



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

Bachelor of Business Administration

Scheme & Syllabus

(NEP Based)

w.e.f Academic Session 2024-2025



3 Year Degree/ 4 Year Hons. /
4 Year Hons. with Research

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16C, DWARKA, NEW DELHI-110078



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Background Note:

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

1. Effective communication and professional presentation skills
2. Comprehensive knowledge of concepts of Business Management
3. Proficiency in technological skills necessary for business decision-making
4. Critical thinking and analytical skills for business problem-solving
5. Innovation and creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards the social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

Need for Syllabus Revision:

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

INDUCTION PROGRAM

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

Induction program (mandatory)

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

Three-week duration

(to be conducted simultaneously with classes)

Physical activity

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



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SCHEME OF EXAMINATION

Criteria for Internal Assessment

All theory and practical courses have an internal assessment of 40 marks and 60 marks for external examination. The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. Class Test 15 marks

Written Test Compulsory (to be conducted as per Academic Calendar of the University)

2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation/ (at least two activities to be considered) 25 marks

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

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA Degree in Major Specialization	3	Single Major with single Minor	135	127
BBA Degree in Double Major Specialization	3	Double Major	143	135
BBA (Honours)	4	Honours	175 (Single Major)	167 (Single Major)
BBA (Honours with Research)	4	Honours with Research	183 (Double Major)	175 (Double Major)

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



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

Semester	Discipline Specific Course (DSC)	Inter-Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24
II	12			3	2	2	4		23
III	16	4	3		2				25
IV	12	4	3			2			21
V	12	4/8*	3	1			4		24/28*
VI	12	4/8*			2				18/22*
VII	16	4							20
VIII	12	8							20
VIII (Research)	4	4						12	20

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

Summary of Credits Year Wise (with Major and Minor Specialization)									Year wise Total
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Field Based Training	Dissertation/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Single Major)	76	20	9	8	8	6	8	0	135
4 Year Hons.	104	32	9	8	8	6	8	0	175
4 Year Hons. with Research	96	28	9	8	8	6	8	12	175



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Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course/ Minor (IDC)	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Cumulative Year wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	7	6	6	4	0	93
3 Year Degree (Double Major)	76	28	9	8	8	6	8	0	143
4 Year Hons.	104	40	9	8	8	6	8	0	183
4 Year Hons with Research	96	36	9	8	8	6	8	12	183



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SCHEME OF EXAMINATION

FIRST SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 101	Management Process & Organizational Behaviour	Discipline Specific Course / Major	4	-	4
2.	BBA 103	Business Mathematics	Discipline Specific Course / Major	4	-	4
3.	BBA 105	Financial Accounting & Analysis	Discipline Specific Course / Major	4	-	4
4.	BBA 107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA 109	Entrepreneurial Mindset (NUES)	Ability Enhancement Course	2	-	2
6.	BBA 111	Life Skills & Personality Development (NUES)	Value-Added Course	2	-	2
7.	BBA 113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA 115	IT Applications in Business Lab	Skill Enhancement Course		2	1
		Total Credits		22	2	24



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SECOND SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 102	Marketing Management	Discipline Specific Course / Major	4	-	4
2.	BBA 104	Decision Techniques for Business	Discipline Specific Course / Major	4	-	4
3.	BBA 106	Human Resource Management	Discipline Specific Course / Major	4	-	4
4.	BBA 108	Business Communication	Ability Enhancement Course	2	-	2
5.	BBA 110*	MOOC	Value- Added Course	2	-	2
6.	BBA 112	E-Commerce	Skill Enhancement Course	2	-	2
7.	BBA 114	E-Commerce-Lab	Skill Enhancement Course		2	1
8.	BBA 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	BBA 118*	Indian Knowledge Systems	Value-Added Course	2		2
		Total Credits		20	2	23

*The student is required to choose one MOOC course of 2 credits as per their preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

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



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UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA Programme:

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration - Total 47 Credits to be earned from 1st Year BBA curriculum.

Re-entry Criteria in to Second Year (Third Semester):

The student who takes an exit after one year with an award of certificate may be allowed to re-enter into Third Semester for completion of the BBA Program within a period of maximum 3 years, subject to the condition that the total term for completing the degree course should not exceed 7 years.



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SCHEME OF EXAMINATION

THIRD SEMESTER EXAMINATION PROGRAMME: BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 201	Business Environment and Law	Discipline Specific Course / Major	4	-	4
2.	BBA 203	Production and Operations Management	Discipline Specific Course / Major	4	-	4
3.	BBA 205	Business Research Methodology	Discipline Specific Course / Major	4		4
4.	BBA ***	Major Elective-1	Discipline Specific Course / Major	4	-	4
5.	BBA ***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
6.	BBA 217	NSS/NCC/ Club Activities(NUES)	Ability Enhancement Course	2	-	2
7.	***	Course Basket	Multi- Disciplinary Course	3		3
		Total Credits		25		25

Note for BBA 217:

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies
2. All club activities undertaken by students should be recorded w.e.f first semester with total hours of engagement of minimum 60 hours



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FOURTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 202	Cost & Management Accounting	Discipline Specific Course / Major	4	-	4
3.	BBA 204	Business Analytics	Discipline Specific Course / Major	4	-	4
4.	BBA 206*	MOOC	Value- Added Course	2	-	2
5.	BBA ***	Major Elective-2	Discipline Specific Course / Major	4	-	4
6.	BBA ***	Minor Elective 2	Inter- disciplinary Course /Minor	4	-	4
7.	BBA 218*	Sustainability Practices	Value- Added Course	2	-	2
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		23		23

Note:

1. *** will be replaced with the respective paper code from the Discipline Specific/ Major Course and Inter-disciplinary / Minor Course/ Multidisciplinary Course.
2. * Every student has to select one value-added course out of either (BBA 206) MOOC or (BBA 218) Sustainability Practices in the Fourth Semester.



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UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

The students shall have an option to exit after 2nd year of the Business Administration Program and will be awarded with UG Diploma in Business Administration.

Eligibility Criteria to get UG Diploma in Business Administration: Total 93 Credits to be earned till 2nd Year BBA curriculum.

Re-entry Criteria into Third Year (Fifth Semester):

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter into the Fifth Semester for completion of the BBA Degree Program within a period of 3 years subject to the condition that the total term for completing the course should not exceed 7 years.

Summer Internship Project Report and Viva Voce:

At the end of the Fourth Semester every student shall undergo Summer Training for Eight Weeks in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voce. This component will be evaluated during the fifth semester.

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

Rules Regarding Selection of Elective Course (DSC/IDC):

The following Five areas of Specialisation/Disciplines are offered for selection of a combination of electives for BBA students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business
5. Entrepreneurship Development

BBA Degree is offered with Major-Minor scheme and BBA Degree with Double Major. For this, a student has to choose electives as per the following combination.

The specializations (Major and Minor) will be decided as follows:

1. Major area means a total of six papers from the first area of specialisation (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major specialisation) and minor area means the total of four papers in the second area of specialisation (One elective paper each in 3rd and 4th semester with 4 credits each and one elective paper each in 5th and 6th semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialisation).
2. Six electives from any one specialisation leads to “Major Specialization”. Four electives from any one specialization leads to “Minor Specialization”.
3. Choosing at least two specializations is mandatory to fulfil the requirements for BBA Degree, that is, choosing minimum ten electives.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be “BBA with Double Major Specialization”.



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MULTI-DISCIPLINARY COURSE (MDC) FOR THIRD, FOURTH AND FIFTH SEMESTER
The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits in each semester wherever mentioned from the (***) Course Basket offered by various programmes/ departments based on their area of interest irrespective of the specialization opted offered by the University.



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR THIRD SEMESTER

Select any two papers, each from a different specialisation
 (1 paper for Major Specialisation, 1 paper for Minor Specialisation)

Specialisation	Paper ID	Paper Title
Human Resource Management	BBA 207	Training and Development
Marketing	BBA 209	Consumer Behavior
Finance	BBA 211	Security analysis and Portfolio Management
International Business	BBA 213	Management of International Business
Entrepreneurship Development	BBA 215	Foundation of Entrepreneurship and Startups

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR FOURTH SEMESTER

Select any two papers, each from a different specialisation
 (1 paper for Major Specialization, 1 paper for Minor Specialization)

Specialisation	Paper ID	Paper Title
Human Resource Management	BBA 208	Talent Management
Marketing	BBA 210	Sales and Channel Management
Finance	BBA 212	Income Tax Law & Practice
International Business	BBA 214	International Business Environment and Strategy
Entrepreneurship Development	BBA 216	Opportunity & Feasibility Analysis

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.



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FIFTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 301	Financial Management	Discipline Specific Course / Major	4	-	4
2.	BBA ***	Major Elective-3	Discipline Specific Course / Major	4	-	4
3.	BBA ***	Major Elective-4	Discipline Specific Course / Major	4	-	4
4.	BBA ***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA ***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA 325	Information Systems Management Lab	Skill Enhancement Course		2	1
7.	BBA 327	Summer Training/Field-Based Training/ Apprenticeship	Internship	4	-	4
8.	****	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		26	2	28



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SIXTH SEMESTER EXAMINATION PROGRAMME : BBA						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA 302	Business Policy and Strategy	Discipline Specific Course / Major	4	-	4
2.	BBA 304	Digital & Social Media Marketing	Ability Enhancement Course	2	-	2
3.	BBA ***	Major Elective-5	Discipline Specific Course / Major	4	-	4
4.	BBA ***	Major Elective-6	Discipline Specific Course / Major	4	-	4
5.	BBA ***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
6.	BBA ***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		22		22



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR FIFTH SEMESTER

Select any three/ four Elective papers depending upon the Scheme chosen by the student
For Major-Minor Specialisation Scheme Choose: (2 papers for Major Specialization, and 1 paper for Minor Specialization)

Or

For the Double Major Specialisation Scheme, Choose: (2 papers for Major Specialization no. one, and 2 papers for Major Specialization no. two)

Specialisation	Paper ID	Paper Title
Human Resource Management	BBA 303	Negotiation Skills
	BBA 305	Leadership, Power and Politics
Marketing	BBA 307	Services Marketing
	BBA 309	Rural Marketing
Finance	BBA 311	FinTech
	BBA 313	Goods & Services Tax
International Business	BBA 315	Export, Import Policies, Procedures and Documentation
	BBA 317	International Business Negotiation
Entrepreneurship Development	BBA 319	Legal & Regulatory Framework of Startup
	BBA 321	Global Entrepreneurship

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR SIXTH SEMESTER

Select any three/ four Elective papers depending upon the Scheme chosen by the student
For Major-Minor Specialisation Scheme Choose: (2 papers for Major Specialization, and 1 paper for Minor Specialization)

Or

For the Double Major Specialisation Scheme, Choose: (2 papers for Major Specialization no. one, and 2 papers for Major Specialization no. two)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 306	Organization Effectiveness and Change
	BBA 308	Strategic HRM
Marketing	BBA 310	Advertising & Brand Management
	BBA 312	Principles of Event Management
Finance	BBA 314	Financial Markets & Institutions
	BBA 316	Corporate Accounting
International Business	BBA 318	Global Competitiveness
	BBA 320	WTO and Intellectual Property Rights
Entrepreneurship Development	BBA 322	Sustainable Entrepreneurship
	BBA 324	Entrepreneurial Finance

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.



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SEVENTH SEMESTER EXAMINATION PROGRAMME: BBA (Hons.)						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA 401	Project Management	Discipline Specific Course / Major	4	-	4
2.	BBA 403	Fundamentals of Actuarial Sciences	Discipline Specific Course / Major	4	-	4
3.	BBA ***	Major Elective-7	Discipline Specific Course/ Major	4	-	4
4.	BBA ***	Major Elective-8	Discipline Specific Course/ Major	4	-	4
5.	BBA ***	Minor Elective-7	Inter- disciplinary Course /Minor	4	-	4
		Total Credits		20		20



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EIGHTH SEMESTER EXAMINATION PROGRAMME: BBA (Hons.)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA 404	AI and ML in Business	Inter- disciplinary Course /Minor	4	-	4
3.	BBA ***	Major Elective -9	Discipline Specific Course / Major	4	-	4
4.	BBA ***	Major Elective -10	Discipline Specific Course / Major	4	-	4
5.	BBA ***	Major Elective -11	Discipline Specific Course / Major	4	-	4
Total Credits				20		20



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EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA (Hons. with Research)						
S. No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1	BBA 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA 404	AI and ML in Business	Inter- disciplinary Course /Minor	3	1	4
3	BBA 412	Research Project/ Dissertation	Research Project/ Dissertation			12
Total Credits				7	1	20

The Dissertation work will start from the beginning of fourth year (seventh semester) of BBA (Hons. with Research) Program. The research project / dissertation report shall be assessed by Viva –Voce examination as per the University guidelines. The student should produce one research article from his/her dissertation which shall be communicated to a journal of repute before the Viva-voce examination.

Eligibility for BBA (Hons. with Research): A student aspiring for BBA (Hons. with Research) Degree will have to secure at least 75% aggregate marks till 6th semester.

The student can choose three Discipline Specific Elective Courses from Major/minor specialization (already undertaken during second and third year).



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR SEVENTH SEMESTER

Select any three papers
 (2 paper for Major Specialization, 1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 405	Compensation and Reward Management
	BBA 407	Counseling Skills for Managers
	BBA 409	Human Resource Metrics and Analytics
Marketing	BBA 411	Marketing Research and Analytics
	BBA 413	Customer Relationship Management
	BBA 415	Industrial Marketing
Finance	BBA 417	Banking Principles and Practices
	BBA 419	Behavioural Finance
	BBA 421	Corporate Taxation
International Business	BBA 423	International Human Resource & Cross Cultural Management
	BBA 425	International Marketing
	BBA 427	International Supply Chain Management
Entrepreneurship Development	BBA 429	Entrepreneurial Marketing
	BBA 431	Financial Services & Institutional Support for Startups
	BBA 433	Research and Development of Business Plans

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.



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DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)
FOR EIGHTH SEMESTER

Select any three papers
 (3 paper for Major Specialization)

Specialization	Paper ID	Paper Title
Human Resource Management	BBA 406	Cross Cultural and Global Management
	BBA 408	Management of Industrial Relations
	BBA 410	Human Resource Development - Strategies and Systems
Marketing	BBA 414	Content Marketing
	BBA 416	Retail & Mall Management
	BBA 418	Digital Branding Engagement
Finance	BBA 420	Financial Risk Management
	BBA 422	Mergers and Corporate Restructuring
	BBA 424	Financial Analytics
International Business	BBA 426	International Business Ethics
	BBA 428	Global Outsourcing - Issues & Perspectives
	BBA 430	International Business Venturing Abroad
Entrepreneurship Development	BBA 432	Family Business Management
	BBA 434	Business Valuation for Startups
	BBA 436	Government & Institutional support system for MSMEs

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.



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Program Outcomes

- PO1.** Develop conceptual knowledge and understanding of management theories and practices.
- PO2.** Apply critical thinking and analytical skills for effective business decision making.
- PO3.** Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4.** Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5.** Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

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

Mapping of PO's and PSO's

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5
PSO1	2	3	2	3	2
PSO2	3	2	2	1	2
PSO3	2	3	3	3	1
PSO4	2	3	2	2	2
AVG	2.25	2.75	2.25	2.25	1.75



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BBA 101: Management Process and Organizational Behavior

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.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the evolution of the concepts of management	3	2	1	2	3
CO2	Examine the relevance of the theories of Motivation	3	3	3	2	2
CO3	Analyze the significance of Organization and Individual Behavior	2	3	3	2	2
CO4	Analyse individual, team and group behavior	2	3	2	3	2
CO5	Exhibit leadership qualities by building effective teams	3	3	3	3	2
CO6	Comprehend dynamics of human behavior	2	2	2	3	3
	Average	2.5	2.67	2.33	2.5	2.33

Course Contents

Unit I

Introduction to 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.
(15 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.
(15 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.
(15 Hours)



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

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.

(15 Hours)

Suggested Readings: (All latest editions)

1. Robbins, S.P., 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.



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

BBA-103 Business Mathematics

L-3, T-1, Credits -4

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	1	3	1	2	1
CO2	Proficiency in solving the problems of Matrix Algebra	1	3	1	3	1
CO3	Ability to solve the problems of Differential calculus	1	3	1	3	1
CO4	Capability to solve the problems of Integral calculus	1	3	1	2	1
CO5	Analyzing business research problems	2	3	2	3	2
AVG		1.2	3	1.2	2.6	1.2

Course Contents

Unit I

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function. **(15 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. **(15 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.

(15 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. **(15 Hours)**



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

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



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

BBA 105: Financial Accounting and Analysis

L-3 T-1, 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.

Mapping the Course Outcomes with Programme Outcomes

CO#	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehension about concepts of accounting and relevance of GAAP and accounting standards.	3	2	1	2	3
CO2	Preparation of company final accounts with adjustments.	2	3	1	1	3
CO3	Appreciate contemporary issues and challenges in accounting	3	3	1	3	3
CO4	Examine the concept and the methods of depreciation	3	3	1	2	1
CO5	Comprehension about accounting for shares and debentures.	3	3	1	3	1
CO6	Explore the role of stock exchanges and SEBI as a regulator.	3	1	1	2	3
CO7	Conduct comprehensive financial analysis of companies.	3	3	1	3	2
Average		2.86	2.57	1	2.28	2.28

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).
(15 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.
(15 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, 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.
(15 Hours)



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

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.

(15 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. Bhattacharya, 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, 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of economics	3	3	1	3	2
CO2	Proficiency in solving the problems of Market and demand fluctuations	3	3	1	3	2
CO3	Ability to solve the problems of capacity utilization	3	3	1	2	2
CO4	Capability to take decision on pricing in different market forms	3	3	2	3	2
AVG		3	3	1.25	2.75	2

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, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. **Consumer Behavior:** 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. **(15 Hours)**

Unit II

Demand Analysis: 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. 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. **(15 Hours)**

Unit III

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). **(15 Hours)**



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

Unit IV

Concepts of Macro Economics: Definitions, Importance, Macro-economic variables, circular flow model, inflation, unemployment, GDP. **National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. **(15 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.



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

BBA 109: Entrepreneurial Mindset (NUES)

L-02, T-0, 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.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of entrepreneur and his role in economy.	2	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	2	3	2	2	1
CO3	Knowledge about how to search new opportunities and scanning business environment	2	2	1	3	3
CO4	Knowledge about how to development business plan, identifying sources of finance and legal requirements for starting business.	2	2	2	2	1
	Average	2	2	1.5	2	1.5

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. **(8 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.

(8 Hours)



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

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. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing
6. Mathur, A.CA, Entrepreneurship & New Venture Planning, Taxmann



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

BBA 111: Life Skills and Personality Development (NUES)

L-2, T-0, Credits -2

Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes & Self-Management, to build Confidence & develop Team Spirit and all round personality of students.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to master non-verbal and verbal communication for improved interpersonal relationship	2	2	3	1	1
CO2	Proficiency in emotional Intelligence	2	2	1	2	1
CO3	Ability to learn effective time management techniques for increased productivity	2	2	1	1	1
CO4	Capability to adapt to stress	2	1	1	1	1
CO5	Learn techniques to handle criticism and rejection constructively	2	1	1	1	1
AVG		2	1.6	1.4	1.2	1

Course Contents

Unit I:

Introduction to Communication Basics: Communication definition, process of communication, types of communication, verbal & nonverbal communication, barriers to effective communication, Effective listening & speaking. **(06 Hours)**

Unit II:

Team Spirit : Exercises: Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topic. Team tasks also include management games.

GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in effective manner and learn to portray their personality in accommodating manner and accept others' views. It will be an interactive lecture. **Mock GDs:** It prepares the student not only for the entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD. **(08 Hours)**

Unit III :

Confidence and Personality : Exercises: Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position

Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty.

(08 Hours)



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

Unit IV:

Personality Development: Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally.

One to One interview: Students be subjected to interviews before an internal technical panel to develop confidence and interview handling skills. **(08 hours)**

Suggested Readings:

1. Boove, C.L., Thill, J.V. , Raina.R.L, Business Communication Today, Pearson
2. Chaturvedi M., Art and Science of Business Communication, Pearson.
3. Desarda.S, Master The Group Discussion & Personal Interview, Notion Publisher
4. Pradeep V, Anand A, Wiley's Examxpert: Acing WAT, Gds& Interviews For IIMs, Wiley
5. Klaus P., The Hard Truth About Soft Skills : Harper Business
6. Port M.,Steal The Show From Speeches To Job Interviews To Deal Closing Pitches:, Harper Business
7. Kapoor S, Personality Development and Soft Skill: Preparing for Tomorrow, I K International Publishing House



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

BBA 113: 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).	2	1	1	1	1
CO2	Analyze the usage of IT product and services	1	1	1	1	1
CO3	Use internet web services and resource for learning and discovery	2	2	1	2	1
CO4	Explore the usage of tools of MS Word and Advanced Excel to solve business problems	2	1	1	2	1
CO5	Comprehend the role of databases in IT applications	2	1	1	1	1
AVG		1.8	1.2	1	1.17	1

Course Contents

Unit 1

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. **(12 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. **(13 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. **(12 Hours)**



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

Suggested Readings: (All latest editions)

1. Leon, C., 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, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 115: IT Applications in Business- Lab

L-0, P-02, Credit-1

This Lab would be based on the course BBA 113: IT Applications in Business

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explore the utility of applications provided by MS Office	3	3	1	1	-
CO2	Proficiency in MS Advanced Excel and Powerpoint	1	2	1	1	-
CO3	Effective and professional presentation and communication skills	2	1	3	2	-
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	2	3	2	2	-
AVG		2	2.25	1.75	1.5	-

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.



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

SEMESTER II



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

BBA-102: Marketing Management

L-3, T-1, Credits-4

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the concepts of Marketing Management	3	2	1	1	1
CO2	Appraise in New Product Development, product line and width and also product pricing.	2	3	2	3	1
CO3	Understand the role and relevance of Place and intermediaries.	3	2	1	2	1
CO4	Acquire skills to understand the factors which influence the promotional mix.	2	3	2	3	2
CO5	Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.	3	2	1	1	1
CO6	Acquire skills to handle marketing related business and research issues.	2	3	2	3	3
	Average	2.5	2.17	1.33	2.17	1.5

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.

(15 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.

(15 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.

(15 Hours)



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

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.

(15 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. Panda, T.K,Marketing Management-Text and Cases, Taxmann,



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

BBA-104-Decision Techniques for Business

L-3, T-1, 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of Statistics	1	2	1	1	1
CO2	Apply correlation and regression concepts in business & research problems	1	3	1	3	1
CO3	Explore the use of linear programming in business problem solving	1	3	1	3	1
CO4	Analyze transportation and assignment problems	1	2	1	2	1
CO5	Evaluate alternatives before taking business decisions	1	3	2	3	2
AVG		1	2.6	1.2	2.4	1.2

Course Contents

Unit 1

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, mean deviation and standard deviation. Normal distribution curves. **(15 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 of regression, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis. **(15 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. **(15Hours)**



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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. **(15 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, N, Business Statistics, Pearson Education.



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

BBA 106: Human Resource Management

L-3, T-1, Credits: 04

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Examine the concepts and relevance of HRM	3	2	3	1	1
CO2	Explore the various dimensions of Human Resource Planning	2	3	2	3	1
CO3	Analyse the needs, methods and designing of training and development programmes.	3	3	3	2	2
CO4	Exhibit the career planning and career development	3	2	2	2	2
CO5	Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.	2	3	3	1	3
AVG		2.6	2.6	2.6	1.8	1.8

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.

(15 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.

(15 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.

(15 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.

(15 Hours)



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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, WileyIndia Private Limited.
3. Bohlander 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



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

BBA 108: Business Communication

L-2, T-0, Credits: 02

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.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	The students will have a broad and coherent knowledge of business communication concepts and understand its relevance in every type of organization & at every managerial level.	3	1	1	1	1
CO2	The students will be able to face and meet the challenges of the corporate world more effectively and efficiently and also understand corporate multi cultural environment and learn how to communicate in a team	1	2	1	1	2
CO3	The students will learn to enhance their skills in written Communication as well as oral communication and also get a glimpse of global communication	1	1	3	1	2
CO4	The student will imbibe the social and cultural roots of business and develop Ability to communicate efficiently and effectively in a multi-cultural environment. They will also understand other ethical & legal issues related to Communication	1	1	3	1	3
AVG		1.5	1.25	2	1	2

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. **(6 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. **(8 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



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Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,
(8 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.
(8 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. Bovee et al.. Intercultural Business Communication, Pearson Education
6. Penrose et al. Business Communication for Managers, Cengage Learning.



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

BBA 110: MOOC

L-2, T-0, Credits-2

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 2 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. 2.

For August session, tentative list of programmes will be available on the platform from May to 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 112: E-Commerce

L-2, T-0, Credits: 02

Objective: 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Examine strengths and weaknesses of digital profiles of business organizations	1	2	1	1	2
CO2	Explore ways to enhance online visibility of business	2	3	1	3	2
CO3	Analyze challenges of security, privacy and legal jurisdictions in e commerce	1	3	1	2	1
CO4	Examine the barriers to successful online positioning of businesses	2	2	3	2	3
AVG		1.5	2.5	1.5	2	2

Course Contents

Unit 1

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

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. **(8 Hours)**

Unit III

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption. **(8 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. **(6 Hours)**



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

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, 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.



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

BBA 114: E-Commerce Lab

L-0, P-2, Credit: 01

Objective: The course equips students with the skills to design and develop static webpages using HTML, create engaging digital content for social media and professional communication, and effectively use digital tools like Canva and generative AI for content creation, all while enhancing their proficiency in online branding, communication, and digital marketing strategies.

Lab would be based on the following:

1. Static Webpage Designing: 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.
2. Social Media & Writing Skills-Blogs, Social Networking Sites, Digital Databases, Online Official Correspondence, Creating Digital Posters and Online Presentations using Canva, Generative AI Tools, etc.

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Proficient Web Design and Development	1	3	2	3	1
CO2	Effective Use of Social Media Platforms	3	3	3	3	3
CO3	Digital Content Creation and Design	2	3	3	3	3
CO4	Professional Writing and Digital Communication	2	3	3	2	2
AVG		2	3	2.75	2.75	2.25



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

BBA 116: Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

Credits-4

The Assessment Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

Guidelines for Internal Assessment

1. The student has to submit the certificate of training/ Apprenticeship
2. Every student has to submit a spiral bind report to showcase the work done and learning during the internship/apprenticeship and must appear for End Term Viva.
3. The guidelines for the report are to be designed by every institution.
4. All the records to be maintained by every institute and should be able to produce whenever required by the university.
5. The duration of the training/apprenticeship will be the winter semester
6. The course may be offered by having an industry expert within campus/college and guide students on projects within the premises or students doing live projects in industry either offline or online.
7. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks

Note:

- i. Each student is required to complete a minimum of 60 hours of training, which can be undertaken in segments (on weekends), or completed in one continuous session
- ii. The university will conduct an external viva of 60 marks at the end of the semester



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

BBA 118: Indian Knowledge Systems

L-2, T-0, Credits-2

Objective: To create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into the understanding the working of nature and life.

Mapping the Course Outcomes with Programme Outcomes

Cos	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Students will be able to understand the context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.	1	1	2	2	3
CO2	Students will be able to understand the knowledge, skills and values in ancient Indian systems	1	2	2	2	3
CO3	Students will be able to analyze the enriched scientific Indian heritage	1	2	3	3	2
CO4	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	1	2	3	3	3
AVG		1	1.75	2.5	2.5	2.75

Course Contents

Unit I:

Overview of Indian Knowledge: Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture & Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance. **(8 Hours)**

Unit II:

Integrating Indian Knowledge System into Commerce: Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods. **(8 Hours)**

Unit III:

Spirituality: Spirituality vis-à-vis religion, Concept of Maya (Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma: varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam. **(8 Hours)**

Unit IV:

Spirituality, Science, Engineering and Technology in IKS: Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra. **(6 Hours)**



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Suggestive Readings:

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



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

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration (w.e.f 2025-26)*

- PO1. Conceptualize and appreciate theoretical knowledge of management domain.
- PO2. Appreciate the importance of effective communication skills for building connect and engagement
- PO3. Nurture an ability to articulate a business environment and express opinions, ideas etc.
- PO4. Identify a problem with the help of data and logical thinking

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration (w.e.f 2024-25)*

- PO1. Describe the theoretical domain knowledge along with the managerial skills
- PO2. Develop effective presentation, communication skills and logical thinking.
- PO3. Learn and demonstrate professional and ethical conduct
- PO4. Appreciate the importance of Collaborative atmosphere.
- PO5. Develop an ability to innovate and creative thinking.

Program Outcomes (At the end of Third Year): *Under Graduate Degree in Business Administration*

- PO1. Develop conceptual knowledge and understanding of management theories and practices.
- PO2. Apply critical thinking and analytical skills for effective business decision making.
- PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Outcomes (At the end of fourth Year): *Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)*

- PO1. Exhibit factual and theoretical knowledge of management in general and business in particular.
- PO2. Critically evaluate, analyse and articulate Indian and global business environments with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.
- PO3. Exhibit ability to own roles and responsibilities at different levels with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.



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- PO4. Promote research skills to design and implement innovative solutions in Indian and Global Business Environment.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Program Specific Outcomes (Till the end of 4 years)

After the program, the students will be able to:

PSOs	PSO Description
PSO 1.	Graduate shall have the ability to demonstrate and reflect discipline/ interdisciplinary knowledge, coherent understanding in the management and allied areas with an ability to apply learning in different contexts
PSO 2.	Graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of management.
PSO 3.	Graduate shall be able to demonstrate proficiency (Articulate/Apply/ analyze/evaluate) in varied management domain areas using latest research & technological tools for innovative solutions in diverse business situations
PSO 4.	Graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.

Mapping of PO's and PSO's (At the end of first year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	AVG
PSO1	3	3	3	3	3
PSO2	2	3	3	3	2.75
PSO3	2	3	3	3	2.75
PSO4	1	3	3	2	2.25
AVG	2	3	3	2.75	2.7
Average PO expected attainment	2.7				



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Mapping of PO's and PSO's (At the end of second year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	Average
PSO1	3	3	3	2	2	2.6
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	3	2.8
PSO4	2	2	3	3	3	2.6
AVG	2.25	2.75	3	2.75	2.5	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of third year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	3	3	2	2.8
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	2	2.6
PSO4	2	3	3	2	3	2.6
AVG	2.25	3	3	2.75	2.25	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of 4 years)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	2	3	2	2.6
PSO2	3	3	3	3	3	3
PSO3	2	3	3	3	3	2.8
PSO4	2	3	3	3	3	2.8
AVG	2.5	3	2.75	3	2.75	2.8
Average PO expected attainment	2.8					



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SEMESTER III



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

BBA 201: Business Environment and Law

L-4, T -0, Credits-4

Objectives: 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.** Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.
- CO2.** Analyze government policies, business laws, and their effects on business operations and compliance.
- CO3.** Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.
- CO4.** Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

Course Content:

Unit 1:

Business Environment: Introduction to Business Environment: Concept, Scope, and Importance, Components: Internal and External Environment, Economic Environment: Economic Systems: Capitalism, Socialism, Mixed Economy, Role of Government in Business, Economic Reforms: Liberalization, Privatization, and Globalization (LPG); Socio-Cultural Environment: Impact of Culture on Business, Corporate Social Responsibility (CSR)

(15 Hours)

Unit 2:

Political and Legal Environment: Political Environment: Political Systems and their Impact on Business, Government Policies and Business Strategies; Legal Environment: Introduction to Business Laws, Importance of Legal Compliance, Impact of Laws on Business Operations

(10 Hours)

Unit 3:

Core Business Laws: The Indian Contract Act, 1872: Essentials of a Valid Contract, Types of Contracts, Breach of Contract and Remedies; The Companies Act, 2013: Types of Companies, Formation, Management, and Winding Up; The Sale of Goods Act, 1930: Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Ownership; Labour Laws: The Industrial Disputes Act, 1947, The Factories Act, 1948, The Minimum Wages Act, 1948

(20 Hours)

Unit 4:

Emerging Business Laws and Consumer Protection: Consumer Protection Act, 2019: Consumer Rights and Responsibilities, Grievance Redressal Mechanisms; Information Technology Act, 2000: Digital Contracts, Cybersecurity and Penalties; Environmental Laws: The Environment Protection Act, 1986, Corporate Responsibility for Environmental Protection

(15 Hours)

Note:

1. Case Studies are to be covered relevant to the concepts to enhance critical thinking and ethical practices.



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2. Any important act announced in recent years should also be covered

Suggested Readings: (latest editions to be referred)

1. Cherunilam, F. Business environment and law. Mumbai: Himalaya Publishing House.
2. Pathak, A. Legal aspects of business, New Delhi: McGraw Hill Education.
3. Kuchhal, M. C. Mercantile law, New Delhi: Vikas Publishing House.
4. Jain, S. P., & Narang, K. L, Industrial and labour laws, New Delhi: Dhanpat Rai & Co.
5. Singh, A, The Consumer Protection Act, 2019: An insight. Lucknow: Eastern Book Company.
6. Divan, S., & Rosencranz, A., Environmental law and policy in India, New Delhi: Oxford University Press.

Mapping the Course Outcomes with Programme Outcomes:

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.	3	1	2	2	1
CO2	Analyze government policies, business laws, and their effects on business operations and compliance.	2	3	3	2	1
CO3	Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.	2	3	2	2	3
CO4	Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.	1	3	3	3	3
AVG		2	3	2.5	2.25	2



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

BBA 203: Production and Operations Management

L-4/ T-0, Credits -4

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

Course Outcomes:

- CO1.** Understand the basic concept and functions of production and operations management.
- CO2.** Understands & appreciate the process of design and development of production systems.
- CO3.** Explore the key factors in deciding plant location, layout and its maintenance.
- CO4.** Articulate inventory management and JIT with quality management systems (TQM).

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. **(15 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. **(15 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. **(15 Hours)**



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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. **(15 Hours)**

Suggested Readings: (All 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concept and functions of production and operations management.	3	1	2	2	1
CO2	Understands & appreciate the process of design and development of production systems.	3	3	2	2	2
CO3	Explore the key factors in deciding plant location, layout and its maintenance.	3	3	2	3	3
CO4	Articulate inventory management and JIT with quality management systems (TQM).	2	3	3	3	3
AVG		2.75	2.5	2.25	2.5	2.25



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-205: Business Research Methodology

L-4, T-0, Credits: 04

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

Course Outcomes:

- CO1.** Define and explain the basic concepts and scope of business research.
- CO2.** Apply research methodologies to real-world business problems and analyze their effectiveness.
- CO3.** Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.
- CO4.** Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.

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. **(15 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, Univariate & Bivariate Analysis. **(15 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. **(15 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. **(15 Hours)**



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Suggested Readings: (All latest editions)

1. Deepak, C. and Neena, S. Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education.
3. Kumar, Ranjit, Research 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.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define and explain the basic concepts and scope of business research.	3	2	2	1	1
CO2	Apply research methodologies to real-world business problems and analyze their effectiveness.	2	3	3	3	3
CO3	Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.	2	3	3	3	3
CO4	Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.	1	3	3	3	3
AVG		2	2.75	2.75	2.5	2.5

Note:

1. This course has the combination of lecture and practicum credits. Hence, due weightage in the internal marks to be provided for the lab component
2. The practicum 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.



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

BBA 207: Training & Development

L-4,T/P-0, Credits:04

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

Course Outcomes-

- CO1.** Gains Knowledge & understands the concepts of training and development.
- CO2.** Analyse the trends in employees and organization development programmes
- CO3.** Examine training needs of an individual/ employee by conducting training need analysis.
- CO4.** Evaluate and demonstrate the cost and benefits of a training and development 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. **(15 Hours)**

Unit 2:

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 **(15 Hours)**

Unit 3:

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; AI in training & development **(15 Hours)**

Unit 4:

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. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

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 Co.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

5. Prior, J., Handbook of Training and Development. Mumbai: Jaico Publishing House.
6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains Knowledge & understands the concepts of training and development.	3	2	1	2	1
CO2	Analyse the trends in employees and organization development programmes	2	3	3	3	3
CO3	Examine training needs of an individual/employee by conducting training need analysis.	2	3	3	3	3
CO4	Evaluate and demonstrate the cost and benefits of a training and development programme.	1	3	3	3	3
AVG		2	2.75	2.5	2.75	2.5



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

BBA 209: Consumer Behaviour

L-4, T/P-0, Credits: 04

Objective: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behavior and to apply this understanding to the development of marketing strategy.

Course Outcomes:

- CO1.** Gains knowledge & understands of consumer behavior and its relevance to buyer's decision making.
- CO2.** Examine & interpret the consumer decision-making process and its determinants.
- CO3.** Apply various research tools and techniques to gain insights into consumer behavior.
- CO4.** Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.

Course Content:

Unit I

Introduction to Consumer Behavior: Scope and Relevance of Consumer Behaviour Studies; Approaches to studying Consumer Behaviour; Consumer Journey Map: Problem Recognition, Information Search, Alternative Evaluation-Decision Rules-and Purchase, Outlet Selection, Post Purchase Behavior and Customer Satisfaction; Types of Buying Behaviour, Role of Involvement;
(15 Hours)

Unit II

Individual Determinants of Consumer Behavior: Motivation; Attention, Perception and Consumer Imagery; Learning and Memory; Personality and Self Concept; Consumer Attitudes - Formation and Change; Consumer Values and Lifestyles.
(15 Hours)

Unit III

External Determinants of Consumer Behavior: Influence of Culture and Subculture; Social Class; Reference Groups, Word of Mouth; Opinion Leadership; Family Influences; Online Social influences: Social-Media & eWom. Peer influence on consumer behavior, Social influencers and their effect on consumers.
(15 Hours)

Unit IV

Consumer Behaviour -Related and Emerging Issues: Diffusion of Innovation: changing nature of consumer behavior in India; Measuring Customer Satisfaction-measurement tools & scales. Consumer Behaviour and Public Policy; Dark Side of Consumer Behaviour , Shaping Consumer Behaviour-offline & online; Application of AI in predicting consumer behaviour.
(15 Hours)



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

Suggested Readings: (Latest Editions)

1. Schiffman, L.G, Wisenblit, J. Rainesh Kumar S., Consumer Behaviour, Pearson Education, India
2. Hawkins, Mother Baugh, O.L Mookerjee A., Consumer Behaviour- Building Marketing Strategy, Me Graw Hill Education
3. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
4. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
5. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
6. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge & understands of consumer behavior and its relevance to buyer's decision making.	3	2	2	2	1
CO2	Examine & interpret the consumer decision-making process and its determinants.	2	3	3	3	3
CO3	Apply various research tools and techniques to gain insights into consumer behavior.	1	3	3	3	3
CO4	Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.	2	3	3	3	3
AVG		2	2.75	2.75	2.75	2.5



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

BBA 211: - Security Analysis and Portfolio Management

L-4, T/P-0, Credits: 04

Objective: To provide a comprehensive conceptual framework for analyzing and maximizing return on investment from an investor's perspective, supported by a solid theoretical foundation, examples, and references related to the Indian financial system, while emphasizing the understanding of the forces influencing risk and return of financial assets and the associated models and theories..

Course Outcomes:

- CO1.** Understand the key concepts of risk and return, bonds and their valuation, technical and fundamental analysis, asset pricing, and portfolio risk-return dynamics.
- CO2.** Learn the process of calculating risk and return, pricing bonds, share valuation, and trading strategies while evaluating the role of financial research, brokerage advice, and portfolio management.
- CO3.** Analyze the best measures of risk and return, bond price sensitivity to variables, share valuation techniques, and portfolio construction methods to optimize risk-return trade-offs.
- CO4.** Develop and execute investment strategies, select optimal assets based on risk-return profiles, manage portfolio risks, and analyze market trends for buy-sell decisions to maximize financial returns.

Course Contents:

Unit I:

Risk–Return Analysis, Bond Valuation & Fundamental Analysis: Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds: present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, SWOT analysis, Company analysis. **(15 Hours)**

Unit II:

Share Valuation & Technical Analysis: Share valuation: Dividend discount models – no growth, constant growth, and two stage growth model. Relative valuation models using P/E ratio, other ratios. Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators – Dow theory, advances and declines, new highs and lows, circuit filters. Volume indicators – Dow Theory, small investor volumes. Other indicators – institutional activity, Trends: resistance, support. Technical charts & patterns. Indicators: moving averages. **(15 Hours)**



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

Unit III:

Portfolio Analysis and Management: Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier & optimum portfolio. Market Model: concept of beta, systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations, liquidity requirements, and anticipated inflation. Asset allocation: Asset allocation pyramid, investor life cycle approach. Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing. **(15 Hours)**

Unit IV:

Asset Pricing Models and Mutual Funds: Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk-free assets. Assumptions of single period classical CAPM model. Expected return, required return, overvalued and undervalued assets as per CAPM. Multiple factor models: Arbitrage Pricing Theory (APT), APT vs CAPM. Mutual Funds: Introduction, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds. Performance Evaluation of Managed Funds using Sharpe's, Treynor's and Jensen's measures. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Bodie Z., Investments, Mc GrawHill Education
2. Reilly, F. K. & Brown, K.C. Analysis of Investments and Management of Portfolios, Cengage India Pvt. Ltd.
3. Singh, R., Security Analysis and Portfolio Management, Excel Books.
4. Fischer, D.E. & Jordan, R.J., Security Analysis & Portfolio Management, Pearson Education.
5. Ranganathan, M., & Madhumathi, R., Investment Analysis and Portfolio Management. Pearson Education.
6. Chandra, P., Investment Analysis and Portfolio Management, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the key concepts of risk and return, bonds and their valuation, technical and fundamental analysis, asset pricing, and portfolio risk-return dynamics	3	2	2	2	2
CO2	Learn the process of calculating risk and return, pricing bonds, share valuation, and trading strategies while evaluating the role of financial research, brokerage advice, and portfolio management.	2	3	3	3	3
CO3	Analyze the best measures of risk and return, bond price sensitivity to variables, share valuation techniques, and portfolio construction methods to optimize risk-return trade-offs.	2	3	2	3	3
CO4	Develop and execute investment strategies, select optimal assets based on risk-return profiles, manage portfolio risks, and analyze market trends for buy-sell decisions to maximize financial returns	1	3	3	3	3
AVG		2	2.75	2.5	2.75	2.75



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

BBA 213: Management of International Business

L-4, T/P-0, Credits: 04

Course Objectives: The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business

Course Outcomes:

- CO1.** Understand and interpret the fundamental theories of international business and trade
- CO2.** Examine & analyse Foreign Direct Investment and its impact on various world economy
- CO3.** Analyse the significance of economic Integration in International Business
- CO4.** Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

Course Contents:

Unit 1:

Introduction to International Business: Introduction to International Business Stages of Internationalization – EPRG Framework- International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses. **(15 Hours)**

Unit 2:

Introduction of Foreign Direct Investment: Introduction Foreign Direct Investment in the World Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model. **(15 Hours)**

Unit 3:

Economic Integration

Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FTA, custom union, common market economic union, Emerging Markets and Developing Economies. **(15 Hours)**

Unit 4:

Emerging Trends in International Business: International Entrepreneurship and Born Global Firms, Ethical Considerations – CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and e-commerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business. Intellectual Property Rights **(15 Hours)**



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

Suggested Readings: (latest editions to be referred)

1. Charles, W.L. International Business: Competing in the Global Marketplace, Mc Graw Hill.
2. Sharan, V. International Business: Concept, Environment and Strategy, Pearson Education
3. Wild, J.J and Wild, K.L. International Business: The Challenges of Globalization, Pearson Education
4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. International Business, Tata McGraw-Hill Education.
6. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P., International Business, Pearson Education

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and interpret the fundamental theories of international business and trade	3	3	2	2	2
CO2	Examine & analyse Foreign Direct Investment and its impact on various world economy	2	3	3	3	3
CO3	Analyse the significance of economic Integration in International Business	2	3	2	3	3
CO4	Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement	2	3	3	3	3
AVG		2.25	3	2.5	2.75	2.75



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

BBA 215: Foundation of Entrepreneurship and Startups

L-4, T/P-0, Credits: 04

Course Objective: To equip students with the knowledge, skills, and mindset required to identify opportunities, launch, and manage successful entrepreneurial ventures within a dynamic startup ecosystem.

Course Outcomes:

CO1: Gains knowledge and understands fundamentals of entrepreneurship.

CO2: Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility.

CO3: Equip to apply & create comprehensive business plans and craft business models.

CO4: Gain insights into the various startup ecosystems and evaluate schemes by different institutions.

Course Content

Unit I:

Introduction to Entrepreneurship, Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, types of entrepreneurs. **(15 Hours)**

Unit II:

The skills/ traits required to be an entrepreneur, Entrepreneurial Competencies, Creative and Design Thinking, the entrepreneurial decision process, entrepreneurial success stories, Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship: Focus on emerging trends in eco-friendly products and services, sustainability as a competitive advantage. **(15 Hours)**

Unit III:

Crafting business models and business plans: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analysing business models; Business model canvas, Introduction to lean start-ups, Drafting a Business Plan, Business Pitching. **(15 Hours)**

Unit IV:

Institutions Supporting Small Business Enterprises: Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student. **(15 Hours)**

Suggested Readings: (latest editions to be referred)

1. Kuratko, D , Hornsby J.S., New Venture Management: Entrepreneur's roadmap
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
3. Ries, Eric. The lean Start-up: How constant innovation creates radically, Penguin UK
4. S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education



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5. Prasad, R.C.A, Start-up sutra: what the angels won't tell you about business and life, Hachette India.
6. Charantimath, P., Entrepreneurship Development: Small Business Enterprises. Pearson

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands fundamentals of entrepreneurship	3	2	2	2	2
CO2	Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility	2	3	3	3	3
CO3	Equip to apply & create comprehensive business plans and craft business models	3	3	3	3	3
CO4	Gain insights into the various startup ecosystems and evaluate schemes by different institutions	3	3	3	3	3
AVG		2.75	2.75	2.75	2.75	2.75

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.



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

BBA-217: NSS/NCC/Club Activities (NUES)

Credits: 02

NCC/NSS/ Club Activities are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said activities shall be awarded two credits after the same is duly approved by the NSS/NCC Cell/Club Faculty Incharge.

The institute is advised to maintain the records of all students in the following format

- II. Date of Activity
- III. Place of Activity
- IV. Working Hours
- V. Details of Activity

Note:

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies.
2. All club activities undertaken by students should be recorded w.e.f. first semester with total hours of engagement of minimum 60 hours.



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

SEMESTER IV



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

BBA-202: Cost & Management Accounting

L-4, T-0, Credits-4

Course Objective: The course aims at enabling students to understand the basic cost and management accounting concepts and their applications in managerial decision making.

Course Outcomes:

- CO1.** Gains knowledge and understands the components of cost and management accounting
- CO2.** Evaluates cost control through material techniques, labor remuneration systems, overhead functional analysis, contract costing and service costing
- CO3.** Prepare and interpret budgets and standard costs and variance statements.
- CO4.** Evaluates and analyses cost and management accounting techniques and its application in managerial decision making

Course Content

UNIT-I:

Introduction to Cost Accounting: Objectives, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level and Labor Costing. **(15 Hours)**

UNIT-2:

Method of Costing: Methods of cost determination in contract costing, Escalation clause and cost-plus contract. Meaning and scope of service costing, Factors in ascertaining service cost.; Types of costing- Unit costing, Job costing, Batch costing, Contract costing, process costing, operating cost. **(15 Hours)**

UNIT-3:

Budgetary Control and Variances: Introduction to Budgeting and Budgetary Control; Performance Budgeting; Classification of Budget; Fixed and Flexible Budgets, Zero Based Budgeting, Standard Costing and Variance Analysis; Balanced Scorecard; Responsibility Accounting. **(15 Hours)**

UNIT-4: Costing and Profit Planning: Costing and Profit Planning: Meaning of Variable Costing, Absorption Costing and Marginal Costing; Application of Marginal costing in managerial decision making; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety. **(15 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. Kishore, M. R. Cost & Management Accounting. Taxmann Publication Pvt Ltd.
4. Arora, M. N., Cost Accounting Principles & Practice, Vikas Publishing House.
5. Duray. C., Management and Cost Accounting, 8/e, Cengage Learning India Pvt. Ltd.
6. Khan M.Y. and Jain P.K., Management Accounting-Text, Problems and Cases, Mc GrawHill Education.



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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the components of cost and management accounting	3	1	2	2	1
CO2	Analyse and interpret the financial statements and develops the ability to create and manage various types of budgets	1	3	2	3	2
CO3	Prepare and interpret budgets and standard costs and variance statements	2	3	2	3	3
CO4	Evaluates and analyses cost and management accounting techniques and its application in managerial decision making	2	3	3	3	3
AVG		2	2.5	2.25	2.75	2.25

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.



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

BBA-204: Business Analytics

L-4, T-0, Credits-4

Objectives: 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.** Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques
- CO2.** Appreciate the relevance of data warehousing & data mining w.r.t various industrial sectors
- CO3.** Analyze data and interpret the results based on different data modelling & analytical tools.
- CO4.** Visualize data using different tools and techniques

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 Business Analytical tools. **(16 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

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

Unit IV

Data Visualization-Definition, Visualization Tools & Techniques – Tables, Cross Tabulations, Charts, Tableau, Data Modeling-Concept, Role and Techniques. **(14 Hours)**

Note: Hands on skills to be imparted based on

1. Data visualization techniques using MS Excel/R/Python
2. Creating, interpreting and analysing data using Tableau dashboard/ Python

Suggested Readings: (All latest editions to be referred)

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams, Essentials of Business Analytics, Cengage Learning.
2. Albright Winston, , Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning.
3. Sahil Raj, Business Analytics, Cengage Learning.
4. Prasad. R. N and Acharya S. Fundamentals of Business Analytics, Wiley India.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

5. Banerjee T, Business Analytics: Text and Cases, Sage Text Publishing
6. Arben, A. Business Analytics with Management Science Models and Methods, Pearson

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques	3	3	2	3	2
CO2	Appreciate the relevance of data warehousing & data mining w.r.t various industrial sectors	3	3	3	3	3
CO3	Analyze data and interpret the results based on different data modelling & analytical tools	1	3	2	3	3
CO4	Visualize data using different tools and techniques	2	3	2	3	3
AVG		2.25	3	2.25	3	2.75

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

1. This course has the combination of lecture and practicum credits. Hence, due weightage in the internal marks to be provided for the lab component
2. The practicum will cover various aspects of software analytical tools



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

BBA-206: MOOC

Credits-2

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 2 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. 2.

For August session, tentative list of programmes will be available on the platform from May to 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-208: Talent Management

L-4, T/P-0, Credit: 4

Course Objective: To equip students with the knowledge and skills necessary to attract, acquire, and retain talent within organizations.

Course Outcomes:

- CO1.** Understanding Talent Management Fundamentals
- CO2.** Developing Effective Talent acquisition strategies
- CO3.** Implementing Competency-Based Talent Management Practices
- CO4.** Evaluate the dynamics of succession planning, reward and potential management

Course Content

Unit-1

Introduction to Talent Management and Talent Acquisition strategies: Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent-Skilling, Upskilling & Reskilling; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges. **(15 Hours)**

Unit 2

Talent acquisition and role of Assessment centers: Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers. through Assessment Centres. Definition of Competencies, Types of competencies; Assessing and developing competencies; Role of training in Competency development; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.challenges. **(15 Hours)**

Unit 3

Career Management and Succession Planning, Managing Potential of Key talent: Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning;. Managing Performance and Potential of Key talent, Managing Potential of Key talent. **(15 Hours)**

Unit 4

Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management: Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends-AI, Machine Learning, use of Analytics. **(15 Hours)**



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Suggested Readings (Latest Edition):

1. Roy, A.B, Roy, S. Competency Based Human Resource Management, Sage.
2. Lance A. Berger, Dorothy R. Berger. Talent management Handbook, Association for talent development by Virginia USA
3. Berger, L.A, Berger, D.R., Talent Management Hand Book, McGraw-Hill
4. Hasan, Singh, Talent management in India: Challenges and Opportunities, Atlantic Publication.
5. Joshi, G., Vohra, V, Talent Management, Cengage Learning
6. Hurconomics for Talent Management, Pearson Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understanding Talent Management Fundamentals	3	1	2	2	2
CO2	Developing Effective Talent acquisition strategies	2	3	3	3	3
CO3	Implementing Competency-Based Talent Management Practices	1	3	3	3	3
CO4	Evaluate the dynamics of succession planning, reward and potential management	3	3	3	3	3
AVG		2.25	2.5	2.75	2.75	2.75

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.



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

BBA 210: Sales and Channel Management

L-4, T/P-0, Credits: 04

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 Outcomes:

CO 1. Understanding the various roles & responsibilities of a manager related to sales management

CO 2. Explore the key areas related to the organization, selection, and development of effective sales force

CO 3. Examine and analyze the role and functions of distribution channels and intermediaries

CO 4. Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

Course Contents:

Unit I

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.

(15 Hours)

Unit II

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.

(15 Hours)

Unit III

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.

(15 Hours)

Unit IV

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, Green Supply Chain & E-commerce; Integration of Sales and Distribution Strategy. Logistics for sustainability and digital trends Ethical and Legal Issues in Sales and Distribution Management in Indian context.

(15 Hours)

Suggested Readings:

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P. Sales Management. Pearson Education.
2. Rosenbloom, Bert, Marketing Channels: A Management View, Cengage Learning.
3. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erfimeyer, R.C., Sales Management:, Pearson Education



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5. Panda, T.K. and Sahadev, S, Sales and Distribution Management, Oxford University Press.
6. Havaladar, K K. and Cavale, VM., Sales and Distribution Management: Text and Cases, Tata McGraw Hill.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understanding the various roles & responsibilities of a manager related to sales management	3	2	3	1	1
CO2	Explore the key areas related to the organization, selection, and development of effective sales force	3	3	3	3	3
CO3	Examine and analyze the role and functions of distribution channels and intermediaries	2	3	3	3	3
CO4	Integrate sales strategies with distribution logistics, and addressing ethical and legal issues	2	3	3	3	3
AVG		2.5	2.75	3	2.5	2.5

Note:

1. Case Studies/ Simulations are to be utilized relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.
2. Field Visit to showcase warehouses for hands-on learning experiences may be included



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

BBA 212: 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. Understand the concepts of taxation and determine the residential status of person.

CO2. Compute income and deductions under different heads.

CO3. Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.

CO4. Determine the Tax Liability & Ability to file income tax return.

Course Contents

Unit 1:

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, Introduction to Income Tax Regime 1 & 2. **(15 Hours)**

Unit 2:

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. **(15 Hours)**

Unit 3:

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. **(15 Hours)**

Unit 4:

Computation of Total income and Tax Liability of individual : Income of other persons included in assesses 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. E-filing Income Tax: Explore ITR-1 and ITR-2, Regime 1 and 2 **(15 Hours)**

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

Suggested Readings: (All latest editions to be referred)

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd.
2. Singhanian, V. K., & Singhanian, M., Student's Guide to Income Tax including GST Problems & Solutions. New Delhi: Taxmann Publications Pvt. Ltd.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

3. Mehrotra, H.C. & Goyal, S.P. Income Tax Including Tax Planning and Management, Sahitya Bhawan Publications.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
6. Income Tax Act, Taxmann Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts of taxation and determine the residential status of person.	3	1	1	2	1
CO2	Compute income and deductions under different heads.	1	2	1	2	2
CO3	Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.	3	3	3	2	2
CO4	Determine the Tax Liability & Ability to file income tax return.	2	2	3	2	2
AVG		2.25	2	2	2	1.75



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

BBA 214: International Business Environment and Strategy

L-4,T-0, Credit-4

Course Objective(s): The objective of this course is to understand the concept of globalization and its impact on businesses worldwide. To analyze the interplay of economic, political, and cultural factors in the global business environment. To evaluate the opportunities and challenges of operating in diverse international markets, develop strategies for managing risks and adapting to changes in the global business landscape. Apply theoretical concepts to real- world case studies and scenarios.

Course Outcome(s):

1. Understand and describe the main features of the international business environment and its primary institutions.
2. Analyze the political, social, economic, technological, and other configurations that support cross-border trade.
3. Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.
4. Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

Course Content:

Unit 1

Introduction to the Global Business Environment: Definition and Scope of Global Business: Understanding international markets and operations; Historical Evolution of Globalization: Key phases and milestones in global trade; Key Drivers of Globalization: Technology, trade policies, transportation, and communication; Multinational Enterprises (MNEs): Characteristics, strategies, and market entry modes; Impact of MNEs: Economic, cultural, and environmental influences on host and home countries; Global vs. Transnational Business: Differences, strategies, and organizational structures

(15 Hours)

Unit 2

Environments of Global Business: Overview of the PESTLE Framework: Understanding the components; Political Environment: Government policies, stability, and international relations; Economic Environment: Economic growth, exchange rates, inflation, and market conditions; Social Environment: Cultural trends, demographics, and consumer behaviors; Technological Environment: Technological advancements, innovation, and digital transformation; Ecological Environment: Environmental regulations, sustainability practices, and impact on business; Legal Environment: Regulatory frameworks, compliance, and legal issues in international business; Case Studies: Application of PESTEL analysis in real-world scenarios

(15 Hours)

Unit 3

International Organizations and Agreements: General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)- Functions, Principles, Organizational Structure; The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences

International Economic Organizations: Introduction, Objectives, Organizational Structure and Functions; International Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD) & International Development Association (IDA); Organization for Economic Co-operation and Development (OECD); United Nations Conference on Trade and Development (UNCTAD); IFC International Finance Corporation; Asian Development Bank (ADB)

(16 Hours)



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

Unit 4

Globalism vs Regionalism: Evolution of regional trade agreements (RTAs); United States–Mexico–Canada Agreement (USMCA), European Union (EU), Association of Southeast Asian Nations (ASEAN), Mercosur (Southern Common Market), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP); Emerging trends and challenges in global trade governance. **(14 Hours)**

Suggested Reading (Latest Edition):

1. Daniels, J. D., Radebaugh, L. H., Salwan P. , International Business: Environment and Operations, Pearson Education.
2. Charles, W. L. Hill, International Business: Competing in the Global Marketplace, McGraw Hill Education.
3. Deresky, International Management: Managing Across Borders and Culture, Pearson Education.
4. Paul, J., International Business, Prentice-Hall.
5. K. Aswathappa. International Business, McGraw Hill Education.
6. Hamilton L. Webster P., The International Business Environment, Oxford University Press

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and describe the main features of the international business environment and its primary institutions	3	2	2	2	1
CO2	Analyze the political, social, economic, technological, and other configurations that support cross-border trade	1	3	3	3	3
CO3	Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies	3	3	3	3	2
CO4	Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies	1	3	3	3	3
AVG		2	2.75	2.75	2.75	2.25



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

BBA 216: Opportunity & Feasibility Analysis

L-4, T/P-0, Credits: 04

Objectives: To make students understand and discover new business opportunities in ways which are innovative, path-breaking as well as practical.

Course Outcomes

CO1: Understands Entrepreneurial Opportunities and niches for new ventures.

CO2: Analyzes Opportunity Criteria for businesses and assesses their impact.

CO3: Evaluates components of Business Plans and their feasibility.

CO4: Apply effective marketing and financial strategies in the development of business plans.

Course Contents:

Unit I

Windows of opportunity: Environmental change, Technology- new products and pioneers, Market evolution- niches and opportunities, Industrial development- linkages and opportunities, what type of entrepreneur, should I be? **(15 Hours)**

Unit II

Understanding opportunity: Criteria for an opportunity, opportunity evaluation, cost of evaluation, execution trumps opportunity; risk, uncertainty and ambiguity; approaches to opportunity evaluation. **(15 Hours)**

Unit III

Building the Business Plan: Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business. Class exercise- Use the web to locate several franchises near you. Prepare a report describing the current trends in franchising. **(15Hours)**

Unit IV

Building the Business Plan: Marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur. Pricing strategies. Creating successful financial plan. Choosing the right location and layout. Class exercise- select an industry that has several competing small firms in your area. Contact these firms and compare their approaches to determining prices, financial plan and location. Based on this analysis build your “own” business plan. **(15 Hours)**

Suggested Reading: (Latest Edition)

1. Clydesdale, G. Entrepreneurial Opportunity: The Right Place at the Right Time, Routledge
2. Wise. S, Feld. B, Startup Opportunities: Know When to Quit Your Day Job (Techstars), Wiley
3. Timmons, J.A. and Spinelli, S.: New Venture Creation– Entrepreneurship for the 21st century. McGraw Hill
4. Zimmerer, T.W. and Scarborough, N.M., Essentials of Entrepreneurship and Small Business Management, Pearson
5. Galloway, S., Post Corona: From Crisis to Opportunity , Portfolio



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

6. Singh, R.P., Entrepreneurial Opportunity Recognition Through Social Networks, Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understands Entrepreneurial Opportunities and niches for new ventures	3	2	3	3	3
CO2	Analyzes Opportunity Criteria for businesses and assesses its impact	1	3	3	3	3
CO3	Evaluates components Business Plans and its feasibility	1	3	3	3	3
CO4	Apply effective marketing and financial strategies in the development of a business plan	1	3	3	3	3
AVG		1.5	2.75	3	3	3

Note:

1. Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.
2. Guest Lectures by entrepreneurs may be conducted
3. Students are suggested to visit start-up and submit a feasibility analysis report as an assignment



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

BBA 218: Sustainability Practices

L-2, T-0, Credits -2

Course Objectives: The course aims to equip students with an understanding of Sustainable Development Goals (SDGs) and their application in various management practices, along with addressing contemporary sustainability challenges.

Course Outcomes: Upon completion of this course, students will be able to:

- CO1.** Understand the core principles of sustainability and SDGs.
- CO2.** Learn to apply sustainable practices across various functional areas of management.
- CO3.** Analyze the impact of sustainability on globalization.
- CO4.** Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.

Unit I

Overview of SDGs: Introduction to Sustainability and SDGs, Evolution and Importance of SDGs, 17 Sustainable Development Goals, Global Initiatives and Frameworks supporting Sustainability, Role of Governments, Organizations, and Individuals in achieving SDGs, and the link between SDGs and Business Practices. **(7 Hours)**

Unit II

Sustainable Practices in Management: Sustainability in Human Resource Management, Sustainability in Finance, Sustainable Marketing and Consumer Behavior, Sustainability in Operations and Supply Chain Management, and Sustainable Product Development and Innovation. **(7 Hours)**

Unit III

Sustainability and Globalization: Impact of Globalization on Sustainability, Sustainable Global Trade Practices, Cross-Cultural Sustainability, International Regulations for Sustainability, Role of Multinational Corporations in Global Sustainability, Challenges of Global Sustainability, Legal Aspects of Globalization, Deglobalization and Its Implications for Sustainability. **(8 Hours)**

Unit IV:

Contemporary Challenges and Innovations in Sustainability: Climate Change and Its Impact on Business Practices, Environmental Degradation and Biodiversity Loss, Social Inequalities and Their Impact on Sustainability, Corporate Governance and Ethical Challenges, Innovations and Technologies for Sustainable Development, Policy and Regulation Challenges, AI and Blockchain Technology for Driving Sustainability and Transparency. **(8 Hours)**

Suggested Readings (Latest Editions):

1. Sachs, J.D., The Age of Sustainable Development, Columbia University Press.
2. Elkington, J., The Triple Bottom Line: Does It All Add Up?, Routledge.
3. Parris, T., & Kates, R.W., Characterizing and Measuring Sustainable Development, Annual Review of Environment and Resources.
4. Hart, S.L., Capitalism at the Crossroads: Aligning Business, Earth, and Humanity, Pearson Education.
5. Edwards, A., Sustainable Business: Concepts, Methodologies, Tools, and Applications, IGI Global.



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6. Chopra, R., Sustainability in Business: An Indian Perspective, Sage Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the core principles of sustainability and SDGs.	3	1	1	3	2
CO2	Learn to apply sustainable practices across various functional areas of management.	3	2	2	3	3
CO3	Analyze the impact of sustainability on globalization.	1	1	2	3	3
CO4	Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.	2	2	3	3	3
AVG		2.25	1.5	2	3	2.75

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.