarship schemes and grants, pursuing higher education has become possible. Time and again these scholarship schemes are forwarded to students through mails, whatsapp groups and announcements in class. Students who are meeting the criteria may apply for the scholarship with the required documents. We at JIMS encourage students to take the benefit of financial assistance provided by different agencies. Here are the schemes that help students to chase their dreams:

1. National Scholarship Portal (Sponsored by Central Govt.)

(<https://scholarships.gov.in>)

- a) Post Matric Scholarships Scheme for Minorities.
- b) Merit Cum Means Scholarship for Professional and Technical Courses

2. Financial Assistance to the Students under Economically Weaker Section (EWS) Scheme (Sponsored by GGS Indraprastha University, Delhi) **(<http://164.100.158.135/ews/Login.aspx>)**

3. .E-District Delhi (Sponsored by Delhi Government)

(<https://edistrict.delhigovt.nic.in>)

- a) Merit-cum-Means Income Linked Financial Assistance Scheme of Delhi Higher Education Aid Trust.
- b) Post Matric Scholarship for OBC Students (PMS-OBC).
- c) Post matric Scholarship schemes for SC.
- d) Reimbursement of Tuition Fees for Students Belonging to SC/ST/OBC/Minority Category.

ALUMNI ENGAGEMENT

Strong Alumni base is one of the formidable strengths for any elite institute. JIMS has an active Alumni Association. To provide a platform for interaction between alumni, present students, faculty of the college and college administration. The institute has its own App to stay connected with the alumni community. All the passing out students are enrolled in the alumni community by registering on the app. The institute has always extended its support in providing different certification programs, access to library and other resources of the institute. The Institute conducts regular alumni webinars, guest lectures and alumni dinner and alumni sports. The students turn in large numbers to show their gratitude towards their Alma Mater.



General Rules for the Students:

1. 75% of attendance is mandatory in each subject, failing which the Institute has the right to detain him/her from the university exams.
2. Any student found guilty of being involved in any in-disciplinary activity will be penalized severely.
3. Playing with crackers and colors during festivals in and around the campus is strictly prohibited and anyone found guilty will be severely punished.
4. Class Representatives (CRs) are responsible for ensuring neat and clean class environment and class infrastructure in terms of chairs, tables, LCD, etc. All electrical appliances such as ACs, Fans, lights, computers, etc. should be switched off after the classes are over.
5. The students are advised to keep their mobile phones on off mode during the entire period of the class. Use of mobile phones inside the Classroom/Computer Lab/Library/Faculty Rooms, etc. is strictly prohibited. If any student is found using the cell phones in any such place in any manner, like watching time, SMS messaging, receiving/making calls, the cell phone will be confiscated for 15 days. If the cell phone is not surrendered, strict disciplinary action would be taken, including suspension order.
6. Students are not allowed to enter into the class rooms 5 minutes after their scheduled class timings.
7. No Student, Parent or Guardian would in any way defame or malign the Institute, any Institute's Faculty member or Staff member. Strict disciplinary action would be taken in case any such instance is brought to the notice of the Management.
8. Any misbehavior/misconduct in the campus or at the venues of functions organized by the Institute is not tolerated and appropriate punishment will be given including suspension/rustication.
9. Smoking, chewing of tobacco and intake of alcohol is strictly prohibited in and around the campus.
10. All students are hereby informed that entry to the Institute will be granted only on showing ID cards at the gate. The guards have been instructed for the same. Students without ID card shall not be permitted inside the campus.
11. Ragging in Educational Institutions is prohibited and is a criminal offence as per the directions of the Hon'ble Supreme Court. Any student involved in ragging would be dealt with as per the laid down UGC regulations.
12. Parking of personal vehicles of students, like two wheelers and cars is available around the campus. The parking is at the owner's risk. The students are advised to use public transport like DTC buses, Metro, Metro Feeder buses, Gramin Seva as far as possible.
13. No specific uniform is prescribed to be worn by the students in the Institute. However, in view of the professional standards of the Institute, students are strictly not allowed to wear shorts, Bermudas, long kurtas, slippers, etc. In case of such deviations from this dress code, the student will not be allowed to attend classes and shall be sent back home.

ORIENTATION NOTICE AND REPORT

Assessment year 2023-24

ORIENTATION NOTICE AND REPORT-BBA

CIRCULAR – BBA/044/2023

September 20th, 2023

Duty List for Orientation Programme

BBA (2023-26)

S. No.	Duties	Faculty/Staff
1	Emcee	❖ Dr. Niti Saxena
2	Top Table (4 chairs, 2 tables with cover, name plates, folders with schedule of the event with pen and 2-3 blank sheets, glasses, Bisleri Bottle), Lamp Lightening, Backdrop, Banner, 3 Green Initiatives, Mementos	❖ Ms. Pooja Bisht ❖ Mr. Vikram Rawat
3	Sitting of Students in Room No S1 (Shift – I) & S2 9Shift – II) for maintaining the attendance in the classroom and to send the students in the auditorium.	❖ Ms. Arti Vaish ❖ Ms. Dolly Sharma ❖ Mr Kartik Dayal ❖ Mr. Sujit Jha
4	Refreshment	❖ Ms. Aastha Behal ❖ Mr. Vikram Rawat ❖ Mr. Abhinendera
5	Discipline Committee	❖ Dr. Shweta Khandelwal ❖ Mr. Kartik Dayal ❖ Ms. Chanika Goel ❖ Dr. Pallavi Nakra Ahuja ❖ Ms. Jasleen Rana ❖ Mr. Abhinendra Singh
6	LCD & Communication System	❖ Mr. Praveen Kumar ❖ Ms. Shruti Gupta ❖ Dr. Shivani Sharma
7	Honorarium arrangement	❖ Ms. Aastha Behal
8	Welcome of Chief Guest & Refreshment	❖ Ms. Aastha Behal

Prashant Kumar

Dr. Prashant Kumar
H.O.D. (BBA & B.Com. (H))

For Distribution:

All faculty members

For information, Please

Chairman Sir
Director





Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)
Accredited by National Assessment and Accreditation Council (NAAC)

Date: 21st September 2023

Report on Orientation for the batch 2023-26

Event Category:

Topic: Orientation Session

Class: BBA (2023-26)

Date: 20th September 2023

Time: 10 AM

Venue: Auditorium, JIMS Kalkaji

Beneficiaries with number: 85

Learning Objectives:

To familiarize the students inducted with the curriculum, rules and regulations, teaching methodologies, placement process and extracurricular activities of the institute of the batch 2023-26.

Report:

JIMS Kalkaji undergraduate programme organized its Orientation Ceremony for its BBA fresh batch of 2023-26 on 20th September, 2023 at 10:00 AM in the college auditorium.

The ceremony began with a welcome address followed by Saraswati Vandana and lighting of the lamp. The programme initiated with the welcome address by the honourable Director, Dr. Anuj Verma. His words of wisdom motivated the students who are just on the first steps of their professional journey. The BBA orientation ceremony was graced by the chief guests, Ms Ria Rustagi, founder of "Newphony" and a participant of Shark Tank India. Head of Department, Dr. Prashant Kumar welcomed the guests with green initiatives.

The chief guest apprised the students with the trials and tribulations of her entrepreneurship journey and made them believe that everything is possible if you are passionate about it. Students keenly asked questions from the guest about her success stories showing their eagerness to learn and grow.

The programme was followed by introduction to courses, committees and clubs to the new students. It was continued by introduction to faculty and staff members of the department. The programme concluded with vote of thanks by Head of department, Dr. Prashant Kumar and presentation of mementos to our esteemed chief guests.

The programme ended with wishing the students a successful and enriching journey with JIMS as they begin their educational adventure.

Learning Outcome:

It was a successful event which familiarized the students with the institution.

Photos:



Pranav Kumar

HOD
BBA & B.COM (H)

[Signature]

Director

ORIENTATION NOTICE AND REPORT-B.COM (H)

CIRCULAR – B.COM(H)/029/2023

September 20th, 2023

Duty List for Orientation Programme

B.COM(H) (2023-26)

S. No.	Duties	Faculty/Staff
1	Emcee	❖ Dr. Niti Saxena
2	Top Table (4 chairs, 2 tables with cover, name plates, folders with schedule of the event with pen and 2-3 blank sheets, glasses, Bisleri Bottle), Lamp Lightening, Backdrop, Banner, 3 Green Initiatives, Mementos	❖ Ms. Pooja Bisht ❖ Mr. Vikram Rawat
3	Sitting of Students in Room No S1 (Shift – I) & S2 9Shift – II) for maintaining the attendance in the classroom and to send the students in the auditorium.	❖ Ms. Arti Vaish ❖ Ms. Dolly Sharma ❖ Mr Kartik Dayal ❖ Mr. Sujit Jha
4	Refreshment	❖ Ms. Aastha Behal ❖ Mr. Vikram Rawat ❖ Mr. Abhinendra
5	Discipline Committee	❖ Mr. Kartik Dayal ❖ Ms. Jasleen Rana ❖ Dr. Shivani Sharma ❖ Mr. Abhinendra Singh
6	LCD & Communication System	❖ Mr. Praveen Kumar ❖ Ms. Shruti Gupta ❖ Dr. Shivani Sharma
7	Honorarium arrangement	❖ Ms. Aastha Behal
8	Welcome of Chief Guest & Refreshment	❖ Ms. Aastha Behal

Prashant Kumar

Dr. Prashant Kumar
H.O.D. (BBA & B.Com. (H))

For Distribution:

All faculty members

For information, Please

Chairman Sir
Director





Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

Date: 21st September 2023

Report on Orientation for the batch 2023-26

Event Category:

Topic: Orientation Session

Class: BCOM(H) (2023-26)

Date: 20th September 2023

Time: 1 PM

Venue: Auditorium, JIMS Kalkaji

Beneficiaries with number: 69

Learning Objectives:

To familiarize the students inducted with the curriculum, rules and regulations, teaching methodologies, placement process and extracurricular activities of the institute of the batch 2023-26.

Report:

JIMS Kalkaji undergraduate programme organized its Orientation Ceremony for its BCOM(H) fresh batch of 2023-26 on 20th September, 2023 at 1:00 PM in the college auditorium.

The ceremony began with a welcome address followed by Saraswati Vandana and lighting of the lamp. The programme initiated with the welcome address by the honourable Director, Dr. Anuj Verma. His words of wisdom motivated the students who are just on the first steps of their professional journey. The BCOM(H) orientation ceremony was graced by the chief guests, Ms Ria Khatter, Founder of "Heart up my sleeves" and a participant of Shark Tank India. Head of Department, Dr. Prashant Kumar welcomed the guest with green initiatives. The chief guest apprised the students with the trials and tribulations of her entrepreneurship journey and made them believe that everything is possible if you are passionate about it. Students keenly asked questions from the guest about her success stories showing their eagerness to learn and grow.

The programme was followed by introduction to courses, committees and clubs to the new students. It was continued by introduction to faculty and staff members of the department. The programme concluded with vote of thanks by Head of department, Dr Prashant Kumar and presentation of mementos to our esteemed chief guests.

The programme ended with wishing the students a successful and enriching journey with JIMS as they begin their educational adventure.

Learning Outcome:

It was a successful event which familiarized the students with the institution.

Photos:



Prakash Kumar

HOD
BBA & B.COM (H)

Director

TIME TABLE
Assessment year 2023-24



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019
(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)
Accredited by National Assessment and Accreditation Council (NAAC)

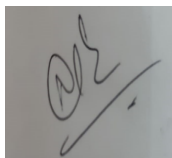


BBA & B.Com.(H) Master Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Monday	B.Com.(H) II-M (S1)	Corp Acc Mr Kartik	ME Ms Payal Sharma	B R E A K	BS Dr Prabal	BL Ms Shweta	ES&S Dr Rashmi	B R E A K				B R E A K	
	BBA II-(M) (S2)	BE Ms Surbhi A	DTB Ms Pooja		CA Ms Bhawna	E-CommLab G-1 Mr Umesh	BC Ms Gurmeet						
	B.Com.(H) II-E (S1)						ES&S Ms Jasleen		BL Ms Shweta	ME Ms Payal Sharma	Corp Acc Mr Kartik		PDP(VAC) Ms. Gurmeet
	BBA II-(E) (S2)					BE Ms Surbhi A	E-CommLab G-2 Dr Priyanka		CA Ms Bhawna	PDP(VAC) Dr Priyanka	CA Ms Bhawna		DTB Ms Pooja
	B.Com.(H) IV-M (S3)	MA Ms Aastha	CF Dr Pallavi		ITL Ms Arti V	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti		Mentoring Counselling				
	BBA IV-(M) (S4)	FM Ms Kanika	ITL&P Ms Sangeeta Sharma		CGE&SR Dr Ruchi S	BA Dr Shivani	SM Dr Surbhi FMI Mr Kartik						
	B.Com.(H) IV-E (S3)					IPM Ms Chanika MM Dr Surbhi	DA Lab G-1 Mr Umesh		ITL Ms Arti V	BE&CSR Dr Preeti	NCFM(VAC) Ms Aastha		NCFM(VAC) Ms Aastha
	BBA IV-(E) (S4)						SM Dr Surbhi FMI Mr Kartik		FM Ms Kanika	BA Dr Shivani	ITL&P Ms Sangeeta Sharma		CGE&SR Ms Shweta
	B.Com(H) VI-(M) (F1)	FT Dr Niti	NVF Ms Arti V		FM Lab G-1 Ms Chanika	Mentoring Counselling							
	BBA VI-(M) (F2)	AE(VAC) Ms Dolly	PM Dr Vandana		DM Dr Usha	Mentoring Counselling							
	B.Com(H) VI-(E) (F1)								FM Lab G-1 Ms Chanika	NVF Dr Pallavi	GST(NUES) Dr Priyanka		Q/P Ms Nikhita
	BBA VI-(E) (F2)								AE(VAC) Dr Prashant	ASP Ms Jasleen	DM Dr Usha		PM Dr Vandana

BBA & B.Com.(H) Master Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05	
Tuesday	B.Com.(H) II-M (S1)	ME Ms Payal Sharma	BL Ms Shweta	B R E A K	PDP(VAC) Ms Gurmeet	BS Dr Prabal	B R E A K				B R E A K			
	BBA II-(M) (S2)	BE Ms Surbhi A	E-Comm Ms Dolly		Q/P Ms Dolly	PDP(VAC) Ms Nikhita		CA Ms Bhawna						
	B.Com.(H) II-E (S1)							ME Ms Payal Sharma	BL Ms Shweta	ES&S Ms Jasleen		BS Dr Prabal	Corp Acc Mr Kartik	
	BBA II-(E) (S2)							BE Ms Surbhi A	E-CommLab G-1 Dr Priyanka	CA Ms Bhawna		BC Ms Gurmeet	DTB Ms Pooja	
	B.Com.(H) IV-M (S3)	NCFM(VAC) Ms Kanika	CF Dr Pallavi		MA Ms Aastha	ITL Ms Arti V		DA Lab G-1 Mr Umesh	IPM Ms Chanika MM Dr Surbhi					
	BBA IV-(M) (S4)	ITL&P Ms Sangeeta Sharma	FM Ms Kanika		CGE&SR Dr Ruchi S	SM Dr Surbhi FMI Mr Kartik		Mentoring Counselling	BA Dr Shivani					
	B.Com.(H) IV-E (S3)					CF Dr Pallavi		CF Dr Pallavi	IPM Ms Chanika MM Dr Surbhi	BE&CSR Dr Preeti		Q/P Ms Arti V	MA Ms Aastha	
	BBA IV-(E) (S4)					SM Dr Surbhi FMI Mr Kartik		CGE&SR Ms Shweta	FM Ms Kanika	NCFM(VAC) Ms Sangeeta Sharma		BA Dr Shivani		
	B.Com(H) VI-(M) (F1)	FT Dr Niti	NVF Ms Arti V		Q/P Mr Kartik	FM Lab G-2 Ms Chanika								
	BBA VI-(M) (F2)	ASP Ms Jasleen	ED Ms Nikhita		PM Dr Vandana	DM Dr Usha								
	B.Com(H) VI-(E) (F1)							FM Lab G-2 Ms Chanika	NVF Dr Pallavi	FT Dr Niti		Mock Interview		
	BBA VI-(E) (F2)								DM Dr Usha	ED Ms Nikhita		ASP Ms Jasleen	AE(VAC) Dr Prashant	




BBA & B.Com.(H) Master Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Wednesday	B.Com.(H) II-M (S1)	ME Ms Payal Sharma	Corp Acc Mr Kartik	B R E A K	Q/P Ms Jasleen	PDP(VAC) Ms Gurmeet	Yoga & WellNess	B R E A K	ES&S Dr Rashmi			B R E A K	
	BBA II-(M) (S2)	E-Comm Ms Dolly	DTB Ms Pooja		CA Ms Bhawna	E-CommLab G-2 Mr Umesh	Yoga & WellNess						
	B.Com.(H) II-E (S1)						Yoga & WellNess		BL Ms Shweta	ME Ms Payal Sharma	ME Ms Payal Sharma		Yoga & WellNess
	BBA II-(E) (S2)						Yoga & WellNess		BC Ms Gurmeet	CA Ms Bhawna	E-Comm Ms Dolly		Yoga & WellNess
	B.Com.(H) IV-M (S3)	ITL Ms Arti V	DA Lab G-2 Mr Umesh		CF Dr Pallavi	IPM Ms Chanika MM Dr Surbhi	Yoga & WellNess						
	BBA IV-(M) (S4)	FM Ms Kanika	CGE&SR Dr Ruchi S		BA Dr Shivani	ITL&P Ms Sangeeta Sharma	Yoga & WellNess						
	B.Com.(H) IV-E (S3)					IPM Ms Chanika MM Dr Surbhi	Yoga & WellNess		DA Lab G-2 Mr Umesh	ITL Ms Arti V	MA Ms Aastha		Yoga & WellNess
	BBA IV-(E) (S4)					FM Ms Kanika	Yoga & WellNess		BA Dr Shivani	CGE&SR Ms Shweta	ITL&P Ms Sangeeta Sharma		Yoga & WellNess
	B.Com(H) VI-(M) (F1)	GST(NUES) Dr Priyanka	GST(NUES) Dr Priyanka		FM Lab G-1 Ms Chanika								
	BBA VI-(M) (F2)	ASP Ms Jasleen	ED Ms Nikhita		PM Dr Vandana	BE Ms Surbhi A							
	B.Com(H) VI-(E) (F1)								FM Lab G-1 Ms Chanika	FT Dr Niti	NVF Dr Pallavi		Yoga & WellNess
	BBA VI-(E) (F2)								DM Dr Usha	PM Dr Vandana	ED Ms Nikhita		Yoga & WellNess

BBA & B.Com.(H) Master Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Thursday	B.Com.(H) II-M (S1)	BL Ms Shweta	ES&S Dr Rashmi	B R E A K	Corp Acc Mr Kartik	BS Dr Prabal		B R E A K				B R E A K	
	BBA II-(M) (S2)	DTB Ms Pooja	E-Comm Ms Dolly		BE Ms Surbhi A	PDP(VAC) Ms Nikhita	E-CommLab G-1 Mr Umesh						
	B.Com.(H) II-E (S1)						BL Ms Shweta		BS Dr Prabal	ES&S Ms Jasleen	Corp Acc Mr Kartik		PDP(VAC) Ms Gurmeet
	BBA II-(E) (S2)						Q/P Dr Preeti		E-CommLab G-1 Dr Priyanka	E-Comm Ms Dolly	DTB Ms Pooja		PDP(VAC) Dr Priyanka
	B.Com.(H) IV-M (S3)	NCFM(VAC) Ms Kanika	ITL Ms Arti V		BE&CSR Dr Preeti	IPM Ms Chanika MM Dr Surbhi	MA Ms Aastha		BE&CSR Dr Preeti				
	BBA IV-(M) (S4)	ITL&P Ms Sangeeta Sharma	CGE&SR Dr Ruchi S		NCFM(VAC) Ms Ms Kanika	FM Ms Kanika	SM Dr Surbhi FMI Mr Kartik						
	B.Com.(H) IV-E (S3)				Mentoring & Counselling	IPM Ms Chanika MM Dr Surbhi	CF Dr Pallavi		MA Ms Aastha	DA Lab G-1 Mr Umesh	BE&CSR Dr Preeti		DA Lab G-2 Mr Umesh
	BBA IV-(E) (S4)					Mentoring & Counselling	SM Dr Surbhi FMI Mr Kartik		BA Dr Shivani	ITL&P Ms Sangeeta Sharma	FM Ms Kanika		
	B.Com(H) VI-(M) (F1)	FT Dr Niti	FM Lab G-1 Ms Chanika		NVF Ms Arti V	AE(VAC) Dr Prashant							
	BBA VI-(M) (F2)	AE(VAC) Ms Dolly	DM Dr Usha		ASP Ms Jasleen	Mock Interview							
	B.Com(H) VI-(E) (F1)								AE(VAC) Dr Prashant	FT Dr Niti	NVF Dr Pallavi		GST(NUES) Dr Priyanka
	BBA VI-(E) (F2)						Mock Interview		Q/P Dr Usha	ASP Ms Jasleen	ED Ms Nikhita		Mentoring & Counselling

BBA & B.Com.(H) Master Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Friday	B.Com.(H) II-M (S1)	BS Dr Prabal	Corp Acc Mr Kartik	B R E A K	ES&S Dr Rashmi	ME Ms Payal Sharma	BL Ms Shweta	B R E A K				B R E A K	
	BBA II-(M) (S2)	BC Ms Gurmeet	BE Ms Surbhi A		DTB Ms Pooja	E-CommLab G-2 Mr Umesh	CA Ms Bhawna		BC Ms Gurmeet				
	B.Com.(H) II-E (S1)					BS Dr Prabal	FM Ms Kanika		ES&S Ms Jasleen	ME Ms Payal Sharma	BS Dr Prabal		Corp Acc Mr Kartik
	BBA II-(E) (S2)						BC Ms Gurmeet		BE Ms Surbhi A	DTB Ms Pooja	E-Comm Ms Dolly		E-Comm Lab G-2 Dr Priyanka
	B.Com.(H) IV-M (S3)	MA Ms Aastha	CF Dr Pallavi		DA Lab G-2 Mr Umesh	BE&CSR Dr Preeti	DA Lab G-1 Mr Umesh		Q/P Ms Aastha				
	BBA IV-(M) (S4)	Q/P Dr Surbhi	BA Dr Shivani		NCFM(VAC) Ms Ms Kanika	SM Dr Surbhi FMI Mr Kartik							
	B.Com.(H) IV-E (S3)						CF Dr Pallavi		ITL Ms Arti V	MA Ms Aastha	BE&CSR Dr Preeti		ITL Ms Arti V
	BBA IV-(E) (S4)					SM Dr Surbhi FMI Mr Kartik	ITL&P Ms Sangeeta Sharma		Q/P Ms Shweta	NCFM(VAC) Ms Sangeeta Sharma	CGE&SR Ms Shweta		
	B.Com(H) VI-(M) (F1)	FT Dr Niti	NVF Ms Arti V		AE(VAC) Dr Prashant	Mock Interview							
	BBA VI-(M) (F2)	DM Dr Usha	ASP Ms Jasleen		ED Ms Nikhita	Mock Interview							
	B.Com(H) VI-(E) (F1)								FM Lab G-2 Ms Chanika	FT Dr Niti	AE(VAC) Dr Prashant		Mentoring & Counselling
	BBA VI-(E) (F2)								PM Dr Vandana	ASP Ms Jasleen	DM Dr Usha		

EXTRA CLASS TIME TABLE

Assessment year 2023-24



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956 Accredited by National Assessment and Accreditation Council (NAAC)



BBA & B.Com.(H) Remedial Class Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05-10:00	10:00-10:10	10:10-11:05	11:05-12:00	12:00-12:55	12:55-1:15	1:15-14:10	14:10-15:05	15:05-16:00	16:00-16:10	16:10-17:05
Monday	B.Com.(H) II-M/E (S1)		Corp Acc Mr Kartik	BREAK	BS Dr Prabal			BREAK				BREAK	
	BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Shawna								
	B.Com.(H) IV- M/E (S3)		CF Dr Pallavi		ITL Ms Arti V								
	BBA IV-M/E (S4)		ITL&P Ms Sangeeta Sharma		BA Dr Shivani	FM Ms Kanika							
	B.Com(H) VI- M/E (F1)				FT Dr Niti	GST(NUES) Dr Priyanka							
	BBA VI-M/E (F2)		PM Dr Vandana										

R

Prasanta Kumar
(HOD) PR



BBA & B.Com.(H) Remedial Class Time Table EVEN 2024

Timings/ Days	Shift	08:10-09:05	09:05 - 10:00	10:00 - 10:10	10:10-11:05	11:05 - 12:00	12:00 - 12:55	12:55-1:15	13:15 - 14:10	14:10 - 15:05	15:05 - 16:00	16:00-16:10	16:10 - 17:05
Tuesday	B.Com.(H) II-M/E (S1)		BS Dr Prabal	BREAK	Corp Acc Mr Kartik			BREAK				BREAK	
	BBA II-M/E (S2)		CA Ms Bhawna		DTB Ms Pooja								
	B.Com.(H) IV-M/E (S3)		CF Dr Pallavi		MA Ms Aastha								
	BBA IV-M/E (S4)		FM Ms Kanika		BA Dr Shivanl								
	B.Com.(H) VI-M/E (F1)				FT Dr Nitl	GST(NUES) Dr Priyanka							
	BBA VI-M/E (F2)		PM Dr Vandana										
	B.Com.(H) II-M/E (S1)		Corp Acc Mr Kartik		BS Dr Prabal								
	BBA II-M/E (S2)		DTB Ms Pooja		CA Ms Bhawna	CA Ms Bhawna							
Wednesday	B.Com.(H) IV-M/E (S3)		ITL Ms Arti V	BREAK	CF Dr Pallavi			BREAK				BREAK	
	BBA IV-M/E (S4)		BA Dr Shivanl		ITL&P Ms Sangeeta Sharma	FM Ms Kanika							
	B.Com.(H) VI-M/E (F1)		GST(NUES) Dr Priyanka		FT Dr Nitl	NVF Ms Arti V							
	BBA VI-M/E (F2)		PM Dr Vandana										
	B.Com.(H) II-M/E (S1)		Corp Acc Mr Kartik		BS Dr Prabal	BS Dr Prabal							
	BBA II-M/E (S2)				CA Ms Bhawna	DTB Ms Pooja							
	B.Com.(H) IV-M/E (S3)		ITL Ms Arti V		MA Ms Aastha								
Thursday				BREAK				BREAK				BREAK	

*Prakash Kumar
(HOD)* *per*



Thursday

Friday

BBA IV-M/E (S4)		ITL&P Ms Sangeeta Sharma
B.Com(H) VI-M/E (F1)		FT Dr Niti
BBA VI-M/E (F2)		PM Dr Vandana
B.Com.(H) II-M/E (S1)		Corp Acc Mr Kartik
BBA II-M/E (S2)		CA Ms Bhawna
B.Com.(H) IV-M/E (S3)		CF Dr Pallavi
BBA IV-M/E (S4)		BA Dr Shivanl
B.Com(H) VI-M/E (F1)		FT Dr Niti
BBA VI-M/E (F2)		

BREAK

FM Ms Kanika	FM Ms Kanika	
NVF Ms Arti V	GST(NUES) Dr Priyanka	
BS Dr Prabal		
DTB Ms Pooja		
FMI kartik		
GST(NUES) Dr Priyanka		

BREAK

BREAK

Pooja Kumar
(HOD) RM

MQAR- Monthly Quality Assurance Report

BBA

FORMAT FOR MONTHLY QUALITY ASSURANCE REPORT (MQAR)

Department: BBA

Period: 01-04-2024 to 30-04-2024

Monthly Quality Assurance Report

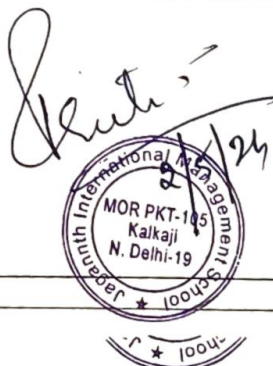
(April 2024 Onwards)

Criteria 1: Curricular Aspects

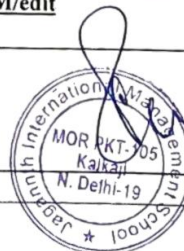
1. Activities conducted in the month as per University/Institutional academic calendar.

Faculty: Ms Kanika Parashar

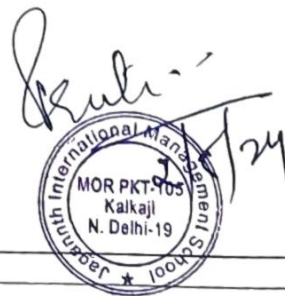
S. No	Name of Activity mentioned in calendar	Date of Activity organized as per calendar	Activity Detail & Web-link of HEI	Website link of GGSIPU Calendar & Academic calendar JIMS
1	MT-1	1st April – 6th April	Internal exams serve as vital points within academic journeys, offering opportunities for understanding,	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
2	GD on "Old vs. New income tax regime (Rescheduled on 23 April)	4th April, 24	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
3	Alumni Speaker Session (rescheduled on 23rd April)	05 Apr 2024	The session aimed to equip alumni with parallel thinking techniques, particularly the Six Thinking Hats method, to enhance problem-solving and decision-making skills. Alumni: Durdana Naseer	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
4	World Health Day	6th Apr 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit



	Students Feedback	Wed 08 Apr 20	Gathering feedback from students about their teachers fosters a more student-centered learning environment, allowing educators to tailor their approach and continuously improve the quality of instruction.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
6	Review of Faculty and students' research Publications	Wed 08 Apr 20	Faculty research publication and student research publication is a vital aspect of academic life, showcasing the institution's commitment.	
7	IPL AUCTION	10th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
8	Qaafila Workshop	10th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
9	BR Ambedkar Jayanti Celebration	14th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
10	Seminar on Soft Skills (conducted on 18th March)	14th April, 2024	The session was conducted by Ms. Pratishtha Kaura on the topic Becoming Job ready for the students of Bcom and BBA.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
11	Session on "How to plan for Start-up and legal & Ethical Steps"	15th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
12	Riddle Tracing Game	16th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
13	Photowalk	17th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit



	Road Safety Workshop – CII Yuva Event	Thu 18th April 24	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
15	Liver Day Seminar	19th April 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
16	Guest Lecture	24th April 2024	Event by The Tank Tales- 6th chapter , the speaker of the session : Ms. Rimjim Deka, founder of Little box shared her knowledge and experience.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
17	BRILHAR'24(Preponed to 18th April, 2024)	24th Apr 2024	Annual Art fest was organised by "Alankrita", the Art and craft society of JIMS, Kalkaji	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
18	Tekken	25th April 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
19	Offline Dance Competition (Preponed to 15th April 2024 with the name- Next Star 2.0)	Sat 29th Apr 2024	The competition was organised by "Zaahir", Dance society of JIMS. The students from different colleges participated in the event in solo and duet category.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
20	Seminar on naukri profiling	Sat 29th Apr 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit
21	Faculty Feedback	29-30 April 24	Faculty feedback is invaluable, shaping students' growth like a sculptor molds clay. It's a beacon guiding academic improvement and fostering excellence every step of the way.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsDNoA3c8-x-ZvHnM/edit



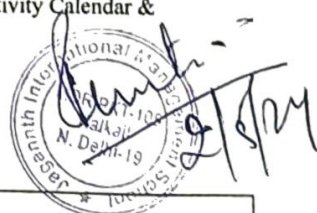
Activity Conducted by club/committee apart from academic calendar

1	Qaafila -Inter College competition " NAGMA (earlier scheduled for march,2024.)	12th april,2024	Qaafila -Inter College competition " NAGMA was organized in four categories: Solo singing (hindustani), solo singing (western), solo Instrumental, beatbox.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
2	Freespeech_Communicon	24th April,2024	FREE SPEECH - club exclusive" Topic- Is India turning into a dictatorship? Communicon conducted a debating session in which students debated each other on the given topic.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
3	The Board Meet	25th April 2024	The event started at 11 with a GD round. The GD was conducted in 3 groups of almost 7 people each. After the GD round few students were eliminated and round 3 was conducted in which case studies were provided and viewpoints of each and everyone were taken into consideration. Three winners were declared after the event	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
4	Mock Interview 2.0	26 April 2024	Mock interviews 2.0 was conducted with the aim of providing internships and placements to students along with gaining interview experience.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
5	Earth Day Pledge	22nd April, 2024	On Earth Day, pledge was done by the students to tread lightly, nurturing our planet's fragile beauty.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
6	First Aid session	29th April, 2024	In a first aid session, learning is done for lifesaver in crucial moments, mastering CPR, bandaging wounds, and handling emergencies with confidence.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
7	Roast of Rivals by E cell- IIC	19th April, 2024	Roast of Rivals by E cell- IIC done on 19th April, 2024	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit

Drive link for Supporting Document & Google Sheet mentioning activities organized as per the Activity Calendar & Academic calendar _____

2. Status of Credit Delivered

Faculty: Dr Niti Saxena



	Subjects	Name of Faculty	Scheduled Classes	Classes Engaged	Course Coverage
BA M	Business Communication	Ms Gurmeet Sodhi	10	10	MCC = 10.00% CCC =100.00%
	Business Environment	Ms. Surbhi Ahuja	13	13	MCC = 41.00% CCC=100.00%
	Decision Techniques for Business	Ms. Pooja Bisht	11	11	MCC = 27.00% CCC =100.00%
	Cost Accounting	Ms. Bhawna Thakran	12	12	MCC = 37.00% CCC =100.00%
	Quiz / Presentation	Ms. Dolly	3	3	MCC = 30.00% CCC =100.00%
	E-Commerce	Ms. Dolly	7	7	MCC = 30.00% CCC =100.00%
	PDP	Ms. Nikhita Dhawan	5	5	MCC = 20.00% CCC =100.00%
BBA II E	Business Communication	Ms Gurmeet Sodhi	9	9	MCC = 22.00% CCC =100.00%
	PDP	Dr. Priyanka	7	7	MCC = 23.00% CCC =100.00%
	Business Environment	Surbhi Ahuja	14	14	MCC = 39.00% CCC =100.00%
	Decision Techniques for Business	Ms. Pooja Bisht	11	11	MCC = 21.00% CCC =100.00%
	E-Commerce	Dolly	7	7	MCC = 15.00% CCC =100.00%
	Cost Accounting	Ms. Bhawna Thakran	9	9	MCC = 24.00% CCC =100.00%
	Quiz / Presentation	Dr. Preeti Singh	4	4	MCC = 23.00% CCC =100.00%
BA M	Quiz / Presentation	Dr. Surbhi Gosain	4	4	MCC = 25.00% CCC =100.00%
	Business Analytics	Shivani Sharma	12	12	MCC = 26.00% CCC =100.00%
	Corporate Governance Ethics & Social Responsibility	Ruchi Srivastava	14	14	MCC = 22.00% CCC =100.00%
	Sales Management	Surbhi Gosain	10	10	MCC = 30.00% CCC =100.00%
	Elective I Financial Markets and Institutions	Mr. Kartik dayal	10	10	MCC = 31.00% CCC =100.00%
	Financial Management	Kanika Parashar	14	14	MCC = 30.00% CCC =100.00%
	NCFM-Mutual funds'	Ms. Kanika Parashar	0		MCC = 21.00% CCC =100.00%



BBA V E	Income Tax Law and Practice	Ms. Sangeeta Sharma Mehndiratta	11	11	MCC = 23.00% CCC =100.00%
	Elective I Sales Management	Dr. Surbhi Gosain	10	10	MCC = 22.00% CCC =100.00%
	Elective I Financial Markets and Institutions	Dr. Pallavi Ahuja	10	10	MCC = 24.00% CCC =100.00%
	Income Tax Law and Practice	Ms. Sangeeta Sharma Mehndiratta	10	10	MCC = 24.00% CCC =100.00%
	Quiz / Presentation	Ms. Shweta Khandelwal	3	3	MCC = 22.00% CCC =100.00%
	Financial Management	Kanika Parashar	13	13	MCC = 19.00% CCC =100.00%
	Corporate Governance Ethics & Social Responsibility	Shweta Khandelwal	12	12	MCC = 28.00% CCC =100.00%
	Business Analytics	Shivani Sharma	14	14	MCC = 20.00% CCC =100.00%
	NCFM-Mutual funds'	Ms. Sangeeta Sharma Mehndiratta	0	0	MCC = 22.00% CCC =100.00%
BA I M	Digital Marketing	Dr. Usha Agarwal	10	10	MCC = 21.00% CCC =100.00%
	Advance Excel	Ms. Dolly	1	1	MCC = 18.00% CCC =100.00%
	Adv & Sales Promotion(Elective)	Ms. Jasleen Rana	13	13	MCC = 20.00% CCC =100.00%
	Entrepreneurship Development	Ms. Nikhita Dhawan	9	9	MCC = 27.00% CCC =100.00%
	Project Management	Dr. Vandana Gupta	10	10	MCC = 18.00% CCC =100.00%
	Quiz / Presentation	Ms. Surbhi Ahuja	3	3	MCC = 33.00% CCC =100.00%
BBA VI E	Project Management	Dr. Vandana Gupta	9	9	MCC = 10.00% CCC =100.00%
	Entrepreneurship Development	Ms. Nikhita Dhawan	9	9	MCC = 21.00% CCC =100.00%
	Adv & Sales Promotion(Elective)	Ms. Jasleen Rana	13	13	MCC = 26.00% CCC =100.00%
	Digital Marketing	Dr. Usha Agarwal	10	10	MCC = 29.00% CCC =100.00%
	Advance Excel	Dr. Prashant Kumar	5	5	MCC = 20.00% CCC =100.00%



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Quiz: Presentation	Dr. Usha Agarwal	3	3	MCC = 36.00% CCC = 100.00%
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Drive link Google/ERP report for Scheduled Classes/Classes Engaged _____

3. Quiz

Faculty: Ms Dolly

Class	Quiz Details	Name of the Class Coordinator
BBA-II(M)	4	Ms. Dolly Sharma
BBA-II(E)	4	Dr. Preeti Singh
BBA-IV(M)	5	Dr. Surbhi Gosain
BBA-IV(E)	6	Ms. Shweta Khandelwal
BBA-VI(M)	4	Ms. Surbhi Ahuja
BBA VI E	2	Dr. Usha Agarwal

4. Class Presentation

Faculty: Ms Dolly

Class	Number of Presentations taken in class	Name of Class Coordinator	Drive link of PPT and class record in Google sheet (Coordinate with all CCs for centralized recordkeeping)
BBA-II(M)	3	Ms. Dolly Sharma	https://drive.google.com/drive/folders/1lfFcERJFvb_oApEp5TYK2fmnaCvgTz5I https://docs.google.com/presentation/d/1RQFzdM0ap_yMGc0plScO4Qvk0-TfvbBs/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true https://docs.google.com/presentation/d/106Z4fnEDcqqd864pxhJdyp1wa_msy24K/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true
BBA-II(E)	5	Dr. Preeti Singh	https://drive.google.com/drive/u/0/folders/1wtKCTYsuTef8G0wk7ADXWxVIOTFB6Nd
BBA-IV(M)	2	Dr. Surbhi Gosain	https://docs.google.com/presentation/d/1eyYFrHOWcbwEqbRQti_nyJmw9zJ0T0TY/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true https://docs.google.com/presentation/d/1V9J7GozVcZs4-eFpDMSRVQjV_nOU_vn/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true
BBA-IV(E)	1	Ms. Shweta Khandelwal	https://drive.google.com/drive/folders/1tGganHdGL3SBQDTKLRpR0r6LCgJJtF9I



**MQAR- Monthly Quality
Assurance Report
BCOM. (H)**

FORMAT FOR MONTHLY QUALITY ASSURANCE REPORT (MQAR)

Department: BBA

Period: 01-04-2024 to 30-04-2024

Monthly Quality Assurance Report

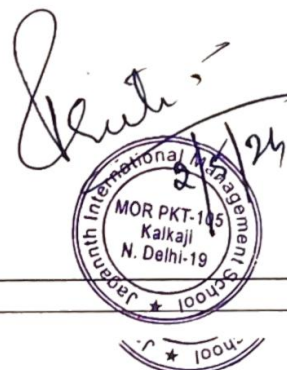
(April 2024 Onwards)

Criteria 1: Curricular Aspects

1. Activities conducted in the month as per University/Institutional academic calendar.

Faculty: Ms Kanika Parashar

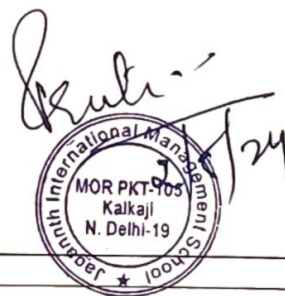
S. No	Name of Activity mentioned in calendar	Date of Activity organized as per calendar	Activity Detail & Web-link of HEI	Website link of GGSIPU Calendar & Academic calendar JIMS
1	MT-1	1st April – 6th April	Internal exams serve as vital points within academic journeys, offering opportunities for understanding,	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
2	GD on "Old vs. New income tax regime (Rescheduled on 23 April)	4th April, 24	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
3	Alumni Speaker Session (rescheduled on 23rd April)	05 Apr 2024	The session aimed to equip alumni with parallel thinking techniques, particularly the Six Thinking Hats method, to enhance problem-solving and decision-making skills. Alumni: Durdana Naseer	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
4	World Health Day	6th Apr 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit



	Students Feedback	Wed 08 Apr 20	Gathering feedback from students about their teachers fosters a more student-centered learning environment, allowing educators to tailor their approach and continuously improve the quality of instruction.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
6	Review of Faculty and students' research Publications	Wed 08 Apr 20	Faculty research publication and student research publication is a vital aspect of academic life, showcasing the institution's commitment.	
7	IPL AUCTION	10th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
8	Qaafila Workshop	10th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
9	BR Ambedkar Jayanti Celebration	14th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
10	Seminar on Soft Skills (conducted on 18th March)	14th April, 2024	The session was conducted by Ms. Pratishtha Kaura on the topic Becoming Job ready for the students of Bcom and BBA.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
11	Session on "How to plan for Start-up and legal & Ethical Steps"	15th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
12	Riddle Tracing Game	16th Apr 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
13	Photowalk	17th April 2024	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit



	Road Safety Workshop – CII Yuva Event	Thu 18th April 24	Not conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
15	Liver Day Seminar	19th April 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
16	Guest Lecture	24th April 2024	Event by The Tank Tales- 6th chapter , the speaker of the session : Ms. Rimjim Deka, founder of Little box shared her knowledge and experience.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
17	BRILHAR'24(Preponed to 18th April, 2024)	24th Apr 2024	Annual Art fest was organised by "Alankrita", the Art and craft society of JIMS, Kalkaji	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
18	Tekken	25th April 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
19	Offline Dance Competition (Preponed to 15th April 2024 with the name- Next Star 2.0)	Sat 29th Apr 2024	The competition was organised by "Zaahir", Dance society of JIMS. The students from different colleges participated in the event in solo and duet category.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
20	Seminar on naukri profiling	Sat 29th Apr 2024	Not Conducted	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
21	Faculty Feedback	29-30 April 24	Faculty feedback is invaluable, shaping students' growth like a sculptor molds clay. It's a beacon guiding academic improvement and fostering excellence every step of the way.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit



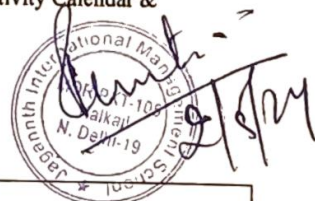
Activity Conducted by club/committee apart from academic calendar

1	Qaafila -Inter College competition " NAGMA (earlier scheduled for march,2024.)	12th april,2024	Qaafila -Inter College competition " NAGMA was organized in four categories: Solo singing (hindustani), solo singing (western), solo instrumental, beatbox.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
2	Freespeech_ Communi con	24th April,2024	FREE SPEECH - club exclusive" Topic- Is India turning into a dictatorship? Communicon conducted a debating session in which students debated each other on the given topic.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
3	The Board Meet	25th April 2024	The event started at 11 with a GD round. The GD was conducted in 3 groups of almost 7 people each. After the GD round few students were eliminated and round 3 was conducted in which case studies were provided and viewpoints of each and everyone were taken into consideration. Three winners were declared after the event	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
4	Mock Interview 2.0	26 April 2024	Mock interviews 2.0 was conducted with the aim of providing internships and placements to students along with gaining interview experience.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
5	Earth Day Pledge	22nd April, 2024	On Earth Day, pledge was done by the students to tread lightly, nurturing our planet's fragile beauty.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
6	First Aid session	29th April, 2024	In a first aid session, learning is done for lifesaver in crucial moments, mastering CPR, bandaging wounds, and handling emergencies with confidence.	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit
7	Roast of Rivals by E cell- IIC	19th April, 2024	Roast of Rivals by E cell- IIC done on 19th April, 2024	https://docs.google.com/document/d/1De5trS70YT_n5CewcC4629fnAacsdNoA3c8-x-ZvHnM/edit

Drive link for Supporting Document & Google Sheet mentioning activities organized as per the Activity Calendar & Academic calendar _____

2. Status of Credit Delivered

Faculty: Dr Niti Saxena



	Subjects	Name of Faculty	Scheduled Classes	Classes Engaged	Course Coverage
BAM	Business Communication	Ms Gurmeet Sodhi	10	10	MCC = 10.00% CCC =100.00%
	Business Environment	Ms. Surbhi Ahuja	13	13	MCC = 41.00% CCC=100.00%
	Decision Techniques for Business	Ms. Pooja Bisht	11	11	MCC = 27.00% CCC =100.00%
	Cost Accounting	Ms. Bhawna Thakran	12	12	MCC = 37.00% CCC =100.00%
	Quiz / Presentation	Ms. Dolly	3	3	MCC = 30.00% CCC =100.00%
	E-Commerce	Ms. Dolly	7	7	MCC = 30.00% CCC =100.00%
	PDP	Ms. Nikhita Dhawan	5	5	MCC = 20.00% CCC =100.00%
BBA II E	Business Communication	Ms Gurmeet Sodhi	9	9	MCC = 22.00% CCC =100.00%
	PDP	Dr. Priyanka	7	7	MCC = 23.00% CCC =100.00%
	Business Environment	Surbhi Ahuja	14	14	MCC = 39.00% CCC =100.00%
	Decision Techniques for Business	Ms. Pooja Bisht	11	11	MCC = 21.00% CCC =100.00%
	E-Commerce	Dolly	7	7	MCC = 15.00% CCC =100.00%
	Cost Accounting	Ms. Bhawna Thakran	9	9	MCC = 24.00% CCC =100.00%
	Quiz / Presentation	Dr. Preeti Singh	4	4	MCC = 23.00% CCC =100.00%
BAM	Quiz / Presentation	Dr. Surbhi Gosain	4	4	MCC = 25.00% CCC =100.00%
	Business Analytics	Shivani Sharma	12	12	MCC = 26.00% CCC =100.00%
	Corporate Governance Ethics & Social Responsibility	Ruchi Srivastava	14	14	MCC = 22.00% CCC =100.00%
	Sales Management	Surbhi Gosain	10	10	MCC = 30.00% CCC =100.00%
	Elective I Financial Markets and Institutions	Mr. Kartik dayal	10	10	MCC = 31.00% CCC =100.00%
	Financial Management	Kanika Parashar	14	14	MCC = 30.00% CCC =100.00%
	NCFM-Mutual funds'	Ms. Kanika Parashar	0		MCC = 21.00% CCC =100.00%



	Income Tax Law and Practice	Ms. Sangeeta Sharma Mehndiratta	11	11	MCC = 23.00% CCC = 100.00%
	Elective I Sales Management	Dr. Surbhi Guain	10	10	MCC = 22.00% CCC = 100.00%
	Elective I Financial Markets and Institutions	Dr. Pallavi Ahuja	10	10	MCC = 24.00% CCC = 100.00%
	Income Tax Law and Practice	Ms. Sangeeta Sharma Mehndiratta	10	10	MCC = 24.00% CCC = 100.00%
	Quiz / Presentation	Ms. Shweta Khandelwal	3	3	MCC = 22.00% CCC = 100.00%
	Financial Management	Kanika Parashar	13	13	MCC = 19.00% CCC = 100.00%
	Corporate Governance Ethics & Social Responsibility	Shweta Khandelwal	12	12	MCC = 28.00% CCC = 100.00%
	Business Analytics	Shivani Sharma	14	14	MCC = 20.00% CCC = 100.00%
	NCFM-Mutual funds*	Ms. Sangeeta Sharma Mehndiratta	0	0	MCC = 22.00% CCC = 100.00%
BA I M	Digital Marketing	Dr. Usha Agarwal	10	10	MCC = 21.00% CCC = 100.00%
	Advance Excel	Ms. Dolly	1	1	MCC = 18.00% CCC = 100.00%
	Adv & Sales Promotion(Elective)	Ms. Jasleen Rana	13	13	MCC = 20.00% CCC = 100.00%
	Entrepreneurship Development	Ms. Nikhita Dhawan	9	9	MCC = 27.00% CCC = 100.00%
	Project Management	Dr. Vandana Gupta	10	10	MCC = 18.00% CCC = 100.00%
	Quiz / Presentation	Ms. Surbhi Ahuja	3	3	MCC = 33.00% CCC = 100.00%
BBA VI E	Project Management	Dr. Vandana Gupta	9	9	MCC = 10.00% CCC = 100.00%
	Entrepreneurship Development	Ms. Nikhita Dhawan	9	9	MCC = 21.00% CCC = 100.00%
	Adv & Sales Promotion(Elective)	Ms. Jasleen Rana	13	13	MCC = 26.00% CCC = 100.00%
	Digital Marketing	Dr. Usha Agarwal	10	10	MCC = 29.00% CCC = 100.00%
	Advance Excel	Dr. Prashant Kumar	5	5	MCC = 20.00% CCC = 100.00%



08/24

Drive link Google/ERP report for Scheduled Classes/Classes Engaged _____

3. Quiz

Faculty: Ms Dolly

Class	Quiz Details	Name of the Class Coordinator
BBA-II(M)	4	Ms. Dolly Sharma
BBA-II(E)	4	Dr. Preeti Singh
BBA-IV(M)	5	Dr. Surbhi Gosain
BBA-IV(E)	6	Ms. Shweta Khandelwal
BBA-VI(M)	4	Ms. Surbhi Ahuja
BBA VI E	2	Dr. Usha Agarwal

4. Class Presentation

Faculty: Ms Dolly

Class	Number of Presentations taken in class	Name of Class Coordinator	Drive link of PPT and class record in Google sheet (Coordinate with all CCs for centralized recordkeeping)
BBA-II(M)	3	Ms. Dolly Sharma	https://drive.google.com/drive/folders/1lIfFcERJFvb_oApEp5TYK2fmnaCvgTz5I https://docs.google.com/presentation/d/1RQFzdM0ap_yMG_e0plScO4Qvk0-TfVbBs/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true https://docs.google.com/presentation/d/106Z4fnEDcqqd864pxhJdyp1wa_msy24K/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true
BBA-II(E)	5	Dr. Preeti Singh	https://drive.google.com/drive/u/0/folders/1wtkJTysuTef8G0wk7ADXWxVIOTFB6Nd
BBA-IV(M)	2	Dr. Surbhi Gosain	https://docs.google.com/presentation/d/1eyYFrHOWcbwEqbRQti_nyJmw9zJ0T0TY/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true https://docs.google.com/presentation/d/1V9J7GozVcZs4-eFpDMSRVQjV_nOU_vn/edit?usp=drive_web&ouid=117206744423893596316&rtpof=true
BBA-IV(E)	1	Ms. Shweta Khandelwal	https://drive.google.com/drive/folders/1tGganHdGL3SBQD_TKLRpR0r6LCgJJtF9I



LESSON PLAN

BBA



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

BBA (VI-SEM-EVEN-MOR(2021-24))						
Subject- Project Management (BBA 302)						Credit- 3
S.No.	Unit No.	Topic	Percentage	COs	POs	Completion Date
1	1	introduction to project management	1	Explain the concept of Project Management and Techniques to manage the projects.	Apply knowledge of variousfunctional areas of business.	1/29/2024
2	1	elements of project	1	Explain the concept of Project Management and Techniques to manage the projects.	Apply knowledge of variousfunctional areas of business.	1/30/2024
3	1	project vs. operations	1	Explain the concept of Project Management and Techniques to manage the projects.	Apply knowledge of variousfunctional areas of business.	1/31/2024
4	1	what is project management	1	Explain the concept of Project Management and Techniques to manage the projects.	Apply knowledge of variousfunctional areas of business.	2/1/2024
5	1	Importance of project management	1	Explain the concept of Project Management and Techniques	Apply knowledge of variousfunctional areas of business.	1/31/2024

				to manage the projects.		
6	1	project Team	2	Explain the concept of Project Management and Techniques to manage the projects.	Illustrate leadership abilities to make effective and productive teams.	2/1/2024
7	1	project team	2	Explain the concept of Project Management and Techniques to manage the projects.	Illustrate leadership abilities to make effective and productive teams.	2/2/2024
8	1	Roles of project manager & case discussion	2.5	Explain the concept of Project Management and Techniques to manage the projects.	Illustrate leadership abilities to make effective and productive teams.	2/5/2024
9	1	Role of Project manager	1	Explain the concept of Project Management and Techniques to manage the projects.	Illustrate leadership abilities to make effective and productive teams.	2/6/2024
10	1	Factors determining project success	2	Understand the skills required to evaluate and control the projects	Illustrate leadership abilities to make effective and productive teams.	2/7/2024
11	1	Tools and techniques	1.5	Explain the concept of Project Management and Techniques to manage the projects.	Develop communication and professional presentation skills.	2/12/2024
12	1	Tools and techniques 2	1	Analyzing the project life cycle and assess skills to generate and screen the project ideas.	Develop communication and professional presentation skills.	2/13/2024
13	1	Project life cycle - initiation &	1	Analyzing the project life cycle	Demonstrate critical thinking and	2/14/2024

		planning		and assess skills to generate and screen the project ideas.	Analytical skills for business decision making.	
14	1	Project life cycle - execution & closure, Idea generation	2	Analyzing the project life cycle and assess skills to generate and screen the project ideas.	Demonstrate critical thinking and Analytical skills for business decision making.	2/16/2024
15	1	Idea screening	1	Analyzing the project life cycle and assess skills to generate and screen the project ideas.	Demonstrate critical thinking and Analytical skills for business decision making.	2/20/2024
16	1	Monitoring environment	1	Analyzing the project life cycle and assess skills to generate and screen the project ideas.	Apply knowledge of various functional areas of business.	2/21/2024
17	2	Introduction to technical analysis	1	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	2/26/2024
18	2	Factors of technical analysis - 1	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	2/27/2024
19	2	Factors of Technical analysis -2	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	2/28/2024
20	2	Factors of plant location	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/4/2024

21	2	Sources of technology	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/5/2024
22	2	Appropriateness of technology, Choice of technology, Market survey	4	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/7/2024
23	2	Process of market survey, Data collection - market survey	3	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/8/2024
24	2	Market Planning	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/12/2024
25	2	Network Analysis - concept & importance	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/13/2024
26	2	Constructing a Network Diagram	3	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/18/2024
27	2	Calculating Project duration & critical Path	3	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	3/20/2024
28	2	Total Float, free float & Slack,	3	Acquire skills to do technical	Demonstrate critical thinking and	3/28/2024

		PERT Numericals		analysis and Market Analysis and apply network techniques.	Analytical skills for business decision making.	
29	2	Probability & variance	2	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	Demonstrate critical thinking and Analytical skills for business decision making.	4/8/2024
30	3	Capital structure	3	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/9/2024
31	3	Long term sources of financing	3	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/10/2024
32	3	Debt financing	5	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/12/2024
33	3	Equity & Preference Shares; Retained earnings	5	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/15/2024
34	3	Capital Structure	3	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/18/2024
35	3	Short-term sources for working capital	3	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	4/19/2024
36	4	Project monitoring and controlling	7	Understand the skills required to evaluate and control the projects	Demonstrate critical thinking and Analytical skills for business decision making.	4/22/2024
37	4	Project evaluation	3	Understand the skills required to evaluate and	Demonstrate critical thinking and Analytical skills for	4/24/2024

				control the projects	business decision making.	
38	4	Post-project evaluation	3	Understand the skills required to evaluate and control the projects	Demonstrate critical thinking and Analytical skills for business decision making.	4/25/2024
39	4	Abandonment Analysis, Role of IT in project management	3	Understand the skills required to evaluate and control the projects	Illustrate leadership abilities to make effective and productive teams.	4/29/2024
40	4	Social Cost Benefit Analysis	3	Understand the skills required to evaluate and control the projects	Imbibe responsible citizenship towards sustainable society and ecological environment.	5/1/2024
41	4	Future trends in Project Management	2	Analyze the emerging concepts in project management.	Demonstrate critical thinking and Analytical skills for business decision making.	5/1/2024
42	3	Venture Capital, New sources of finance	4	Explore various sources of projects financing.	Explore the implications and understanding the process of starting a new venture.	5/7/2024



Dr. Surbhi Gosain

Faculty Coordinator

LESSON PLAN

B.COM (H)



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

Batch : B.COM-H (IV-SEM-EVEN-EVE(2022-25))							
Subject : Corporate Finance (BCOM 204)							
	Unit No.	Topic	Date	Percentage	COs	POs	Completion Date
1	1	Introduction	1/25/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	1/25/2024
2	1	Overview of Financial Management	1/26/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	1/26/2024
3	1	Objective of Financial Management	1/29/2024	1	Capital Investment Decisions	Exhibit In-depth knowledge of financial operations and decision making in an organization.	1/29/2024
4	1	traditional concept of financial management	1/30/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	1/30/2024
5	1	modern role of financial manager	1/31/2024	3	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	1/31/2024
6	1	Role of financial Manager	2/1/2024	1	Nature and significance	Enhance problem solving abilities for decision making in financial services and operations.	2/1/2024
7	1	Role of financial Manager	2/2/2024	1	Nature and significance	Enhance problem solving abilities for decision making in financial services and operations.	2/2/2024

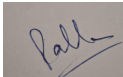
8	1	Concept of TVM	2/5/2024	2	Nature and significance	Enhance problem solving abilities for decision making in financial services and operations.	2/5/2024
9	1	Concept of TVM- Discounting and Compounding	2/5/2024	2	Nature and significance	Enhance problem solving abilities for decision making in financial services and operations.	2/5/2024
10	1	Fv numericals	2/6/2024	2	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/6/2024
11	1	PV numeicals	2/7/2024	2	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/7/2024
12	1	PV numeicals	2/12/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	2/12/2024
13	1	FVA	2/13/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/13/2024
14	1	PVA	2/14/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/14/2024
15	2	Concept of long term financing	2/15/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	2/15/2024
16	2	Debt, Equity, Preference share	2/16/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	2/16/2024
17	2	Cost of equity and numericals on Ke	2/20/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/20/2024
18	2	Numericals on Ke	2/21/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/21/2024

19	2	Numerical on Ke	2/22/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/22/2024
20	2	Cost of equity	2/27/2024	2	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	2/27/2024
21	2	numericals on preference share capital	2/28/2024	3	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	2/28/2024
22	2	numericals on preference share capital	3/1/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/1/2024
23	2	WAcc numericals	3/5/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/5/2024
24	2	WAcc advanced numericals	3/6/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/6/2024
25	2	WAcc advanced numericals	3/7/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/7/2024
26	2	Numerical on debt	3/12/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/12/2024
27	2	Numerical on debt	3/13/2024	1	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/13/2024
28	2	Advance numerical on equity, preference, debt	3/18/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	3/18/2024
29	3	Capital structure theories	3/27/2024	3	Nature and significance	Exhibit In-depth knowledge of financial operations and decision making in an organization.	3/27/2024

30	3	Traditional techniques of capital budgeting	3/28/2024	2	capital structure	Exhibit In-depth knowledge of financial operations and decision making in an organization.	3/28/2024
31	3	Payback period, ARR	4/2/2024	2	Capital Investment Decisions	Exhibit In-depth knowledge of financial operations and decision making in an organization.	4/2/2024
32	3	Modern techniques NPV	4/2/2024	2	Capital Investment Decisions	Exhibit In-depth knowledge of financial operations and decision making in an organization.	4/2/2024
33	3	IRR and PI	4/3/2024	2	Capital Investment Decisions	Exhibit In-depth knowledge of financial operations and decision making in an organization.	4/3/2024
34	3	Capital Rationing	4/4/2024	2	Capital Investment Decisions	Exhibit In-depth knowledge of financial operations and decision making in an organization.	4/4/2024
35	3	Risk Adjusted Discount rate	4/5/2024	2	Capital Investment Decisions	Create an Inclusive culture with congenial interpersonal relationships	4/5/2024
36	3	Certainty equivalent coefficient	4/9/2024	2	Capital Investment Decisions		4/9/2024
37	3	Sensitivity Analysis	4/9/2024	2	Capital Investment Decisions	Create an Inclusive culture with congenial interpersonal relationships	4/9/2024
38	3	Probability Assignment	4/10/2024	2	Risk and return		4/10/2024
39	3	Standard deviation, Coefficient of variation	4/11/2024	2	Risk and return	Enhance problem solving abilities for decision making in financial services and operations.	4/11/2024
40	4	Decision tree analysis	4/18/2024	2	Risk and return	Enhance problem solving abilities for decision making in financial services and operations.	4/18/2024
41	4	Working capital Management: Concept	4/19/2024	1	Risk and return	Enhance problem solving abilities for decision making in financial services and operations.	4/19/2024
42	4	Operating cycle approach	4/22/2024	1	Nature and significance	Exhibit In-depth knowledge of financial operations and	4/22/2024

						decision making in an organization.	
43	4	Estimation of Working capital	4/23/2024	1	Risk and return	Enhance problem solving abilities for decision making in financial services and operations.	4/23/2024
44	4	Management of cash	4/24/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	4/24/2024
45	4	Techniques of cash managment	4/24/2024	2	Risk and return	Develop Comprehensive understanding of Overall business and financial environment in India.	4/24/2024
46	4	Inventory managment	4/29/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	4/29/2024
47	4	EOQ model	4/30/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	4/30/2024
48	4	Management of accounts recievable	4/30/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	5/1/2024
49	4	Mangement of accounts payable	5/1/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	5/1/2024
50	4	Over and under-trading	5/2/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	5/2/2024
51	4	Dividend Policy, Factors affecting dividend policy	5/2/2024	2	Nature and significance	Develop Comprehensive understanding of Overall business and financial environment in India.	5/2/2024
52	4	Theories of relevance and irrelevance	5/3/2024	2	Nature and significance	Create an Inclusive culture with congenial interpersonal relationships	5/3/2024
53	4	Walter's model	5/3/2024	2	Nature and significance	Create an Inclusive culture with congenial interpersonal relationships	5/3/2024

54	4	Gordon's Model	5/3/2024	2	Nature and significance	Create an Inclusive culture with congenial interpersonal relationships	5/3/2024
55	4	MM hypothesis	5/6/2024	2	Nature and significance	Create an Inclusive culture with congenial interpersonal relationships	5/6/2024
56	4	Types of dividend, Determinants of dividend policy	5/7/2024	2	Nature and significance	Create an Inclusive culture with congenial interpersonal relationships	5/7/2024



Dr. Pallavi Ahuja

Faculty Coordinator

SYLLABUS

Assessment year 2023-24

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

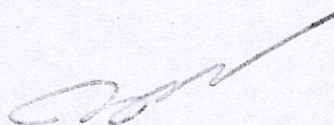
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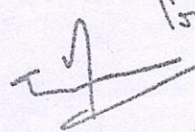
BBA

Scheme and Syllabus

2021-22 onwards

(Approved by AC Sub Committee)



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Background Note:

BBA Graduate Attributes

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

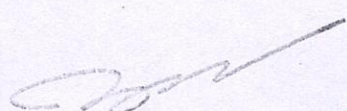
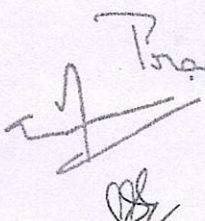


1. Effective Communication and Professional Presentation Skills
2. Comprehensive Knowledge on concepts of Business Management
3. Proficiency in Technological skills necessary for business decision making
4. Critical thinking and Analytical Skills for business problem solving
5. Innovation and Creativity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

Need for Syllabus Revision:

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

The whole syllabus of BBA is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) Generic Electives
- f) Skill Enhancement (NUES)
- g) Major and Minor Projects
- h) MOOC Courses
- i) Summer Internship Projects

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SCHEME OF EXAMINATION

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SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

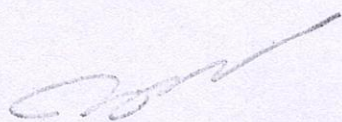
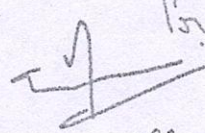

for

First and Second Semesters

(w.e.f. 2021 – 2022 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DWARKA, NEW DELHI-110078




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

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to labs, summer training and projects, internal assessment is 40 marks and external examination is 60 marks.

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

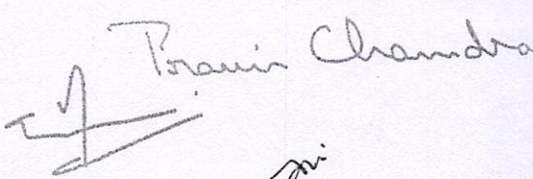


- | | | |
|---|---|-----------------|
| 1. Class Test | - | 15 marks |
| Written Test Compulsory (to be conducted as per Academic Calendar of the University) | | |
| 2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation | - | 10 marks |

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

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programme is **142**.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least **134** credits.


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SCHEME OF EXAMINATIONS

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

B.B.A. (Three-Years)

First Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA 103	Business Mathematics	Core	4	-	4
BBA 105	Financial Accounting and Analysis	Core	4	-	4
BBA 107	Business Economics	Core	4	-	4
BBA 109	IT applications in Business	Skill Enhancement	3	-	3
BBA 111	IT applications in Business-Lab	Skill Enhancement	-	2	1
BBA 113	Entrepreneurial Mindset (NUES)	Ability Enhancement	2	-	2
		Total	21	2	22

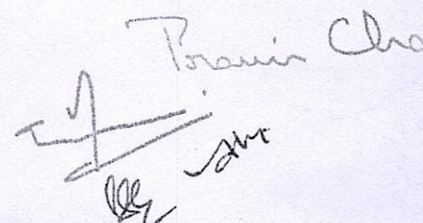
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Second Semester Examination

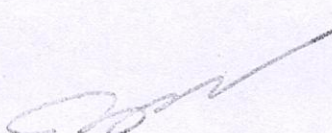
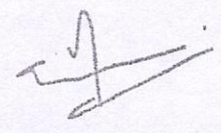
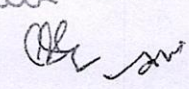
Code No.	Paper	Type	L	T/ P	Credits
BBA 102	Cost Accounting	Core	4	-	4
BBA 104	Decision Techniques for Business	Core	4	-	4
BBA 106	Business Environment	Core	4	-	4
BBA 108	E-Commerce	Skill Enhancement	3	-	3
BBA 110	Business Communication	Ability Enhancement	3		3
BBA 112	E-Commerce Lab	Skill Enhancement	-	2	1
BBA 114	Minor Project-I	Skill Enhancement	-		3
BBA 116	MOOC*	Ability Enhancement	-		3
		Total	18	2	25

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

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.

A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Third Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 201	Business Laws	Core	4	-	4
BBA 203	Marketing Management	Core	4	-	4
BBA 205	Human Resource Management	Core	4	-	4
BBA 207	Management Accounting	Core/Skill Enhancement	4	-	4
BBA 209	Production and Operations Management	Core/Interdisciplinary	3	-	3
BBA 211	Business Research Methodology	Skill Enhancement	3	-	3
BBA 213	Business Research Methodology Lab	Skill Enhancement	-	4	2
BBA 215	NSS/NCC/NSO/others as notified by the university (NUES*)	Ability Enhancement	2		2
BBA 217	Environmental Studies	Interdisciplinary	4	-	4
		Total	28	4	30

*NUES: Non University Examination System

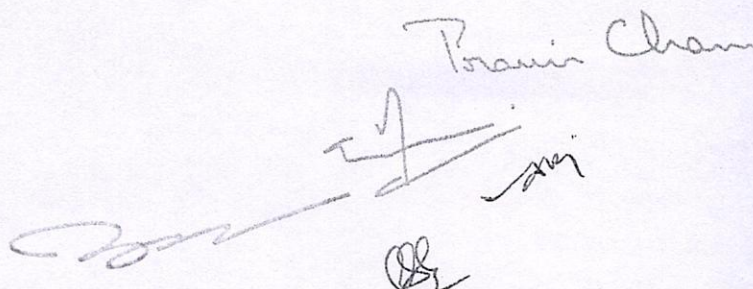
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fourth Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA 202	Business Analytics	Ability Enhancement	4	-	4
BBA 204	Financial Management	Core/Skill Enhancement	4	-	4
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core/ Interdisciplinary	4	-	4
BBA 208	Income Tax Law and Practice	Skill Enhancement /Interdisciplinary Course	4	-	4
BBA 210	MOOC*	Ability Enhancement	-	-	3
	Elective I (one paper to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA 218	Minor Project -II	Skill Enhancement	-	-	3
		Total	20		26

List of Elective-I:

BBA-212 Training and Development
 BBA-214 Sales Management
 BBA-216 Financial Markets and Institutions

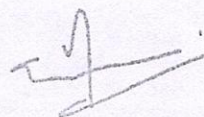
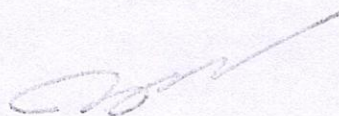
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* The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the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

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.



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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fifth Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA 303	Business Policy and Strategy	Core	3	-	3
BBA 305	Information Systems Management	Skill Enhancement	3	-	3
BBA 307	Information Systems Management Lab	Skill Enhancement	-	4	2
	Elective II (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 315	Summer Training Report	Skill Enhancement	-	-	4
		Total	13	4	19

List of Elective-II

BBA-309 Marketing Analytics
 BBA-311 Performance Management
 BBA-313 Financial Modeling

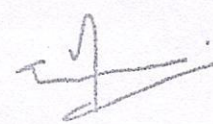
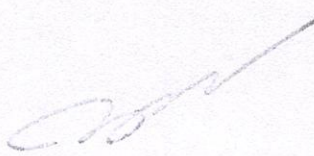

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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Sixth Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 302	Project Management	Core	3	-	3
BBA 304	Digital Marketing	Skill Enhancement	4	-	4
	Elective III* (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 312	Entrepreneurship Development	Interdisciplinary	3	-	3
BBA 314	Major Project	Skill Enhancement	-	-	6
		Total	14	-	20

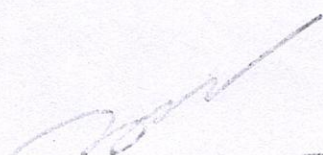
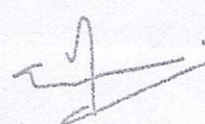
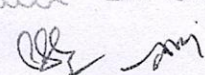
List of Electives-III

BBA-306 HR Analytics
 BBA-308 Advertising and Sales Promotion
 BBA-310 Investment Analysis and Portfolio Management

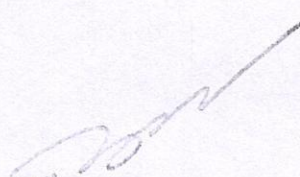

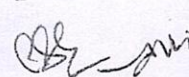


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COURSE DISTRIBUTION (BBA)

Types of Courses	Number of Courses	Credits Per Course	Sem I Course	Sem II Course	Sem III Course	Sem IV Course	Sem V Course	Sem VI Course	Total Credits
Core Courses – Theory and Classroom based (C)	15	4/3	4	3	5	2	1	1	61
Interdisciplinary Theory and Classroom based (GE)	03	4/3			1	1		1	7
Skill Enhancement Courses Including Lab Based (SE) excluding minor/major/internship project reports	11	4/3/2/1	2	3	2	2	4	2	45
Discipline Specific Elective –Theory and Classroom based (DSE)	3	4				1	1	1	12
Ability Enhancement Course including NUES	4	4/3/2	1	2	1	2			17
Minor Project-I	1	3		1					03
Minor Project-II	1	3				1			03
Internship Project Report	1	4					1		04
Major Project	1	6						1	06
Online Courses (MOOCs)	2	3		1		1			06
Total Credits			22	25	30	26	19	20	142



 Pravin Chandra


SEMESTER I

 
Pravin Chandra


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

L-4, T-0

Credits -4

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

Course Contents

Unit I

Introduction

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

Unit II

Planning and Organizing

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

Unit III

Introduction to Organizational Behavior

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

Unit IV

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

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

Suggested Readings: (All latest editions)

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

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

BBA-103 Business Mathematics

L-4, T-0

Credits —4

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

Course Contents

Unit I

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

Unit II

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

(i) The Ad-joint Matrix Methods.

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

(14 Hours)

Unit III

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

(14 Hours)

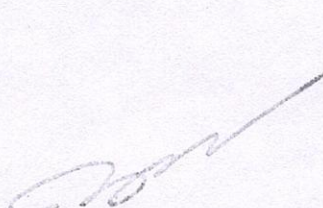


Unit IV

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

(14 Hours)

Suggested Readings: (All latest editions)

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



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

BBA 105: Financial Accounting and Analysis

L-4 T-0

Credits-4

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

Course Contents

Unit I

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

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

Unit II

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance.

Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet as per schedule- III of the new Companies Act 2013. **(14 Hours)**

Unit III

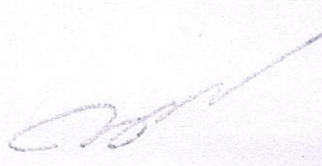
Depreciation, Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation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

Unit IV

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

Suggested Readings: (All latest editions)

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



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

BBA 107: Business Economics

L-4, T-0

Credits-4

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

Course Contents

Unit I

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

Unit II

Consumer Behavior and Demand Analysis:

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

Unit III

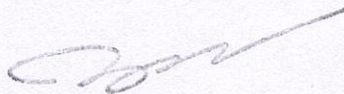
Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost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

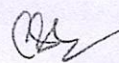
Unit IV

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

Suggested Readings: (All latest editions)

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



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

BBA 109: IT Applications in Business

L-3, T -0

Credits-3

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

Course Contents

Unit I

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

Unit II

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

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software.

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

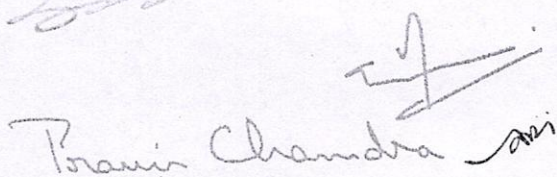
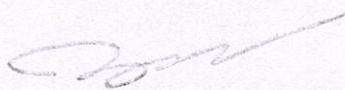
Unit IV

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

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology. **(12Hours)**

Suggested Readings: (All latest editions)

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



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

BBA 111: IT Applications in Business- Lab

L-0, P-02

Credit-1

This Lab would be based on the course **BBA-109: IT Applications in Business**

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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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 113: Entrepreneurial Mindset (NUES)

L-02

Credits – 02

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

Course Contents

Unit I

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

Unit II

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

Unit III

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

Unit-IV


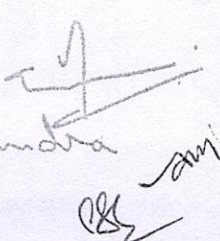
Practicals :

- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.
- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs.

(7 Hours)

Suggested Readings: (All Latest editions)

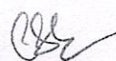
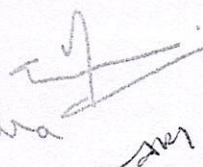
1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical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



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SEMESTER -II



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

BBA 102: Cost Accounting

L-4, T/P-0

Credits: 04

Objective: 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

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centres 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.

(14 Hours)

Unit II

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).

(14 Hours)

Unit III

Cost Sheet - Preparation of Cost Sheet (simple problems)

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

(14Hours)

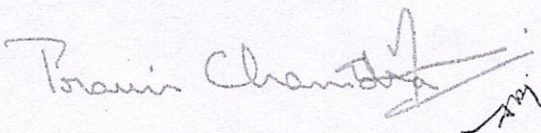
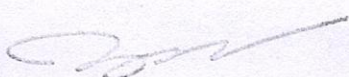

Unit IV

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).

(14 Hours)

Suggested Readings: (All latest editions)

1. Maheshwari, S. N. and Mittal, S. N., Cost Accounting—Theory and Problems, ShriMahavir Book Depot.
2. Arora, M.N., Cost Accounting, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (Latest Edition), Cost Accounting, McGraw Hill Education.
4. Pandey, I.M., Management Accounting, Vikas Publishing House, Delhi.
5. Khan M.Y., Management Accounting, McGraw Hill Education.
6. P.C.Tulsian, Introduction to Cost Accounting, S.Chand, Delhi.

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

BBA-104 –Decision Techniques for Business

L-4, T-0

Credits -4

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Contents

Unit I

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

Measures of Central Tendency - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; **Measures of variation** - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.
(14 Hours)

Unit II

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

Unit III

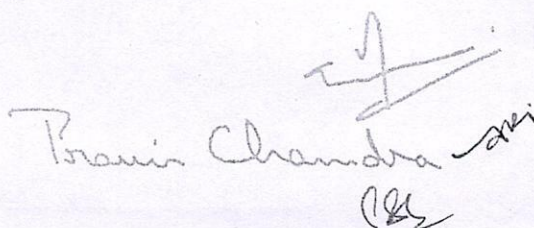
Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality.
(14 Hours)

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality. **Assignment Problem:** Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model.
(14 Hours)

Suggested Readings: (All latest editions)

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



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

BBA 106: Business Environment

L-4, T-0

Credits: 04

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

Course Contents

Unit I

An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Socio-cultural environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis. **(14 Hours)**

Unit II

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

Ease of doing business reforms like Startup India, Swachh Bharat Abhiyan. **(14 Hours)**

Unit III

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

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

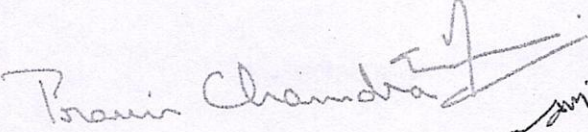

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and Consumption, Investment function. **(14 Hours)**

Unit IV

Economic Environment: Nature of Economic Environment, Economic, Monetary and Fiscal Policies, FEMA, FDI, WTO, GATT, **Occupational structure and contribution of various sectors in GDP of the country.** **(14 Hours)**

Suggested Readings: (All latest editions)

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

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

BBA 108: E-Commerce

L-3, T-0

Credits: 03

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

Course Contents

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.
(8 Hours)

Unit II

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

Unit III

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

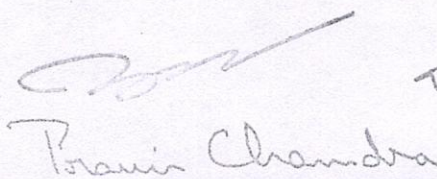
Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption. **(12 Hours)**

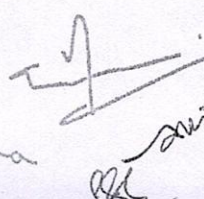
Unit IV

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

Suggested Readings: (All latest editions)

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


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

BBA 110: Business Communication

L3, T-0

Credits: 03

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

Course Contents

Unit I

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

Unit II

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

Unit III

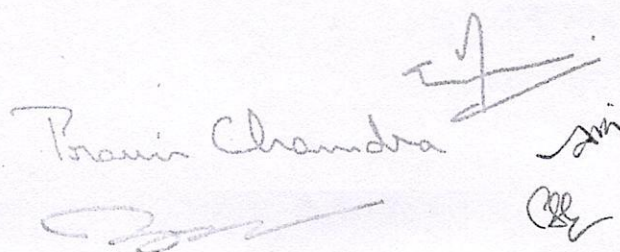
Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,
(12 Hours)

Unit IV

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

Suggested Readings: (All latest editions)

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


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

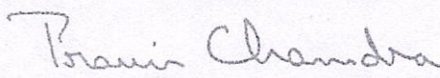
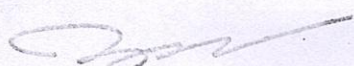



BBA 112: E-Commerce Lab

L-0, P-2

Credit: 01

Objective:

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

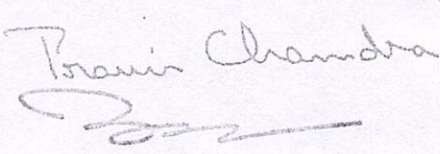









GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 114: Minor Project-I

Credits: 03

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. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.


Brahm Chandra 
 



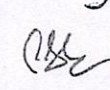
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 116: MOOC

Credits: 03

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

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Program Outcomes

After the program the students will be able to:

- PO 1. Apply knowledge of various functional areas of business
- PO 2. Develop communication and professional presentation skills
- PO 3. Demonstrate critical thinking and Analytical skills for business decision making
- PO 4. Illustrate leadership abilities to make effective and productive teams
- PO 5. Explore the implications and understanding the process of starting a new venture
- PO 6. Imbibe responsible citizenship towards sustainable society and ecological environment
- PO 7. Appreciate inclusivity towards diverse culture and imbibe universal values
- PO 8. Foster Creative thinking to find innovative solutions for diverse business situations

Program Specific Outcomes

After the program the students will be able to:

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

The course outcomes of various courses of BBA are:

Paper/ Subject	Course Outcome
BBA(G) First Semester	
BBA 101 Management process and Organizational Behaviour	CO1. Explore the evolution of the concepts of management CO2: Examine the relevance of the theories of Motivation CO3: Analyze the significance of Organization and Individual Behavior CO4: Analyse and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective teams CO6: Comprehend dynamics of human behavior
BBA-103 Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA 105: Financial Accounting & Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation

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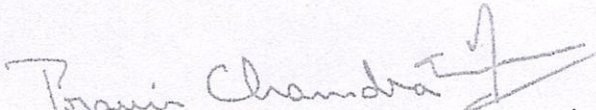

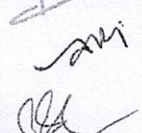
		<p>CO5 : Comprehension about accounting for shares and debentures</p> <p>CO6: Explore the role of Stock exchanges and SEBI as a regulator</p> <p>CO7: Conduct comprehensive financial analysis of companies</p>
BBA 107: Business Economics		<p>CO1: Understand the fundamental concepts of Business Economics</p> <p>CO2: Analyze the relationship between consumer behavior and demand</p> <p>CO3: Explore the theory of production and through the use of ISO-QUANTS</p> <p>CO4: Understand the concept and relevance of short term and long term cost</p> <p>CO5: Examine pricing decisions under various market conditions</p> <p>CO6: Analyse economic challenges posed to businesses</p>
BBA 109: IT Applications in Business		<p>CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).</p> <p>CO2: Analyze the usage of IT product and services.</p> <p>CO3: Use internet web services and resources for learning and discovery.</p> <p>CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems.</p> <p>CO5: Comprehend the role of databases in IT applications.</p>
BBA 111: IT Applications in Business (Lab)		<p>CO1: Explore the utility of applications provided by MS Office</p> <p>CO2: Proficiency in MS Advanced Excel and Powerpoint</p> <p>CO3: Effective and professional presentation and communication skills</p> <p>CO4: Use Tables and Charts from Excel to create interactive and animated presentations</p>
BBA-113: Entrepreneurial Mindset (NUES)		<p>CO1: Exhibit entrepreneurial skills and abilities</p> <p>CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects</p> <p>CO3: Explore the laws and government assistance available for new entrepreneurs.</p> <p>CO4: Explore ways to achieve entrepreneurial success</p>
Second Semester		
BBA 102: Cost Accounting		<p>CO1: Comprehensive understanding on objectives and scope of cost accounting in business</p> <p>CO2: Explore cost control through various material controlling techniques</p> <p>CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost</p>

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	CO4 : Examine overhead cost through overhead functional analysis CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss CO6: Prepare contract accounts using escalation clause
BBA-104 —Decision making Techniques in Business	CO1: Understand the basic concepts of Statistics CO2: Apply Correlation and Regression concepts in business and research problems CO3 : Explore the use of linear programming in business problem solving CO4: Analyze transportation and assignment problems CO5: Evaluate alternatives before taking business decisions
BBA -106-Business Environment	CO1:Explore the Business Environment and its relevance CO2: Comprehend the structure of Indian Economy CO3:Analyse the planning system and economic development in India CO4:Examine the concept of Macro Economics and determination of National Income CO5: Explore the Macro Economic framework
BBA 108: E-Commerce	CO1: Examine strengths and weaknesses of digital profiles of business organizations CO2: Explore ways to enhance online visibility of business CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce CO4: Examine the barriers to successful online positioning of businesses
BBA 110: Business Communication	CO1: Proficiency in formal written communication CO2: Appreciate diversity and adapt to multicultural communication CO3: Analyze the forms and methods of formal and informal mode of communication CO4: Ability to make effective and well-articulated presentations CO5: Explore the significance of effective listening
BBA 112: E-Commerce Lab	CO1: Design, develop and maintain a basic website. CO2: Create static HTML web pages CO3: Formulate controls for developing web sites CO4: Demonstrate basic animation using HTML.
BBA 114: Minor Project - I	CO1: Identify a business problem or a field of study CO2: Explore the environment to identify potential research areas CO3: Crystallize a business concern into a concrete business research problem CO4: Explore alternative ways to resolve a business problem

SEMESTER III

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

BBA 201: Business Laws

L-4, T -0

Credits-4

Objective: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships

Course Outcomes:

CO1: Examine various aspects of contract and implications of various types of contract.

CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.

CO3: Understand and analyse Companies Act 2013 with latest amendments.

CO4: Examine the concepts of Negotiable Instrument Act, 1881.

CO5: Comprehend the concepts of valid contract regarding business transactions.

Course Content

Unit I

The Indian Contract Act, 1872: Nature of Contract and its essentials, Void, Valid and Voidable Contracts, Consent, Consideration and its' impact on Contract, Agreements in restraint of Trade, Performance, Breach of Contract and remedies, revocation and termination of Contract, Agency and Bailment Contracts, Contract of Indemnity, Contract of Guarantee and Pledge. **(14 Hours)**

Unit II

The Sale of Goods Act, 1930: Objective, Definition of Contract of sale, Sale and Agreement to Sell, Definition of Goods, Conditions and Warranties, Implied Conditions and Implied Warranties, Performance of Contract of Sale and Right of unpaid seller, rights of sellers and buyers, transfer of property. Unpaid seller and rights of unpaid seller.

Indian Partnership Act 1932: Definition of Partnership, Registration of Partnership Firm, Rights and duties of Partners, Dissolution of Partnership and Partnership firm.

Limited Liability Partnership Act, 2008: Formation and Incorporation of LLP, Partners and their relations, Financial Disclosures, Conversion into LLP, Foreign LLP. **(18 Hours)**

Unit III

The Companies Act 2013 with up-to-date Amendments: Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, 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, Introduction to Lifting of corporate veil, conceptual framework of formation of company, Doctrine of Ultra Vires and Doctrine of Indoor Management, Winding up of Companies. **(14 Hours)**

Unit IV

Negotiable Instruments Act: Meaning and types of Negotiable Instruments- Cheques, Promissory Notes, Bills of Exchange, Holder and Holder in due course, Types of Endorsements, Types of Crossing of Cheques, Dishonor of Cheques and Consequences. **(10 Hours)**

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

Suggested Readings: (Latest Editions)

1. Kuchhal, M.C and Kuchhal, Vivek, Business Law, Vikas Publishing House, New Delhi.
2. Pathak A, Legal Aspect of Business, McGraw Hill Education Company.
3. Maheshwari, S.K & Maheshwari S.N , A Manual of Business Law ,Himalayan Publishing House.
4. Singh, Avtar, Business Law, Eastern Book Company, Lucknow.
5. Kapoor N.D, Business Law, Sultan Chand, New Delhi.
6. Bulchandani K. R, Business Law for Management, Himalaya Publishing House, New Delhi.

CO-PO MAPPING**BBA 201 Business Laws**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	2	3
CO5	3	3	3	3	3	3	2	3
AVG	3	3	3	3	3	3	2	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-203: Marketing Management

L-4 /T-0

Credits-4

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

Course Outcomes:

CO1: Explore the concepts of Marketing Management.

CO2: Appraise in New Product Development, product Line and width and also product pricing.

CO3: Understand the role and relevance of Place and Intermediaries.

CO4: Acquire skills to understand the factors which influence the promotional mix.

CO5: Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.

CO6: Acquire skills to handle marketing related business and research issues.

Course Content

Unit I

Introduction: Marketing - Meaning, Scope and Importance; Concepts, Philosophies of Marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases. **(14 Hours)**

Unit II

Marketing Mix Decision –Product and Pricing: Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies. **(14 Hours)**

Unit III

Marketing Mix Decisions -Promotion and Distribution: Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach. **(14 Hours)**

Unit IV

Introduction to Emerging Trends in Marketing: Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing. **(14 Hours)**

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

Suggested Readings: (Latest Editions)

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.

3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.

CO-PO MAPPING

BBA 203 Marketing Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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

BBA 205: Human Resource Management

L-4, T-0

Credits: 04

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

Course Outcomes:

CO1: Examine the concepts and relevance of HRM.

CO2: Explore the various dimensions of Human resource Planning.

CO3: Analyze the needs, methods and designing of training and development programmes.

CO4: Exhibit the career planning and career development.

CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.

Course Content

Unit I

Introduction to Human Resource Management: Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM. **(14 Hours)**

Unit II

Acquisition of Human Resource: Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention. **(14 Hours)**

Unit III

Training and Development: Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, Cultural Shock. **(14 Hours)**

Unit IV

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives, process, methods, Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management. **(14 Hours)**

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

Suggested Readings: (Latest Editions)

1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, Wiley India Private Limited.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa,K, Human Resource Management, McGraw Hill Education Company.

5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books, Delhi

CO-PO MAPPING

BBA 205 Human Resource Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 207: Management Accounting

L-4, T-0

Credits —4

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

Course Outcomes:

CO1: Understand the nature and scope of Management Accounting.

CO2: Analyse and interpret the accounting financial statements of a company and its limitations.

CO3: Executing skills to prepare various Budgets.

CO4: Examining the impact of different ratios on the financial performance of a company.

CO5: Compute cash flow analysis and its likely impact on the company

Course Contents

Unit I:

Introduction: Meaning, Objectives, and Scope of management accounting; Difference between financial accounting, cost accounting and management accounting; Comparative financial statements, common size financial statements, trend analysis, Ratio analysis, cash flow statement.

(14 Hours)

Unit II:

Budgetary Control and Variances: Concept and types of budgeting and budgetary control; meaning, objectives, merits, and limitations of budgetary control; budget administration; Functional budgets including cash budget; Fixed and flexible budgets: meaning and preparation; Zero-based budgeting; Performance budgeting, difference between performance & traditional budgeting. Meaning of Variance and Variance Analysis – Material, Labour, Overheads and Sales Variances, Disposition of Variances, Control Ratios.

(14

Hours)

Unit III:

Costing and Profit Planning: Meaning of Variable Costing, Absorption Costing and Marginal Costing; uses of Marginal costing; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety.

(14

Hours)

Unit IV:

Managerial Decision Making: Decision making based on Marginal Cost Analysis - profitable product mix, Make or Buy, Addition or Elimination of a product line, sell or process further, operate or shut down

Managerial Decision-making using spreadsheets.

(14 Hours)

Suggested Readings: (Latest Editions)

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
2. Khan, M.Y, Management Accounting, McGraw Hill Education Company.
3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education Company.
5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R.W., Managerial Accounting, McGraw Hill Education Company.

CO-PO MAPPING

BBA 207 Management Accounting

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3	3	3	1	1
CO2	3	3	3	3	3	1	1	3
CO3	3	3	3	3	3	3	1	3
CO4	3	2	3	1	3	1	1	1
CO5	3	2	3	2	3	1	1	1
AVG	3	2.4	3	2.4	3	1.8	1	1.8

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

BBA 209: Production and Operations Management

L-3/ T-0

Credits —3

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

Course Outcomes:

CO1: Interpret the basic concept and functions of production and operations management.

CO2: Able to understand the process of design and development of production systems.

CO3: Explore the various factors in deciding location and plant layout.

CO4: Articulate inventory management and JIT with quality management systems and TQM.

CO5: Identify critical factors for plant maintenance.

Course Contents

Unit I

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, Role of Production Planning and control in manufacturing Industry.

Design of Production System: Production Design, Factors Influencing Production Design, Process Planning and Process Design. **(12 Hours)**

Unit II

Plant Location and Layout: Defining Plant Location, Factors affecting initial selection of site location, criteria of site selection, Plant Location Methods- Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Objectives of Plant Layout, Factors affecting 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 influencing Material Management, Steps in purchasing procedure, and Methods of Purchasing. **(10 Hours)**

Unit III

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, Defining quality assurance and quality control, Phases of Quality Control, Specification of Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka—Yoke, ISO (9000& 14000 Series), and Six Sigma. **(10 Hours)**

Unit IV

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. **(10 Hours)**

Suggested Readings: (Latest Editions)

1. Kale, S., Production and Operation Management, McGraw Hill Education.
2. Mahadevan, B., Operation Management: Theory and Practice, Pearson Education India.
3. Chary, S. N., Production and Operation Management, McGraw Hill Education.
4. Panneerselvam, R., Production and Operation Management, Prentice Hall.
5. Chase, R.B., Operations and Supply Chain Management, McGraw Hill Education.
6. Stevenson, W. J., Operations Management, McGraw Hill Education.

CO-PO MAPPING**BBA 209** Production and Operations Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	1	1	1
CO2	3	3	3	3	3	1	1	1
CO3	3	3	3	3	3	2	1	1
CO4	3	3	3	3	3	1	1	1
CO5	3	3	3	3	3	2	1	1
AVG	3	3	3	3	3	1.4	1	1

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

BBA211: Business Research Methodology

L-3, T-0

Credits: 03

Objective: The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

Course Outcomes:

- CO1: Outline the significance of research and research methodology.
- CO2: Understand the basic concepts and scope of Business research.
- CO3: Formulate research process for solving the business related problems.
- CO4: Examine the concept of measurement, sampling and hypotheses testing.
- CO5: Prepare a research report.

Course Contents

Unit I

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses.
(10 Hours)

Unit II

Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection.

Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies.
(8 Hours)

Unit III

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, Questionnaire Design, Development and Testing, Reliability and Validity.

Sampling -Steps, Types, Sample Size Decision

Hypothesis Formulation and Testing: Tests concerning means and proportions; Regression, T Test, Z Test, ANOVA, Chi-square test.
(14 Hours)

Unit IV

Report Preparation: Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations Styles, Bibliography and Annexure in report, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check.
(10 Hours)

Suggested Readings: (Latest Editions)

1. Chawla , Deepak & Sondhi, Neena, Research Methodology-Concepts and Cases, Vikas Publishing House.

2. Cooper, Donald R. and Schindler, Pamela S., Business Research Methods, McGraw Hill Education Company.
3. Kumar, Ranjit, Methodology: A step by step Guide for Beginners, Pearson Education.
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education Company.

CO-PO MAPPING

BBA 211 Business Research Methodology

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
CO5	3	3	3	1	3	1	3	3
AVG	3	3	3	1	3	1	2.2	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-213: Business Research Methodology Lab

L-0, P-4

Credits-2

Objective: To enable the students about the various aspects of data analysis and interpretation in promoting quality research.

Course Outcomes:

CO1: Acquire skills to use software (Advance Excel/ SPSS).

CO2: Examine research tools for solving business problems.

CO3: Implement statistical tests for resolving an issue.

CO4: Demonstrate skills for decision making.

The Lab would be based on the Course: Business Research Methodology. The lab will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.

CO-PO MAPPING

BBA 213 Business Research Methodology Lab								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
AVG	3	3	3	1	3	1	2	3

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

BBA215: NSS/NCC/NSO/others as notified by the university (NUES)

L-2, T-0,

Credits: 02

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.

BBA217: Environmental Studies

L-4, T-0,

Credits: 4

Objective: The course is designed to impart basic knowledge of the environment, its components and explore different approaches of conserving and protecting environment for the benefit of society. It also deals with the energy resources and current environmental problems faced by the world.

Course Outcomes:

CO1: Environmental Studies course will provide necessary information and knowledge about the various aspects of environment, ecosystems and related biodiversity.

CO2: Students will be able to learn and understand about the availability and sustainable use of resources, environmental problems and their short term and long term impacts to humans

CO3: Course will help them to learn about environmental policies and protocols, social issues and role of human in conservation and protection of environment.

CO4: Overall, course will help students to develop skills and ability of understanding environment- human relationship

Course Content

Unit I

Fundamentals: The Multidisciplinary nature of environmental studies: Definition, components, scope and importance, need for public awareness; **Ecosystems:** Concept, Structure and function of an ecosystem, energy flow in ecosystems, food chain, food web, ecological pyramids, ecological succession; **Introduction to types, characteristics features, structure and function of different ecosystems including forest, grassland, desert and aquatic ecosystem; Biodiversity:** Introduction to biodiversity-definition, genetics, species, ecosystem diversity, biogeographical classification of India, value of biodiversity-consumptive uses, productive, social, ethical, aesthetic and option values, biodiversity at global, national and local level, India as a mega diversity nation, endangered and endemic species of India, hot spots of biodiversity, threats to biodiversity – habitat loss, poaching of wild life, man wildlife conflicts and conservation of biodiversity- in-situ and ex-situ conservation. **(18 hours)**

Unit II

Renewable and Non-renewable Resources: Energy resources, Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources-green fuel; **Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems; **Forest resources:** Use and over-exploitation, deforestation, Timber extraction, mining, dams and their effects on forest and tribal people, case studies; **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies; **Food resources:** World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies; **Land resources:** Land as a resource, land degradation, man induced landslides, soil erosion and desertification; **Role of individual in conservation of natural resources, Resource Management-Sustainable development.**

(12 Hours)

Unit III

Environmental Pollution: Air Pollution; Types of pollutants, source, effects, sink & control of primary pollutants– CO, NOX, HC, SOx and particulates, effect of pollutants on man & environment: photochemical smog, acid rain and global warming, CO2 Sequestration. Water Pollution; Classification of Pollutants, their sources, waste water treatment (domestic and industrial). Soil Pollution; Composition of soil, classification and effects of solid pollutants and their control; Solid Waste Management: Classification, waste treatment and disposal methods; composting, sanitary land filling, thermal processes, recycling and reuse methods. Hazardous wastes-Classification, radioactive, biomedical & chemical, treatment and disposal-Physical, chemical and biological processes; Marine Pollution: Causes, effects and control of marine pollution, coastal zone management; Thermal pollution-Causes, effects and control of marine pollution, coastal zone management; Disaster Management-Floods, earth quake, cyclone and landslides. **(11 hours)**

Unit IV

Environmental Policies, Human Population and Environment: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents, case studies; Some important Environmental laws, issues involved in enforcement of environment legislations, Green bench; carbon footprint, Montreal and Kyoto Protocol, conservation of Biological Diversity, The Chemical Weapons Convention, Environment Impact Assessment; population growth and variation among nations, Impacts on environment and human health, human right, Tribal people and rights, Human and wildlife conflicts in Indian context, Environmental ethics; Role of government and non government organizations in public awareness and environment improvement. **(15 hours)**

Field work:

visit to local areas to document environmental assets, study of simple ecosystems, study and identification of common plants, birds and insects.

Suggested Readings: (Latest Editions)

1. Gadi, R., Rattan, S., Mohaptra, S., A textbook of Environmental Studies, Kataria Publication.
2. P. Meenakshi, Elements of Environmental Sciences & Engineering, PHI Learning Pvt. Ltd.
3. Kaushik, A. & Kaushik, C.P., Basics of Environment and Ecology, New Age International Publishers.
4. Mishra, D.D., Fundamental Concepts in Environmental Studies, S Chand & Co. Ltd.
5. Bharucha, E., Textbook of Environmental Studies, University Press Pvt. Ltd.
6. Joseph, B., Environmental Studies, Tata McGraw-Hill Publishing Company Ltd.

SEMESTER -IV

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-202: Business Analytics

L-4, T-0

Credits-4

Objective: The course aims to impart understanding of business analytics which include the use of data, statistical and quantitative analysis, descriptive and predictive models.

Course Outcomes:

CO1: Demonstrate skills for computation and aggregation of data using different software.

CO2: Present data with the help of charts etc.

CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.

CO4: Analyze data and interpret the results.

Course Contents

Unit I

Introduction: Concept, Evolution of Business Analytics, Analytics Process, Overview of Data Analysis, Data Scientists Vs Data Engineer Vs Business Data Analyst, Roles and Responsibilities, Business Analytics in Practice, Career in Business Analytics, Introduction to R. **(14 Hours)**

Unit II

Data Warehousing and Data Mining: Concept of Data Warehousing, ETL, Star Schema, Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks. Application and Trends in Data Mining, Data Mining for Retail Industry, Health Industry, Insurance and Telecommunication Sector. **(16 Hours)**

Unit III

Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, Charts, Tableau, Data Modeling-Concept, Role and Techniques. **(12 Hours)**

Unit IV

Types of Analytics: Descriptive: Central Tendency, Mean, Median, Mode, Standard Deviation, variance, Predictive – Linear Regression, Multivariate regression, Prescriptive-Graph Analysis, Simulation, Optimization. **(14 Hours)**

Note: Hands on skills to be imparted.

Suggested Readings: (Latest Editions)

1. Camm, J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. Williams, T., Essentials of Business Analytics, South-Western College Publishing.
2. Evans, James, Business Analytics: Methods, Models and Decisions, Pearson.
3. Winston, Albright, Business Analytics- Data Analysis and Decision Making, Cengage Learning.
4. Raj, Sahil, Business Analytics, Cengage Learning.
5. Prasad. R. N and Acharya S., Fundamentals of Business Analytics, Wiley India.
6. Banerjee, T., Business Analytics: Text and Cases, Sage Publications India Pvt. Ltd.

CO-PO MAPPING

BBA -202-Business Analytics

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	1	3	1	2	3
CO2	3	3	3	1	3	1	2	3
CO3	3	3	3	1	3	1	2	3
CO4	3	3	3	1	3	1	2	3
AVG	3	3	3	1	3	1	2	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-204: Financial Management

L-4, T-0

Credits-4

Objective: The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Course Outcomes:

- CO1: Explain the nature and scope of Financial Management.
CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.
CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions.
CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.
CO5: Acquire skills to manage profitability and take sound financial decision for a business.

Course Contents

Unit I:

Introduction: Nature, scope, and objectives of Financial Management- Profit Maximization, Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money. **(14 Hours)**

Unit II:

Cost of Capital and Financing Decision : Sources of long-term financing, Components of Cost of Capital and calculation - Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). **(14 Hours)**

Unit III:

Capital Budgeting : Capital Budgeting Process and methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk- Adjusted Discount Rate Method. **(14 Hours)**

Unit IV:

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision- Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend policy. **(14 Hours)**

Suggested Readings: (Latest Editions)

1. Khan, M.Y, Jain P.K., Financial Management, McGraw Hill Education Company.
2. Pandey I. M., Financial Management, Vikas Publishing House.
3. Kapil, Sheeba, Financial Management, Pearson Education.
4. Chandra, Prasanna, Financial Management, McGraw Hill Education Company.
5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
6. Tulsian, P.C., Financial Management: A self study textbook, S. Chand.

CO-PO MAPPING

BBA 204: Financial Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	2	2	3
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	2	2	3
CO4	3	3	3	3	3	2	2	3
CO5	3	3	3	3	3	2	2	3
AVG	3	3	3	3	3	2	2	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 206: Corporate Governance, Ethics & Social Responsibility of Business

L-4, T-0

Credits: 04

Objective: The course aims to develop an understanding of corporate governance, human values and ethics in business and to apply them in business.

Course Outcomes:

CO1: Exhibit the relevance of Corporate Governance in present times.

CO2: Examine the concept of Human values and their relevance in Business.

CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business.

CO4: Discuss the issues related to whistle blowing and moral issues in business.

Course Contents

Unit I

Corporate Governance - Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability, Consumer Protection Act, Investor Protection Act.

(14 Hours)

Unit II

Human Values: Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

(14 Hours)

Unit III

Business Ethics: Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance.

(14Hours)

Unit IV

Ethical and Moral Issues in Business: Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

(14 Hours)

Suggested Readings: (Latest Editions)

1. Fernando, A.C, Business Ethics, Pearson Education.
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI.
3. Mandal, S.K., Ethics in Business and Corporate Governance, Mc Graw Hill Education Company.
4. Kumar, S., Corporate Governance, Oxford, England: Oxford University Press.
5. Sherlekar, S. A., Ethics in Management, Himalaya Publishing House.

6. Cullen, John G., Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations, Sage Publications Ltd.

CO-PO MAPPING

BBA 206: Corporate Governance, Ethics & Social Responsibility of Business

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3

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

BBA 208: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

Objective: The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals.

Course Outcomes:

CO1: Comprehend the concepts of taxation and determine the residential status of person.

CO2: Compute income and deductions under different heads.

CO3: Examining the provisions of clubbing of income and set off and carry forward of losses.

CO4: Determine the Tax Liability.

CO5: Ability to file income tax return.

Course Contents

Unit I:

Basic Concepts: Income Tax: Need, features and basis of charges. Income Tax Act 1961 and amendments, Residential status, Scope of Total Income, Heads of Income, Exempted Incomes.

(14 Hours)

Unit II:

Income from Salary and House Property: Meaning of salary, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary. Income from house property, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property.

(14 Hours)

Unit III:

Profits and gains from business or profession, capital gains and income from other sources: Meaning of business income, methods of accounting, Deductions, Computation of taxable income from Business and Profession, Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain, Income from Other Sources- Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc.

(14 Hours)

Unit IV:

Computation of Total income and Tax Liability of individual : Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Advance Payment of Tax, Tax Deduction at Source, Computation of total income and tax liability of individuals.

(14 Hours)

Note: Latest provisions to be taught. Exposure to e-filing of Income Tax Return.

Suggested Readings: (Latest Editions)

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax, Flair Publications Pvt. Ltd.
2. Singhanian, V. K., & Singhanian, M., Student's Guide to Income Tax including GST-Problems & Solutions, Taxmann Publications Pvt. Ltd.
3. Study material of ICAI Intermediate Paper 4A: Income-tax Law, <https://www.icai.org>.
4. Dinkar, Pagare, Law and Practice of Income Tax, Sultan Chand and Sons.
5. Lal, B.B, Income Tax Law and Practice, Konark Publications.
6. Taxman's Direct Taxes Manual, Taxmann.

CO-PO MAPPING

BBA 208: Income Tax Law and Practice

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3	3	3	2	2
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	3	2	3
CO4	3	2	3	2	3	2	2	2
CO5	3	2	3	2	3	2	2	2
AVG	3	2.4	3	2.6	3	2.4	2	2.4

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

BBA-210: MOOC

Credits-3

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 3 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.

For August session, tentative list of programmes will be available on the platform from May-August and for January session, tentative list of programmes will be available on the platform from October to January.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 212: Training and Development

L-4, T/P-0

Credits: 04

Objective: The course aims at equipping the learners with the concept and practice of Training and Development in the modern organizational setting.

Course Outcomes

CO1: Examine the concepts of training and development.

CO2: Analyse the trends in employees and organization development programmes.

CO3: Identify training needs of an individual by conducting training need analysis.

CO4: Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.

Course Contents

Unit-I:

Introduction : Concepts and Rationale of Training and Development; overview of Training and Development systems; ISD Model of T&D, organizing Training Department; Training and Development Policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development. **(14 Hours)**

Unit II:

Training Need Analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Approaches for Training Needs and Analysis, output of TNA, methods used in TNA, Assessment of Training Needs. **(14 Hours)**

Unit III:

Training and Development Methodologies: Overview of Training Methodologies- Process of Learning; Principles of Learning; Individual differences in Learning, Learning Curve, Learning Management System; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in Training. **(14 Hours)**

Unit IV:

Designing Training & Development Programme: Organization of Training and Development Programmes, Training Design, Kinds of Training and Development Programmes- Competence Based and Role-Based Training; Orientation and Socialization; Diversity Training, Choice of Training and Development Methods, Preparation of Trainers; Developing Training Materials; E-Learning Environment; Flexible Learning Modules; Self Development; Training Process Outsourcing, Evaluation of Training and Development: Meaning and Problems. **(14 Hours)**

Suggested Readings: (Latest Editions)

1. Blanchard, N. P., & Thacker, J. W., Effective Training: Systems, Strategies and Practices, New York: Pearson Education.
2. Noe, R. A., & Kodwani, A. D., Employee Training and Development, New York: McGraw Hill Education.

3. Lynton, R. P., & Pareek, U., Training for Development. New Delhi: SAGE India.
4. Phillips, J. J., & Phillips, P. P., Handbook of Training Evaluation and Measurement Methods, Houston: Gulf Publishing Company.
5. Prior, J. (Edited), Handbook of Training and Development, Mumbai: Jaico Publishing House.
6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

CO-PO MAPPING

BBA 212: Elective Training and Development

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	2	2	3	3	3	3
CO2	3	3	2	2	3	3	3	3
CO3	3	3	2	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	2.25	2	3	3	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 214: Sales Management

L-4, T/P-0

Credits: 04

Objective: To acquaint the students with the process of personal selling and the strategies and methods for effective sales management.

Course Outcomes:

CO1: Explore the nature and importance of sales management, types and skills of sales manager.

CO2: Demonstrate the personal selling process.

CO3: Analyze the ethical and legal issues in sales management.

CO4: Designing the Motivational and Compensation Plans of Sales Personnel.

Course Contents

Unit I

Introduction to Sales Management: Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management.
(14 Hours)

Unit II

Personal Selling: Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods.
(14 Hours)

Unit III

Sales Force: Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas and contest.
(14 Hours)

Unit IV

Appraisal: Appraisal of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management.
(14 Hours)

Suggested Readings: (Latest Editions)

1. Still. K.R., Cundiff, E.W & Govoni. N.A.P, Sales Management-Decision Strategies and Cases, Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C., Sales Management, Pearson Education.
3. Donaldson, Bill, Sales Management, Principles, Process and Practice, Palgrave Macmillan.
4. Havaladar, K.K. & Cavale, V.M, Sales and Distribution Management-Text & Cases, Tata McGraw Hill Education Pvt. Ltd.
5. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education.
6. Ingram, Thomas N., LaForge, Raymond W., Avila. Raman A., Schwepker, Jr., Williams M.R., Sales Management-Analysis and Decision Making, Routledge.

CO-PO MAPPING

BBA 214: Elective Sales Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	3	2.25	3	3	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 216: Financial Markets and Institutions

L-4, T/P-0

Credits: 04

Objective: The course aims to familiarize the learners with an overview of Financial Markets & Institutions in India.

Course Outcomes

CO1: Analyze the functioning of financial markets and Institutions in India.

CO2: Examine the functioning of money market and capital market.

CO3: Assess the impact of initiatives on financial inclusion.

CO4: Understand the Role and Functions of Financial Institutions.

Course Contents

Unit I:

Introduction to Financial System: Components of Financial System, Financial System and Economic Development, Financial Intermediaries, Overview of Indian Financial System, Financial Sector Reforms.

(14 Hours)

Unit II:

Money Market: Money Market – concept, role, functions and importance; Money market instruments; Reserve Bank of India (RBI)- structure and role; Money market operations, Monetary Policy Committee (MPC)- structure and role; Policy Rates. Impact of Monetary policy on Inflation and liquidity.

(14 Hours)

Unit III:

Capital market : Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository, Primary and Secondary Markets, Derivatives and commodity markets; Role of Stock Exchanges in India. Securities and Exchange Board of India (SEBI) – Role in capital market development and Investor Protection and Awareness.

(14 Hours)

Unit IV:

Banking and Other Financial Institutions : Commercial banks - classification; Payment Banks, Small Banks, Co-operative Banks; Recent initiatives like MUDRA financing scheme, Financial Inclusion; Non-Performing Assets (NPA)-Meaning, causes and Impact of NPAs on Banking Sector; Insolvency and Bankruptcy Code, 2016. Role and Importance of Non-Banking Financial Companies (NBFCs), Development Financial Institutions (DFIs), Housing Finance Institutions - National Housing Bank, HUDCO; Microfinance and Rural Credit- NABARD, Post Office Banks.

(14 Hours)

Suggested Readings: (Latest Editions)

1. Gordon, E. & Natarajan, K., Financial Markets and Services, Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
3. Khan M. Y., & Jain, P. K., Financial Services, McGraw Hill Publishing Company.
4. Khan, M. Y., Indian Financial System –Theory and Practice, Vikas Publishing House.
5. Pathak, Bharati, Indian Financial System, Pearson Education.
6. Annual Reports: Reserve Bank of India, Ministry of Finance, Government of India.

CO-PO MAPPING

BBA 216: Elective Financial Markets and Institutions

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	3	3	2	2	3
CO2	3	3	3	3	3	2	2	3
CO3	3	3	3	3	3	2	2	3
CO4	3	3	3	3	3	2	2	3
AVG	3	3	3	3	3	2	2	3

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

BBA-218: MINOR PROJECT - II

Credits —3

Course Outcomes:

CO1: Identify a field of study or a business problem.

CO2: Examine the environment to identify the potential research areas.

CO3: Crystallize a business concern into a concrete business research problem.

CO4: Explore alternative ways to resolve a business problem


During the fourth 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. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.

CO-PO MAPPING

BBA 218: Minor Project-II

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	3	3	2	3	3	3	3
CO2	3	3	3	2	3	3	3	3
CO3	3	3	3	2	3	3	3	3
CO4	3	3	3	2	3	3	3	3
AVG	3	3	3	2	3	3	3	3

SEMESTER -V



PROF. SANJIV MITTAL
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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 301: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: The course aims to help students to comprehend the basic principles of the laws governing Direct 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., Indirect Taxes-Law and Practice, (38TH Ed., 2017), 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 Rev. Ed., 2012), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, I K International Pub. House..

PROF. SANJIV MITT:
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Guru Gobind Singh Indraprastha Un
Sector-16C, Dwarka, New

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. (1st Ed. 2013) Production and Operation Management, McGraw Hill Education
2. Mahadevan, B. Operation Management: theory and practice, (2nd Ed., 2015), Pearson Education India..
3. Chary, S. N., (5th Ed., 2012), Production and Operation Management, McGraw Hill Education.
4. Panneerselvam R. (3rd Ed., 2012), Production and Operation Management, Prentice Hall,
5. Chase R.B. (14th 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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w.e.f. Academic Session 2017-2018

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

BBA-305 Services Marketing

L-4 T-0

Credits –4

External Marks: 75

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 Scale and its usage; GAPs Model; Modes of 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 Service scape.

Suggested Readings:

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

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

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, (8th Ed., 2014), Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E. (1st 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-309: Goods & Services Tax (GST)

L-4 T-0

Credits –4

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.

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., (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 311: 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 (BBA)

BBA-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

Unit I

(14 Hours)

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,.
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, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 304: Digital Marketing

L L-4 T/P-0

Credits-4

External Marks: 75

Objective: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

Course Contents

Unit I

(14 Hours)

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

Unit II

(14 Hours)

Online buyer behavior and Models; The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication

Unit III

(14 Hours)

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing,

Unit IV

(14 Hours)

Digital Promotion Techniques II: Social Media Marketing - Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing – advertising on mobile devices, mobile apps, tracking mobile marketing performance.
Introduction to Web Analytics – Meaning, types, Key Metrics and tools.

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (4th Ed.,2009) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (6th Ed.,2011), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.
3. Roberts, M.L.(3rd Ed.,2013) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
4. Hanson, W. and Kalyanam, (1st Ed. 10th International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi.
5. Shainesh G. and Jagdish N Sheth (1st Ed.,2008). Customer Relationship Management- A strategic perspective, Macmillan India Ltd.
6. Mohammed, Rafi. (2nd Ed., 2004). Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill

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Sector-16C, Okhla, New Delhi-110021

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

BBA-306: 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 and how to manage international business.

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, (3rd Ed., 2013), International Business: Strategy, Management and the New Realities, Pearson Education.
2. Hill C.W. (8th Ed. 2016), Global Business Today, McGraw Hill Education.
3. Sinha P.K., (1st Ed., 2012), International Business Management, Excel Books.
4. K. Aswathappa, (6th Ed., 2015), International Business, McGraw Hill Education.
5. Cherunilam Francis (5th Ed., 2011), International Business, PHI.
6. Deresky, (8th Ed., 2013), International Management: Managing Across Borders and Culture, Pearson Education.

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

BBA 308: Business Policy & Strategy

L-4 T-0

Credits-4

External Marks: 75

Objective: 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, (1st Ed., 2015), Strategic Management and Business Policy, McGraw Hill Education.
2. Kachru U. (2nd Ed. 2015), Strategic Management, McGraw Hill Education.
3. Hill, Charles W.L. and Jones Gareth R. (11th Ed., 2014), An Integrated Approach to Strategic Management, Cengage Learning.
4. Dhir S. (1st Ed. 2016), Cases in Strategic Management, 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-310: Sales & Distribution Management

L-4, T/P-0,

Credits: 04

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: Evolution of Sales Management, Scope and importance: Skills of a Sales Personnel, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design.

Unit II

(14 Hours)

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment & Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance.

Unit III

(14 Hours)

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail –Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling – Features, Classification, Decisions, Trends and Future Scenario.

Unit IV

(14 Hours)

Distribution Channel – Design, Management and Logistics: Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System –Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management; Integration of Sales and Distribution Strategy. Ethical and Legal Issues in Sales and Distribution Management in Indian context

Suggested Readings:

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P (6th Ed.,2014). Sales Management. Pearson Education, New Delhi.
2. Rosenbloom, Bert (9th Ed.,2014) Marketing Channels: A Management View, Cengage Learning, New Delhi.
3. Jobber , David and Lancaster, Geoffery (9th Ed.,2012), Selling and Sales Management, Pearson Education, New Delhi
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (1st Ed.,2015), Sales Management:, Pearson Education, New Delhi
5. Panda, T.K. and Sahadev, S (2nd Ed.,2012) Sales and Distribution Management, Oxford University Press, New Delhi.
6. Havaladar, K K. and Cavale, VM. (2nd Ed.,2012), Sales and Distribution Management: Text and Cases, Tata McGraw Hill, New Delhi.

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

BBA-312: 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, 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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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY


DWARKA, NEW DELHI-110078

B.COM (HONS.)

Scheme and Syllabus

2021-22 onwards

(Approved by AC Sub Committee)



B.Com (H) Graduate Attributes

Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Commerce –

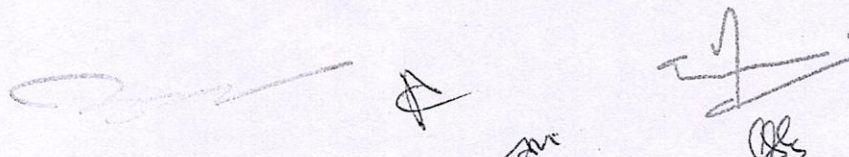
1. Comprehensive knowledge and understanding on concepts of commerce
2. Ability to articulate, communicate effectively and make professional presentations
3. Aptitude to think critically and reflect independently
4. Analytical skills to collate and synthesize data and derive rational decisions
5. Research oriented skills to analyze data, identify and diagnose problems, using latest technological tools
6. Explore new developments in the field of economic policies and processes of commerce
7. Innovation and Creativity striving towards an entrepreneurial mindset
8. Leadership abilities to uphold values and ethics and build efficient, effective, productive and proactive teams
9. Exhibit responsible citizenship towards social and ecological ecosystem
10. Self-driven attitude towards continuous learning and improvement

Need for Syllabus Revision:

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

The whole syllabus of B.Com (H) is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) Generic Elective Papers
- f) Skill Enhancement - NUES
- g) Major and Minor Projects
- h) MOOC Courses
- i) Summer Internship Projects



SCHEME OF EXAMINATION &

SYLLABI

of

BACHELOR OF COMMERCE
(B.Com Honours)

for

First and Second Semesters

(w.e.f. 2021 – 2022 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DWARKA, NEW DELHI-110078

Scheme for B.Com (H) Course w.e.f AY 2021-22

Program Outcomes for B.Com (H)

On Completion of the Program of Bachelors in Commerce (Honours), Graduates will be able to:

1. Develop comprehensive understanding of overall business and financial environment in India
2. Exhibit in-depth knowledge of financial operations and decision making in an organisation
3. Enhance problem solving abilities for decision making in financial services and operations
4. Augment critical thinking skills and analytical abilities to analyze business data using various techniques and technological tools
5. Communicate effectively, articulate accurately and present professionally
6. Create an inclusive culture with congenial interpersonal relationships and
7. Lead productive and proactive teams
8. Demonstrate awareness of ethical issues and sensitivity towards social and environmental challenges

Program Specific Outcomes for B.Com (H)

On Completion of the Program of Bachelors in Commerce (Honours), Graduates will be able to:

1. Demonstrate an understanding of technological interventions in Finance
2. Augment skills for investments and trading in capital markets
3. Develop understanding on banking and financial services in India
4. Apply quantitative techniques and tools in Commerce
5. Imbibe human values and sense of responsibility towards self, society and environment
6. Undergo holistic personality development with skills for effective functioning

The scheme proposes the distribution of Core (C), Skill Enhancement (SE), Ability Enhancement (AE), Generic Electives (GE), Discipline Specific Electives (DSE), NUES, Projects and MOOC Courses.

Proposed Scheme of the Program

Type of Course

- C – Core
- SE – Skill Enhancement
- DSE – Discipline Specific Elective
- GE – Generic Elective
- AE – Ability Enhancement

Cdt – Credits for the Course ; Th – Hours per week for Theory in Classroom; Pr – Hours per week for Practicals in Lab for Lab Based Courses or Practical Exercises for NUES

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF COMMERCE PROGRAMME

B.Com (Honours)

Scheme of the Program

First Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
B.Com 101	Financial Accounting	Core	4	-	4
B.Com 103	Micro Economics	Core	4	-	4
B.Com 105	Quantitative Techniques for Commerce	Core	4	-	4

B.Com 107	Management Processes and Organizational Behavior	Core	4	-	4
B.Com 109	Business Communication	Core	4	-	4
B.Com 111	Information Technology for Commerce	Skill Enhancement	2	-	2
B.Com 113	Information Technology for Commerce(Lab Based)	Skill Enhancement	-	4	2
		Total	22	4	24

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE PROGRAMME
Second Semester Examination

Code No.	Paper	Type	L	T/P	Credits
B.Com 102	Corporate Accounting	Core	4	-	4
B.Com 104	Business Laws	Core	4	-	4
B.Com 106	Macro Economics	Core	4	-	4
B.Com 108	Business Statistics	Core	4	-	4
B.Com 110	Environmental Science and Sustainability	Core	4	-	4
B.Com 112	Minor Project I	Skill Enhancement	-	0	3
B.Com 114	MOOC I	Ability Enhancement	-	-	3
		Total	20	0	26

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

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.

A Student having qualified in Under-Graduate Certificate in Commerce from GGSIP University can join the B.Com.(H) programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE PROGRAMME
Third Semester Examination

Code No.	Paper	Type	L	T/p	Credits
B.Com 201	Cost Accounting	Core	4	-	4
B.Com 203	Corporate Laws	Core	4	-	4
B.Com 205	Business Research	Core	3	-	3
	Generic Elective – I (one elective to be chosen)	Generic Elective	4	-	4
B.Com 211	Basic Accounting Software (Lab Based)	Skill Enhancement	-	4	2
B.Com 213	Research Methods for Commerce (Lab Based)	Skill Enhancement	-	4	2
B.Com 215	Group Discussion and Interview Skills (NUES)	Skill Enhancement	-	2	2

B.Com 217	Entrepreneurial Mindset	Ability Enhancement	2	-	2
P Com 219	NSS/NCC/Others notified by University (NUES)	Ability Enhancement	2	-	2
		Total	19	10	25

*NUES: Non University Examination System

General Elective I (one to be chosen)

B.Com 207 – Financial Markets and Institutions

B.Com 209 – Human Resources Management

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

BACHELOR OF COMMERCE PROGRAMME

Fourth Semester Examination

Code No.	Paper	Type	L	T/P	Credits
B.Com 202	Management Accounting	Core	4	-	4
B.Com 204	Corporate Finance	Core	4	-	4
B.Com 206	Business Ethics and CSR	Core	4	-	4
	Generic Elective – II (one to be chosen)	Generic Elective	4	-	4
B.Com 212	Data Analysis with Spreadsheets (Lab Based)	Skill Enhancement	-	4	2
B.Com 214	Income Tax Laws	Core	4	-	4
B.Com 216	Minor Project II	Skill Enhancement	-	-	4
	MOOC II	Ability Enhancement			3
	Total		20	4	29

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

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

Generic Elective II (one to be chosen)

B.Com 208 Investment and Portfolio Management

B.Com 210 Marketing Management

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma in Commerce from GGSIP University can join the B.Com.(H) programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI

BACHELOR OF COMMERCE PROGRAMME

Fifth Semester Examination

Code No.	Paper	Type	L	T/P	Credits
B.Com 301	Corporate Taxation	Core	4	-	4
	Discipline Specific Elective I (one to be chosen)	Discipline Specific Elective	4	-	4
	Discipline Specific Elective II (one to be chosen)	Discipline Specific Elective	4	-	4
	Generic Elective III (one to be chosen)	Generic Elective	4	-	4
B.Com 315	Internship Project Report	Skill enhancement	-	-	4
	Total		16	-	20

Discipline Specific Elective I

B.Com 303 Investment Banking
B.Com 305 Valuation of Fixed Income Securities

Discipline Specific Elective II

B.Com 307 Banking Operations
B.Com 309 Capital Market Operations

Generic Elective III

B.Com 311 Basics of Actuarial Science
B.Com 313 Basics of Econometrics

B.Com (H) Course offers specialization in Two Areas:

Specialization I – Financial Services and Operations

Specialization II - Investment and Trading.

In order to specialize in one specific area the students must choose all the papers from the area as per list given below:

Area I – Financial Services and Operations

1. Banking Operations
2. Investment Banking
3. Financial Technology
4. New Venture Financing

Area II – Investment and Trading

1. Capital Market Operations
2. Equity Research and Analysis
3. Introduction to Derivatives
4. Valuation of Fixed Income Securities

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE PROGRAMME
Sixth Semester Examination

Code No.	Paper	Type	L	T/P	Credits
B.Com 302	GST and E Filing (NUES)	Skill Enhancement	2	1	2
	Discipline Specific Elective III	Discipline Specific Elective	4	-	4
	Discipline Specific Elective IV	Discipline Specific Elective	4	-	4
B.Com 312	Financial Modelling Using Spreadsheets (Lab Based)	Skill Enhancement	-	4	2
B.Com 314	Major Research Project	Skill Enhancement	-	-	6
		Total	14	5	18

Discipline Specific Elective III

B.Com 304 Financial Technology
B.Com 306 Introduction to Derivatives

Discipline Specific Elective IV

B.Com 308 New Venture Financing
B.Com 310 Equity Research and Analysis

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 101 - FINANCIAL ACCOUNTING ©

L-4, T-0

Credits-4

Objective: The course aims to impart basic conceptual knowledge on financial accounting with the purpose of recording day to day business transactions using computerized accounting systems. The course will also train Students to prepare financial statements and publish annual accounts of the organization.

Learning Outcomes:

After completion of the course, Students will be able to:

- CO1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements
- CO2. Comprehend the complete accounting process using computerized accounting system
- CO3. Measure business income accurately after applying all relevant accounting standards
- CO4. Examine the Accounting standards governing Inventory and Depreciation and assess their impact on business income
- CO5. Prepare all final financial statement necessary for financial audit of a business
- CO6. Understand the implications of contemporary issues in Accounting

Course Contents:

Unit I

Basic Concepts of Accounting

Accounting Functions and limitations. Financial accounting principles: Meaning and need; Concepts and Conventions of Accounting, Introduction to Generally Accepted Accounting Principles, Accounting standards (Overview of IAS, IFRS, AS and Ind AS), Accounting Process - Recording of a business transaction – ledgers, vouchers and preparation of Trial Balance with adjustments. **(14 Hour)**

Unit II

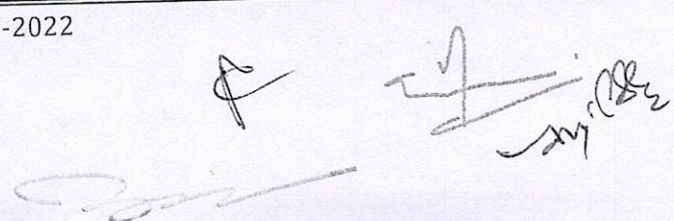
Accounting Systems

Application of Generally Accepted Accounting Principles in recording financial transactions and preparing financial statements. Accounting treatment of Inventory, Preparation of Cash Book and Bank Reconciliations, Profit and Loss Account, Balance Sheet with adjustments (including for Non Corporate Entities), Cash Flow Statement. **(14 Hours)**

Unit III

Business Income, Accounting for Depreciation, and Inventory Valuation

Measurement of Business income, Revenue recognition, Accounting for Depreciation – Methods and Policy, Changes in Depreciation measures and impact on measurement of business income. Inventory valuation through Accounting Standards. Impact of inventory valuation on measurement of business income. Capital and revenue expenditures and receipts. Introduction to Deferred Revenue Expenditure. **(14 Hours)**



Unit IV

Accounting for Capital and Contemporary issues in Accounting


Introduction to contemporary issues in Accounting – Human Resource Accounting, Inflation Accounting, Green Accounting and Accounting for CSR and Sustainability. (14 Hour)

Suggested Readings: (All Latest editions)

1. Anthony, R. N., Hawkins, D., & Merchant, K. A.. *Accounting: Text and Cases*. New York: McGraw-Hill Education India.
2. Maheshwari, S.N. & Maheshwari, S.K; *Financial Accounting*. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Lal, J., & Srivastava, S. *Financial Accounting Text & Problems*. Mumbai: Himalaya Publishing House.
4. Monga, J. R. *Financial Accounting: Concepts and Applications*. New Delhi: Mayur Paperback Publishing.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C., *Advanced Accounts*. Vol.-I. New Delhi: Sultan Chand Publishing.
6. Goldwin, N., Alderman, W., & Sanyal, D. *Financial Accounting*. Boston: Cengage Learning.
7. Tulsian, P.C. *Financial Accounting*. New Delhi: Tata McGraw Hill

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning

- = Analysis of the 'Framework for the Preparation and Presentation of Financial Statements' from relevant websites
- = Exploring the balance sheets of business organizations to study the nuances of the various heads and their inherent implications.
- = Examining the accounting policies and procedures of a small business by using its current data.
- = Prepare Trading and Profit & Loss Account and Balance Sheet collecting a sample of necessary data from small business firms manually and using appropriate software.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

B.COM 103 MICRO ECONOMICS (C)

L-4, T-0

Credits -4

Objective: The course aims to acquaint the Students with fundamental theories of economics and their impact on pricing, costs, demand, supply and production.

Learning Outcomes:

After the completion of the course, the students will be able to:

1. Comprehend the functioning of the different economic systems and evaluate the implications of different economic decisions
2. Assess consumer satisfaction as a result of consumption and expenditure on different types of goods
3. Analyze the relationship between production inputs, outputs and costs
4. Gauge the response of business organizations to different market situations
5. Examine implications of pricing decisions under different market situations.

Course Contents

Unit I

Basic Concepts: Concepts of Economics, Macro Vs Micro Economics, Meaning and Scope of Micro Economics, Basic Problems of an Economy and Application of Economic Theories in Decision Making; Marginalism, Incrementalism, Market forces and equilibrium. **(14 Hours)**

Unit II

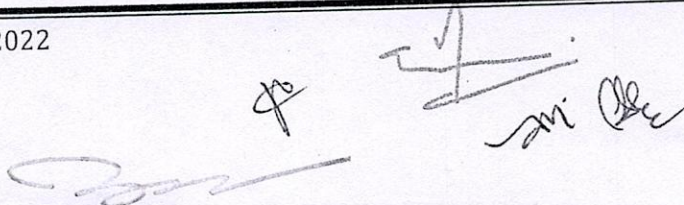
Consumer Behavior and Elasticity of Demand: Theory of Demand and supply; Elasticity of demand – Concept, importance, types – income, price.....more, measurement, factors influencing elasticity of demand. Demand forecasting: Meaning, Need, Importance, Approaches and Techniques. Analysis of consumer behavior - Cardinal Utility, Marginal and Ordinal utility. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory. **(14 Hours)**

Unit III

Theory of Production and cost: Factors of Production, Production Function – Concept, Fixed and Variable Factors, Law of variable proportions - Assumptions, Limitations and Significance. Long Run Production Function, Isoquant curves - Definition, General properties, marginal rate of technical substitution, economic region of production, Iso-cost lines, optimal combination of resources, the expansion path, Law of returns to scale through Iso-Quants. Cost of production - Explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and diseconomies of scale and the shape to the long run average cost. **(14Hours)**

Unit IV

Pricing & Market: Theory of pricing- cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Concept of different types of competitive conditions of the market - monopoly, oligopoly, perfect competition. Price determination and equilibrium of firm in different market situations. **(14 Hours)**

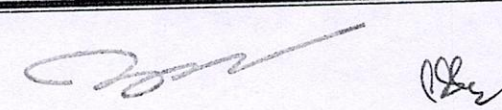
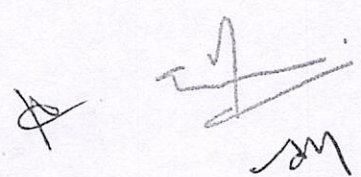


Suggested Readings: (All latest editions)

1. Mankiw, NG, Principles of Economics
2. Salvatore, D. Schaum's, Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition, New Delhi
3. Paul Krugman, Principles of Microeconomics
4. Robert Pindyck and Daniel Rubinfeld, Microeconomics, Pearson
5. Varian, H.R., Intermediate Microeconomics: A Modern Approach, Affiliated EastWest Press, New Delhi.
6. Deepashree, Business Economics, Ane Books Pvt. Ltd., New Delhi.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning

- Identify different types of products and their pricing policies with reference to market conditions and demand
- Collect historical data on some products to analyze the effects in changes in demand and supply in consumption
- Identify a product and prepare a production schedule assuming particular condition of demand supply
- Analyze cost of data from a small manufacturing enterprise and classify its cost into fixed and variable costs



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 105 - QUANTITATIVE TECHNIQUES FOR COMMERCE

Credits -4

L-4, T-0

Objective: The course aims to familiarize students with the basic applications of tools of mathematics to economic and business conditions.

Learning Outcomes: After completion of the course, Students will be able to-

- CO 1. Explain how matrices are used as mathematical tools in representing a system of equations;
- CO 2. Apply differential calculus to solve simple business problems;
- CO 3. Solve business problems involving complex linear and non-linear relationships.
- CO 4. Apply mathematical formulation and solution of problems related to finance including different methods of interest calculation, future and present value of money;
- CO 5. Develop software programs for business problems involving constrained optimization.

Course Contents

Unit I

Principle of Counting, Matrices and Determinants : Permutation and Combination, Arithmetic and Geometric progression, Definition and types of matrix, Algebra of matrices, Inverse of a matrix- Business Applications. Solution of system of linear equations (having unique solution and involving not more than three variables) using Matrix Inversion Method and Cramer's Rule. Leontief Input Output Model (Open Model Only). Homogenous system of linear equations, consistency and application to business problems
(14 Hours)

Unit II

Basic Calculus: Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function. Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials. Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangean multiplier involving two variables having not more than one constraint. Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity.
(14 Hours)

Unit III

Advanced Calculus:

Integration: Standard forms & methods of integration- by substitution, by parts and by the use of partial fractions. Definite integration. Application of Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve.
(14 Hours)

Unit IV

Linear Programming:

Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optimal solutions, unbounded solutions, infeasibility, and redundant constraints.

Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual. **(14 Hours)**

Suggested Readings: (All latest editions)

1. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd
2. C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, McGrawHill
3. Simon and Blume Mathematics for Economists, Viva Books
4. Antthony, M., & Biggs, N. *Mathematics for Economics and Finance*. Cambridge: Cambridge University Press.
5. Kapoor, V. K., & Sancheti, D. C., *Business Mathematics, Theory & Applications*. Delhi: S. Chand Publishing.
6. Sharma, S. K., & Kaur, G. *Business Mathematics*. Delhi: S. Chand Publishing.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Identify a small business problem with its probable alternative solutions. Segregate the variables affecting the alternatives under consideration and assess the functional relationship of these variables with the alternatives and with each other
- Develop a matrix for a business case and assess how the use of matrices can help in deciding about competing alternatives both under constrained and unconstrained situations.
- Apply linear programming techniques on a business problem and try to attempt it using solver in Spreadsheets

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 107 - MANAGEMENT PROCESSES AND ORGANIZATIONAL BEHAVIOR

L-4, T-0

Credits -4

Objective: The course aims to give an understanding to students about the basic management concepts, principles and practices and the factors that drive human behavior in an organization.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Examine the evolution of thoughts and approaches to the modern concept of Management
- CO 2. Comprehend the process of Management in the context of organizations and their environment
- CO 3. Assess the need, relevance and process of delegation and decentralization of authority in an organization
- CO 4. Explain the needs and drives of an individual through theories of Motivation
- CO 5. Analyze the role of a leader and significance of team work in an organization
- CO 6. Observe human personality and its influence on behavior
- CO 7. Analyze significance of communication in the decision making process

Course Contents

Unit I

Introduction: Management: Concept and Need, Managerial Functions – An overview; Evolution of Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering. **(14 Hours)**

Unit II

Planning and Organizing: Types of Plans; Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures. **(14 Hours)**

Unit III

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

UNIT IV

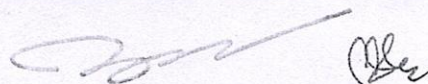
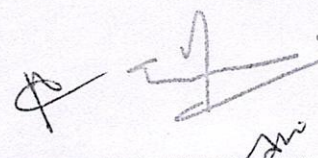
Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's Need-Hierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and Importance; Trait theory, Transactional, Charismatic, and Transformational Leadership. Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies, Transactional Analysis, Organizational Culture and climate- Concept and determinants of organizational culture. **(14 Hours)**

Suggested Readings: (All latest editions)

1. Robbins, S. P., Mary Coulter, Management, Pearson, New Delhi India
2. Stoner, J. A. F., Freeman, R.E., Kodwani, A.D. et al, Management, Pearson New Delhi, India
3. Terry, G. R.. Principles of Management. Homewood, California: Richard D. Irwin Inc.
4. Luthans, F. Organizational Behaviour. McGraw Hill India
5. Robbins, S. P., & Judge, T. A.. Organizational Behaviour. Pearson Education, New Delhi, India

Recommended Projects: The students may be encouraged to attempt the following for enhanced learning:

- Study the organizational structure of a business organisation and analyze the different managerial levels and functions.
- Participate in any event of any committee of the institution to decipher the concepts of authority, delegation, and decentralization and control at various stages of the event. .
- Examine various types of Leadership Styles in the form of Role Play by studying real life leaders from the corporate world.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 109 - BUSINESS COMMUNICATION (C)

Credits -4

L-4, T-0

Objective: The course aims to enhance written and verbal communication in students with better articulation and clarity of presentation. Students will also be trained on professional drafting and documentation both in digital and non-digital environment.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Assess the significance of effective communication in business;
- CO 2. Use professional business vocabulary and understand varied ways/methods to present business plans;
- CO 3. Develop proficiency on drafting of official letters and documents;
- CO 4. Apply the process and techniques for writing immaculate reports and other documents
- CO 5. Analyze the role of information technology as an enabler for business communication and documentation.

Course Contents

Unit I

Communication Roles and Flows in Organisations: Meaning, importance and process of communication Principles of effective communication, cross cultural issues in global communication, ethical and legal issues in communication
(14 Hours)

Unit II

Business Language and Presentation: Business, commercial and managerial vocabulary – terms used in trade, business plans/ sales pitch/ project proposals/ detailed project reports, presenting business plans, multimedia corporate presentations. Preparing minutes of meetings, Memos, Persuasive Letters
(14 Hours)

Unit III

Business Correspondence: Request for Proposals, Inviting quotations, sending quotations, placing orders. Social and public relations correspondence; Reading and writing shorter business messages. Etiquettes for invitations, thank you notes, greetings, congratulations, regrets.
(14 Hours)

Unit IV

Technology and Business Communication: Use of digital platforms in business communication; Website content management to attract traffic, Managing digital online communication, handling grievances, complaints. Use of Social Media tools for promotions, social media messaging, promoting business philosophy, concepts and ideas through blogs, web-pages etc.; participate in online business communities; presentations and etiquettes for webinars and conference calls. Privacy and data security issues in business communication.
(14 Hours)

S. Suggested Readings: (All latest editions)

1. Lesikar, R. et al. Business Communication: Making Connections in a Digital World, Mc Graw Hill India
2. Krisan et al, Effective Business Communication, Cengage Learning
3. Andrews, D. C., & Andrews, W. D. Management Communication: A Guide. Boston: Cengage Learning.
4. Canavor, N. Business Writing in the Digital Age. California: SAGE Publications.
5. Guffey, M. E., & Loewy, D. Essentials of Business Communication. Boston: Cengage Learning.
- Locker, K., & Kaczmarek, S. Business Communication: Building Critical Skills. New York: McGraw Hill Education.
6. Newman, A. Business Communication: In Person, In Print, Online. Boston: Cengage Learning.

Recommended Projects:

The students may attempt the following for enhanced learning:

- Analyze sample letters of all types and decipher the difference of use of words and emphasis in each type.
- Collate good professional words and create a database of various terms used in business documentation;
- Analyze the website of business organizations to understand the difference in messaging from each one
- Examine the social media account of an organisation and comprehend the sales techniques inherent in their characteristics
- Evaluate the traffic on the website of an organisation and the significance of Key words in the website content

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 111 - Information Technology for Commerce (C)

L-2, T-0

Credits -2

This course will be covered in Theory and in Lab. All topics may be discussed in classrooms prior to the lab sessions.

Objective: The course aims to provide students with the knowledge and skills to use computing machines for business operations.

Learning Outcomes: After completion of the course, students will be able to:

CO 1. Use computers and other devices to perform basic operations of creating documents and spreadsheets with data

CO 2. Develop proficiency in using the features of computers to process Mail merge, Hyperlink, etc.

CO 3. Prepare a business presentation on MS PowerPoint;

CO 4. Perform mathematical, logical and other functions on a data set using MS Spreadsheets;

Course Contents

Unit I

Introduction : Introduction to Computer- Parts of Computers, Servers, Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types, Networking – LAN, WAN, WWW and Wireless; Computer & Mobile Operating System, Application Usage of payment gateways. Basic terminology of databases and communication through Internet
(7 Hours)

Unit II

Introduction to essential tools- I: Introduction to facilities & commonly used features of word, Power Point, Spreadsheets.

a) Word Processing: Creating word document with images, tables, hyperlinks, Mail Merge including linking with Access Database, Creating Macros -Sending Email from Word, Import / Export of files, Converting Word Document to Web Document, PDF files with Hyperlinks; OLE Security features in Word Processor - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creation of bibliography, manage sources and citations, review documents.

b) PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions with timings and sound to the Slide Show
Designing Corporate Presentations
(7 Hours)

Unit III

Introduction to essential tools- II:

a) Spreadsheet: Creating a workbook, Rearranging Worksheet, Organizing Charts and graphs, Range; Mathematical, Statistical and Financial Functions; Consolidation of Data - Sorting List, Filter & More Filtering Techniques; Protect cell data, using password to protect sheet and workbook. Graphical representation of data; Frequency distribution and its statistical parameters.
(7 Hours)

UNIT IV

RDBMS Concepts & Access: RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization. Access Creating Databases & Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study.
(7 Hours)

Suggested Readings: (All latest editions)

1. Behl, R., Introduction to Information Technology, Mc Graw Hill Publication
2. Bharihoka, D. Fundamentals of Information Technology. New Delhi: Excel Book.
3. Joseph A Brady and Ellen F Monk, Problem Solving Cases in Excel, Thomson Learning
4. Tanenbaum A.S., Computer Networks, Pearson Education
5. Rajaraman, V., Introduction to Information Technology. New Delhi: PHI Learning Pvt. Ltd.
6. Eliason, A. L., On-line Business Computer Applications, Science Research Associates, Chicago.

Note: Open Source Software or MS Excel, MS Access, and Tally may be used at appropriate places.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning

- Prepare a password protected word document with tables, images, hyperlinks and convert it into password protected PDF with live hyperlinks.
- Create a spreadsheet with data and perform basic mathematical and financial operations using formulae
- Prepare a PowerPoint Presentation with animations, timed transitions, music, embedded videos and hyperlinks

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 113 - Information Technology for Commerce (C) (Lab Based)

L-0, T/P-4

Credits -2

Objective: The course aims to provide students with the knowledge and skills to use computing machines for business operations.

Learning Outcomes: After completion of the course, students will be able to:

CO1. Use computers and other devices to perform basic operations of creating documents and spreadsheets with data

CO2. Develop proficiency in using the features of computers to process Mail merge, Hyperlink, etc.

CO3. Prepare a business presentation on MS PowerPoint;

CO4. Perform mathematical, logical, and other functions on a data set using MS Spreadsheets;

Course Contents

Unit I

Introduction : Introduction to Computer- Parts of Computers, Servers, Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types, Networking – LAN, WAN, WWW and Wireless; Computer & Mobile Operating System, Application Usage of payment gateways. Basic terminology of databases and communication through Internet. **(14 Hours)**

Unit II

Introduction to essential tools- I:

Introduction to facilities & commonly used features of word, Power Point, Spreadsheets.

a) Word Processing: Creating word document with images, tables, hyperlinks, Mail Merge including linking with Access Database, Creating Macros -Sending Email from Word, Import / Export of files, Converting Word Document to Web Document, PDF files with Hyperlinks; OLE Security features in Word Processor - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creation of bibliography, manage sources and citations, review documents.

b) PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions with timings and sound to the Slide Show
Designing Corporate Presentations. **(14 Hours)**

Unit III

Introduction to essential tools- II

a) Spreadsheet: Creating a workbook, Rearranging Worksheet, Organizing Charts and graphs, Range; Mathematical, Statistical and Financial Functions; Consolidation of Data - Sorting List, Filter & More Filtering Techniques; Protect cell data, using password to protect sheet and workbook. Graphical representation of data; Frequency distribution and its statistical parameters. **(14 Hours)**

Unit IV

RDBMS Concepts & Access

RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization. Access Creating Databases & Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study. (14 Hours)

Suggested Readings: (All latest editions)

1. Behl, R, Introduction to Information Technology, Mc Graw Hill Publication
2. Bharihoka, D. Fundamentals of Information Technology. New Delhi: Excel Book.
3. Joseph A Brady and Ellen F Monk, Problem Solving Cases in Excel, Thomson Learning
4. Tanenbaum A.S., Computer Networks, Pearson Education
5. Rajaraman, V. Introduction to Information Technology. New Delhi: PHI Learning Pvt. Ltd.
6. Eliason, A. L., On-line Business Computer Applications, Science Research Associates, Chicago.

Note: Open Source Software or MS Excel, MS Access, and Tally may be used at appropriate places.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning

- Prepare a password protected word document with tables, images, hyperlinks and convert it into password protected PDF with live hyperlinks.
- Create a spreadsheet with data and perform basic mathematical and financial operations using formulae
- Prepare a PowerPoint Presentation with animations, timed transitions, music, embedded videos and hyperlinks

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 102 - CORPORATE ACCOUNTING (C)

L-4, T-0

Credits- 4

Objectives: The course aims to help Students to acquire conceptual knowledge of corporate accounting system and to learn the techniques of preparing the financial statements of companies.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Account for equity and debt capital of a company
- CO 2. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using software;
- CO 3. Analyze revisions in the balance sheet after Internal Reconstruction of company;
- CO 4. Develop proficiency in the process of e-filing of annual reports of companies

Course Contents

Unit I

Accounting for Share Capital & Debentures: Accounting for Equity and Debt Capital – call money, premium, discount, forfeiture, surrender, redemption, advance and arrears. Issue and Pro-rata allotment of shares; concept & process of book building; Issue of rights and bonus shares; ESOPs and Buy Back of shares; Issue and Redemption of preference shares and Debentures. *(In reference to Relevant Accounting Standards (AS and Ind AS) and Guidance Notes as applicable.)* Accounting treatment for alteration of share capital and reduction of the share capital; Preparation of balance sheet after Internal Reconstruction. Profit or loss Prior to Incorporation: Meaning of profit or loss prior to incorporation; accounting treatment of profit or loss prior to incorporation. **(14 Hours)**

Unit II

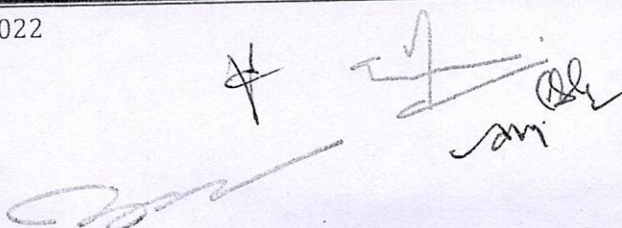
Preparation of Financial Statements of Companies including one Person Company: Preparation of financial statements of corporate entities including one Person Company (excluding calculation of managerial remuneration) as per Division I and II of Schedule III of the Companies Act 2013; Preparation of Statement of Profit and Loss, Balance Sheet and Cash flow Statement of corporate entities manually and using appropriate software. *(In reference to Relevant Accounting Standards, AS and Ind AS, as applicable.)* **(14 Hours)**

Unit III

Amalgamation of Companies: Concepts Amalgamation and Business Combination of companies; Consideration/purchase price for amalgamation/business combination; accounting entries for amalgamation/business combination; preparation of amalgamated balance sheet (excluding inter-company holdings) applying AS 14/Ind AS 103. **(14 Hours)**

Unit IV

Corporate Financial Reporting: Meaning, need and objectives; Constituents of Annual Report and how it is different from financial statements; Contents of annual report; mandatory and voluntary disclosures through annual report. Contents of the Report of the Board of Directors; E-filing of annual reports of companies and XBRL Filing with specific practical exercises; **(14 Hours)**



N. : Any revision of relevant Accounting Standards/Indian Accounting Standards, which are covered above would become applicable.

Suggested Readings: (All latest editions)

1. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K., *Corporate Accounting*. New Delhi: Vikas Publishing House.
2. Jain, S. P., & Narang, K. L., *Corporate Accounting*. New Delhi: Kalyani Publishers
3. Tulsian, P. C., & Tulsian, B., *Corporate Accounting*. S. New Delhi: Chand Publishing.
4. Monga, J. R. *Fundamentals of Corporate Accounting*. New Delhi: Mayur Paperbacks.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C., *Advanced Accounts. Vol.-II*. New Delhi: S. Chand Publishing.
6. Sehgal, A, *Fundamentals of Corporate Accounting*. New Delhi: Taxmann Publication.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Evaluate the details and disclosures made in the prospectus issued by reputed Companies
- Examine the annual reports of an organization to check the compliance with the applicable accounting standards (AS and Ind AS)
- Prepare financial statements using a set of transactions through a software.
- Analyze the mandatory and voluntary disclosures made in the annual reports of reputed companies

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 104 - BUSINESS LAWS (C)

L-4, T-0

Credits -4

Objective: The course aims to give the Students a broad understanding about important aspects of legal environment of business; to make them study how various special contracts are brought into force; and to impart knowledge about legal agreement so that they get acquainted with the process of establishing legal relationships and to have knowledge of various measures protecting the interest of the consumers.

Learning Outcomes: After the completion of the course, the students will be able to:

- CO 1. Examine the laws while entering into a contract and implications of different types of contract;
- CO 2. Analyze the regulation governing the Contract of Sale of Goods;
- CO 3. Evaluate the laws governing partnership and legal consequences of their transactions and other actions in relation with the partnership, and examine contractual obligations and provisions governing limited liability partnership;
- CO 4. Assess the provisions of the Consumer Protection Act to protect the interest of the consumers;
- CO 5. Analyze the law governing negotiable instruments and management of foreign exchange

Course Contents

Unit I

Indian Contract Act, 1872: Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach of contract and remedies, revocation and termination of contract, Agency and bailment contracts, Contract of Indemnity, Contract of Guarantee and Pledge. Arbitration, Mediation, Commercial Courts Act 2016. **(14 Hours)**

Unit II

Sale of Goods Act, 1930: Objective, Definition of Contract of sale, Sale and Agreement to Sell, definition of goods, conditions and warranties, implied conditions and implied warranties, Performance of contract of sale and right of unpaid seller, rights of sellers and buyers, transfer of property. Unpaid seller and rights of unpaid seller. **(14 Hours)**

Unit III

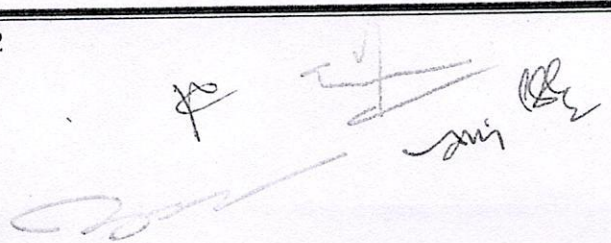
Indian Partnership Act, 1932 and Limited Liability Partnership Act, 2008:

Definition of Partnership, Registration of Partnership Firm, Rights and duties of Partners, Dissolution of Partnership and Partnership firm. Formation and incorporation of LLP, Partners and their relations, financial disclosures, conversion into LLP, Foreign LLP, Winding up and dissolution. **(14 Hours)**

Unit IV

Consumer Protection Act, 2019, Negotiable Instruments Act:

Important definitions – Consumer, Complainant, Consumer Dispute, Unfair trade practices, Rights of consumers, Consumer Disputes Redressal Mechanisms, Offences and Penalties, RBI Guidelines on KYC. Meaning and types of negotiable instruments- Cheques, Promissory Notes, Bills of Exchange,



holder and holder in due course, types of endorsements, types of crossing of cheques, dishonor of cheques and consequences, Competition Act. (14 Hours)

Suggested Readings: (All latest editions)

1. Bose, D. C. Business Law. New Delhi: PHI Limited.
2. Maheshwari & Maheshwari, Principles of Business Laws. New Delhi: Himalaya Publishing House.
3. Kuchhal, M. C., & Kuchhal, V. Business Laws. New Delhi: Vikas Publishing.
4. Singh, A. Business Law. Delhi: Eastern Book Company Ravinder Kumar, Legal Aspects of Business., Cengage Learning
5. Tulsian P.C., Business Law, Tata McGraw Hill, New Delhi.
6. Chadha P R Business Law, Galgotia Publishing Company, New Delhi
7. Singh, Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning

- Attempt a mock contract and analyze the laws governing both the signatories of the contract.
- Understand the process of sale and the laws governing the sales process.
- Visit a bank and understand the various KYC documents needed for opening of bank account, e-wallet account, mutual fund account, bank locker, etc.
- Visit a bank and understand the rules governing transactions through Cheques, Promissory Notes, Bills of Exchange

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 106 - MACRO ECONOMICS (C)

L-4, T-0

Credits -4

Objective: The course aims to familiarize the students with the broad framework of economic systems, and significance of savings, investment, employment, growth, and business cycles.

Learning Outcomes: After completion of the course, students will be able to:

CO 1. Assess the problems and issues related to measurement of national income in India.

CO 2. Analyze the role of consumption, saving and investment in an economy.

CO 3. Evaluate the impact of inflation and deflation on business and economy

CO 4. Explore the value of money, multiplier, accelerator and demonetization.

CO 5. Analyze the policy framework governing the macroeconomic system in India

Course Contents

Unit I

Nature and Scope of Macro Economics: Macro-economic Variables, Circular flow of Money, national income, employment, savings and investments. National Income: Usefulness and significance; Different Concepts GDP, NNP, GNI, NNI; National Income at market price and constant price. Measurement-of National Income in India, Limitations and challenges of National Income. The Keynesian theory of Determination of National Income in two sector model, three sector model, and four sector model. **(14 Hours)**

Unit II

Macro-Economic theory:

Classical theory of Output and Employment Say's Law of Market, Keynes criticism of Classical theory, Principle of Effective Demand: Aggregate Demand and Aggregate Supply, Consumption function, Attributes of consumption function, Propensity to consume, Significance of consumption function. Concept of savings, Determinants of savings, saving function. Concept of multiplier, Functioning of multiplier, Assumption of multiplier theory, Leakages and shortcomings of multiplier theory, Acceleration principle, Investment –Investment function, determinants of business fixed investment, effect of tax, determinants of residential investment and inventory investment. **(14 Hours)**

Unit III

Business Cycle: Business cycle: Concept, phases, causes and remedies; Inflation: concept, types, determinants, remedial measures; Recessionary trends, its effect on different sectors of economy and remedial measures; Reflation Concept, characteristics, measures and implications. **(14 Hours)**

Unit IV

Value of Money: Value of Money: Concept, theories- Quantity Theory of Money (Fisher's Transactions approach), Cambridge equation, Keynesian theory of demand for money, Baumol-Tobin Transaction approach, Tobin's Portfolio Balance approach, Criticism. Demonetization- concept and its implications on Economic Development, Monetary Policy, Fiscal Policy, IS-LM functions. **(14 Hours)**

Suggested Readings: (All latest editions)

1. N.G. Mankiw, Principles of Macroeconomics , CENGAGE
2. Hubbard R. Glenn and O'Brien Anthony, Macroeconomics, Pearson
3. Colander, Macroeconomics, Mc Graw Hill Education
2. Dwivedi, D. N., Macro Economics. Chennai: Mc Graw Hill Education.
4. Mithani, D. M., Macro Economics. Mumbai: Himalaya Publishing House Pvt. Ltd.
5. Jhingan, M. L., Macro Economics Theory. Delhi: Vrinda Publications Pvt. Ltd.
6. Samuelson, P. A., & Nordhaus, W. D., Macro Economics. New York: McGraw Hill Education.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Prepare a statement of items to be included and excluded while calculating national income;
- Develop a flow chart of different sectors contribution to national income;
- Establish relation between investment and consumption function by way of hypothetical data;
- Prepare a flow chart showing the effect of multiplier function on economy;
- Prepare a cause and effect statement of changes in interest rate and its effect on saving rate;
- Prepare a chart indicating impact of inflation on different sectors of economy;
- Diagrammatically explain effects of recession on savings, development, and employment;
- Explain effects of demonetization on different sectors through charts.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 108 - BUSINESS STATISTICS (C)

L-4, T-0

Credits -4

Objective: The course aims to train the students to use basic statistical tools to summarize and analyze quantitative information and use it for business decision making.

Learning Outcomes: After completion of the course, students will be able to:

- CO 1. Use statistical tools for decision making in organizations
- CO 2. Analyze data characteristics before applying statistical tools
- CO 3. Apply probability concepts to discrete and continuous random variables in a business decision context;
- CO 4. Examine relationships between the variables using correlation and regression analysis
- CO 5. Analyze macroeconomic data using index numbers
- CO 6. Decipher the trends in time series data and interpret it for business decisions

Course Contents

Unit I

Statistical Data and Descriptive Statistics : Nature and classification of data – Univariate, bivariate and multivariate data; time-series and cross-sectional data. Measures of Central Tendency.

- a) Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean
- b) Positional Averages including Mode and Median (and other partition values - quartiles, deciles, and percentiles) with graphic presentation.

Measures of Dispersion: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients; Properties of standard deviation/variance. Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

(14 Hours)

Unit II

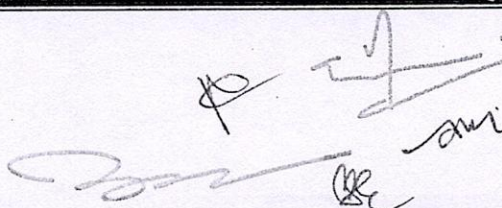
Probability and Probability Distributions: Theory and approaches of probability. Probability Theorems: Addition and Multiplication (Proof not required). Conditional probability and Bayes' Theorem (Proof not required). Expectation and variance of a random variable. Business Applications. Probability distributions:

- a) Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution.
- b) Poisson distribution: Probability function (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution.
- c) Normal distribution: Properties of Normal curve and computation of Probabilities and applications

(14 Hours)

Unit III

Simple Correlation and Regression Analysis: Correlation Analysis: Meaning and types of Correlation; Correlation Vs Causation; Pearson's coefficient of correlation: computation and properties (proofs not required). Probable and standard errors; Rank correlation. Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation; Properties of regression



cc Coefficients; Relationships between Correlation and Regression coefficients; Standard Error of Estimate.
(14 Hours)

Unit IV

Index Number and Time Series Analysis: Meaning and uses of index numbers; Construction of Index numbers: fixed and chain base, univariate and composite; Tests of adequacy of index numbers; Base shifting, splicing and deflating; Time Series Data; Components of time series; Additive and Multiplicative models.

Trend analysis; Fitting of trend line using principle of least squares – linear, second degree parabola and exponential; Shifting of Origin and Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa.
(14 Hours)

Suggested Readings: (All latest editions)

1. Blumann, Elementary Statistics, McGrawHill
2. Vohra, N. D., Business Statistics, New Delhi: McGraw-Hill Education India.
3. Anderson, D. R., Statistics for Students of Economics and Business Boston: Cengage Learning.
4. Gupta, S. P., & Gupta, A., Business Statistics: Statistical Methods. New Delhi: S. Chand Publishing.
5. Hazarika, P. A Textbook of Business Statistics. New Delhi: S. Chand Publishing.
6. Levin, R., Rubin, D. S., Rastogi, S., & Siddqui, M. H., Statistics for Management London: Pearson Education.
7. Thukral, J. K. Business Statistics, New Delhi: Taxmann Publication.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Download sample data from Database For Example Kaggle.com and use it to conduct descriptive statistical analysis
- Use Data from BSE and NSE to understand Index numbers
- Download data from data.gov.in and conduct correlation and regression analysis and time series analysis

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 110 - Environmental Science and Sustainability (C)

L-4, T-0

Credits -4

Objective: The course aims to train students to comprehend the critical linkages between ecology-society-economy and the need for responsible ecological citizenship. The course will make students aware of the key challenges in the pathway to sustainable development.

Learning Outcomes:

After completion of the course, Students will be able to:

- CO 1. Demonstrate skills in organizing Projects for environmental protection and sustainability;
- CO 2. Analyze various Projects and initiatives with respect to ecosystem restoration;
- CO 3. Interpret significance of carbon footprints;
- CO 4. Describe the environmental issues and their possible repercussions on the planet in the next few decades;
- CO 5. Summarize the green strategies and policies adopted by various business entities to preserve the environment.

Course Contents

Unit I

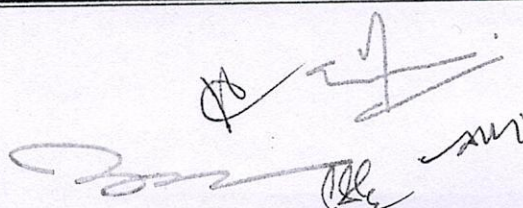
Introduction: Environmental Studies: Meaning, Nature, Scope, Importance and Limitations; Ecosystems; Biodiversity and Natural Systems; Natural Cycles and flows– material and energy; Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic Zones of India; Biodiversity patterns and global biodiversity hotspots. Salient Features: Wildlife (Protection) Act, 1972; Water (Prevention and control of pollution) Act, 1974; Forest (Conservation) Act, 1980; Air (Prevention and control of pollution) Act, 1981; Environmental Protection Act, 1986. (14 Hours)

Unit II

Measurement and Reporting: ISO Standard 14001: Environmental Management System; Carbon Footprinting and Ecological Handprints; Environmental Impact Analysis, Environmental Impact Assessment in India: procedure & practices. Green Tax Incentives and Rebates (to Green Recommended Projects: Students may be encouraged to attempt the following for enhanced learning and Companies). Green Reporting. National Green Tribunal: Structure, composition and functions. Environmental Accounting: Concept, Significance, and Types. Environmental Economics, KYOTO Protocol: Aim, Vision, and Functioning; Carbon Trading. (14 Hours)

Unit III

Sustainable Development Goals (SDGs): Sustainable Development Goals (SDGs): Meaning, Background, Transition from Millennium Development Goals (MDGs) to SDGs. Role of UNDP; SDG Integration. SDGs (1-6): No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation. SDGs (1-6) in India: Key indicators of performance. SDGs (7-17): Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Climate Action, Life



low Water, Life on Land, Peace, Justice and Strong Institutions, Partnerships for the Goals. SDGs (7-17) in India: Key indicators of performance. (14 Hours)

Unit IV

Responsible Production and Mindful Consumption: Responsible Production and mindful consumption: concept, rationale, implications, challenges and opportunities. Global initiatives on Sustainable Development by Industry: World Business Council for Business Development. Socially Responsible Investment: Green Bonds, Carbon Credits. Socially Responsible Mutual Funds. Global Reporting Initiatives. (14 Hours)

Suggested Readings: (All latest editions)

1. Erach Bharucha, Environmental Studies for UGC
2. Basu, M., & Xavier, S. Fundamentals of Environmental Studies. Cambridge: Cambridge University Press.
3. Enger, E., & Smith, B. Environmental Science: A Study of Interrelationships, Publisher: McGraw Hill Higher Education.
4. Kumar, S., & Kumar, B. S. Green Business Management. Hyderabad: Thakur Publishing Pvt. Ltd. Mitra,
5. A. K., & Chakraborty, R. Introduction to Environmental Studies. Kolkata: Book Syndicate Pvt. Ltd.
6. Stokke, O. Sustainable Development. Abingdon: Routledge.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Establish a sustainability initiative in the form of Environment friendly Eco-Club and organize awareness activities to foster protection of environment, ecology and improve sustainability;
- Organize an excursion to a biodiversity park of ecological reserve and write a report highlighting the importance of the area with methods to enrich the diversity and ecological balance within the area.
- Prepare a report of the benchmarking exercise with suggestions/recommendations for taking the organisation to the next level of sustainable development.
- Analyze the Smart Cities Mission of Government of India highlighting the strategy, key features of Smart Cities, achievements, and challenges.
- Identify an organisation which is integrating practices (green initiative, dry waste management, recycling, etc.) related to SDGs of responsible Production & Consumption. Prepare and present the report of its strategies highlighting the cumulative impact of its outcome.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

BCOM 112 – MINOR PROJECT I

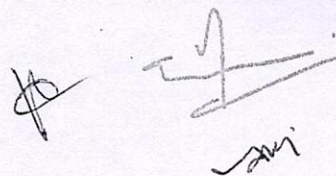
Credits -3

- CO1: Identify a business problem or a field of study
- CO2: Explore the environment to identify potential research areas
- CO3: Crystallize a business concern into a concrete business research problem
- CO4: Explore alternative ways to resolve a business problem

A committee of faculty must be constituted to finalize topics and assess the reports of students. Students must indicate their area of interest to the Department HODs. The committee must finalize the exact topic and faculty mentors must be assigned to every student. Student must present the basic structure of the proposed project to the committee for approval. The Project must focus on a Theoretical concept which will be further studied using Primary Data in Minor Project II in second year. This project can be desk research but Minor Project II must be field research. The focus of this project must be to strengthen theoretical concepts to be analyzed in detail in the second year. Once approved the project must be supervised by the faculty mentor and a final report must be prepared. The final report must be presented before the committee for final approval before final publishing. The students must be advised to refrain from copying material without referencing and plagiarism must be treated as an offence. Plagiarize reports must not be accepted.

Structure of the report must include:

- Project Objective and Introduction
- Review of literature for the project with reasons for undertaking the study
- Proposed research design
- Details of statistical techniques used for project
- Conclusions from data analysis
- Summary and synopsis of the work accomplished



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Credits: 03

B.Com 114: MOOC

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Hons)
Cost Accounting

Course Code: BCOM 201

L-4, Credits-4

Objective: The course aims to develop proficiency in students towards costing techniques with the aim of cost control and cost management.

Course Outcomes: After completion of the course, students will be able to:

CO1: Determine components of cost of production, inventory and prepare a cost statement

CO2: Compute unit cost, employee cost, overheads and treat different types of overheads

CO3: Assess cost under job costing, batch costing, process costing, contract costing and service costing

CO4: Evaluate contract costs, service costs and activity-based costs for cost management and control

Course Content

Unit I

Concept and Nature of Cost Accounting: Concept and significance of cost and costing, Cost classification, Costing System, Cost unit, Cost center, Preparation of Cost Sheet for manufacturing and service sector.

Material Cost- Direct and indirect material, Valuation of materials, Inventory control: Just in Time (JIT), Kanban, Kaizen, Economic Order Quantity (EOQ). (14 Hours)

Unit II

Employee Cost and Overheads: Meaning and classification of employee cost - Time and piece rate plans, Profit sharing, Employee productivity and cost. Labor cost control techniques, Remuneration and Incentive schemes (Rowan & Halsey Plan only).

Definition, classification, treatment of Production, Administration and Selling & Distribution overheads, treatment of over & under-absorption of overheads, Treatment of Research & Development cost. (14 Hours)

Unit III

Methods of Costing I: Meaning, application and differences between Job Costing, Batch Costing, Process costing. Determination of cost in process costing. Normal and abnormal loss and gain, Inter process costing and profit ascertainment. (14 Hours)

Unit IV

Methods of Costing II: Methods of cost determination in contract costing, Escalation clause and cost-plus contract. Meaning and scope of service costing, Factors in ascertaining service cost, Concept, significance and salient features of ABC; Stages and flow of costs in ABC; Application of ABC in a manufacturing organization and service industry. (14 Hours)

Suggested Readings: (Latest Editions)

1. Arora, M. N. Cost Accounting: Principles & Practice. Vikas publishing house.
2. Lal, J. Cost Accounting. Tata McGraw-Hill Education.
3. Banerjee, B. Cost accounting: Theory and practice. PHI Learning Pvt. Ltd.
4. Kishore, M. R. Cost & Management Accounting. Taxmann Publication Pvt Ltd.
5. Mowen, M. M., Hansen, D. R. Introduction to Cost Accounting. United States: South-Western Cengage Learning.
6. Maheshwari, S. N., & Mittal, S. N. Cost Accounting- Theory & Problems. India: Shree Mahavir Book Depot (Publishers).

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Prepare a cost statement for manufacturing and/ or service organisation.
- Assess the cost centers and attempt cost control mechanisms.
- Suggest ideal cost system.
- Calculate impact of material consumption, usage and wastages on total material cost.
- Analyze Research & Development cost in pharmaceutical & similar industry and assign the best costing process for such industries.
- Visit a manufacturing and service industry to understand process costing, ABC concept.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1	1	3	3	3	2	1	1	3	3	1	2	3	1	3
CO2	1	3	3	3	2	1	1	3	3	1	1	3	2	3
CO3	1	3	3	3	1	1	1	3	3	1	1	3	2	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	2	3
AVG	1.5	3	3	3	1.75	1.5	1.5	3	3	1.5	1.75	3	1.75	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Corporate Laws

Course Code: BCOM 203

L-4, Credits -4

Objective: The course aims to equip students with a detailed understanding of the provisions of the Companies Act, 2013.

Course Outcomes: After completion of the course, students will be able to:

CO1: Analyze provisions relating to issue of prospectus and allotment of shares

CO2: Examine company processes, meetings, and decisions

CO3: Assess the Accounts and Audit of company

CO4: Evaluate the role of Board of Directors and their functions

CO5: Analyze regulatory aspects involved in Oppression, Mismanagement, corporate restructuring, and liquidation

CO6: Evaluate the efficacy of rules related to Winding Up of a company and role and power of Adjudicating Authority i.e. NCLT and NCLAT

Course Content

Unit I

Companies Act, 2013: Concept and Characteristics of a Company, Types of companies, Formation of a Company, Memorandum of Association, Articles of Association, Prospectus, Allotment of securities, Private Placement, Sweat Equity, Bonus issue, shares at premium and discount, buy-back of shares. Structure and Requisites of Valid Board Meetings, Annual General Meeting, Extra Ordinary General Meeting, Convening Meetings, Minutes and Resolutions; Postal ballot; voting through electronic matters. (14 Hours)

Unit II

Dividends, Accounts, and Audit: Declaration and Payment of Dividend, Appointment of Auditor, qualification, disqualifications, rotation, removal, duties and responsibilities, Auditors report, Constitution and functions of Audit committee. Business Responsibility Reporting, CSR Reporting and Sustainability Reporting (14 Hours)

Unit III

Directors and their Powers: Board of directors, appointment and qualifications of directors; Director Identification Number (DIN); Disqualifications, Removal of directors; Legal positions, Powers, Duties and responsibilities of Additional Director, Alternate Director, Nominee Director, Director appointed by casual Vacancy, Key Managerial Personnel, Managing Director, Manager and Whole Time Director. (14 Hours)

Unit IV

Oppression, Mismanagement, Corporate Restructuring, and Winding Up: Oppression,

Mismanagement, Powers of Tribunal, Provisions related to Compromises, Arrangement and Amalgamations, Concept and Modes of Winding Up; Provisions of winding up under Insolvency and Bankruptcy Code, 2016. National Company Law Tribunal and Appellate Tribunal: Definitions; Constitution of National Company Law Tribunal; Constitution of Appellate Tribunal; Appeal from orders of Tribunal; Power to punish for contempt. (14 Hours)

Suggested Readings: (Latest Editions)

1. Kuchhal, M. C., & Kuchhal, A. Corporate Laws. New Delhi: Shree Mahavir Book Depot.
2. Kumar, A. Corporate Laws. New Delhi: Taxmann Publication.
3. Sharma, J. P. An Easy Approach to Corporate Laws. New Delhi: Ane Books Pvt. Ltd.
4. Chadha R., & Chadha, S. Company Laws. Delhi: Scholar Tech Press.
5. Hicks, A., & Goo, S. H. Cases and Material on Company Law. Oxford: Oxford University Press.
6. Kannal, S., & V.S. Sowrirajan, Company Law Procedure, Taxman's Allied Services (P) Ltd., New Delhi.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Examine the content of the prospectus and identify missing information if any
- Prepare a hypothetical meeting invite, resolution and minutes of a meeting.
- Analyze an Annual Report of a company and audit it for mandatory and voluntary disclosures.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Out com es	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO 2	PS O3	PS O4	PS O5	PSO 6
CO1	1	3	3	3	1	3	1	1	1	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	1	3	3
CO3	3	3	3	3	3	1	1	3	3	1	3	3	3	3
CO4	3	3	1	1	3	3	3	3	1	2	3	1	3	3
CO5	3	3	3	3	3	3	3	3	3	2	2	3	3	3
CO6	3	3	3	3	3	2	2	3	2	2	3	3	3	3
AV G	2.6 7	3	2.6 7	2.6 7	2.6 7	2.5	2.1 6	2.67	2.1 6	2	2.8 3	2.34	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Business Research

Course Code: BCOM 205

L-3, Credits -3

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 Outcomes: After completion of the course the students will be able to:

CO1: Identify and formulate Research Problem and Research Design

CO2: Determine the sampling technique and sample size as per the research problem and research design

CO3: Collect and analyze necessary primary and secondary data for analysis

CO4: Present the conclusions of data analysis as a part of the research in the form of a report

Course Contents

Unit I

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Conception, Construct, Attributes, Variables, and Hypotheses. (10 Hours)

Unit II

Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of primary data collection, Data sources- organizations like NSSO, Survey reports, rbi.org, data.gov.in, indiabudget.gov.in, etc.

Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies. (8 Hours)

Unit III

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, Questionnaire Design, Development and Testing, Reliability and Validity Scale. **Sampling** -Steps, Types, Sample Size Decision. **Hypothesis Formulation and Testing:** Tests concerning means and proportions; ANOVA, Chi-square test, and other Non-parametric tests. (14 Hours)

Unit IV

Report Preparation: Meaning, types and layout of research report; Steps in report writing; Literature review and its significance, Citations (Styles like APA, IEEE etc), Bibliography and

Annexure in report, Essentials of good research report, Detailed format of report, presentation of a report, Ethics in Research. (10 Hours)

Suggested Readings: (Latest Editions)

1. Cooper, Donald R and Schindler, Pamela. Business Research Methods. Mc Graw Hill Education
2. Kothari, B. L. Research Methodology: Tools and Techniques. Jaipur: ABD Publishers.
3. Bajpai Naval. Business Research Methods. Pearson Education.
4. Levin, Richard and Rubin, DS. Statistics for Management, Pearson Education.
5. Bell, Emma. Bryman, Alan. & Harley, Bill. Business Research methods. Oxford University Press.
6. Dangi, H.K. Business Research Methods. Cengage Learning.

Recommended Projects: Students may be encouraged to use the skills developed in this course while conducting Major Research Projects in the Final Semester.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as ‘Low’ to ‘High’, all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	3	3	1	1	3	3	3	3	3	3	3
CO2	3	3	3	3	1	1	1	1	3	1	2	3	1	3
CO3	3	3	3	3	1	2	1	2	3	1	1	3	3	3
CO4	3	3	3	3	3	3	1	1	3	3	3	3	3	3
AVG	3	3	3	3	1.75	1.75	1	1.75	3	2	2.25	3	2.5	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Financial Markets and Institutions

Course Code: BCOM 207

L-4, Credits -4

Objective: The course aims to provide students an overview of financial markets & institutions in India.

Course Outcomes: After completion of the course, students will be able to:

CO1: Analyze the functioning of financial markets and institutions in India

CO2: Examine the functioning of Money Market and Capital Market

CO3: Assess the impact of recent initiatives like MUDRA scheme on financial inclusion

CO4: Explain concept of Non-Banking Financial Companies (NBFCs)

Course Content

Unit I

Introduction: An Introduction to Financial System, Components, Financial System and Economic Development, Financial Intermediation, An overview of Indian Financial System, Financial Sector Reforms
(12 Hours)

Unit II

Money Market: Money Market – concept, role, functions and importance; Components of Money Markets; Money market instruments. The Reserve Bank of India (RBI)- structure and role; Money market operations Monetary Policy Committee (MPC)-structure and role; Policy Rates. Impact of Monetary policy on Inflation and liquidity.
(14 Hours)

Unit III

Capital Markets: Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX. Derivatives and commodity markets; Role of Stock Exchanges in India. Securities and Exchange Board of India (SEBI) – Role in capital market development and Investor Protection and Awareness.
(14 Hours)

Unit IV

Banking and Other Financial Institutions: Commercial banks-classification and reorganization; Payment Banks, Small Banks, Co-operative Banks; MUDRA financing scheme, Financial Inclusion; Non-Performing Assets (NPA)-Meaning, causes, computation, assessment, and Impact of NPAs on Banking Sector; Prediction of industrial sickness; Insolvency and

Bankruptcy Code, 2016. Development Financial Institutions (DFIs), Investment banking, Financial Intermediaries; Non-banking financial companies (NBFCs). Housing Finance Institutions-National Housing Bank, HUDCO; Microfinance and Rural Credit-NABARD, Post Office Banks. (14 Hours)

Suggested Readings: (Latest Editions)

1. Gordon, E., & Natarajan, K. Financial Markets and Services. Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M. Financial Markets, Institutions and Financial Services. Taxmann's Publications.
3. Khan M. Y., & Jain, P. K. Financial Services. McGraw Hill Publishing India.
4. Khan, M. Y. Indian Financial System –Theory and Practice. Vikas Publishing House.
5. Pathak, B. V. Indian financial system. Pearson Education India.
6. Machiraju, H. R. Indian financial system. Vikas Publishing House.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Analyze the NPA of a selected bank.
- Examine the policy rate changes as made by RBI from time to time for a given period.
- Evaluate the effectiveness of Investor protection through the functioning of SEBI.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	3	1	3	1	3	3	1	3	3
CO2	3	3	3	3	1	2	1	3	1	3	3	3	1	3
CO3	3	3	3	3	1	3	3	3	1	2	3	1	3	3
CO4	3	3	3	3	3	3	1	3	1	3	3	1	3	3
AVG	3	3	3	3	2	2.75	1.5	3	1	2.75	3	1.5	2.5	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Human Resource Management

Course Code: BCOM 209

L-4, Credits -4

Objective: The course aims to train the students on techniques of managing human resource in an organization

Course Outcomes: After the completion of the course, the students will be able to:

CO1: Plan the Human Resource requirement for an organization

CO2: Develop a policy to manage Human Resource in an organization

CO3: Organize recruitment, selection, induction, and training and development programs for an organization

CO4: Design a performance appraisal system with incentive schemes for an organization

CO5: Create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organization.

Course Content

Unit I

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

(14 Hours)

Unit II

Acquisition of Human Resource: Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention. (14 Hours)

Unit III

Training and Development: Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing. (14 Hours)

Unit IV

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives, process, methods. Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group

incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Green HRM (14 Hours)

Suggested Readings: (Latest Editions)

1. Gary, Dessler. A Framework for Human Resource Management. Pearson Education
2. David, Robbins and Verhulst. Human Resource Management. Wiley India Pvt Ltd
3. Bohlendar and Snell. Principles of Human Resource Management. Cengage Publications
4. Satrapi, K. Human Resource Management. New Delhi: Tata McGraw-Hill.
5. Dessler, G., & Varkkey, B. Human Resource Management. New Delhi: Pearson Education.
6. Rao, V. S. P. Human Resource Management: Text and Cases. Delhi: Excel Books.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Discuss Work Life Balance with earning members of families and prepare a report.
- Draft an HR policy to combat work life issues assuming the role of a HR manager.
- Design a human resource plan for a select organization.
- Conduct job analysis for any two positions in a select organization and present the report of the same
- Design an induction program, training and development activities for employees at a given level of hierarchy.
- Design an appraisal form with incentive schemes for different job roles in their organization.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO2	3	2	2	3	2	3	3	3	1	1	2	1	3	3
CO3	2	3	3	3	3	3	3	3	2	1	3	3	3	3
CO4	2	2	3	3	3	3	3	3	1	1	1	3	3	3
CO5	3	1	3	3	3	3	3	3	1	1	1	1	3	3
AVG	2.4	1.8	2.4	2.8	2.8	3	3	3	1.4	1	1.8	1.8	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Basic Accounting Software Lab

Course Code: BCOM 211

L-0,T/P-4, Credits -2

Objective: The course aims to train the students on the use of Accounting Software Tally

Course Outcomes: After the completion of the course the students will be expected to

CO1: Create accounts, prepare ledgers and post journal entries

CO2: Create Balance Sheet and Profit and Loss Account at a given point in time

CO3: Reconcile bank and cash accounts with the organization accounts

CO4: Prepare Cash Flow Statement for a given timeline

Course Content

Unit I

Basic Concepts: Creating vouchers, preparation of journals, ledgers and rules of posting in accounts, Trial Balance (14 Hours)

Unit II

Accounting Entries: Creation of company in Tally, Configuration, creation, edition, deletion in ledger accounts, posting entries in journals, searching entries, Inventory, Stock, Fixed Assets Valuation (14 Hours)

Unit III

Reconciliations: Bank reconciliations, Import – Export Data from and to Spreadsheets, Bills of Materials, Invoicing, Accounting Ratios, Interest Calculations, Backup and Restore of Data (14 Hours)

Unit IV

Reports: Generating financial reports in multiple currencies, Printing Vouchers, Invoices, Receipts and export – import in Spreadsheets/Word/PDF (14 Hours)

Suggested Readings: (Latest Editions)

1. Nadhani Asok K. TALLY ERP 9 Training Guide by.
2. Official Guide To Financial Accounting Using Tally.ERP 9 With GST by Tally Education Pvt. Ltd.
3. Tally.ERP 9 with GST in Simple Steps. by DT Editorial Services.
4. Tally Ace by Sahaj Enterprise
5. QuickBooks All in one for Dummies by Stephen Nelson
6. Real Accounting Software by A.K. Nadhani

Recommended Projects: Students may be encouraged to take Internship in the accounts department for an organization and try to do the following:

- Generate Financial Reports – Balance Sheet, Profit & Loss Statement at the end of a month, Reconcile bank statements with organization

- Generate Financial ratios and do fixed asset valuations

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO2	2	3	3	3	3	1	1	1	3	3	3	3	3	3
CO3	3	3	3	3	1	1	1	1	3	1	3	3	3	3
CO4	3	3	3	3	1	3	1	1	3	1	3	3	1	3
AVG	2.25	3	3	3	1.75	2.5	1	1.25	3	1.5	2	2.5	2.25	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Research Methods for Commerce Lab

Course Code: BCOM 213

L-0,T/P-4, Credits -2

Objectives: The aim of the course is to train the students to use Open-Source software R to conduct data analysis in business research.

Course Outcomes: After completing this course in R programming, students will be able to:

CO1: Describe and present data meaningfully for statistical analysis using R

CO2: Draw a hypothesis and design the research with appropriate statistical tests

CO3: Apply the tools and techniques in R Studio to analyze datasets as per the requirements of the research design.

CO4: Investigate relationships between variables using Tests in R in order to draw inferences for research

Course Content

Unit I

Research Design and Data Presentation: Introduction to R, R studio, R commands, Types of Data, Operators and Calculations with R, Making Codes Readable, Functions and Using the Built-In Help, Reading and Writing Data.

Vectors, Vector Arithmetic, Vector Indexing, Introduction to other objects – Lists, Matrices, Arrays. Constructing objects & accessing components, Built in Functions, User defined Functions, Simple programming constructs such as If... else, for, while, break (14 Hours)

Unit II

Data Analysis Using R: Properties of a Tidy Data frame, Data Dictionaries, Introduction to data frames, Importing from Spreadsheets, Data Exploration, Referring to Specific Rows and Columns, Summary Statistics, Summary Statistics for Each Column, and Quick Plots, FACT Framework, R Notebooks, Markdown, Dashboards Preview (14 Hours)

Unit III

Graphical analysis of data: Histogram, Density Plot, Test for Normality Box whisker plots, Pie charts, Cleveland dot charts, Pairs plots, Assembling Data, Data Types, More on Functions, Packages, Introduction to Other Data Types, Creating Date Types, Calculations with Dates, Factors, Logical Type and Relational Operators, Character Strings (14 Hours)

Unit IV

Statistical tests: t-test, paired t-test, Chi-squared test, ANOVA, Correlation, Regression, Multiple Regression, Stepwise regression, Logistic Regression (14 Hours)

Suggested Readings: (Latest Edition)

1. Rakshit S. R for Beginners. McGraw Hill Education
2. De Vries, A., & Meys, J. R for Dummies. John Wiley & Sons.

3. Lander, J. P. R for everyone: Advanced analytics and graphics. Pearson Education.
4. Chapman, C., & Feit, E. M. R for marketing research and analytics. Springer.
5. Field, A., Miles, J., & Field, Z. Discovering statistics using R. Sage publications.
6. Matloff, N. The art of R programming: A tour of statistical software design. No Starch Press.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning where they-

- Design the research process
- Identify Data Collection and obtain empirical data sample
- Identify Hypothesis and use tools in R to test the hypothesis
- Present results of Tests in R and draw conclusions

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO2	3	3	3	3	3	3	1	3	1	2	2	3	3	3
CO3	3	3	3	3	1	1	1	1	3	1	1	3	1	3
CO4	3	3	3	3	3	3	1	1	3	1	1	3	3	3
AVG	3	3	3	3	2.5	2	1	1.5	2.5	1.25	1.75	3	2	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Group Discussion and Interview Skills (NUES)

Course Code: BCOM 215

L-0,T/P-2 ,Credits -2

Objectives: The aim of the course is to train the students to perform well in Group Discussions (GD) and Personal Interviews (PI) conducted during the admissions process for Higher Education Programs and Jobs.

Course Outcomes: After completing this course, students will be able to:

CO1: Organize and articulate thoughts appropriately and discuss it in groups

CO2: Communicate in clear and precise words with professional tone and pitch in voice

CO3: Exhibit good knowledge and confidence in demeanor during GD and PI

CO4: Develop awareness on methods of assessment of personality adopted by the companies

CO5: Learn professional dressing, etiquettes and exhibit positive body language during GD and PI

CO 6: Express their thoughts on reasons for joining a particular program

This course must be conducted in the form of In Class Activities with faculty as trainers conducting Mock GD and Mock PI.

Part I Group Discussion (GD) – Discussions in Class related to trending topics in Current Affairs and Business Awareness. Students must be trained on Non-Aggressive but Assertive Body Language, Clear and Logical Articulation of thoughts, Accurate Communication using the right vocabulary, using the right tone and pitch of voice. Students must be divided into groups of 5 to 7 each. Mock GDs must be conducted and recorded. Participants must be shown the video and all improvements of every student's discussion must be discussed after every Mock GD. Video file of Recorded GDs must be kept for record.

Part II Personal Interview Skills (PI)– Discussions in class related to Interview Skills including FAQs. Students must be made aware of the right posture, right etiquette, and professional dress code for an Interview. Students must be trained on maintaining a non-aggressive, non-submissive and assertive and confident body posture. Students must be made aware of the right use of vocabulary and set the tone and pitch of the voice as per the Interview Board. Students must be trained on effective Presentation Skills, Body Language, Confidence, Articulation, Communication and good Vocabulary.

Mock Interviews must be conducted individually for students and recorded. These Interviews must be discussed in class for improvements. Mock Interview videos must be kept for records.

Part III – Written Ability Test (WAT) – Students must be trained on writing an Effective Essay using all the Essentials of Effective Statement of Purpose. Students must be trained to express clearly, logically and rationally. They should be able to justify reasons of aspiring for the activity for which they are writing the SOP.

Mock SOPs and Essays must be written by students and in class and individually discussed with the students. Students must be made to think about their career choices depending upon their interest and talent. All SOPs and Essays must be submitted for records.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as ‘Low’ to ‘High’, all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO4	3	2	3	3	3	3	3	3	1	1	1	1	3	3
CO5	3	2	3	3	3	3	3	3	1	1	1	1	3	3
CO6	3	2	3	3	3	3	3	3	2	2	2	2	3	3
AVG	3	2	3	3	3	3	3	3	1	1.33	1.33	1.33	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Entrepreneurial Mindset

Course Code: BCOM 217

L-2,T/P-0 , Credits -2

Objective: The course aims to create entrepreneurs aspiring to set up their ventures and create employment opportunities.

Course Outcomes: After completion of the course, students will be able to:

CO1: Imbibe entrepreneurial skills and related intricacies.

CO2: Think beyond the usual business ventures and evolve an innovative business idea.

CO3: Cultivate an idea into a feasible business proposition with a vision and purpose.

CO4: Strategize feasible plan of action for successful implementation of idea.

CO5: Construct a Business Plan with Projected Financial Statements for the first five years

CO6: Estimate the costs, long term and short-term capital and fund requirement of the business idea.

Course Contents

Unit I

Starting New Ventures: New Venture: Meaning and features. Opportunity identification. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.

(14 Hours)

Unit II

Intellectual Property Rights: Intellectual Property: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Intellectual Property Rights in India. Reporting Intangible Assets in Financial Statements

(10 Hours)

Unit III

Entrepreneurship Ecosystem and Detailed Project Report: Concept, role and functions of business incubators, angel investors, venture capital, start-up finance and private equity fund. Writing a business plan/ project proposal including feasibility analysis; Designing business processes, location, layout, operation, planning & control; preparation of detailed project report (various aspects of the project report such as size of investment, nature of product, sourcing of material, market potential may be covered).

(10 Hours)

Unit IV

Initial project assistance: Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions. Pitching the idea to mobilize resources for start-up. Preliminary contracts with the vendors, suppliers, bankers, principal customers;

Suggested Readings: (Latest Edition)

1. Charantimath, Entrepreneurship Development and Small Business Enterprise, Pearson Education
2. Gunther Mc Grath, Entrepreneurial Mindset, Mac Millan
3. Rao, T. V., & Kuratko, D. F. Entrepreneurship: A South Asian Perspective, Boston: Cengage Learning
4. Robert, H. M., Manimala, M. Peters, and D. Shepherd, Entrepreneurship, Tata McGraw Hill, India.
1. Barringer, B. R., and R. D. Ireland, Entrepreneurship: Successfully Launching New Ventures, Pearson Education, India.
2. Allen, K.R., Launching New Ventures: An Entrepreneurial Approach, Cengage Learning.

Recommended Projects: Students may be encouraged to attempt the following in order to develop entrepreneurial skills:

- Deliberate on Entrepreneurs like JRD Tata, Narayan Murthy and Dhirubhai Ambani and distinguish between different entrepreneurial traits.
- Analyze the key policy initiatives of Government of India for promoting entrepreneurship in the country.
- Develop a business idea and conduct a market feasibility analysis of the same.
- Participate in Business Plan Competition-designing a business plan proposal and identifying alternative sources of raising finance for startup.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

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CO3	3	3	3	3	3	1	1	3	3	1	3	2	3	3
CO4	3	3	3	3	3	2	2	3	1	1	1	2	3	3

CO5	3	3	3	3	3	1	1	3	3	1	3	3	3	3
CO6	3	3	3	3	3	1	1	1	2	1	3	3	3	3
AVG	3	3	3	3	3	2.8 8	1.8 3	2.6 7	1.83	1.16	2.34	2.34	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

NSS/NCC/NSO/other notified by university (NUES)

Course Code: BCOM 219

L-2,T/P-0,Credits -2

NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.

SEMESTER IV

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)

Management Accounting

Course Code: BCOM 202

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

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

Course Outcomes:

CO1: Understand the nature and scope of Management Accounting.

CO2: Analyse and interpret the accounting financial statements of a company and its limitations.

CO3: Executing skills to prepare various Budgets.

CO4: Examining the impact of different ratios on the financial performance of a company.

CO5: Compute cash flow analysis and its likely impact on the company

Course Contents

Unit I

Introduction: Meaning, Objectives, and Scope of management accounting; Difference between financial accounting, cost accounting and management accounting; Comparative financial statements, common size financial statements, trend analysis, Ratio analysis, cash flow statement.

(14 Hours)

Unit II

Budgetary Control and Variances: Concept and types of budgeting and budgetary control; meaning, objectives, merits, and limitations of budgetary control; budget administration; Functional budgets including cash budget; Fixed and flexible budgets: meaning and preparation; Zero-based budgeting; Performance budgeting, difference between performance & traditional budgeting. Meaning of Variance and Variance Analysis – Material, Labour, Overheads and Sales Variances, Disposition of Variances, Control Ratios.

(14 Hours)

Unit III

Costing and Profit Planning: Meaning of Variable Costing, Absorption Costing and Marginal Costing; uses of Marginal costing; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety. (14 Hours)

Unit IV

Managerial Decision Making: Decision making based on Marginal Cost Analysis - profitable product mix, Make or Buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Managerial Decision-making using spreadsheets. (14 Hours)

Suggested Readings: (Latest Editions)

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
2. Khan M.Y., Management Accounting, McGraw Hill Education.
3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Lal, Jawahar and Srivastava, Seema, Cost Accounting, McGraw Hill Education.
5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R. W., Managerial Accounting, McGraw Hill Education.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Prepare monthly cash budget, expense budget, activity budget, for a small retail shop, club, student association, college and purchase/production/sales budget for a small factory.
- Compute Break Even Sales for small shops like Grocery (kirana) store, pharmacy, etc. by finding out monthly sales volume, variable expenses, and fixed expenses.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	1	1	1	1	3	1	1	3	2	3
CO2	3	3	3	3	3	1	1	2	3	2	2	3	2	3
CO3	3	3	3	3	2	1	1	2	2	1	1	3	3	3
CO4	2	3	3	3	3	1	.1	2	2	1	1	3	2	3
CO5	3	1	3	3	3	1	1	2	1	1	2	3	3	3
AVG	2.8	2.6	3	3	2.4	1	1	1.8	2.2	1.2	1.4	3	2.4	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Corporate Finance

Course Code: BCOM 204
4

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

Objective: The course aims to familiarize the students with the principles and practices of corporate finance

Course Outcomes: After completion of the course, students will be able to:

CO1: Explore the nature and significance of decisions related to corporate finance

CO2: Examine the risk and return on investments at different time intervals

CO3: Evaluate capital investment decisions applying capital budgeting techniques

CO4: Assess the capital structure of a firm using its cost of capital

CO5: Analyze factors affecting dividend policy

CO6: Design working capital policy based on the assessment of financial requirements.

Course Contents

Unit I

Introduction: Nature, scope, and objectives of Financial Management- Profit Maximization, Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money.
(14 Hours)

Unit II

Cost of Capital and Capital Structure: Sources of long-term financing, Components of Cost of Capital and calculation - Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach).
(14 Hours)

Unit III

Financing Decisions: Sources of long-term financing, Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating Leverage, Financial Leverage and Combined Leverage. EBIT-EPS Analysis. Cost-Benefits Analysis including social cost. Determinants of Optimum Capital Structure.
(14 Hours)

Unit IV

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision- Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend policy. Concept of Working Capital, Operating & Cash Cycles, Risk-return Trade off, working capital estimation, cash management, an overview of receivables management, factoring and inventory management. (14 Hours)

Suggested Readings: (Latest Editions)

1. Khan, M. Y., & Jain, P. K. Financial Management: Text and Problem. New Delhi: Tata McGraw Hill Education India.
2. Chandra, P. Financial Management-Theory and Practice. New Delhi: Tata McGraw Hill Education.
3. Pandey, I. M. Financial Management. New Delhi: Vikas Publications.
4. Horne, J. C., & Wachowicz, J. M. Fundamentals of Financial Management. New Jersey: Prentice Hall.
5. Srivastava, R., & Mishra, A. Financial Management. New Delhi: OUP India.
6. Rustagi, R. P. Fundamentals of Financial Management. New Delhi: Taxmann Publication

Recommended Projects:

The students may be encouraged to attempt the following for enhanced learning:

- Develop spreadsheets to analyze investment decisions and calculate NPV, ROI, PI, IRR, MIRR
- Determine Cost of Equity and Debt and calculate WACC
- Estimate working capital requirement for a company.
- Determine operating cycle of manufacturing company.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO2	3	3	3	3	2	1	1	2	3	3	3	3	1	3
CO3	3	3	3	3	1	1	1	2	3	2	2	3	3	3
CO4	3	3	3	3	1	1	1	2	3	3	3	3	2	3

CO5	3	3	3	3	3	1	1	1	3	3	3	3	3	3
CO6	3	3	3	3	1	1	1	2	3	3	3	3	3	3
AVG	3	3	3	3	1.5	$\frac{2.8}{3}$	1	$\frac{1.8}{3}$	3	2.83	2.83	3	2.5	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Business Ethics and Corporate Social Responsibility

Course Code: BCOM 206

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

Objective: The course aims to imbibe and develop ethical and moral values in students and help them understand the significance of Values and Ethics in business decision making ensuring stakeholder satisfaction for all stakeholders.

Course Outcomes: After completion of this course, students will be able to:

- CO1: Decipher morality and ethics in personal and professional behavior
- CO2: Explore values and ethics in business decision making for an organization
- CO3: Assess the impact of business processes on stakeholders
- CO4: Evaluate the social responsibility of business organization and take steps to meet them

COURSE CONTENTS:

Unit I

Introduction: Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance

(14 Hours)

Unit II

Human Values & Business: Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

(14 Hours)

Unit III

Moral Issues in Business: Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosures, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

(14 Hours)

Unit IV

Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR. ISO

26000 Social Responsibility- definition, principles, scope, benefits, certification.
(14 Hours)

Suggested Readings: (Latest Edition)

1. Fernando AC, Business Ethics, Pearson Education
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI
3. Mandal, SK. Ethics in Business and Corporate Governance, Mc Graw Hill Education
4. Banerjee, S. B. Corporate Social Responsibility: The Good, The Bad and The Ugly. Cheltenham: Edward Elgar Publishing
5. Kumar, S. Corporate Governance. Oxford, England: Oxford University Press.
6. Sherlekar, S. A. Ethics in Management. New Delhi: Himalaya Publishing House

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Discuss role of media ethics in context of content displayed through Internet
- Evaluate Marketing Ethics in advertisements and promotional campaigns
- Evaluate ethics in HRM processes in organisation
- Analyze, interpret and present key learnings of the case study on Whistle Blowing-Infosys Case.
- Measure the level of participation of a select company/organisation/group of individuals regarding Social Responsibility.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as ‘Low’ to ‘High’, all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcome s	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PS O 2	PSO 3	PSO 4	PSO 5	PS O 6
CO1	3	3	1	1	3	3	3	3	1	1	1	1	3	3
CO2	3	3	3	2	3	3	3	3	1	3	3	1	3	3
CO3	3	3	3	3	3	3	3	3	1	3	3	1	3	3
CO4	3	3	3	3	3	3	3	3	1	3	3	1	3	3
AVG	3	3	2.5	2.2 5	3	3	3	3	1	2.5	2.5	1	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Investment and Portfolio Management

Course Code: BCOM 208

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

Objective: The course aims to train the students to identify investment alternatives and design a portfolio as per the risk appetite of the investors

Course Outcomes: After completion of this course, Students will be able to:

CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio

CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns

CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio

CO4: Evaluate and compare the Intrinsic and Market Value of a share

CO5: Examine the portfolio management techniques of Mutual Funds

CO6: Analyze contemporary trends in Investment options available

Course Contents:

Unit I

Introduction to Investment Management: Investment Process; Investment Vs Speculation, Avenues for investment- securities, features and classes; Risk Tolerance, Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis - individual security and portfolio; Measurement of Portfolio Risk; Diversification-Markowitz Theory; Creation of Minimum risk portfolio
(14 Hours)

Unit 14 Hours

Valuation Models: Factors influencing valuation and prices of securities; Capital Asset Pricing Model. Value of Equity - Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Multiples based Valuation. Value of Bonds & Debentures- Current Yield, YTM, YTC; Government Securities returns. Introduction to derivatives – Forwards, options, futures.
(14 Hours)

Unit III

Fundamental and Technical Analysis: Economy, Industry and Company Analysis, Fundamental Analysis, Technical Analysis – Charts types, techniques and importance. Dow Theory, Efficient Market Hypothesis – Strong, Weak and Semi Strong Efficiency in Markets
(14 Hours)

Unit IV

Recent Trends in Investments: Mutual Fund- concept and types; Debt, Equity, Balanced, Tax Saving, Offshore Fund, Regulation of Mutual Fund, Money market mutual funds. Assets Under

Management, Net Asset Value. Exchange Traded Funds, Real Estate Investment Trust, Value Investing, Green Investing, Environmental Social Governance based Investing, Socially Responsible Investing, Behavioural Finance (14 Hours)

Suggested Readings: (Latest Editions)

1. Reilly and Brown. Investment Analysis and Portfolio Management, Mc Graw Hill Education
2. Fisher and Jordan. Security Analysis and Portfolio Management, Pearson Education
3. Chandra, P. Investment Analysis & Portfolio Management. New Delhi: Tata McGraw Hill Education.
4. Kevin, S. Security Analysis and Portfolio Management. New Delhi: PHI Learning.
5. Ranganatham M., & Madhumathi R. Security Analysis and Portfolio Management. Noida: Pearson (India) Education
6. Pandian, P. Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Calculate the value of a share based on fundamental analysis of the company
- Study Technical Charts of the share selected above and compare the prices using Technical and Fundamental Analysis.
- Examine the portfolio construction of AUM of a mutual fund and analyze the change in its NAV with market fluctuations.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	3	3	3	3	3	1	1	3	3	3	3	3	3	3
CO2	3	3	3	3	3	1	1	2	3	3	3	3	3	3
CO3	3	3	3	3	3	1	1	2	3	3	3	3	3	3
CO4	3	3	3	3	3	1	1	1	3	3	3	3	3	3
CO5	3	3	3	3	3	1	1	1	3	3	3	3	3	3

CO6	3	3	3	3	3	1	1	2	3	3	3	3	3	3
AVG	3	3	3	3	3	3	1	1.8 3	3	3	3	3	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Marketing Management

Course Code: BCOM 210

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

Objective: The course aims to train the students to apply concepts, principles, tools, and techniques of marketing for business decisions

Course Outcomes: After completion of the course, students will be able to:

CO1: Evaluate the market and environmental conditions affecting marketing decisions of a firm

CO2: Develop new products, explore and expand product line

CO3: Identify Target Market Segment for the Product and strategize its Positioning

CO4: Analyze marketing mix decisions and develop promotional strategies

CO5: Explore new trends in marketing and technology interventions to enrich and enhance marketing experience

Course Contents:

Unit I

Introduction: Marketing - Meaning, Scope and Importance; Concepts, Philosophies of marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and bases of segmenting consumer markets. Market Targeting- concept and criteria. Product Positioning – concept and bases
(14 Hours)

Unit II

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

Unit III

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

Unit IV

Emerging Trends in Marketing: Relationship Marketing, Sustainable Marketing, Green Marketing, Rural marketing, Social marketing, Digital marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Importance of User Interface and User Experience; Ethical issues in marketing
(14 Hours)

Suggested Readings: (Latest Editions)

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. Principles of Marketing: A South Asian Perspective. London: Pearson Education.
2. Ramaswamy and Namakumari. Marketing Management – A strategic Decision Making Approach Global Perspective Context and Indian Context, Sage India
3. Lamb, Sharma and Daniels. Marketing A South Asian Perspective, Cengage Publications
4. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. Marketing. McGraw Hill. India
5. Grewal, D., & Levy, M. Marketing. New York: McGraw Hill Education.
6. Kotler, P., Armstrong, G., & Agnihotri, P. Principles of Marketing. London: Pearson Education.

Recommended Projects:

The Students may attempt the following for enhanced learning:

- Analyze the impact of various environmental forces in the context of a given durable and non-durable product.
- Analyze the marketing mix strategy of a durable and non-durable product.
- Select any product and analyze its segmentation strategy in comparison to its immediate competitive product.
- Analyze the case of product line extension and impact on business performance.
- Analyze the distribution strategy of a given product.
- Find out ethical concerns of customers with regard to various marketing mix decisions in regard to a given product.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as ‘Low’ to ‘High’, all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO3	3	2	3	3	3	1	1	3	1	1	2	1	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3
AVG	3	2.8	3	3	2.8	2.4	2.4	3	1.8	1.8	2.8	1.8	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Data Analysis with Spreadsheets Lab

Course Code: BCOM 212

L-0, T/P-4, Credits -2

Objectives: The course aims to train the students on using spreadsheets for basic data analysis

Course Outcomes: After completion of the course, students will be able to:

CO1: Conduct basic computation and aggregation of data using spreadsheets

CO2: Organize, present and manage data using functions

CO3: Examine data with the help of pivot tables

CO4: Assess data characteristics by running queries in tables

CO5: Present data using charts and graphs

Course Contents

Unit I

Basic Functions: Organizing data with Spreadsheets - Simple data computations, manipulations and aggregations, Arithmetic Manipulations, Basic Functions and Functions Using Absolute and Relative References (14 Hours)

Unit II

Basic Command: The "IF" Command Using Numerical Data, The "Nested IF" Command, The "VLOOKUP" Function, "HLOOKUP" Function, Using the "VLOOKUP" Function Across Worksheets, Accessing Data across sheets (14 Hours)

Unit III

Data Tables: Data Filtering - Creating Custom functions and formulas, Use of Pivot Tables, Application of Pivot Tables to Numeric Data. Display tips - Keyboard and Mouse shortcuts - Standardized layouts Analyzing Data with Power Pivot- Loading Data into Power Pivot - Using Power Query and Power map add-ins (14 Hours)

Unit IV

Charts: Introduction to Charts, Line Graphs, Bar Graphs and Pie Charts, Pivot Charts, Scatter Plots, Histograms, Labelling, Modifying, Customizing Charts (14 Hours)

Suggested Readings: (Latest Editions)

1. Saylor Academy. How to Use Microsoft Excel: The Careers in Practice Series
2. Succeeding in Business with Microsoft Excel: A Problem-Solving Approach, Cengage Learning
3. Wayne Winston, Microsoft Excel Data Analysis and Business Modeling (Business Skills)
4. Paul McFedries, Excel Data Analysis for Dummies

5. Joseph Schmuller, Statistical Analysis with Excel for Dummies,
6. Moore, McCabe, and Craig's, Introduction to the Practice of, Statistics, W.H. Freeman and Company, New York

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Download data from Open Source Database For Example Kaggle.com and conduct basic statistical analysis on Spreadsheets.
- Use data for drawing inferences about data and perform basic arithmetic functions in Spreadsheets
- Use keyboard shortcuts and mouse short cuts for functions
- Analyze data across multiple sheets using functions
- Analyze Data with Power Pivot- Load Data into Power Pivot - Use Power Query and Power map add-ins - Design Pivot Table reports - Filter data - Creating Custom functions and formulas – Prepare Charts, Graphs and Histograms – Pareto charts – Boxplots - Tree map and Sunburst charts

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO3	1	1	3	3	1	1	1	1	3	1	1	3	1	3
CO4	1	1	3	3	1	1	1	1	3	1	1	3	1	3
CO5	3	1	3	3	2	1	1	1	3	3	3	3	1	3
AVG	1.4	1.2	2.6	3	1.2	1	1	1	3	1.8	1.6	3	1	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Income Tax Laws

Course Code: BCOM 214

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

Objective: The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals and HUFs.

Course Outcomes: After the completion of the course, the students will be able to:

CO1: Analyze the concepts of taxation and determine the residential status of persons;

CO2: Compute income under different heads, applying provisions, deeming provisions, exemptions and deductions;

CO3: Calculate gross total income after clubbing provisions and after set-off and carry forward of losses;

CO4: Calculate the tax liability and file ITR

Course Contents:

Unit I

Basic Concepts: Tax: concept, types – direct and indirect; canons of taxation; Direct Tax: Need, features and basis of charges. Income Tax (as per Income Tax Act 1961 and amendments): Basic Concepts; Residential status; Scope of Total Income, Heads of Income; Income which do not form a part of Total Income; Agriculture Income and its taxability. (14 Hours)

Unit II

Income from Salary and House Property: Meaning of salary, Basis of charge, conditions of chargeability, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary. Income from house property Basis of charge, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property. (14 Hours)

Unit III

Profits and gains from business or profession, capital gains and income from other sources: Meaning of business income, methods of accounting, Deductions and Disallowances, Computation of presumptive income under Income-tax Act, Computation of taxable income from Business and profession. Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain. Income from Other Sources Basis of charge - Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc., Permissible deductions, impermissible deductions. (14 Hours)

Unit IV

Computation of Total income and Tax Liability of individual and HUF: Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total

income and tax liability of individuals and HUF.
Hours)

(14

Suggested Readings: (Latest Edition)

1. Ahuja, G., & Gupta, R. Simplified Approach to Income Tax. Flair Publications Pvt. Ltd.
2. Singhanian, V. K., & Singhanian, M. Student's Guide to Income Tax including GST-Problems & Solutions. Taxmann Publications Pvt. Ltd.
3. Dinkar, P. Law and Practice of Income Tax. Sultan Chand and Sons.
4. Lal, B.B. Income Tax Law and Practice. Konark Publications.
5. Palkhivala, N. A., Kanga, J. B. Kanga & Palkhivala's the Law and Practice of Income Tax: (with a Concise Commentary on Equalisation Levy). India: LexisNexis.
6. <https://www.incometax.gov.in/iec/foportal>. (n.d.). Retrieved September 7, 2022

Note: Updates from the Ministry of Finance, Government of India, i.e, Finance Act for that year must be referred to during the teaching of the course.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Identify five individuals above the age of 18 years without PAN Card. Educate them about the relevance of getting a PAN card issued from IT Department of India and help them fill the online application form for generating their PAN Card. Also, educate them about the significance of filing return and help them fill the same online. Prepare and present a report of the key learnings from the exercise;
- File Income-tax return of individuals and HUF;
- Compute income under different heads, total income, and tax liability of an individual and HUF;
- Apply for TAN for a firm and file its TDS return;
- Visit the website of Income Tax Department, Government of India and fill the various online ITR forms with hypothetical data.

Mapping of Course Outcomes with Program level outcomes

Considering the weights of 1 to 3 as 'Low' to 'High', all course outcomes are mapped with Program Outcomes and Program Specific Outcomes as follows-

Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
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CO2	1	3	1	1	1	1	1	1	1	2	3	3	3	3

CO3	1	3	1	1	1	1	1	1	1	2	3	3	3	3
CO4	1	3	1	1	1	1	1	1	1	2	3	3	3	3
AVG	1.5	3	1.5	1.5	1.5	1	1	1	1.5	2.25	3	3	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (B.Com Honours)
Minor Project II

Course Code: BCOM 216

Credits -4

Students must indicate their area of interest to their faculty mentors, and they must try to use the theoretical constructs studied in Project I to study a practical live problem encountered by a business organization. The mentor must finalize the exact topic with the student and focus on strengthening the skills of student to collect reliable and valid data using appropriate sampling techniques. Students must be trained to identify reliable sources of primary data and must learn to collect required and valid data through accurate sampling techniques. Descriptive Data Analysis of Primary Data, using Spreadsheets is an essential requirement for this Project. The project must include primary data collection, collation, editing and cleaning before data analysis. The students must be advised to refrain from copying material without referencing and plagiarism must be treated as an offence. Plagiarized reports must not be accepted.

Structure of the report must include:

- Project Objective and Introduction
- Review of literature and identification of research gap
- Proposed research design
- Details of statistical techniques used for project
- Conclusions from data analysis
- Summary and synopsis of the work accomplished

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (Hons)
MOOC II

Course Code: BCOM 218

Credits-3

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 3 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.

For August session, tentative list of programmes will be available on the platform from May-August and for January session, tentative list of programmes will be available on the platform from October to January.

SEMESTER V



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

BCOM 301: Income Tax Law and Practice

L-4 T/P-0

Credits-4

External Marks: 75

Objective: To equip students with basic principles and provision of Income Tax Act 1961.

(14 Hours)

Unit I

Preliminary

Meaning of India, Previous year and assessment year, Person, Assessee, Books of Account and Document, Income, Revenue receipts and capital receipts, Diversion of Income, Application of Income, Concept of mutuality, Relatives, Agricultural Income.

(14 Hours)

Unit II

Fully exempt incomes, Residential status, Tax incidence, Indian income versus foreign income

Incomes fully exempt under Section 10, Residential status of an assessee, Scope of total income, Indian income and foreign income.

(14 Hours)

Unit III

Computation of income under different heads and other allied provisions

1. Salaries.
 2. Income from House Property.
 3. Profits and Gains of Business or Profession (Sections 2(13), 145, 28, 30, 31, 32, 43(1), 43(6), 32AC, 33AB, 35ABB, 35AC, 35AD, 35CCA, 35CCC, 35CCD, 36(1), 145A, 37, 40(a), 40(b), 40A(1), 40A(2), 40A(3), 40A(7), 40A(9), 43B, 44 to 44DA only).
 4. Capital Gains (simple problems only).
 5. Income from Other Sources (*excluding* Sections 56(2) (viiia), 56(2) (viib)).
- Clubbing Provisions, Set-off of losses (Sections 70, 72); Carry forward of losses (Sections 71B, 72, 73, 73A, 74, 74A only); Deemed Income (Sections 68, 69, 69A, 69B, 69C, 69D, 115BBE).

(14 Hours)

Unit IV

Deductions, Rebates, Reliefs, DTAA, Computation of Tax Liability, Advance Tax, TDS, Tax Returns

1. Deductions to be made in computing total income (Sections 80C, 80CCC, 80CCG, 80CCD, 80CCE, 80D, 80DD, 80DDB, 80EE, 80G, 80GG, 80GGA, 80GGB, 80GGC, 80QQB, 80RRB, 80TTA, 80U only).
2. Rebates and Reliefs under Sections 87, 87A, 89.
3. Double Taxation Avoidance Agreement (DTAA)-Meaning, Sections 90, 90A, 91, Tie Breaker Rule.
4. Computation of Income tax liability of an individual including marginal relief.
5. Provisions of advance tax, TDS (in respect of salary only)

Income Tax Returns: Meaning, types of returns, who are required to file a tax return, due dates of filing of returns, mode of filing of returns (**Procedure for online filing- ITR also**).

Suggested Readings:

1. Vinod K. Singhania, Monica Singhania, (56th Ed. 2017-2018) Students Guide to Income Tax, Taxmann Publications Pvt. Ltd., New Delhi.
2. Girish Ahuja & Ravi Gupta, (36th Ed. 2016) Systematic Approach to tax laws, Bharat Law House, New Delhi.
3. T.N. Manoharan & G.R. Hari, (2017) Direct Tax Laws, Snow White Publications Pvt. Ltd., Mumbai.
4. Girish Ahuja & Ravi Gupta, (2014) Practical Approach to Income Tax, Problems and Solutions, Bharat Law House.
5. Vinod Singhania, Kapil Singhania, (57th Ed. 2017) Direct Taxes, Law & Practice, Taxmann Publications Pvt. Ltd..
6. Bare Act, Income Tax Act, 1961.

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

BCOM 303: Entrepreneurship Development

L-4 T/P-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, (8th Ed., 2014), Entrepreneurship Development and Small Business Enterprise, Pears Education.
2. Bamford C.E. (1st 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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**7. GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF COMMERCE (Hons.)**

BCOM 305: 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 COMMERCE (Hons.)

BCOM 307: Information System Management Lab

L-0, T/P-2

Credit-1

External Marks: 60

The Lab would be based on the Paper BCOM 305: 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 COMMERCE (Hons.)

BCOM 309: Summer Training Report

L-0 T-0

Credit-4

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 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.

ELECTIVE - I


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ELECTIVE - I

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

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

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

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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 (9th 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.

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, (1st edition 1983) Delhi, India.
4. V.V. Giri : Labour Problems in Indian Industry (1st 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 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. (5th 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 (1st Ed. 2015), Training and Development,, Vijay Nicole Imprints Pvt. Ltd.
6. Robins P. S., (6th Ed. 2015), Training in Interpersonal Skills, Pearson Education.


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SEMESTER VI


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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF Commerce (Hons.)
BCOM-302 Project Management

L-4, T-0

Credits –4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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.

Project Organizational Structure: Forms of Organizational Structure - Functional Organization, Project Organization, Matrix Organization.

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, Project Cost Analysis, Project Crashing (Simple problems only).

Unit III

(14 hours)

Financial Estimates and Projections: Feasibility Study, Types of Feasibility Study, Steps of Feasibility Study, Importance and Steps of Financial Feasibility, Components of Cost of Project and Its Estimation (Introductory aspects only).

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.

Risk Analysis: Process of Risk Management, Sources of Risk in Project Management, Managing Risk.

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", Tata McGraw Hill Publishing Company Limited,.
2. Nagarajan, K., (8th Ed. 2017) "Project Management", New Age International (P) limited, Publishers.
3. R. Panneerselvam. R, Senthilkumar. P., (1st Ed., 2013) "Project Management", PHI Learning, (P) limited, Publishers,
4. Maheshwari, S.N., (5th Ed. 2017) "Financial and Management Accounting", Sultan Chand & Sons.
5. Jeffrey K. Pinto, (1st Ed. 2016) "Project Management: Achieving Competitive Advantage", Pearson Education..
6. Desai, Vasant, (34th Ed. 2016) "Project Management", Himalaya Publishing House,

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

BCOM 304: Goods and Services Tax (GST)

L-4 T/P-0

Credits-4

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.

(14 Hours)

Unit I

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.

(14 Hours)

Unit II

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.

(14 Hours)

Unit III

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.

(14 Hours)

Unit IV

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., (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. & Singhanian 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, 1/e, 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

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

BCOM 306: 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.

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

BCOM 308: E-Commerce Lab


L-0, T/P-4

Credits: 02

External Marks: 60

Objective: Lab would be based on the Paper BCOM 306: 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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w.e.f. Academic Session 2017-2018



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

BCOM 310: Environmental Science (NUES)*

***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 & Distributors (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.

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

BCOM 312: Research Project


L-0 T-0



Credits-6

External 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.

ELECTIVE –II


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w.e.f. Academic Session 2017-2018
 

ELECTIVE –II

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

Unit I

(14 Hours)

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 Education.
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 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.

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

BCOM 318: Services Marketing
Credits –4

L-4 T/P-0

External Marks: 75

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

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

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.

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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PRESENTATION

Assessment year 2023-24

PRESENTATION SAMPLE

PRESENTATION SAMPLE

BBA

The background of the slide is decorated with various watercolor-style floral and leaf patterns. These include a large light blue flower in the top left, a green leafy branch in the top center, a yellow and orange flower in the top right, a single green leaf in the top right, a pink flower in the bottom right, a green leafy branch in the bottom right, a single green leaf in the bottom left, and a pink flower in the bottom left. The title text is centered in a large, dark grey, sans-serif font.

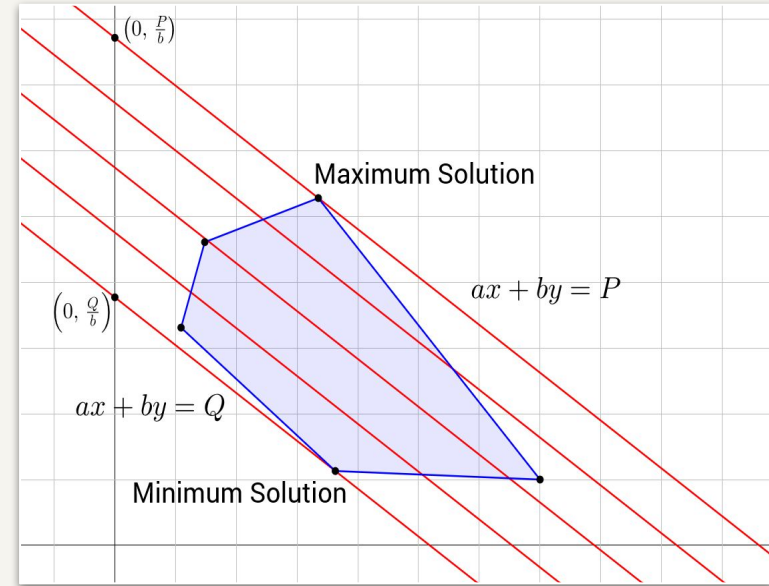
Linear Programming in Business Decision Making

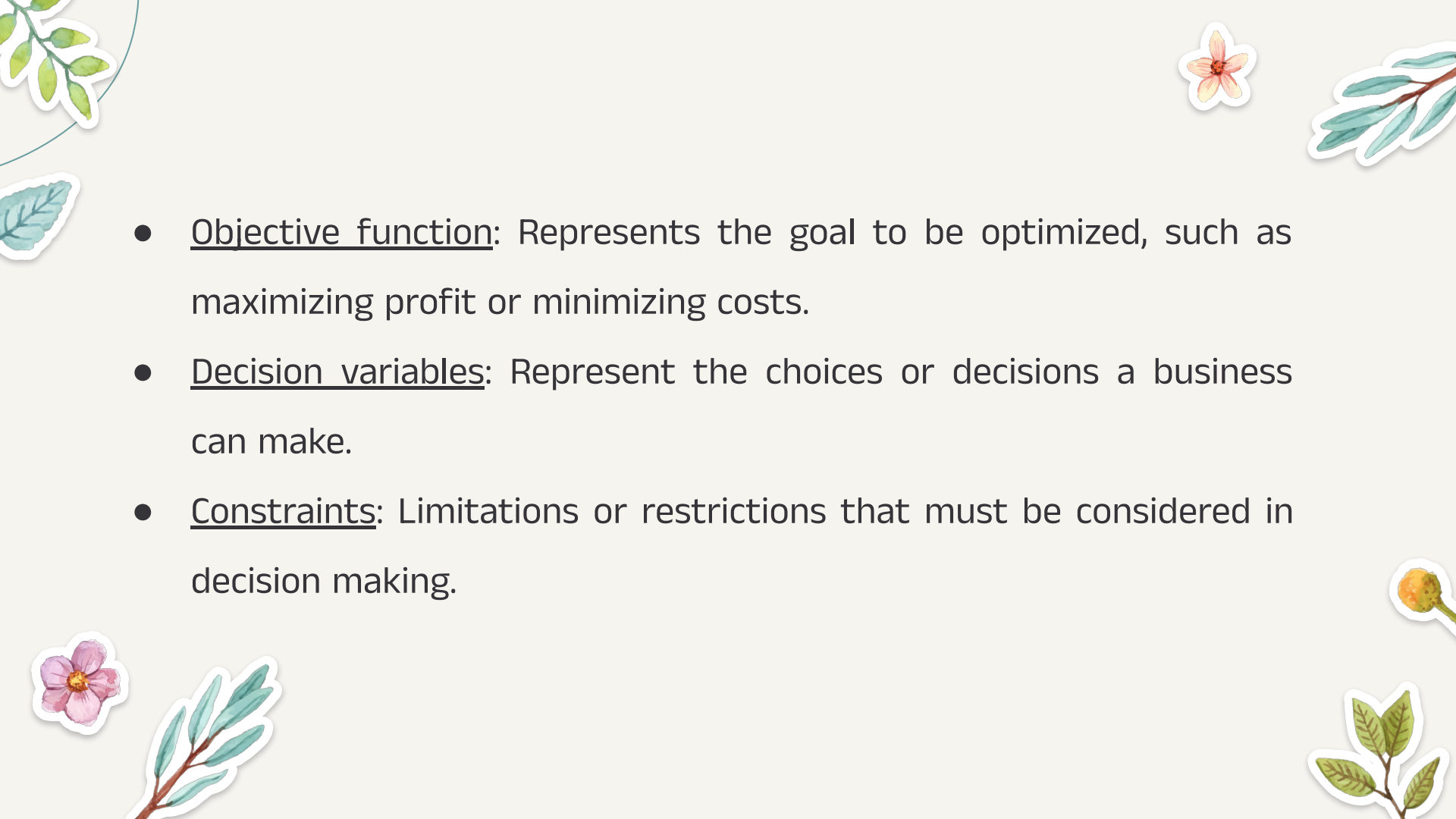
By: Srishti Gursey

Class - BBA II E
Roll No. - 00114101723

Understanding Linear Programming

- LP is a mathematical technique for determining the best outcome in a given scenario with linear relationships.
- LP models involve maximizing or minimizing an objective function while adhering to certain constraints.



- 
- Objective function: Represents the goal to be optimized, such as maximizing profit or minimizing costs.
 - Decision variables: Represent the choices or decisions a business can make.
 - Constraints: Limitations or restrictions that must be considered in decision making.



Applications of Linear Programming in Business

1) Resource

Allocation:

LP helps businesses determine the optimal allocation of resources to various tasks or projects while considering constraints such as resource availability and budget limitations. By using LP models, businesses can ensure that resources are allocated in a way that maximizes overall productivity and profitability.

2) Production

Planning:

Production planning involves determining the optimal production levels to meet customer demand while minimizing production costs. By formulating production planning problems as LP models, businesses can find the most cost-effective way to allocate resources and schedule production runs, thereby minimizing idle capacity and inventory holding costs.





Supply Chain Management:

Supply chain management involves the coordination of activities such as procurement, production, inventory management, and distribution to ensure efficient flow of goods and services. Businesses can use LP models to minimize transportation costs, reduce inventory holding costs, and optimize warehouse locations, thereby improving overall supply chain efficiency and responsiveness.

Marketing Mix Optimization:

Marketing mix optimization involves allocating resources across different marketing channels to maximize returns on marketing investments. By using Linear Programming models, businesses can identify the most effective marketing mix that maximizes sales, customer acquisition, or brand awareness while staying within budget constraints.




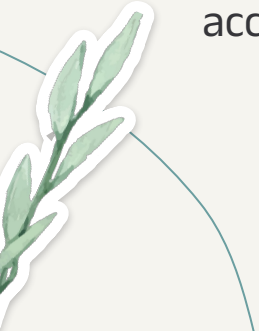


Financial Portfolio Optimization:

Financial portfolio optimization involves balancing the risk and return of investment portfolios to achieve investment objectives such as maximizing returns or minimizing risk.

LP can be used to construct optimal investment portfolios by allocating assets across different investment options while considering factors such as expected returns, risk tolerance, and investment constraints.

By formulating portfolio optimization problems as LP models, investors can find the most efficient allocation of assets that balances risk and return according to their investment goals and preferences.



Real-Life Example of Application of Linear Programming

- **American Airlines** utilizes linear programming algorithms to optimize its flight scheduling, crew assignments, and aircraft routing.
- By optimizing flight schedules and crew assignments, American Airlines maximizes aircraft utilization and minimizes crew costs while adhering to regulatory constraints.





- **Results achieved:**

1. Increased efficiency in flight operations, leading to reduced operating costs.
2. Improved on-time performance and customer satisfaction.

- **Lessons learned and best practices:**


1. Data-driven decision making: American Airlines relies on accurate and timely data to feed into its LP models, ensuring that decisions are based on real-time information.
2. Cross-functional collaboration: American Airlines fosters collaboration between its operations, planning, and IT teams to ensure seamless integration of LP-based solutions into its business processes.



Benefits of Using Linear Programming





Enhanced decision making: LP provides data-driven insights for making informed decisions.



Improved efficiency: Optimizing resource allocation leads to increased productivity and reduced waste.

Cost savings: By minimizing costs and maximizing revenues, businesses can achieve significant cost savings.

Competitive advantage: Businesses that effectively utilize LP gain a competitive edge by maximizing efficiency and profitability.





Challenges and Considerations





Complexity: LP models can become complex, especially in large-scale applications, requiring specialized expertise.

Sensitivity to assumptions: LP solutions are sensitive to changes in input parameters and assumptions, requiring careful analysis.

Data availability and accuracy: LP relies on accurate and reliable data, which may not always be readily available.

Implementation challenges: Integrating LP into existing business processes and systems can pose implementation challenges.



PRESENTATION SAMPLE

B.COM (H)

MEASURES OF DISPERSION

Name- Manvi Arora
Enrollment No. - 35314188823
Course - BCOM (H) II M

DISPERSION

- Dispersion refers to the variations of the items among themselves / around an average.
- Greater the variation amongst different items of a series, the more will be the dispersion.
- As per Bowley, “*Dispersion is a measure of the variation of the items*”.

OBJECTIVES OF MEASURING DISPERSION

- To determine the reliability of an average
- To compare the variability of two or more series
- For facilitating the use of other statistical measures
- Basis of Statistical Quality Control

PROPERTIES OF A GOOD MEASURE OF DISPERSION

- Easy to understand
- Simple to calculate
- Uniquely defined
- Based on all observations
- Not affected by extreme observations
- Capable of further algebraic treatment

Purpose of Measuring Dispersion

- A measure of dispersion appears to serve two purposes.
- First, it is one of the most important quantities used to characterize a frequency distribution.
- Second, it affords a basis of comparison between two or more frequency distributions.
- The study of dispersion bears its importance from the fact that various distributions may have exactly the same averages, but substantial differences in their variability.

MEASURES OF DISPERSION

Absolute

Expressed in the same units in which data is expressed

Ex: Rupees, Kgs, Ltr, Km etc.

Relative

In the form of ratio or percentage, so is independent of units

It is also called **Coefficient of Dispersion**

METHODS OF MEASURING DISPERSION

Range

Interquartile Range & Quartile Deviation

Mean Deviation

Standard Deviation

Coefficient of Variation

Lorenz Curve

RANGE (R)

- It is the simplest measures of dispersion
- It is defined as the difference between the largest and smallest values in the series

$$R = L - S$$

R = Range, L = Largest Value, S = Smallest Value

- Coefficient of Range = $\frac{L - S}{L + S}$

INTERQUARTILE RANGE & QUARTILE DEVIATION

- ***Interquartile Range*** is the difference between the upper quartile (Q_3) and the lower quartile (Q_1)
- It covers dispersion of middle 50% of the items of the series
- Symbolically, Interquartile Range = $Q_3 - Q_1$
- ***Quartile Deviation*** is half of the interquartile range. It is also called Semi Interquartile Range
- Symbolically, Quartile Deviation = $\frac{Q_3 - Q_1}{2}$
- ***Coefficient of Quartile Deviation***: It is the relative measure of quartile deviation.
- Coefficient of Q.D. = $\frac{Q_3 - Q_1}{Q_3 + Q_1}$

MEAN DEVIATION (M.D.)

- It is also called Average Deviation
- It is defined as the arithmetic average of the deviation of the various items of a series computed from measures of central tendency like mean or median.
- M.D. from Median = $\frac{\sum |X - M|}{N}$ or $\frac{\sum |d_M|}{N}$
- M.D. from Mean = $\frac{\sum |X - \bar{X}|}{N}$ or $\frac{\sum |d_{\bar{X}}|}{N}$
- Coefficient of M.D._M = $\frac{M.D._M}{Median}$
- Coefficient of M.D. _{\bar{X}} = $\frac{M.D._{\bar{X}}}{Mean}$

MEAN DEVIATION

Merits

- Simple to understand
- Easy to compute
- Less effected by extreme items
- Useful in fields like Economics, Commerce etc.
- Comparisons about formation of different series can be easily made as deviations are taken from a central value

Demerits

- Ignoring ' \pm ' signs are not appropriate
- Not accurate for Mode
- Difficult to calculate if value of Mean or Median comes in fractions
- Not capable of further algebraic treatment
- Not used in statistical conclusions.

STANDARD DEVIATION

- Most important & widely used measure of dispersion
- First used by Karl Pearson in 1893
- Also called root mean square deviations
- It is defined as the square root of the arithmetic mean of the squares of the deviation of the values taken from the mean
- Denoted by σ (sigma)
- $\sigma = \sqrt{\frac{\Sigma(X - \bar{X})^2}{N}}$ or $\sqrt{\frac{\Sigma x^2}{N}}$ where $x = X - \bar{X}$
- Coefficient of S.D. = $\frac{\sigma}{\bar{X}}$

CALCULATION OF STANDARD DEVIATION

Individual Series

- Actual Mean Method
- Assumed Mean Method
- Method based on Actual Data

Discrete Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

Continuous Series

- Actual Mean Method
- Assumed Mean Method
- Step Deviation Method

COEFFICIENT OF VARIATION (C.V.)

- It was developed by Karl Pearson.
- It is an important relative measure of dispersion.
- It is used in comparing the variability, homogeneity, stability, uniformity & consistency of two or more series.
- Higher the CV, lesser the consistency.
- $C.V. = \frac{\sigma}{\bar{X}} \times 100$

Variance

- *Variance* is defined as the average of the square deviations:

$$\sigma^2 = \frac{\sum (X - \mu)^2}{N}$$

What Does the Variance Formula Mean?.....

- First, it says to subtract the mean from each of the scores
- This difference is called a *deviate* or a *deviation score*
- The deviate tells us how far a given score is from the typical, or average, score
- Thus, the deviate is a measure of dispersion for a given score

PRESENTATION ANALYSIS

PRESENTATION ANALYSIS

BBA

JagannathInternationalManagementSchool Kalkaji,
New Delhi-110019
(AffiliatedtoGuruGobindSinghIndraprasthaUniversity,Delhi)
NAAC Accredited and ISO 9001:2008 Quality Certified
STUDENTPRESENTATIONSUBMISSIONLISTBBII(M)

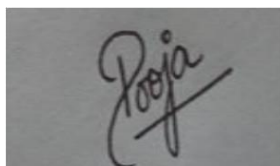
DecisionTechniquesforBusiness

<u>S.No</u>	Enrollment No.	Nameofthe student	Topic	Date of Submission	Presentation
1	00114101723	SRISHTIGURSEY	The diagrammatical Representationofdata	13.05.2024	7
2	00214101723	PIYUSH			8
3	00314101723	OMGUSAIN			7
4	00414101723	VIPULBHATT			9
5	00514101723	MOHDABAAN			9
6	00614101723	PARDEEPSINGH			9
7	00714101723	ADITIBHARDWAJ	TheCentralTendencyofa data	13.05.2024	6
8	00814101723	CHETNASINGH			8
9	00914101723	PRANAV GARG			9
10	01014101723	AASHIMAGILL			9
11	01114101723	GEETIKA NEGI			8
12	01214101723	RUPESH			8
13	01314101723	RAHULGULATI	Partition Valuesandits application	13.05.2024	8
14	01414101723	SAHILKHANNA			10
15	01514101723	SARTHAKBISHT			6
16	01614101723	AAYUSHBATRA			7
17	01714101723	HARSHITABATRA			8
18	01814101723	RITIKA			8
19	01914101723	DISHATUTEJA	MeasureofVariationand different methods to measure it	13.05.2024	7
20	02014101723	SRISHTISHARMA			7
21	02114101723	SALONIANAND			10
22	02214101723	LAKSHAY KOHLI			8
23	02314101723	ANMOL CHOUDHARY			8
24	02414101723	VANSHIKATYAGI			8
25	02514101723	ISHITAGOEL	CorrelationAnalysisand its	14.05.2024	9
26	02614101723	YASHIKASANWARIA			0
27	02714101723	SHUBHAM CHOUDHARY			9

28	02814101723	BHAVIKAJAIN	application		8
29	02914101723	NOMISHKUMAR			7
30	03014101723	ANSHPREET CHHABRA			8
31	03114101723	NAMANSETH	Regression Analysis and its application	14.05.2024	7
32	03214101723	JAIKAPOOR			9
33	03314101723	DIVYAMSHARMA			7
34	03414101723	BHUPISHAJAIN			8
35	03514101723	SHUBHAMSHARMA			7
36	03614101723	MAINAKDAS			8
37	03714101723	ARYAN SURI	Linear Programming Problem and its application	15.05.2024	9
38	03814101723	ISHANSHUKLA			7
39	03914101723	ANISHAGULATI			7
40	04014101723	YOGESH SINGH CHAUHAN			7
41	04114101723	MANMOHAN SHARMA			7
42	04214101723	DURVISHSHARMA			0
43	04314101723	KHUSHISWARUP AGGARWAL	Simplex Method of Solving a LPP	15.05.2024	8
44	04414101723	UMANGARORA			7
45	04514101723	RHYTHM MEHTA			10
46	04614101723	RAGHAVPATWARI			7
47	04714101723	BIBOSWANSHOME			0
48	04814101723	PUNEET DHINGRA			7
49	04914101723	PRANSHULARYA	Duality and its economical interpretation	16.05.2024	8
50	05014101723	SARTHAK RAJSINGH			8
51	05114101723	DHRUV GOYAL			7
52	05214101723	SIDDHARTH KUNWAR			8
53	05314101723	SIMRAN KAUR			8
54	05414101723	MANAV PUNDIR	Transportation Problem	17.05.2024	9
55	35114101723	KARTIK GUPTA			9
56	35214101723	AKDASALI			7
57	35314101723	SUYASH GARG			6
58	35414101723	BHAVISHYACHUGH			5

59	35514101723	AADITYAJAIN	AssignmentProblem	17.05.2024	5
60	35614101723	AANYAARORA			7
61	70114101723	ROZALINAYAK			6

Note- The presentation was initially evaluated on scale of 10 marks and subsequently scale down to 5 marks for final assessment.



Ms. Pooja Bisht

Subject Faculty

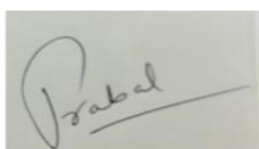
PRESENTATIONANALYSIS

BCOM (H)

JagannathInternationalManagementSchool Kalkaji,
New Delhi-110019
(AffiliatedtoGuruGobindSinghIndraprasthaUniversity,Delhi)
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STUDENTPRESENTATIONSUBMISSIONLISTB.COM(H)II(M)
 BusinessStatistics

<u>S.no</u>	Enrollment No.	Name	Topic	Date of Submission	Presentation Marks (10)
			graphicalpresentationof frequency distribution	01.05.2024	8
1	00114188823	SANYA MANN			9
2	00214188823	NANDINIJAIN			6
3	00314188823	NIKITARANA			10
4	00414188823	FAREHATARIQ			10
5	00514188823	RIYASINGH			9
6	00614188823	VIDHINAGPAL	DifferentMeasureof Central Tendency	01.05.2024	8
7	00714188823	TANISHAGUPTA			9
8	00814188823	JATINSINGHAL			10
9	00914188823	PRANAVPHARLIA			10
10	01014188823	YASHVARDHANSINGHBISHT			8
11	01114188823	TISHARANA			9
12	01214188823	SATYAMJHA	NormalDistribution	02.05.2024	9
13	01314188823	VIKNEISH			6
14	01414188823	DIMPLESEJWAL			8
15	01514188823	SHIVAAZJAIN			6
16	01614188823	MANAVPANDEY			0
17	01714188823	RIDHIMATHAKUR			9
18	01814188823	PRITYJANA	MethodofCorrelation Analysis	02.05.2024	9
19	01914188823	ARCHANABHALLA			10
20	02014188823	SUMEETSETHI			6
21	02114188823	AKANKSHASRIVASTAVA			8
22	02214188823	PUNEETMANCHANDA			6
23	02314188823	AKSHAYKUMAR			7
24	02414188823	HIMANIGUSAIN	MethodsofRegression	03.05.2024	8
25	02514188823	KANISHKAJAIN			7
26	02614188823	ASHISHPRADHAN			8

27	02714188823	KRRISHKUMARGUPTA	Analysis		7
28	02814188823	ISHIKABATRA			0
29	02914188823	AISHWARYAGOEL			7
30	03014188823	KARTIKSHARMA	CoefficientofSkewness	03.05.2024	10
31	03114188823	HARSHITBHATT			8
32	03214188823	INDRANIBAIIDYA			6
33	03314188823	MANISHACHAURASIA			8
34	03414188823	ARYAN GAUR			8
35	03514188823	SAMARTHSHARMA			7
36	03614188823	ASMANJOTSINGH	TypesofPartitionValues and their evaluation	06.05.2024	9
37	03714188823	GUNALAGARWAL			9
38	03814188823	NAINAGUPTA			7
39	03914188823	NEHAAGGARWAL			8
40	04014188823	AYUSHICHAUDHARY			6
41	04114188823	JAHNAVIMONDRETI			7
42	04214188823	LAKSHKAPOOR	ApplicationofIndex Numbers	06.05.2024	10
43	04314188823	SHIVAMGUPTA			8
44	04414188823	ANUSHI OLI			8
45	04514188823	VANYAMEHTA			6
46	04614188823	TARININAGPAUL			8
47	04714188823	PRIYANSHUAHUJA			8
48	04814188823	ASHISHPANWAR			7
49	04914188823	YASHGAUTAM	DifferenttypesofMeasure of Variation	07.05.2024	6
50	05014188823	ARNESHMATHUR			6
51	35114188823	PRAKHARKUMARCHOUDHARY			6
52	35214188823	JATINSABHARWAL			8
53	35314188823	MANVIARORA			8
54	35414188823	KAVYANSHIMALHOTRA			6
55	35514188823	ISHAANKHATREJA			7
56	35614188823	ARONKALIA	BinomialDistribution	07.05.2024	6
57	70114188823	VIDITBAKSHI			8
58	70214188823	VEDANTHAGARWAL			8
59	70314188823	SAMEERTIWARI			0
60	70414188823	SACHINRAWAT			7



Note- The presentation was initially evaluated on scale of 10 marks and subsequently scale down to 5 marks for final assessment

QUIZ

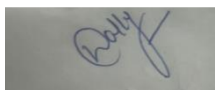
Assessment year 2023-24

BBA

JagannathInternationalManagementSchool**Kalkaji, New Delhi-110019***(AffiliatedtoGuruGobindSinghIndraprasthaUniversity,Delhi)***NAAC Accredited and ISO 9001:2008 Quality Certified****STUDENT QUIZ Analysis - BBA II (M)**

<u>S.No</u>	EnrollmentNo.	Nameof theStudent	Quiz (20)
1	00114101723	SRISHTIGURSEY	17
2	00214101723	PIYUSH	18
3	00314101723	OMGUSAIN	17
4	00414101723	VIPULBHATT	19
5	00514101723	MOHDABAAN	19
6	00614101723	PARDEEPSINGH	19
7	00714101723	ADITIBHARDWAJ	14
8	00814101723	CHETNASINGH	15
9	00914101723	PRANAV GARG	16
10	01014101723	AASHIMAGILL	18
11	01114101723	GEETIKA NEGI	15
12	01214101723	RUPESH	18
13	01314101723	RAHULGULATI	15
14	01414101723	SAHILKHANNA	20
15	01514101723	SARTHAKBISHT	15
16	01614101723	AAYUSHBATRA	17
17	01714101723	HARSHITABATRA	15
18	01814101723	RITIKA	16
19	01914101723	DISHATUTEJA	14
20	02014101723	SRISHTISHARMA	16
21	02114101723	SALONIANAND	20
22	02214101723	LAKSHAYKOHLI	16
23	02314101723	ANMOLCHOUDHARY	16
24	02414101723	VANSHIKATYAGI	17
25	02514101723	ISHITAGOEL	18
26	02614101723	YASHIKASANWARIA	0
27	02714101723	SHUBHAMCHOUDHARY	19
28	02814101723	BHAVIKAJAIN	16
29	02914101723	NOMISHKUMAR	12
30	03014101723	ANSHPREETCHHABRA	17

31	03114101723	NAMANSETH	17
32	03214101723	JAIKAPOOR	18
33	03314101723	DIVYAMSHARMA	17
34	03414101723	BHUPISHAJAIN	15
35	03514101723	SHUBHAMSHARMA	16
36	03614101723	MAINAKDAS	12
37	03714101723	ARYAN SURI	18
38	03814101723	ISHANSHUKLA	17
39	03914101723	ANISHAGULATI	18
40	04014101723	YOGESHSINGHCHAUHAN	16
41	04114101723	MANMOHANSHARMA	19
42	04214101723	DURVISHSHARMA	0
43	04314101723	KHUSHISWARUPAGGARWAL	19
44	04414101723	UMANGARORA	16
45	04514101723	RHYTHMMEHTA	19
46	04614101723	RAGHAVPATWARI	15
47	04714101723	BIBOSWANSHOME	0
48	04814101723	PUNEETDHINGRA	12
49	04914101723	PRANSHULARYA	18
50	05014101723	SARTHAKRAJSINGH	15
51	05114101723	DHRUVGOYAL	14
52	05214101723	SIDDHARTHKUNWAR	15
53	05314101723	SIMRAN KAUR	16
54	05414101723	MANAVPUNDHIR	17
55	35114101723	KARTIKGUPTA	18
56	35214101723	AKDASALI	16
57	35314101723	SUYASH GARG	15
58	35414101723	BHAVISHYACHUGH	11
59	35514101723	AADITYAJAIN	18
60	35614101723	AANYAARORA	17
61	70114101723	ROZALINAYAK	13



The quiz was initially evaluated on the scale of 20 marks and subsequently scaled down to 5 marks for the final assessment.

Ms. Dolly Sharma
Subject Faculty

QUIZ
B.COM (H)

JagannathInternationalManagementSchool
Kalkaji, New Delhi-110019
(AffiliatedtoGuruGobindSinghIndraprasthaUniversity,Delhi)
NAAC Accredited and ISO 9001:2008 Quality Certified
STUDENT QUIZ ANALYSIS LIST - B.COM(H) II (M)

<u>S.no</u>	EnrollmentNo.	Name	Quiz (20)
1	00114188823	SANYA MANN	19
2	00214188823	NANDINIJAIN	20
3	00314188823	NIKITARANA	15
4	00414188823	FAREHATARIQ	17
5	00514188823	RIYASINGH	15
6	00614188823	VIDHINAGPAL	17
7	00714188823	TANISHAGUPTA	15
8	00814188823	JATINSINGHAL	16
9	00914188823	PRANAVPHARLIA	12
10	01014188823	YASHVARDHANSINGHBISHT	17
11	01114188823	TISHARANA	18
12	01214188823	SATYAMJHA	15
13	01314188823	VIKNESH	14
14	01414188823	DIMPLESEJWAL	15
15	01514188823	SHIVAAZJAIN	19
16	01614188823	MANAVPANDEY	0
17	01714188823	RIDHIMATHAKUR	18
18	01814188823	PRITYJANA	14
19	01914188823	ARCHANABHALLA	20
20	02014188823	SUMEETSETHI	18
21	02114188823	AKANKSHASRIVASTAVA	11
22	02214188823	PUNEETMANCHANDA	0
23	02314188823	AKSHAYKUMAR	17
24	02414188823	HIMANIGUSAIN	18
25	02514188823	KANISHKAJAIN	15
26	02614188823	ASHISHPRADHAN	19
27	02714188823	KRRISHKUMARGUPTA	18
28	02814188823	ISHIKABATRA	0
29	02914188823	AISHWARYAGOEL	12

30	03014188823	KARTIKSHARMA	17
31	03114188823	HARSHITBHATT	18
32	03214188823	INDRANIBAIDYA	17
33	03314188823	MANISHACHAURASIA	19
34	03414188823	ARYAN GAUR	16
35	03514188823	SAMARTHSHARMA	12
36	03614188823	ASMANJOTSINGH	11
37	03714188823	GUNALAGARWAL	17
38	03814188823	NAINAGUPTA	18
39	03914188823	NEHAAGGARWAL	15
40	04014188823	AYUSHICHAUDHARY	19
41	04114188823	JAHNAVIMONDRETI	16
42	04214188823	LAKSHKAPOOR	17
43	04314188823	SHIVAMGUPTA	16
44	04414188823	ANUSHI OLI	16
45	04514188823	VANYAMEHTA	15
46	04614188823	TARININAGPAUL	16
47	04714188823	PRIYANSHUAHUJA	12
48	04814188823	ASHISHPANWAR	16
49	04914188823	YASHGAUTAM	14
50	05014188823	ARNESHMATHUR	13
51	35114188823	PRAKHARKUMARCHOUDHARY	15
52	35214188823	JATINSABHARWAL	10
53	35314188823	MANVIARORA	19
54	35414188823	KAVYANSHIMALHOTRA	14
55	35514188823	ISHAANKHATREJA	20
56	35614188823	ARONKALIA	14
57	70114188823	VIDITBAKSHI	15
58	70214188823	VEDANTHAGARWAL	20
59	70314188823	SAMEERTIWARI	0
60	70414188823	SACHINRAWAT	12

Kanika

Note- The quiz was initially evaluated on the scale of 20 marks and subsequently scaled down to 5 marks for the final assessment.

Ms.KanikaParashar

Subject Faculty

CONTINUOUS INTERNAL EVALUATION CALENDAR

Assessment year 2023-24

Academic Calendar for Continuous Internal Evaluation

Odd Semester 2023-24 (August 2023- January 2024)

BBA and B. Com(H)

S.No.	Assessment	Dates
1	Assignment BBA/ B.com (H)	30/October/2023
2	Mid Term Exams	4/November/2023- 10/November /2023
3	Research Projects	13/December/2023- 15/December/2023
4	Lab Practical Viva	4/December/2023- 7/ December/2023
5	Quiz and Presentation Assessment	23/November/2023- 24/November/2023
6	Remedial Classes	22/December/2023-24/December/2023
7	Preparatory Leave/ Self-study week for students	23/December/2023- 29/December/2023
8	Semester end term Examination and evaluation	30/December/2023- 17/January/2024



Dr. Prashant Kumar

Programme Director



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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Accredited by National Assessment and Accreditation Council (NAAC)

Continuous Internal Evaluation

Even Semester 2023-24 (January 2024- July 2024)

B.COM(H)

S.No.	Assessment	Dates
1	Assignment BBA/ B.com (H)	19 th March 2024 – 21 st March 2024
2	Mid Term Exams	1 st April 2024 – 5 th April 2024
3	Research Projects	2 nd May 2024- 4 th May 2024
4	Lab Practical Viva	3 rd May 2024- 5 th May 2024
5	Quiz and Presentation Assessment	18 th April 2024 – 19 th May 2024
6	Remedial Classes	20 th May 2024 – 24 th May 2024
7	Preparatory Leave/ Self-study week for students	30 th May 2024- 5 th June 2024
8	Semester end term Examination and evaluation	6 th June 2024- 26 th June 2024



Dr. Prashant Kumar

Programme Director





Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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Continuous Internal Evaluation

Even Semester 2023-24 (January 2024- July 2024)

BBA

S.No.	Assessment	Dates
1	Assignment BBA/ B.com (H)	19 th March 2024 – 21 st March 2024
2	Mid Term Exams	1 st April 2024 – 5 th April 2024
3	Research Projects	2 nd May 2024- 4 th May 2024
4	Lab Practical Viva	3 rd May 2024- 5 th May 2024
5	Quiz and Presentation Assessment	18 th April 2024 – 19 th May 2024
6	Remedial Classes	20 th May 2024 – 24 th May 2024
7	Preparatory Leave/ Self-study week for students	30 th May 2024- 5 th June 2024
8	Semester end term Examination and evaluation	6 th June 2024- 26 th June 2024

Dr. Ruchi Shrivastav

Programme Director



CT 1 SCHEDULE AND AWARDSHEET

(2023-2024)

**CT SCHEDULE for
Odd 2023 and Even
2024**



Jagannath International Management School

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CLASS TEST 1 (3rd November - 10th November, 2023) SEM I, III & V

DATE SHEET BBA

Date	Shift - 1 (09:30 to 11:00 AM)		Shift - 2 (12:00 to 01:30 PM)		Shift - 3 (02:30 to 04:00 PM)	
03/11/2023	NO EXAM		BBA-III - (sem : 3) 201	Business Laws (17201)	NO EXAM	
04/11/2023	BBA-I - (sem : I) 101	Management Process & Organizational Behaviour (17101)	BBA-III - (sem : 3) 203	Marketing Management (17203)		
06/11/2023	BBA-I - (sem : I) 103	Business Mathematics (17103)	BBA-III - (sem : 3) 205	Human Resource Management (17205)	BBA-V - (sem : 5) 301	Goods & Services Tax (GST)(17301)
07/11/2023	BBA-I - (sem : I) 105	Financial Accounting & Analysis(17105)	BBA-III - (sem : 3) 207	Management Accounting (17207)	BBA-V - (sem : 5) 303	Business Policy and Strategy(17303)
08/11/2023	BBA-I - (sem : I) 107	Business Economics(17107)	BBA-III - (sem : 3) 209	Production & Operation Management (17209)	BBA-V - (sem : 5) 305	Information System Management(17305)
09/11/2022	BBA-I - (sem : I) 109	IT Application for Business(17109)	BBA-III - (sem : 3) 211	Business Research Methodology (17211)	BBA-V - (sem : 5) 307	Financial Modeling(17307)
10/11/2022	BBA-I - (sem : I) 113	Entrepreneurial Mindset(NUES)(17113)	BBA-III - (sem : 3) 217	Environmental Studies (17217)		

DATE SHEET B.Com(H)

Date	Shift - 1 (09:30 to 11:00 AM)		Shift - 2 (12:00 to 01:30 PM)		Shift - 3 (02:30 to 04:00 PM)	
04/11/2022	B.Com-I - (sem : I) 101	Financial Accounting(888101)	BCom-III - (sem : 3) 201	Cost Accounting (888201)	NO EXAM	
06/11/2022	B.Com-I - (sem : I) 103	Micro Economics(888103)	BCom-III - (sem : 3) 203	Corporate Laws (888203)		
07/11/2022	B.Com-I - (sem : I) 105	Quantative Techniques for Commerce(888105)	Bom-III - (sem : 3) 205	Business Research (888205)	BCom-V - (sem : 5) 301	Corporate Taxation(888301)
08/11/2022	B.Com-I - (sem : I) 107	Management Process & Organizational Behaviour (888107)	Bcom-III - (sem : 3) 209	Human Resource Management (888209)	BCom-V - (sem : 5) 303	Investment Banking(888303)
09/11/2022	B.Com-I - (sem : I) 109	Business Communication(888109)	Bcom-III - (sem : 3) 215	Group Discussion & Interview Skills(888215)	BCom-V - (sem : 5) 307	Banking Operation (888305)
10/11/2022	BBA-I - (sem : I) 113	IT Application for Commerce(888113)	Bcom-III - (sem : 3) 217	Entrepreneurial Mindset (888217)	Bcom-V - (sem : 5) 313	Basics of Econometrics(888313)

Prashant Kumar
Dr. Prashant Kumar
HOD



Jagannath International Management School

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CLASS TEST 1 (01st April - 5th April, 2024)

DATE SHEET BBA

Date	Shift - 1 (09:30 to 11:00 AM)		Shift - 2 (12:00 to 01:30 PM)		Shift - 3 (02:30 to 04:00 PM)	
01/04/2024	BBA II Sem BBA102	Cost Accounting (17102)(Batch 2021 Onwards)	BBA-IV BBA202	Business Analytics(17202)	BBA-VI BBA302	Project Management(17302)
02/04/2024	BBA II Sem BBA104	Decision Techniques for Business(17104)	BBA-IV BBA204	Financial Management (17204)	BBA-VI BBA304	Digital Marketing(17304)
03/04/2024	BBA II Sem BBA106/112	Business Environment (17106)	BBA-IV BBA206	Corporate Governance, Ethics & Social Responsibility of Business(17206)		
04/04/2024	BBA II Sem BBA108/106	E.Commerce (17108)	BBA-IV BBA208/210	Income Tax Law & Practice(17208)	BBA-VI BBA312	Entrepreneurship Development
05/04/2024	BBA II Sem BBA110	Business Communication(17110)(Batch; 2021 Onwards)	BBA-IV BBA214/216	Sales Management (17214)/ Financial Markets & Institutions(17216)	BBA-VI BBA308	Adv & Sales Promotion

DATE SHEET B.Com(H)

Date	Shift - 1 (09:30 to 11:00 AM)		Shift - 2 (12:00 to 01:30 PM)		Shift - 3 (02:30 to 04:00 PM)	
01/04/2024	B.Com-II B.COM 102	Corporate Accounting (888102)	B.Com-IV B.COM 202	Subject :Management Accounting(888202)	B.Com-VI B.COM302	GST & E Filing (888302)
02/04/2024	B.Com-II B.COM 104	Subject : Business Law (888104)	B.Com-IV B.COM 204	Subject : Corporate Finance (888204)	B.Com-VI B.COM304	Financial Technology(888304)
03/04/2024	B.Com-II B.COM 106	Subject : Marco Economics (888106)	B.Com-IV B.COM 206	Subject :Business Ethics & CSR(888206)	B.Com-VI B.COM306	New Venture Financing(888308)
04/04/2024	B.Com-II B.COM 108	Subject : Business Statistics (888108)	B.Com-IV B.COM 208	Subject :Investment & Portfolio Management(888208)/ Marketing Management (888210)		
05/04/2024	B.Com-II B.COM 110	Subject : Environmental Science & Sustainability(888110)	B.Com-IV B.COM 214	Subject :Income Tax Laws(888214)		

Dr. Ruchi Srivastava
HOD(BBA)

Dr. Prashant Kumar
HOD B.COM(H)

CT AWARD SHEET

CT AWARDSHEET

BBA



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)


Accredited by National Assessment and Accreditation Council (NAAC)

PROJECT MANAGEMENT BBA 302 - BBA 6M

S.NO	NAME	ENR NO	Class Test
1	SHIZA	00114101721	12
2	SAMEER	00214101721	7
3	RIA SAIGAL	00314101721	14
4	VANSHIKA JAUHRI	00414101721	11
5	AAYUSH	00514101721	6
6	HARSH BISHNOI	00614101721	13
7	SOMANSHU SEHGAL	00714101721	0
8	MANISH KAUL	00814101721	7
9	AYUSH MANGLA	00914101721	10
10	TRIYAMBAK NATH VATS	01014101721	10
11	SUFYAN HABEEBUR RAHMAN	01114101721	7
12	RUHI KAUR BHATIA	01214101721	14
13	ROHIT JAISWAL	01314101721	8
14	NIRANJAN BAFNA	01414101721	12
15	CHIRAG SINGHAL	01514101721	7
16	HARSH KUMAR	01614101721	12
17	AKSHITA SARASWAT	01714101721	11
18	ADITYA GOYAL	01814101721	13
19	GAURAV	01914101721	6
20	UTKARSH JAIN	02014101721	10
21	DEV SHARMA	02114101721	10
22	RIYA	02214101721	12
23	KASHISH KAINTH	02314101721	8

24	HREDESH BISHT	02414101721	9
25	RIYA AGARWAL	02514101721	0
26	ANUJ RAWAT	02614101721	9
27	CHETAN BIST	02714101721	7
28	VIPASHA RAKHEJA	02814101721	11
29	SUDHIENDRA RAO	02914101721	11
30	PRACHI VERMA	03014101721	13
31	BHAVISHYA KAPUR	03114101721	9
32	PRAKRITI	03214101721	12
33	VAISHNAV NAIR	03314101721	6
34	ABHILASH PANJA	03414101721	9
35	HARSH KUMAR	03514101721	4
36	AKANKSHA BHAMBRI	03614101721	6
37	KHUSHI GARG	03714101721	15
38	YASH KUNDWAL	03814101721	6
39	SHANTANU PATRA	03914101721	7
40	ANJINI SHARMA	04014101721	11
41	KSHITIZ RAWAT	04114101721	9
42	SAKSHYA KANOJIA	04314101721	8
43	SHANTANU RAJ	04414101721	11
44	DHEENAN CHAWLA	04514101721	14
45	AYUSH RAWAT	04614101721	8
46	AMAN MORWANI	04714101721	14
47	VARUN BHARTI	04814101721	7
48	VANSH TANEJA	04914101721	11
49	SARTHAK BHATNAGAR	05014101721	11
50	DEEPAK	05214101721	8
51	AARZOO VASHISHT	05314101721	14
52	PIYUSH SINGHAL	05414101721	10
53	SUGANDHI ARORA	35114101721	11
54	BHAVYE CHOUDHARY	35214101721	12
55	ASHUTOSH AGGARWAL	35314101721	8

56	PRATHAM SINGH	35414101721	3
57	ANSHUL TYAGI	35514101721	4
58	KASHISH KRISHNAN	35614101721	13


Dr. Surbhi Gosain
Faculty Coordinator

CT AWARDSHEET

B.com



Jagannath International Management School

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B.com II M - Business Law

S.no	Student	Roll.No.	CT
1	PURUSHARTH VERMA	00224588823	2
2	SHOAIB SAIFI	00324588823	4
3	VINAYAK SHARMA	00424588823	11.5
4	RIDDHIMA AGARWAL	00524588823	8
5	RITIKA BHARDWAJ	00624588823	8.5
6	SANSKAR GOEL	00724588823	6.5
8	PRATEEK SHARMA	00924588823	8
9	VANSHIKA SACHDEVA	01024588823	11
10	SUSHANT CHANDEL	01124588823	6.5
11	JANVI ADLAKHA	01224588823	11.5
12	SARTHAK SACHDEVA	01324588823	8.5
13	AAYUSH SHARMA	01424588823	7.5
14	ANANYA JAIN	01524588823	8
15	HRIDAY KHANCHANDANI	01624588823	10
16	PALAK CHOUDHARY	01724588823	7
17	MAHAK VATS	01824588823	7
18	TANISHA DUDEJA	01924588823	12.5
19	DEVANGI GANDHI	02024588823	9.5
20	RAGHAV SINGH	02124588823	6
21	RONAK JAIN	02224588823	7.5
22	KRISH TANDON	02424588823	8.5
23	DEEPAK PANDIT	02524588823	4.5
24	AAYUSHMAAN BUCKSHEE	02624588823	4.5
25	MEHUL BATRA	02724588823	3.5
26	ARNAV VERMA	02824588823	6
27	KANISHKA CHAUDHARY	02924588823	6
28	DISHA SEHRAWAT	03024588823	11
29	YASH BHATNAGAR	03124588823	6

30	VANSHIKA	35324588823	9
31	JYOTI	35524588823	5.5
32	GARVIT KOHLI	35624588823	4.5
33	AAYUSH PANCHAL	70124588823	7
34	JAYATE SUJI	70224588823	8
35	MISHTI TANEJA	70424588823	11.5
36	GHUNCHA SHARMA	70524588823	11
37	PIYUSH KUMAR	70624588823	4.5
38	KRRISH GUPTA	70724588823	9
39	NIKHIL SHARMA	70824588823	11.5
40	ARYAN PURWAR	70924588823	9.5
41	AANYA KHANDLWAL	71024588823	5
42	ROHAN PATRA	71124588823	6.5
43	RISHIT JAIN	71224588823	3.5
44	JIGNESH RAJPUT	71424588823	6
45	SANA ARYA	71524588823	8
46	VINEET BISHWAKARMA	71624588823	6
47	RAVINDER SINGH	71724588823	11.5
48	MANDEEP SOORMA	71824588823	14
49	KAVYA SHARMA	71924588823	7
50	SHUBHAM BHATIA	72024588823	5
51	VINAY KUMAR	72124588823	6
52	BHOOMIKA BANSAL	72224588823	6
53	SAMEER KUMAR	72324588823	4


Dr. Shivota Khandelwal
Faculty Coordinator

ASSIGNMENT

Assessment Year

2023-2024

ASSIGNMENT BBA

COURSE: BBA

SEMESTER: SECOND SEMESTER

SUBJECT CODE: 104

SUBJECT: DECISION TECHNIQUES IN BUSINESS

*Last date of Submission 11th March 2024.

Assignment -1

Rubrics for the assessment of question 1 Criteria

I (2 mark)	II (3 marks)
Find out the less than cumulative frequency and the more the more than cumulative frequency	Plot the Wages corresponding the more than and the less than cumulative frequency simultaneously. Evaluating and interpreting the median graphically

Q.1 Determine the median wage graphically from the following data:

Wages	Number of Workers
700-800	4
800-900	6
900-1000	10
1000-1100	16
1100-1200	12
1200-1300	7
1300-1400	3

Rubrics for the assessment of question 2

Criteria

I (2 mark)	II (3 marks)
Identifying the data type and converting to the respective distribution	Finding standard deviation, coefficient of variation

Q.2 Find the standard deviation and Coefficient of variation from the following data;

Wages	Number of Workers
Up to Rs. 110	12
Up to Rs. 120	30
Up to Rs. 130	65
Up to Rs. 140	107
Up to Rs. 150	157
Up to Rs. 160	202
Up to Rs. 170	222
Up to Rs. 180	230

Rubrics for the assessment of question 3 Criteria

I (2 mark)	II (3 marks)
Identifying the problems and terms	Finding out which organization pays a larger amount as monthly wages. Finding out the variability in individual wages of all the wage earners taken together.

Q.3 From the analysis of monthly wages paid to employees in two service organizations X and Y, the following results were obtained;

	Organization X	Organization Y
Number of Wage earners	550	650
Average Monthly Wages	5000	4500
Variance of the distribution of wages	900	1600

- Which organization pays a larger amount as monthly wages?
- In which organization is there greater variability in individual wages of all the wage earners taken together?

ASSIGNMENT SAMPLE

BBA

Decision Techniques in Business Assignment

Name :- Geetika Negi

BBA 2M.

Enrolment no. :- 01114101723

1. Wages	No. of workers
700 - 800	4
800 - 900	6
900 - 1000	10
1000 - 1100	16
1100 - 1200	12
1200 - 1300	7
1300 - 1400	3
	<u>58.</u>

<u>Sol.</u> \Rightarrow More than	700.	58
"	800	54
"	900	48
"	1000	38
"	1100	22
"	1200	10
"	1300	3

\Rightarrow less than	800	4
"	900	10
"	1000	20
"	1100	36
"	1200	48
"	1300	55
"	1400	58

$$\text{Median} = \frac{N}{2} = \frac{58}{2} = 29^{\text{th}} \text{ term.}$$

$$= l + \frac{\frac{N}{2} - cf}{f} \times h = 1000 + \frac{29 - 20}{16} \times 100.$$

$$= 1000 + \frac{900}{16} = 1000 + 56.25$$

$$= \boxed{1056.25}$$

Ques 2. 100 - 110
110 - 120
120 - 130
130 - 140
140 - 150
150 - 160
160 - 170
170 - 180

f	x	fx	x - \bar{x}	(x - \bar{x}) ²
12	105	1260	-49	2401
30	115	3450	-39	1521
65	125	8125	-29	841
101	135	14445	-19	361
157	145 145	22765	-9	81
202	155 155	31310	1	1
222	165	36630	11	121
230	175	40250	21	441
1025		158235		$\Sigma f(x - \bar{x})^2 = 308945$

$$\sigma = \sqrt{\frac{\Sigma f (x - \bar{x})^2}{N}}$$

$$\bar{x} = \frac{\Sigma fx}{N} = \frac{158235}{1025} = 154.37$$

$$\sigma = \sqrt{\frac{308945}{1025}} = \sqrt{301.4} = 17.3$$

coefficient of Standard deviation. Mean

$$= \frac{SD}{\bar{x}} \times 100 = \frac{17.3}{154.37} \times 100$$

$$= \frac{17.3}{154.37} \times 100$$

$$= \frac{17300}{15437} = 11.2$$

N	550	650
\bar{x}	5000	4500
σ	900	1600

$$N_1 = 550$$

$$\bar{x}_1 = 5000$$

$$N_2 = 650$$

$$\bar{x}_2 = 4500$$

$$\sigma_1^2 = 900$$

$$\sigma_1 = 30$$

$$\sigma_2^2 = 1600$$

$$\sigma_2 = 40$$

a) . Total wages $x = N_1 \bar{x}_1$
 $= 550 \times 5000$
 $= ₹ 27,50,000$

Total wages $y = N_2 \bar{x}_2$
 $= 650 \times 4500$
 $= ₹ 29,25,000.$

Thus y pays larger wages.

b) To compare variability.

$$\begin{aligned} \text{CV (firm x)} &= \frac{\sigma_1}{\bar{x}_1} = 100 \\ &= \frac{30}{5000} \times 100 \\ &= 0.6\% \end{aligned}$$

$$CV(4) = \frac{62}{\bar{x}_2} \times 100$$

$$= \frac{40}{4500} \times 100$$

$$= 0.8\%$$

5

Since $CV(x)$ is less than $CV(4)$ organisation y shows a greater variability.

ASSIGNMENT

BCOM. (H)

Course: BCOM(H)
Subject Code: 108

Semester: Second Semester
Subject: Business Statistics

Assignment 1

***Last date of submission is 11th March 2024**

Rubrics for the assessment of question 1

Criteria

I (2 mark)	II (3 marks)
Identifying the type of data given. Plotting the data on excel.	Plotting the Histogram using the graph paper

Q.1 Plot a histogram depicting the following data

Weekly Income	Number of Families
2000-4000	20
4000-6000	40
6000-8000	50
8000-10000	32
10000-12000	16
12000-14000	2

Rubrics for the assessment of question 2

Criteria

I (3 mark)	II (2 marks)
Finding the mean and median	Finding mode.

Q.2 Find the mean, median and mode from the following distribution of data:

Class Interval	Frequency
0-20	30
20-40	33
40-60	32
60-80	35
80-100	37
100-120	24

Rubrics for the assessment of question 3

Criteria

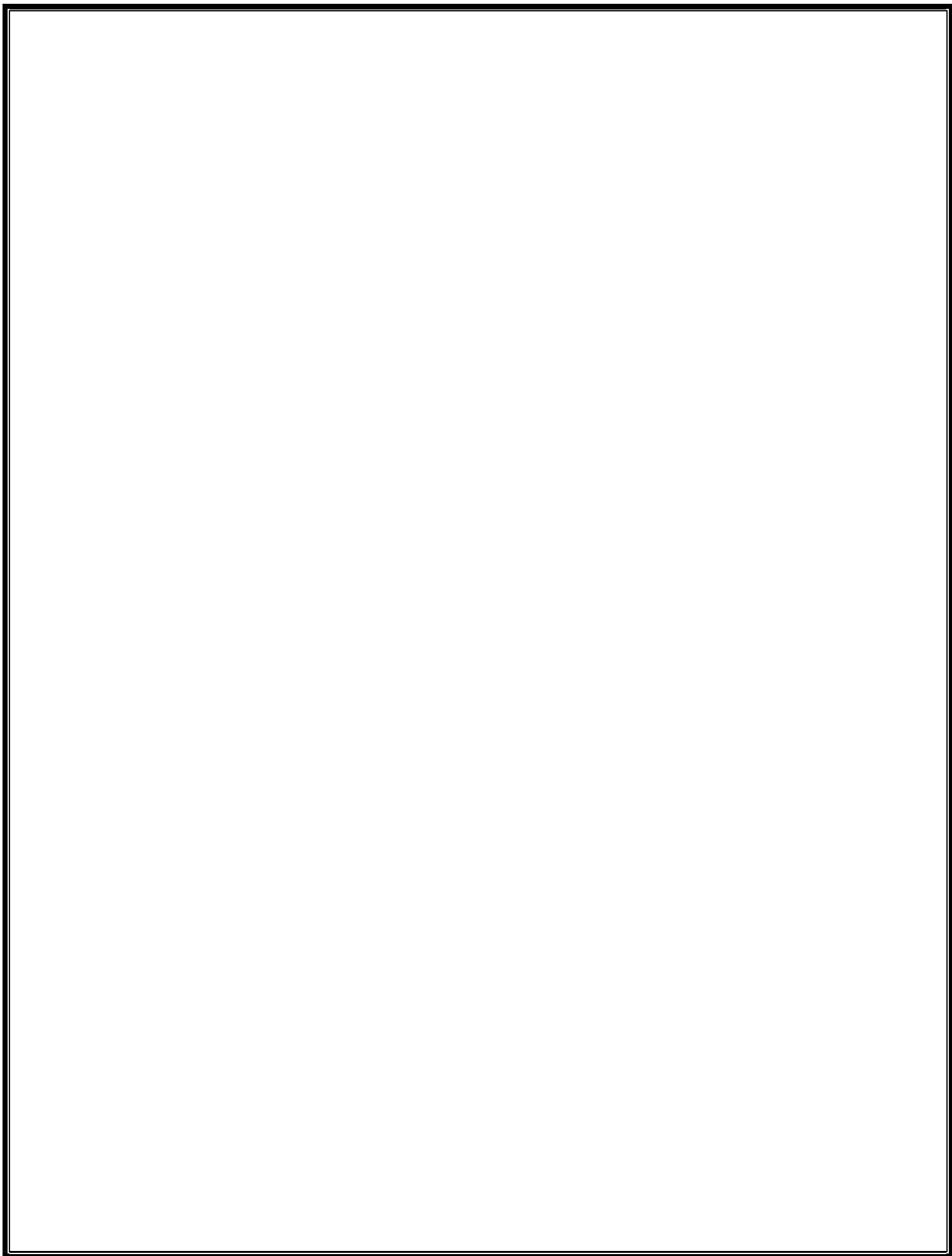
I (3 mark)	II (2 marks)
Evaluation of coefficient of variation. Identifying the more consistent team.	Identifying the difference between SD and CV

Q.3 Compute the Coefficient of Variation of the following data set, which team is more consistent?

	Mean	Standard Deviation
Team A	100	12
Team B	80	10

What is the difference between standard Deviation and Variance?

ASSIGNMENT SAMPLE
B.COM (H)



BS ASSIGNMENT

NAME → ARCHANA BHALLA

SUBJECT NAME → Business Studies

Enrolment No. → 01914188823

ASSIGNMENT

Q1- Plot a histogram depicting the following data

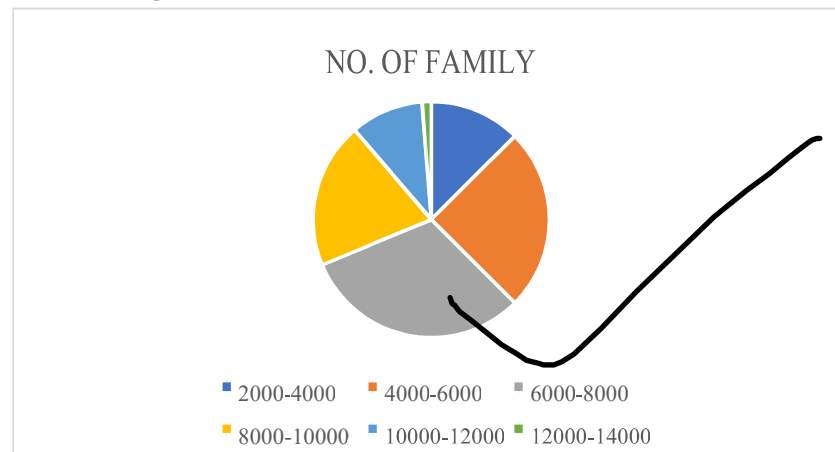
WEEKLY INCOME	NUMBER OF FAMILY
2000-4000	20
4000-6000	40
6000-8000	50
8000-10000	32
10000-12000	16
12000-14000	2

I. Identifying the type of data given

Ans: Continuous Grouped Data

II. Plotting the data on the excel Ans:

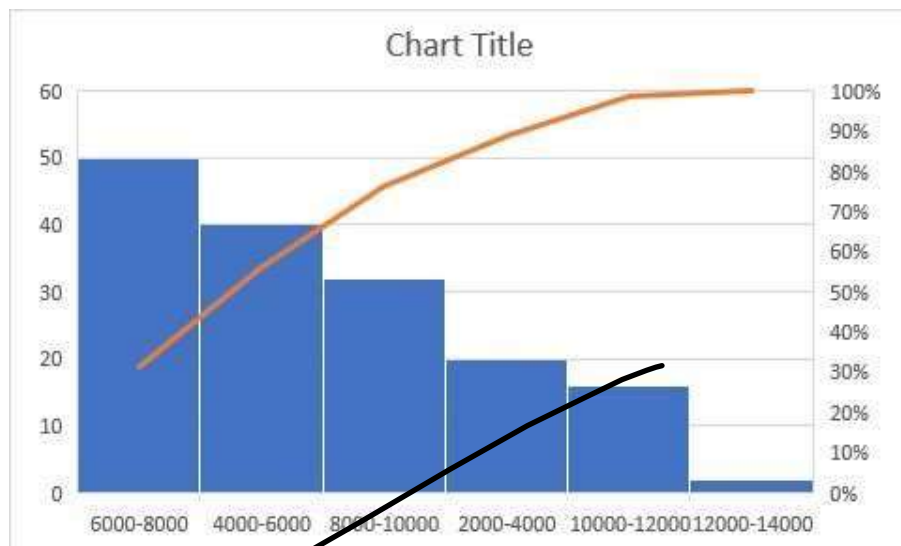
2



III. Plotting the histogram using the graph paper

Ans:

3.



Q2. Find the Mean, Mode, Median from the following distribution

Class Interval	Frequency (f_i)	x_i	$f_i x_i$	c_j
0-20	30	10	300	30
20-40	33	30	990	63
40-60	32	50	1600	95
60-80	35	70	2450	130
80-100	37	90	3330	167
100-120	24	110	2640	191

$$\sum f_i \rightarrow 191$$

$$\sum f_i x_i = 11310$$

$$* \text{ Mean} = \frac{\sum f_i x_i}{\sum f_i} = \frac{11310}{191} = \underline{\underline{59.21 \text{ approx}}}$$

$$* \text{ Median} = l + \left(\frac{\frac{N}{2} - c_j}{f} \right) \times h$$

$$= 60 + \left(\frac{95.5 - 95}{35} \right) \times 20$$

$$= 60 + 0.2$$

$$= \underline{\underline{60.2 \text{ approx}}}$$

$$* \text{ Mode} = l + \left(\frac{f_1 - f_0}{2f_1 - f_0 - f_2} \right) \times h$$

$$= 80 + \left(\frac{37 - 35}{2(37) - 35 - 24} \right) \times 20$$

$$= 80 + 2.67 = \underline{\underline{82.67}}$$

Team A 100
Team B 80
Difference between SD & CV

Ans.

① Coefficient of Variance of Team A = $\frac{12}{100} = 0.12$

② Coefficient of Variance of Team B = $\frac{10}{80} = 0.125$

③

Here,

Since CVA is less than CVB,

Team A is more consistent than Team B.

* Difference Between Standard Deviation and Variance :-

↳ VARIANCE

STANDARD DEVIATION

① It is the measure of average of squared value of the dataset from avg points to the mean

① It is the statistic that measures the dispersion of the data relative to its mean as the sq. root of the variance

② It is avg^d squared deviation

② It is the sq. of mean deviation

③ It is expressed in square unit

③ It is described as square of standard deviation

④ It is denoted by (σ^2)

④ It is denoted by (σ)

⑤ It can denote the individuals distributed over the grp dataset

⑤ It can denote the spread of the dataset.

SLOW AND ADVANCE LEARNER

Assessment Year 2023-2024

SLOW AND ADVANCE LEARNER

BBA



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BBA VI (M)

PROJECT MANAGEMENT

Advanced Learner Student List BBA 6M, PROJECT MANAGEMENT (BBA 302)

<u>S.no</u>	Name	Enrollment no.	Class Test
1	RIA SAIGAL	00314101721	14
2	RUHI KAUR BHATIA	01214101721	14
3	KHUSHI GARG	03714101721	15
4	DHEENAN CHAWLA	04514101721	14
5	AMAN MORWANI	04714101721	14
6	AARZOO VASHISHT	05314101721	14

Fast Learner Student List - BBA 6M, PROJECT MANAGEMENT (BBA 302)

<u>S.no</u>	Name	Enrollment no.	Class Test
1	SHIZA	00114101721	12
2	VANSHIKA JAUHRI	00414101721	11
3	HARSH BISHNOI	00614101721	13
4	AYUSH MANGLA	00914101721	10

5	TRIYAMBAK NATH VATS	01014101721	10
6	NIRANJAN BAFNA	01414101721	12
8	HARSH KUMAR	01614101721	12
9	AKSHITA SARASWAT	01714101721	11
10	ADITYA GOYAL	01814101721	13
11	UTKARSH JAIN	02014101721	10
12	DEV SHARMA	02114101721	10
13	RIYA	02214101721	12
14	VIPASHA RAKHEJA	02814101721	11
15	SUDHIENDRA RAO	02914101721	11
16	PRACHI VERMA	03014101721	13
17	PRAKRITI	03214101721	12
18	ANJINI SHARMA	04014101721	11
19	SHANTANU RAJ	04414101721	11
20	VANSH TANEJA	04914101721	11
21	SARTHAK BHATNAGAR	05014101721	11
22	PIYUSH SINGHAL	05414101721	10
23	SUGANDHI ARORA	35114101721	11
24	BHAVYE CHOUDHARY	35214101721	12
25	KASHISH KRISHNAN	35614101721	13

Slow Learner Student List -BBA 6M, PROJECT MANAGEMENT (BBA 302)

<u>S.no</u>	Name	Enrollment no.	Class Test
1	SAMEER	00214101721	7
2	AAYUSH	00514101721	6
3	MANISH KAUL	00814101721	7
4	SUFYAN HABEEBUR RAHMAN	01114101721	7
5	ROHIT JAISWAL	01314101721	8
6	CHIRAG SINGHAL	01514101721	7
8	GAURAV	01914101721	6
9	KASHISH KAINTH	02314101721	8
10	HREDESH BISHT	02414101721	9
11	RIYA AGARWAL	02514101721	0
12	ANUJ RAWAT	02614101721	9
13	CHETAN BIST	02714101721	7
14	BHAVISHYA KAPUR	03114101721	9
15	VAISHNAV NAIR	03314101721	6
16	ABHILASH PANJA	03414101721	9
17	HARSH KUMAR	03514101721	4
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19	YASH KUNDWAL	03814101721	6
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24	VARUN BHARTI	04814101721	7
25	DEEPAK	05214101721	8
26	ASHUTOSH AGGARWAL	35314101721	8
27	PRATHAM SINGH	35414101721	3
28	ANSHUL TYAGI	35514101721	4

Dr. Surbhi
Dr. Surbhi

Dr. Surbhi Gosain
Faculty Coordinator

SLOW AND ADVANCE LEARNER

BCOM (H)



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Accredited by National Assessment and Accreditation Council (NAAC)

B.com II M

Business Law

Advanced Learner Student List - B.com II M (Business Law)

S.no	Student	Enroll. No.	CT
1	MANDEEP	71824588823	14

Fast Learner Student List- B.com II M (Business Law)

S.no	Student	Enroll. No.	CT
1	VINAYAK SHARMA	00424588823	11.5
2	VANSHIKA SACHDEVA	01024588823	11
3	JANVI ADLAKHA	01224588823	11.5
4	HRIDAY KHANCHANDANI	01624588823	10
5	TANISHA DUDEJA	01924588823	12.5
6	DISHA SEHRAWAT	03024588823	11
8	MISHTI TANEJA	70424588823	11.5
9	GHUNCHA SHARMA	70524588823	11

10	NIKHIL SHARMA	70824588823	11.5
11	RAVINDER SINGH	71724588823	11.5

Slow Learner Student List - B.com II M Business Law

S.no	Student	Enroll. No.	CT
1	PURUSHARTH VERMA	00224588823	2
2	SHOAIB SAIFI	00324588823	4
3	RIDDHIMA AGARWAL	00524588823	8
4	RITIKA BHARDWAJ	00624588823	8.5
5	SANSKAR GOEL	00724588823	6.5
6	PRATEEK SHARMA	00924588823	8
8	SUSHANT CHANDEL	01124588823	6.5
9	SARTHAK SACHDEVA	01324588823	8.5
10	AAYUSH SHARMA	01424588823	7.5
11	ANANYA JAIN	01524588823	8
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13	MAHAK VATS	01824588823	7
14	DEVANGI GANDHI	02024588823	9.5
15	RAGHAV SINGH	02124588823	6

16	RONAK JAIN	02224588823	7.5
17	KRISH TANDON	02424588823	8.5
18	DEEPAK PANDIT	02524588823	4.5
19	AAYUSHMAAN BUCKSHEE	02624588823	4.5
20	MEHUL BATRA	02724588823	3.5
21	ARNAV VERMA	02824588823	6
22	KANISHKA CHAUDHARY	02924588823	6
23	YASH BHATNAGAR	03124588823	6
24	VANSHIKA	35324588823	9
25	JYOTI	35524588823	5.5
26	GARVIT KOHLI	35624588823	4.5
27	AAYUSH PANCHAL	70124588823	7
28	JAYATE SUJI	70224588823	8
29	PIYUSH KUMAR	70624588823	4.5
30	KRRISH GUPTA	70724588823	9
31	ARYAN PURWAR	70924588823	9.5
32	AANYA KHANDELWAL	71024588823	5
33	ROHAN PATRA	71124588823	6.5

34	RISHIT JAIN	71224588823	3.5
35	JIGNESH RAJPUT	71424588823	6
36	SANA ARYA	71524588823	8
37	VINEET BISHWAKARMA	71624588823	6
38	KAVYA SHARMA	71924588823	7
39	SHUBHAM BHATIA	72024588823	5
40	VINAY KUMAR	72124588823	6
41	SAMEER KUMAR	72324588823	4



Dr. Shweta Khandelwal
Faculty Coordinator

LIBRARY HANDBOOK

Assessment year 2023-24



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

Library Manuel 2023-24



“Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life”.

– Sidney Sheldo

About Library

JIMS library has been playing a fundamental role in enhancing the learning experience of its stakeholders mainly faculty, staff and students by facilitating them with all the materials and services they need to improve their knowledge. The primary aim of any library is to develop the worthiest habit of reading among the students as well as supporting their curriculum needs. The provision of services designed to meet the user information and learning needs are mainly the book bank service, lending service, digital library service, multimedia and periodical service. The role of library in research is pivotal. The library offers space for students to learn and provides excellent environment for research. Through the use of computers and e-resources students can search their sources, write their assignments and check the plagiarism percentage of their written work with much ease. Library follows the open access system, encouraging the user to browse resources freely in the reading centre.

Vision:

“To provide comprehensive resources and information services to the users to enrich their knowledge horizons”

Mission:

- Acquisition and organization of relevant information resources.
- Consolidate and disseminate information to the users.
- Advocate strong library ethics.
- Applying innovative tools and techniques for its continuous management and improvisation.

Library Profile:

The library proudly holds a rich collection of printed as well as electronic resources comprising of Books, Journals, Magazines, Databases, Audio-Visual materials, student centric material and an excellent collection of e-journals related to various domains. All the in-house operations in the library are fully computerized using popular software ‘Libsys’ that provides access to the online catalogue of Library. The E-library resources are accessible across the campus network on a 24x7 basis. Users can access full text resources from their own computer terminals.

Library Committee:

S.No.	Name	Designation
1.	Dr. Prashant Kumar	HOD (B.Com)
2.	Dr. Ruchi Shrivastava	HOD (BBA)
3.	Dr. Niti Saxena	Associate Professor
4.	Ms. Shalini Negi	Librarian
5.	Ms. Neelam Vishwakarma	Librarian
6.	Priyanshi Aggarwal	Student BBA
8.	Yash Vardhan	Student BBA
9.	Tanvi Bhasker	Student B.B.A
10.	Aditi Gupta	Student (B.Com Honors)
11.	Arihant Chaturvedi	Student (B.Com Honors)

Working hours of library and reading room:

Library and reading room timings are as per the institute's timings.

- **Library Timings:** 9.00 A.M. - 6.00 P.M. (Monday to Saturday).
- **Circulation Timings:** 9.30 A.M. - 5.30 P.M (Monday to Saturday).

Library Resources and Facilities

Books and Magazines:

JIMS Library has a rich collection of around 19,000 books, both Indian and foreign authors, on all the domains of Management and Commerce i.e. Marketing, Finance, Human Resource Management, International Business, Information Technology, Operations Management, etc. Further arrangement of books is also done subject wise like Sales Management, Retail Marketing, Digital marketing, Consumer Behaviour with reference to marketing specialization. Similarly in other domains classification based on specialization arrangement facilitates the access of books without any delay.



Research Journals:

The library has huge collection of Journals to support services for field/ research work. Currently it has subscription of about 146 National and International Research Journals in print. To mention a few:

International Journals

Harvard Business Review Group -Harvard Business Review is the leading destination for smart management thinking. Through its flagship magazine, books, and digital content and tools published on HBR.org, Harvard Business Review aims to provide professionals around the world with rigorous insights and best practices to help lead themselves and their organizations more effectively and to make a positive impact.

South Asia Research- South Asia Research is a peer-reviewed international, multidisciplinary forum which covers the history, politics, law, economics, sociology, visual culture, languages and literature of the countries in South Asia. This journal is a member of the Committee on Publication Ethics (COPE).

South Asia Economic Journal- *South Asia Economic Journal*, as a refereed journal carries articles by scholars, economic commentators, policy-makers and officials, from both the private and public sectors. It aims to create a vibrant research space to explore the multidimensional economic issues of concern to scholars working on South Asia.

The Journal of Entrepreneurship is a multidisciplinary forum for the publication of articles and research and discussion of issues that bear upon and enfold the field of entrepreneurship. Topics appropriate and related to entrepreneurship include intrapreneurship, managership, organisational behaviour, leadership, motivation, training and ethical/ moral notions guiding entrepreneurial behaviour. This journal is a member of the Committee on Publication Ethics (COPE)

ASIAN JOURNAL OF MANAGEMENT CASES-Asian Journal of Management Cases is a peer-reviewed journal that aims at providing high-quality teaching material to academics, consultants, and management developers, through cases on management practices in the socioeconomic context of developing Asian countries.

National Journals:

IIMB Management Review (IMR) is a quarterly journal brought out by the Indian Institute of Management Bangalore. Addressed to management practitioners, researchers and academics, IMR aims to engage rigorously with practices, concepts and ideas in the field of

Management, with an emphasis on providing managerial insights, in a format that is accessible to a wide audience.



VIKALPA-*The Journal for Decision Makers* is a journal of the Indian Institute of Management Ahmadabad. This is a peer-reviewed journal and is published quarterly. This journal is a member of the Committee on Publication Ethics (COPE)

The South Asian Journal of Management (SAJM) is a scholarly academic journal, published quarterly, by the Association of Management Development Institutions in South Asia (AMDISA). AMDISA is an international not for profit association and a "Recognised Body" of the South Asian Association for Regional Co-operation (SAARC) - the inter-governmental agency.

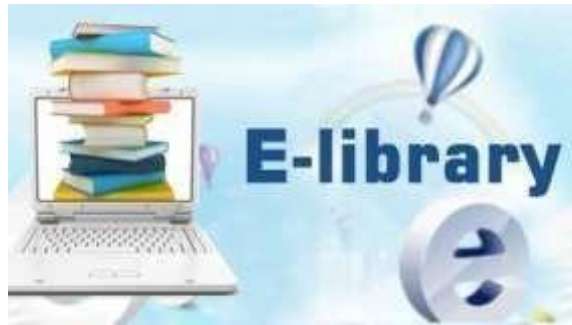
Online Journals and E-books

While technology has drastically altered most industries in recent years, one of the biggest impacts has been in the education sector. From online courses to automating feedback and scoring, opportunities to learn are now more accessible than ever for more people across the globe. In the contemporary dynamic environment, we at JIMS Kalkaji provide all possible facilities in form of online Journals and E-books, to the students and faculties to keep them abreast. The library has 221 online journals and around 7343 E-Books.

Availability of Online Databases:

Education and E-Library as a Knowledge Hub

“One cannot debate the fact that a visit to the library is on a decline. Libraries are undergoing transformation and are now a hybrid of traditional print library resources and the growing number of electronic resources.”



E-library is electronic information; It maintains a database as the collection of e-materials and provides services in digital form. A set of documents available through electronic means by the use of digital technologies that allow for the retrieval, archiving, preservation, and dissemination of those documents. JIMS, Kalkaji e-library is portal for easy access of learning materials 24x7 from anywhere.

Our e-Library collection has all ranges of information materials, that can be kept in the library for the purpose of meeting the overall objectives of the library, eg- e-Journals, e- Books, Annual Reports, Question paper bank, e-Magazines, e-newspapers, e-databases and other useful links.

Membership of online Platforms:

J-Gate: J-Gate is an electronic gateway to global e-journal literature. Launched in 2001 by Informatics India Limited, J-Gate provides seamless access to millions of journal articles available online offered by 12,877 Publishers. It presently has a massive database of journal literature, indexed from 59,637 e-journals with links to full text at publisher sites. J-Gate also plans to support online subscription to journals, electronic document delivery, archiving and other related services.





N-LIST
National Library and Informa
Infrastructure for Scholarly C
extending access to e-Resources to

E-Research Platform: E-research is a unique & comprehensive research platform that is designed especially for B-Schools students. E-research will help students to be industry ready and help them for their research and project works. Students have opportunity to correlate theory with live markets and economic situation. E-research is one of the very few research platforms which cover all major financial markets and over 25 global indices with live updates 24x7.

NDLI-National Digital Library of India: National Digital Library of India (NDLI) is a virtual repository of learning resources which is not just a repository with search/browse facilities but provides a host of services for the learner community. It is sponsored and mentored by Ministry of Education, Government of India, through its National Mission on Education through Information and Communication Technology (NMEICT) NDLI is designed to hold content of any language and provides interface support for 10 most widely used Indian languages. It is built to provide support for all academic levels including researchers and life-long learners, all disciplines, all popular forms of access devices and differently-able learners.

Extent of Inter-library network:

DELNET- DELNET is offering inter-Library loan & Document Delivery Services to its member libraries. ILL requests can be registered online for books. For the resources not available in the union catalogues and journal articles, requests can be sent to DELNET through E-mail. DELNET has also prepared ILL Guidelines for use by the member-libraries.

NLIST -The Project entitled "National Library and Information Services Infrastructure for Scholarly Content (N-LIST)", being jointly executed by the e-ShodhSindhu Consortium, INFLIBNET Centre and the INDEST-AICTE Consortium, IIT Delhi provides for i) cross-subscription to e-resources subscribed by the two Consortia, i.e. subscription to INDEST-AICTE resources for universities and e-ShodhSindhu resources for technical institutions; and ii) access to selected e-resources to colleges. The N-LIST project provides access to e-resources to students, researchers and faculty from colleges and other beneficiary institutions through server(s) installed at the INFLIBNET Centre. The authorized users from colleges can now access e-resources and download articles required by them directly from the publisher's website once they are duly authenticated as authorized users through servers deployed at the INFLIBNET Centre.

Major Statistics of Resources and Facilities

S. No	Particulars	Stock (In No.)/ Existence of facility
1.	Number of Volumes	18778
2.	Number of Titles	6870
3.	Online Databases	3
4.	Membership of online platforms	3
5.	E- Journals	230
6.	E-books	7398
7.	Print Journals	146
8.	Multimedia(CD and DVD)	1141
9.	Newspapers	12
10.	Magazines	31
11.	Seating Capacity	110
12.	Computers(Digital Library)	10
13.	Plagiarism Detector software	1
14.	Library Management Software	1
16.	Question papers of last 5 years	YES
17.	Project Reports	YES
18.	Library Networking	YES
19.	Document Scanning & Printing facility	YES
20.	Book Bank facility	YES

Other Support services provided:

❖ SDI service (Selective Dissemination of Information):

It is a type of current awareness service meant to keep the user abreast with the latest developments in the field of his interest. It is a personalized service meant for the stakeholders having identical information needs.

❖ Current Awareness service (CAS)

A current awareness service is ways of letting users know about materials that have been newly received in the resource center. Current awareness services include: current awareness bulletins sending e-newspapers etc.

❖ OPAC (Online Public Access Catalogue) for book search

OPAC-An Online Public Access Catalogue (OPAC) has revolutionized traditional accessibility to resources of libraries in general and academic libraries in particular. It is an interface of information retrieval system which assists information searchers to access resources of library using several access points.

❖ Reference Service for users

Reference service is defined simply as personal assistance provided to library users seeking information.



❖ **Reprography Service**

Reprography is the reproduction of graphics through mechanical or electrical means, such as photography or xerography, scanning etc.

- ❖ 24X 7 E-libraries for user for accessing all e-books, e-journals, Question papers, Annual reports, Semester books, e-magazines, e-newspaper, subscribed databases and other useful links are available.

Plagiarism Detector Software- Our plagiarism checker **helps you remove badly rephrased phrases by matching it in online repositories.** You can have a printed copy of the plagiarism check that you can provide as evidence that you've taken the necessary precautions for any reason you are still questioned by your tutor on certain aspects of your paper

Code of Conduct:

JIMS Library endeavours to provide a friendly space and environment for information and knowledge exchange. The Library Code of Conduct is established to ensure that this environment is maintained.

Right to Membership:

All JIMS Family Members are welcome to avail the library facility. The library is open to students, faculty and staff members of JIMS. All students of the Institute are entitled for membership of the library. Books are issued, to the students as per the rules and regulations of the library.



General Library Rules and Regulations:

- 1) The library is a 'Silence Zone'. All the users of the library have to maintain complete silence in the library. If any student is found talking/ misbehaving, he/ she will not be allowed to sit in the library.
- 2) A person should not write upon, damage or mark any document belonging to the library.
- 3) Each student should enroll his /her name, accession no. of issued/returned book in student entry register at the entrance of the library.
- 4) A person responsible for any damage caused by him/her to the books or any other property belonging to the library, shall be required to pay the penalty imposed upon him/her by the Librarian.
- 5) The Security Guard at the Library Gate will check all personal belonging including Library Books issued to the members.
- 6) Personal belongings will not be allowed inside the library. It shall be placed at the property counter at the entrance of the library.
- 7) Library does not accept any responsibility for loss or damage of personal property left at the property counter.
- 8) Use of Mobile Phones inside the library is strictly prohibited. If any student is found using the mobile phones, the same will be confiscated for 15 days and the student shall be asked to leave the library immediately.
- 9) Smoking, chewing, eating, photography etc. are strictly prohibited in the library.
- 10) Library should be kept neat and clean.
- 11) Final year students shall return the issued book/s on the last day of the examination failing which their security deposit will be forfeited.
- 12) Membership of a user can be suspended on account of misbehavior with the library staff or for any indecent action.
- 13) No other office work should be done in the library.
- 14) No reference book will be issued to students in any case (not even with the prior permission of the faculty).
- 15) All teachers and students must keep the Journals/ magazines in respective shelves after reading them.

Borrowing Rules for Students:

- Students can get up to three books issued for a period of one week. Thereafter Rs. 5/- per book/per day will be charged.
- Re-issue of a book shall be as per Library Rules.
- Students must ensure the condition of books at the time of issue and damaged books will have to be replaced by the borrower.
- In case of loss of books by the borrower, the borrower is required to replace the book with the latest edition (or pay the cost of book if the book is not currently available in the market) with fine due on that book.
- General books are issued or returned on all working days from 10:00 a.m.-5:00 p.m. (except Lunch break)
- Reference Books can be consulted within the Library Premises and are available for photocopy purpose on depositing the library card by the student at the Circulation counter.

- Journals/ Magazines/ Project Reports/ Newspapers can be referred within Library premises only.

Clearance Certificate:

The clearance certificate form is issued by Library after final year examination or after expiry of membership. It is the responsibility of every member to take the clearance from Library.

Channels of user feedback:

- ❖ Suggestion/Feedback Register is kept at the entrance of the library, where students/ Faculties can write their suggestions/feedback/ recommendations
- ❖ Implementation of suggestions received during University/AICTE inspections
- ❖ Visitors (Indian & Foreign) who visit the library can also give suggestions for improvement.
- ❖ Users can send their queries through **email** on the library official mail Id.
- ❖ Suggestion/ Feedback Register gets reviewed on a regular basis for immediate action.
- ❖ Dedicated Library Committee has been constituted, who review the suggestions/ recommendations during its meetings and proposes book selection, additions of journals/ magazine, maintenance related requirements etc.

Contact Us

- **Phone Number:011- 40619214**
- **E-mail Id: library.kj@jagannath.org**

FACULTY LOAD

Assessment year 2023-24



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019
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BBA(G) & B.COM(H) Faculty Work Load Even 2024

S. No	Faculty	Specialization	CC	Code No.	Subject	1st Year				2nd Year				3rd Year				Work Load (Hrs.)	Total Load (Hrs.)
						B.COM(H)		BBA(G)		B.COM(H)		BBA(G)		B.COM(H)		BBA(G)			
						II (M)	II (E)	II (M)	II (E)	IV (M)	IV (E)	IV (M)	IV (E)	VI (M)	VI (E)	VI (M)	VI (E)		
1	Mr. Kartik Dayal			BCOM 102	Corporate Accounting	4	4											8	13
					Quiz / Presentation								1				1		
				BBA 216	Elective I Financial Markets and Institutions						4						4		
2	Ms. Shweta Khandelwal			BCOM 104	Business Laws	4	4											8	13
				BBA 206	Corporate Governance, Ethics & Social Responsibility of Business						4						4		
					Quiz / Presentation							1					1		
3	Ms. Payal Sharma			BCOM 106	Macro Economics	4	4											8	8
																0			
																0			
4	Ms. Jasleen Rana			BCOM 110	Environmental Science and Sustainabillity		4											4	15
				BBA 308	Adv & Sales Promotion(Elective)										4	4	8		
				Advance Excel	Value Added Course											2	2		
				BCOM II M	Quiz / Presentation	1										1			
5	Dr. Gurmeet Sodhi			BBA 110	Business Communication	3	3											6	10
				PDP	Value Added Course	2	2										4		
																0			
6	Dr. Prabal Chakraborty			BCOM 108	Business Statistics	4	4											8	8
																0			
																0			

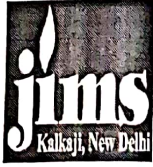
S. No	Faculty	Specialization	CC	Code No.	Subject	1st Year				2nd Year				3rd Year				Work Load (Hrs.)	Total Load (Hrs.)		
						B.COM(H)		BBA(G)		B.COM(H)		BBA(G)		B.COM(H)		BBA(G)					
						II (M)	II (E)	II (M)	II (E)	IV (M)	IV (E)	IV (M)	IV (E)	VI (M)	VI (E)	VI (M)	VI (E)				
7	Ms. Aastha Behl			BCOM 202	Management Accounting									4	4					8	11
					Quiz / Presentation										1					1	
				NCFM-Mutual Funds	Value Added Course												2				
8	Dr. Pallavi Nakra			BCOM 204	Corporate Finance									4	4					8	12
				BCOM 308	New Venture												4			4	
																			0		
9	Dr. Preeti Singh			BCOM 206	Business Ethics and CSR									4	4					8	9
				BBA II E	Quiz / Presentation														1		
																			0		
10	Mr. Umesh Kumar Gupta			BCOM 212	Data Analysis with Spreadsheet (Lab Based)									4	4					8	12
				BBA 112	E-Commerce Lab								4							4	
																			0		
11	Ms. Arti Vaish			BCOM 214	Income Tax Laws									4	4					8	13
				BCOM 308	New Venture											4				4	
				BCOM IV M	Quiz / Presentation														1		
12	Ms. Kanika Parashar			NCFM-Mutual Funds	Value Added Course									2						2	11
				BBA 204	Financial Management										4	4				8	
					Quiz / Presentation										1					1	
13	Ms. Chanika Goel			BCOM 312	Financial Modeling using spreadsheets (Lab Based)											4	4			8	12
				BCOM 208	IPM(Investment Portfolio Management)									4						4	
																			0		
14	Dr. Priyanka Ahulwalia			BCOM 302	GST and E filling (NUES)										2	2			4	10	
				BBA II E	PDP (VAC)									2					2		
				BBA 112	E-Commerce lab									4					4		

S. No	Faculty	Specialization	CC	Code No.	Subject	1st Year				2nd Year				3rd Year				Work Load (Hrs.)	Total Load (Hrs.)		
						B.COM(H)		BBA(G)		B.COM(H)		BBA(G)		B.COM(H)		BBA(G)					
						II (M)	II (E)	II (M)	II (E)	IV (M)	IV (E)	IV (M)	IV (E)	VI (M)	VI (E)	VI (M)	VI (E)				
15	Dr. Niti Saxena			BCOM 304	FT(Financial Technology)											4	4			8	8
																			0		
																			0		
16	Dr. Prashant Kumar			Advance Excel	Value Added Course															0	4
															2	2			4		
																			0		
17	Dr. Shivani Sharma			BBA 202	Business Analytics									4	4					8	8
																			0		
																			0		
18	Dr. Ruchi Srivastava			BBA 206	Corporate Governance, Ethics & Social Responsibility of Business									4						4	4
																				0	
																				0	
19	Dr. Usha Agarwal			BBA 304	Digital Marketing													4	4	8	8
																				0	
																				0	
20	Ms. Nikhita Dhawan			BBA 312	Entrepreneurship Development													3	3	6	9
				BBA (M)	PDP (VAC)						2									2	
				BCOM VI E	Quiz / Presentation												1			1	

S. No	Faculty	Specialization	CC	Code No.	Subject	1st Year				2nd Year				3rd Year				Work Load (Hrs.)	Total Load (Hrs.)
						B.COM(H)		BBA(G)		B.COM(H)		BBA(G)		B.COM(H)		BBA(G)			
						II (M)	II (E)	II (M)	II (E)	IV (M)	IV (E)	IV (M)	IV (E)	VI (M)	VI (E)	VI (M)	VI (E)		
21	Ms. Surbhi Ahuja			BBA 106	Business Environment	4	4											8	9
					Quiz / Presentation									1		1			
															0				
22	Ms. Pooja Bisht			BBA 104	Decision Techniques for Business			4	4									8	8
																0			
																0			
23	Ms. Dolly			BBA 108	E-Commerce			3	3									6	9
				Advance Excel	Value Added Course										2	2			
				BBA II M	Quiz / Presentation			1							1				
24	Dr. Surbhi Gosain			BBA 214	Elective I Sales Management							4						4	9
				BCOM 210	Marketing Management					4							4		
					Quiz / Presentation						1						1		
25	Dr. Vandana Gupta			BBA 302	Project Management											4	4	8	8
																0			
																0			
26	Ms. Sangeeta Sharma Mehndiratta			BBA 208	Income Tax Law and Practice							4	4					8	10
				NCFM-Mutual funds'	Value Added Course						2						2		
																0			
27	Dr. Rashmi Bhatia			BCOM 110	Environmental Science and Sustainability	4												4	4
																	0		
																	0		
28	Ms. Bhawna Thakran			BBA	Advance Excel (VAC)											2		2	10
				BBA 102	Cost Accounting	4	4											8	
																	0		
Teaching Load						4	4	0	0	0	0	0	0	0	0	2	0	265	275

MENTOR MENTEE LIST

Assessment year 2023-24



Jagannath International Management School
MOR, Pocket-105, Kalkaji, Delhi-110019
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JIMS/BBA/2023/610c

August 12, 2023

Notice

Mentoring and Counselling Session

This is for your information that the Mentoring and Counselling Committee of the JIMS Kalkaji has Prepared the list of the allotments of the mentees to the mentors for the academic year 2023-24. The mentors are informed to note the numbers and names of the mentees allotted to them to follow up the scheme throughout the year. The details of the mentees allotted are separately circulated for the information of all. The approved list of the mentors and the details of the mentees are attached herewith for the reference of all.

Further all the mentors are requested to take mentoring session on weekly basis with their allocated mentees. Also monthly alumni mentoring session should be organized.

Prashant Kumar

Dr. Prashant Kumar
HOD

For Distribution:
All Notice Board

For information, Please
Director





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JIMS/B.COM(H)/2023/724c

August 12, 2023

Notice

Mentoring and Counselling Session

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Mentor-Mentee List 2023-24

BBA 2nd Year Morning

S.No.	Enrolment No.	Student's Name	Faculty Mentor
1	00114101722	AKSHIM VERMA	Ms. Aastha Behl
2	00214101722	ARSH HUSAIN	
3	00314101722	PRIYANSHI AGGARWAL	
4	00414101722	HIMANSHI	
5	00514101722	YASH AHLAWAT	
6	00614101722	PRASIDH MALHOTRA	
7	00714101722	MEHAK ARORA	
8	00814101722	PRISHABH GUPTA	
9	00914101722	KANISH SHARMA	
10	01014101722	ALVIN S PAUL	
11	01114101722	TANVI BHASKER	
12	01214101722	KASHISH	
13	01314101722	VIKRAMADITYA	
14	01414101722	KARTIK BANSAL	
15	01514101722	MANAV SINGH	Dr. Preeti Singh
16	01614101722	ANANYA SAXENA	
17	01714101722	YASH VARDHAN	
18	01814101722	NIDHISH MEHROTRA	
19	01914101722	LAKSHYA MAHALA	
20	02014101722	HARSH GOSWAMI	
21	02114101722	TANMAY TULLY	
22	02214101722	VANSHIKA JAIN	
23	02314101722	PREETI	
24	02414101722	MUDIT KHATTER	
25	02514101722	BANISHA KUNDI	
26	02614101722	DHAVI SHARMA	
27	02714101722	NITIN NEGI	
28	02814101722	TANISHA CHAWLA	
29	02914101722	LIPIKA CHUG	
30	03014101722	HARSH DADHICH	

31	03114101722	DEEPANSHU SHERYAR	Ms. Bhawna Thakran
32	03214101722	KUHU SAXENA	
33	03314101722	TANISHQ GUPTA	
34	03414101722	VIDHI BHATIA	
35	03514101722	TANMAY KUMAR	
36	03614101722	NITIN KUMAR MEENA	
37	03714101722	MUDIT GULATI	
38	03814101722	SARTHAK KHANNA	
39	03914101722	YASH GUPTA	
40	04014101722	DEVANSH TRIPATHI	
41	04114101722	ADITYA SINHA	
42	04214101722	RAHUL	
43	04314101722	HIMANSHU SHAH	
44	04414101722	DEVASHISH	
45	04514101722	ANANYA CHAUHAN	
46	04614101722	DIVYANSH	Dr. Usha Agarwal
47	04814101722	SHASWAT BHATT	
48	35114101722	GAURI SINGH BHATI	
49	35214101722	YOGITA BANSAL	
50	35314101722	PARTH CHHABRA	
51	35414101722	AASHKA JAIN	
52	35514101722	AYUSH GUPTA	
53	35614101722	ADITYA KHOKHAR	
54	70114101722	LAKSHAY JOSHI	
55	80114101722	AASTHA GUPTA	
56	80214101722	PALAK BISHT	

BBA 2nd Year Evening

S.No.	Enrolment No.	Student's Name	Faculty Mentor
1	00124501722	DEV VERMA	Ms. Shweta Khandelwal
2	00224501722	SARTHAK GARG	
3	00324501722	HARSHITA MALHOTRA	
4	00424501722	RITIKA CHAUHAN	
5	00524501722	ANKUSH SINGH KARASI	
6	00624501722	YASH DUA	
7	00724501722	SALMAN	
8	00824501722	GAURAV SONI	
9	00924501722	VINAY KUNDLIA	
10	01024501722	DHRUV SHARMA	
11	01124501722	RAGHAV SAPRA	
12	01224501722	SANYA JAIN	
13	01324501722	DEVESH	
14	01524501722	KAVYA GOSWAMI	

15	01624501722	RISHABH SATTI	Ms. Jasleen Rana
16	01724501722	YASH JAIN	
17	01924501722	DEV TYAGI	
18	02024501722	TANISHA ARORA	
19	02124501722	SANYA KHANNA	
20	02324501722	PREYA BHARDWAJ	
21	02424501722	DRAUN ARORA	
22	02524501722	HEMANG KHULLAR	
23	02624501722	PRAPTI ARORA	
24	02724501722	MAYANK JAIN	
25	02824501722	SANCHITA GUPTA	
26	02924501722	AYUSH RIHAL	
27	03224501722	HARSH KUMAR	
28	03324501722	CHETANYA AGGARWAL	Ms. Payal Sharma
29	03424501722	CHITRA	
30	03524501722	ADITYA SHARMA	
31	03624501722	SHREYA VATS	
32	03724501722	KARTIK SAXENA	
33	03824501722	AYUSH SEHGAL	
34	03924501722	DHRUV CHAUHAN	
35	04024501722	JITIN J NAIR	
36	04124501722	KASHISH SINGH	
37	35124501722	ARYAN WADHWA	
38	35224501722	MANAV KUNDRA	
39	35324501722	ADITYA SAXENA	
40	35424501722	HARDIK SIKKA	
41	35624501722	MIENUL KHURANA	
42	70124501722	ARPIT GOEL	

BBA 3rd Year Morning

S.NO.	Enrollment No.	Student's Name	Faculty Mentor
1	00114101721	SHIZA	Ms. Arti Vaish
2	00214101721	SAMEER	
3	00314101721	RIA SAIGAL	
4	00414101721	VANSHIKA JAUHRI	
5	00514101721	AAYUSH	
6	00614101721	HARSH BISHNOI	
7	00714101721	SOMANSHU SEHGAL	
8	00814101721	MANISH KAUL	
9	00914101721	AYUSH MANGLA	

10	01014101721	TRIYAMBAK NATH VATS	
11	01114101721	SUFYAN HABEEBUR RAHMAN	
12	01214101721	RUHI KAUR BHATIA	
13	01314101721	ROHIT JAISWAL	
14	01414101721	NIRANJAN BAFNA	
15	01514101721	CHIRAG SINGHAL	
16	01614101721	HARSH KUMAR	
17	01714101721	AKSHITA SARASWAT	
18	01814101721	ADITYA GOYAL	Ms. Dolly
19	01914101721	GAURAV	
20	02014101721	UTKARSH JAIN	
21	02114101721	DEV SHARMA	
22	02214101721	RIYA	
23	02314101721	KASHISH KAINTH	
24	02414101721	HREDESH BISHT	
25	02514101721	RIYA AGARWAL	
26	02614101721	ANUJ RAWAT	
27	02714101721	CHETAN BIST	
28	02814101721	VIPASHA RAKHEJA	
29	02914101721	SUDHIENDRA RAO	
30	03014101721	PRACHI VERMA	
31	03114101721	BHAVISHYA KAPUR	
32	03214101721	PRAKRITI	
33	03314101721	VAISHNAV NAIR	
34	03414101721	ABHILASH PANJA	
35	03514101721	HARSH KUMAR	Dr. Prabal Chakraborty
36	03614101721	AKANKSHA BHAMBRI	
37	03714101721	KHUSHI GARG	
38	03814101721	YASH KUNDWAL	
39	03914101721	SHANTANU PATRA	
40	04014101721	ANJINI SHARMA	
41	04114101721	KSHITIZ RAWAT	
42	04314101721	SAKSHYA KANOJIA	
43	04414101721	SHANTANU RAJ	
44	04514101721	DHEENAN CHAWLA	
45	04614101721	AYUSH RAWAT	
46	04714101721	AMAN MORWANI	
47	04814101721	VARUN BHARTI	
48	04914101721	VANSH TANEJA	
49	05014101721	SARTHAK BHATNAGAR	
50	05114101721	GAVIN SINGH PRIHAR	

51	05214101721	DEEPAK	Ms. Sangeeta Sharma
52	05314101721	AARZOO VASHISHT	
53	05414101721	PIYUSH SINGHAL	
54	35114101721	SUGANDHI ARORA	
55	35214101721	BHAVYE CHOUDHARY	
56	35314101721	ASHUTOSH AGGARWAL	
57	35414101721	PRATHAM SINGH	
58	35514101721	ANSHUL TYAGI	
59	35614101721	KASHISH KRISHNAN	

BBA 3rd Year Evening

1	00124501721	CHAITANYA MAHAJAN	Dr. Shivani Sharma
2	00224501721	RIDDHI PANDEY	
3	00324501721	SANYA AGGARWAL	
4	00424501721	ARYAN SARRAF	
5	00624501721	SHANTANU BHARDWAJ	
6	00724501721	SHAIL KASHYAP	
7	00824501721	LIPIKA PILANI	
8	00924501721	KASHISH	
9	01024501721	RISHABH CHAND	
10	01224501721	OM PHULORIA	
11	01324501721	HARSHDEEP JHA	
12	01424501721	YAKSHI	
13	01524501721	MEDHANSH BHARDWAJ	
14	01624501721	MOHD HAMID	
15	01724501721	VANSHIKA GUPTA	
16	01824501721	JANVI CHACHRA	
17	02024501721	ANGAD SINGH SALUJA	Dr. Vandana Gupta
18	02124501721	SHUBHAM UPADHYAY	
19	02224501721	ABHIJEET SINGH	
20	02324501721	KANIKA GUPTA	
21	02424501721	JATIN	
22	02624501721	SAJAL MISHRA	
23	02724501721	AASHI AGGARWAL	
24	02824501721	ASHUTOSH RAI	
25	03024501721	PARAS JAIN	
26	03124501721	EKTA SHARMA	

S.No	Enrollment No.	Student's Name	Mentor Name
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27	03224501721	ADITYA JAIN	Dr. Ruchi Srivastava
28	03324501721	ABHIJEET SINGH	
29	03424501721	ONKAR BHARDWAJ	
30	03524501721	RYAN BAKSHI	
31	03624501721	NITESH GUPTA	
32	03724501721	KASHISH GUPTA	
33	03824501721	PREM KUMAR	
34	03924501721	KINSHUK JAIN	
35	04024501721	MAHAK BANSAL	
36	04124501721	ADITI SHARMA	
37	04224501721	TATIKONDA LAXMI NIKHITA	
38	04324501721	EMATUL MAHIN	
39	04424501721	MAYANK BHANDULA	
40	04524501721	DHAIRYA AGGARWAL	
41	04624501721	MRIDUL JAIN	
42	04724501721	UPKEERAT SINGH	
43	04824501721	MUKUL CHANDRA	
44	04924501721	PRINCE SHARMA	
45	05024501721	SAKSHI BHARDWAJ	
46	05124501721	HRIDYE KASHYAP	
47	05224501721	MANMEET KAUR	
48	05324501721	SWARNADEEP SAHA	
49	35124501721	PARNIKA AGGARWAL	
50	35524501721	GARIMA RAWAT	
51	35624501721	MANAV AMBWANI	



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

Mentor-Mentee List

2023-24

BCOM. (H) 2nd Year Morning

S.No.	Enrollment No.	Student's Name	Faculty Mentor
1	00114188822	KAMOLINI GHOSH	Ms. Chanika Goel
2	00214188822	C P FAIZ	
3	00314188822	SIYA CHANDNA	
4	00414188822	KHUSHI GUPTA	
5	00514188822	TANISHA JAIN	
6	00614188822	MANIK VIRMANI	
7	00814188822	KANAK SEJWAL	
8	00914188822	RISHITA AGARWAL	
9	01014188822	DEV JUNEJA	
10	01114188822	LAKSHYA SIROHI	
11	01214188822	MANSI SHARMA	
12	01314188822	MOHD NASIM AKHTAR	
13	01514188822	KARAN RAWAT	
14	01614188822	KRIKA LUTHRA	
15	01714188822	ANUSHKA MISHRA	
16	01814188822	NIPUN KUMAR TALWAR	Dr. Surbhi Gosain
17	02114188822	PRIYANSHI KAUSHIK	
18	02214188822	JOWEL JOGI	
19	02514188822	YASHVARDHAN SHARMA	
20	02614188822	DHRUV KOHLI	

21	02714188822	PIYUSH GARG	
22	02814188822	SHIVAM DUTTA	
23	02914188822	SANYA GUPTA	
24	03014188822	ANANT JAIN	
25	03114188822	MANIK GROVER	
26	03314188822	RIDHAV TULI	
27	03414188822	MAYANK PATHAK	
28	03514188822	ANMOL TANEJA	
29	03614188822	SANYA RELIA	
30	03714188822	AATIKSH KASHYAP	
31	35114188822	VINAYAK KALRA	Ms. Gurmeet Sodhi
32	35214188822	KHUSHI NAGPAL	
33	35314188822	SARTHAK KHANNA	
34	35414188822	PARMEET SINGH	
35	35514188822	SAMBHAV BHATNAGAR	
36	35614188822	SHUBHANKAR GUPTA	
37	70114188822	SHIVAM PAREEK	
38	70214188822	KRITIKA SAINI	
39	80114188822	JAI BHATEJA	
40	80214188822	SHIFA SAIFI	
41	80314188822	KOMAL TANWAR	
42	80414188822	MISHITA KANDA	

BCOM. (H) 2nd Year Evening

S.No.	Enrolment No.	Student's Name	Faculty Mentor
1	00124588822	RAMAN SHARMA	Dr. Pallavi Ahuja
2	00224588822	AVICHAL RAGHUVANSHI	
3	00324588822	PRISHA KOHLI	

4	00524588822	YUGAM NAGRANI	
5	00624588822	KHUSHI JUNEJA	
6	00724588822	NITIN R	
7	00824588822	GUNANSH KOCHHAR	
8	00924588822	PAVANI OMAR	
9	01324588822	DIYA RAWAT	
10	01424588822	ADITI GUPTA	
11	01524588822	SHIVAM	
12	01724588822	SHANTANU RAJ	
13	01824588822	VINITA JAIN	
14	01924588822	PRANAY BAID	
15	02024588822	GUNIKA SONI	
16	02224588822	YASH BHATIA	Ms. Surbhi Ahuja
17	02324588822	ADITYA PRAKASH JOSHI	
18	02424588822	SOMIL LUTHRA	
19	02524588822	AURNAB SAHA	
20	02624588822	TWINKLE BATRA	
21	02824588822	SAIYAM AGGARWAL	
22	02924588822	KESAR BHALLA	
23	03024588822	MAHEK SHARMA	
24	03124588822	NAMAN SHARMA	
25	03324588822	TUSHAR PANDEY	

26	03424588822	SHANTANU PAL	
27	03524588822	AKSHAY LODHI	
28	03624588822	DAKSH WADHERA	
29	35224588822	SHUBH NAGPAL	
30	35424588822	HARSH MITTAL	
31	35524588822	SARTHAK ARYA	Mr. Umesh Gupta
32	35624588822	ANURAG KUMAR	
33	70124588822	DHRITI SHARMA	
34	70224588822	GARIMA SINGH	
35	70324588822	VANSH NARULA	
36	70424588822	VAIBHAV KHURANA	
37	70524588822	DEVYANSHI WADHWANI	
38	80124588822	ARIHANT CHATURVEDI	

BCOM. (H) 3rd Year Morning

S.No	Enrollment No.	Student's Name	Mentor Name
1	00114188821	SYED KAIF ALI RIZVI	Dr. Niti Saxena
2	00214188821	ABHISHEK KUMAR RAI	
3	00314188821	AYUSH	
4	00514188821	MOHD AWAIS IBRAHIM	
5	00614188821	ISHA TYAGI	
6	00714188821	KIRAN MAHRA	

7	00814188821	SOMANSH SINGH	Ms. Nikhita Dhawan
8	00914188821	DIVIJ VERMA	
9	01114188821	ALEKH TIWARI	
10	01214188821	MEBIN T SAJI	
11	01314188821	TANYA BAJAJ	
12	01414188821	ABHISHEK SINGH	
13	01614188821	DHRUV MAHESHWARI	
14	01714188821	PRATHAM AGRAWAL	
15	01814188821	ISHFA SALEEM	
16	01914188821	PRANAV PAHUJA	
17	02014188821	STEVE BINNY THOMAS	
18	02114188821	MOHIT YADAV	
19	02214188821	KASHISH	
20	02314188821	PARTH BHATIA	
21	02414188821	NAMAN YADAV	
22	02514188821	SYED UMAR	
23	02614188821	MEHAK GUPTA	

24	02714188821	ARIHANT JAIN	
25	02814188821	ABHAY JAIN	
26	02914188821	SAMEER CHAUDHARY	
27	03014188821	RIYA PUNYANI	
28	03114188821	PRANJUL MALYAN	
29	03214188821	VAIBHAV SURI	
30	03314188821	INSHA SAIFI	
31	03414188821	SHUBHANGI SHARMA	
32	03514188821	GARIMA BELLANI	
33	03614188821	ADITYA MANCHANDA	
34	03714188821	LAKSHAY NAGPAL	
35	03814188821	VARUN AREJA	
36	03914188821	TEJAS BHADANA	
37	04014188821	HARSH PRABHAKAR	
38	04114188821	SAHIB SINGH MODI	
39	04214188821	CHIRAG BANSAL	
40	04314188821	JASMAN SINGH MALHOTRA	
41	04414188821	VISHAKH NAUTIYAL	
42	04514188821	OSHAL	
43	04614188821	STUTI SINGH	
44	04714188821	ARYAN KAPOOR	
45	04814188821	SPARSH GULATI	
46	04914188821	NIRBHIK BISHT	
47	05014188821	PRAYAS PANDA	
48	05114188821	ADITYA SINGH	
49	05214188821	SAKSHI CHAUHAN	
50	35114188821	HARSH PANDEY	
51	35214188821	GARVDEEP VIRK	
52	35314188821	SANYAM BHATIA	
53	35414188821	NAMAN SACHDEVA	
54	35514188821	SARTHAK CHHAUDA	
55	35614188821	PRIYAMVADA	

BCOM. (H) 3rd Year Evening

S.No .	Enrollment No.	Student's Name	Mentor Name
1	00124588821	AMAN AGRAHARI	Ms. Pooja Bisht
2	00224588821	NEHA DESWAL	
3	00424588821	AASHIMA MAHAJAN	
4	00524588821	AAKASH SHARMA	
5	00624588821	KHUSHBOO ARORA	
6	00724588821	SANCHIT KUMAR	
7	00824588821	YASH THAKUR	
8	00924588821	SHASHVAT SHARMA	
9	01024588821	GARVIT BATRA	
10	01124588821	ANSH CHAUHAN	
11	01224588821	PIYUSH JINDAL	
12	01324588821	SIDDHANT CHUGH	
13	01424588821	DIVYESH BALODI	
14	01524588821	SAMIT SATIJA	
15	01624588821	NAMIT SATIJA	
16	01724588821	SWAYAM GUPTA	Ms. Kanika Parashar
17	01824588821	KANIKA RAWAT	
18	01924588821	ALI FAWWAZ MIRZA	
19	02024588821	DEBRAJ ROY	

20	02124588821	HARSHIT RAWAT
21	02224588821	DAKSH ARORA

22	02324588821	SHIVAM SALUJA	
23	02424588821	ASHISH KUMAR JHA	
24	02524588821	AADESH KUMAR GULATI	
25	02624588821	KESHAV SHARMA	
26	02724588821	AADARSH SHARMA	
27	02824588821	AMAN PANDEY	
28	02924588821	P J PHILIP	
29	03024588821	HIMANSHU	
30	03124588821	ANUBHAV	
31	03224588821	SANCHITA BISHT	Dr. Prashant Kumar
32	03324588821	BHUMI TIWARI	
33	03424588821	ANJALI SAXENA	
34	03524588821	HARSH GOYAL	
35	03624588821	VAIBHAV MENDIRATTA	
36	03724588821	SAKSHAM SHARMA	
37	03824588821	YANNIK ARYA	
38	04024588821	ARYAN TYAGI	
39	04124588821	SHREYA CHUGH	
40	04224588821	VRINDA SETHI	Dr. Rashmi Bhatia
41	4324588821	PAVITSINGHBAWA	
42	04424588821	SINJEET RAI	
43	04524588821	HIMANSHU SHARMA	
44	04624588821	AARUSHI BHARDWAJ	
45	35124588821	FAZAL AHMAD	
46	35224588821	NANDINI SINGH	
47	35324588821	TANISHQ BHATIA	
48	35424588821	SANYA GERA	
49	35524588821	SHUBH SHARMA	

50	35624588821	RIJUL BHATIA
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