

SCHEME OF EXAMINATION

&

SYLLABI

for

Bachelor of Computer Applications (BCA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Offered by

**University School of Information, Communication & Technology
GGSIPU at Affiliated Institutions of the University**



**GURU GOBIND SINGH
INDRAPRASTHA
UNIVERSITY**

GuruGobindSinghIndraprasthaUniversity
Sector 16C, Dwarka, Delhi – 110 078 [INDIA]
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UNIT – I

No. of Hours: 10 Chapter/Book Reference: TB1, TB2, TB3, TB4

Concepts and Fundamentals: Introduction to Technical Communication, Need and importance of communication, channel, Distinction between general and technical communication, nature and features of technical communication, **Seven Cs of communication**, Types of Technical communication, style in technical communication, **technical communication skills**, **Language as a tool of Communication**, History of development of Technical Communication, Computer Aided Technical Communication

UNIT-II

No. of Hours: 12 Chapter/Book Reference: TB1, TB2, TB3

Oral Communication: Principles of effective oral communication, Introduction of Self and others, Greetings, Handling Telephone Calls

Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential, Techniques of interviewing, Guidelines for Interviewer, Guidelines for interviewee.

Meetings: Definition, Kind of meetings, Agenda, Minutes of the Meeting, Advantages and disadvantages of meetings/ committees, Planning and organization of meetings.

Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation).

The technique of conducting Group Discussion and JAM session.

UNIT-III

No. of Hours: 12 Chapter/Book Reference: TB1, TB2, TB3, TB4

Written Communication: Overview of Technical Writing: Definition and Nature of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing,

Note – Making, Notice, E-mail Writing

Writing Letters: Business letters, Persuasive letters- Sales letters and complaint letters

Office memorandum, Good news and bad news letters

Report Writing: Definition & importance; categories of reports, Elements of a formal report, style and formatting in report

Special Technical Documents Writing: Project synopsis and report writing, Scientific Article and Research Paper writing, Dissertation writing: Features, Preparation and Elements

Proposal Writing: Purpose, Types, characteristics and structure

Job Application: Types of application, Form & Content of an application, drafting the application, Preparation of resume.

UNIT-IV

No. of Hours: 10 Chapter/Book Reference: TB3, RB1, RB3

Soft Skills: Business Etiquettes – Professional Personality, Workplace Protocols, Cubicle.

Non-Verbal Communication: Kinesics and Proxemics, Paralanguage

Interpersonal Skills

Language Skills: Improving command in English, improving vocabulary, choice of words, Common problems with verbs, adjectives, adverbs, pronouns, tenses, conjunctions, punctuations, prefix, suffix, idiomatic use of prepositions. Sentences and paragraph construction, improve spellings, common errors and misappropriation, Building advanced Vocabulary (Synonyms, Antonyms), introduction to Business English.

UNIT-I

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapters 1, 6]; TB2 [Chapters 8, 11, 25]; TB3 [Chapters 1, 35]

Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies; components of environment: atmosphere, hydrosphere, lithosphere, and biosphere
- Scope and importance; Concept of sustainability and sustainable development
- Emergence of environmental issues: Climate change, Global warming, Ozone layer depletion, Acid rain etc.
- International agreements and programmes: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity(CBD), Ramsar convention, The Chemical Weapons Convention (CWC), UNEP, CITES, etc

UNIT-II

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapters 2, 3]; TB2 [Chapters 2, 15, 16, 17]; TB3 [Chapters 2, 7, 11, 12]

Ecosystems and Natural Resources

- Definition and concept of Ecosystem
- Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), ecological pyramids and homeostasis.
- Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India
- Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration
- Energy resources: Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source

UNIT-III

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapter 4]; TB2 [Chapters 4, 5, 6]; TB3 [Chapters 22, 23, 24]

Biodiversity and Conservation

- Definition of Biodiversity; Levels of biological diversity: genetic, species and ecosystem diversity
- India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories
- Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples.
- Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis
- Biodiversity conservation strategies: in-situ and ex-situ methods of conservation (National Parks, Wildlife Sanctuaries, and Biosphere reserves.
- Case studies: Contemporary Indian wildlife and biodiversity issues, movements, and projects (e.g., Project Tiger, Project Elephant, Vulture breeding program, Project Great Indian Bustard, Crocodile conservation project, Silent Valley movement, Save Western Ghats movement, etc)

UNIT-IV

UNIT – I

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapters-1, 2], TB2 [Chapters-1] Introduction to human values:

- Understanding the need, basic guidelines, process of value education
- Understanding the thought provoking issues- continuous happiness and prosperity
- Right understanding- relationship and physical facilities, choice making- choosing, cherishing and Acting
- Understanding values- Personal Values, Social values, Moral values and spiritual values, Self- Exploration and Awareness leading to Self- Satisfaction; Tools for Self-Exploration.

UNIT-II

No. of Hours: 10 Chapter/Book Reference: TB2 [Chapters 5-10]

Harmony and role of values in family, society and human relations

- Understanding harmony in the Family- the basic unit of human interaction; Understanding values in human-human relationship; Understanding harmony in the society-human relations.
- Interconnectedness and mutual fulfilment; Coexistence in nature.
- Holistic perception of harmony at all levels of existence-universal harmonious order in society. Visualizing a universal harmonium order in society- undivided society (Akhand Samaj), universal order (Sarvabhaum Vyawastha)- from family to world family.

UNIT-III

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapters-2, 3]

Coexistence and role of Indian Ethos:

- Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature
- Ethos of Vedanta; Application of Indian Ethos in organizations in management; Relevance of Ethics and Values in organizations in current times.

UNIT-IV

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapters-4, 5], TB2 [Chapters-12, 13]

Professional ethics

- Understanding about Professional Integrity, respect and equality, Privacy, Building Trusting relationships, Co-operation, respecting the competence of other profession.
- Understanding about taking initiative, promoting the culture of openness, depicting loyalty towards goals and objectives.
- Ethics at the workplace: - cybercrime, plagiarism, sexual misconduct, fraudulent use of institutional resources, etc.; Ability to utilize the professional competence for augmenting universal human

Course Code: BCA 221
Course Name: Principles of Management & Organizational Behaviour

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes(CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy(BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:

1. To get the knowledge about the important management concepts and their applications.
2. To help the students to develop cognizance of the importance of management principles.
3. To have an insight of various functional departments in an organization.
4. To help the organization in understanding Organizational culture.

PRE-REQUISITES:

None

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to: -

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Develop basic knowledge about management, management process, managerial roles, skills and functions and management theories.	BTL2,1	PO1, PO2
CO2	To give knowledge about planning and decision making process. To describe about staffing and directing.	BTL2,4	PO2, PO1
CO3	To learn about the motivation theories and Leadership styles. To discuss about the Organizational behaviour and its application.	BTL4,6	PO3
CO4	To give basic knowledge people management, their personality and perception. To describe about the Organisational culture and its effects.	BTL5,2	PO3

UNIT – I

No. of Hours: 12 Chapter/Book Reference: TB1 [Chapters – 1, 2, 4]

Management: Meaning & concept, Management principles (Fayol & Taylor), Management process (in brief), Managerial levels, Skills, Roles and Functions of a manager, Management Theories (Classical, Neo classical, Behavioral, Systems & Contingency).

UNIT – II

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapters – 7, 8, 10, 16, 17, 27, 28]

Planning: Meaning, Purpose & process, Decision making: Concept & process, Organizing: Process, Departmentation, Authority & Responsibility relationships, Decentralization.

Staffing: Concept, nature & importance of staffing and Directing.

UNIT – III

No. of Hours: 12 Chapter/Book Reference: TB1 [Chapters – 13, 18, 32, 33]

Motivation: concept & theories (Maslow's, Herzberg Two factor, McGregor's theory X & Y), Leadership: Concepts & styles. Controlling: Nature, Importance, significance & Process of control.

Organizational Behavior: concept and Nature of Organisational Behaviour, Importance, Challenges and Opportunities. Organizational culture: Meaning, importance and characteristics of organization culture.

UNIT – IV

No. of Hours: 10 Chapter/Book Reference: TB1 [Chapters –34, 35, 36, 40, 41]

Managing People - Meaning, Need of understanding human behavior in organization, Models of OB, Major concepts in OB (elementary) - **Personality, Learning, concept of perception & perception theories, Attitude Building and Leadership.**

TEXT BOOKS:

TB1. Dr. C.B Gupta "Management concepts & practices" S.Chand & Sons, 2009.

REFERENCES BOOKS:

RB. Stoner, Freeman & Gilbert, "Management" 6th Edition, Pearson International.

RB2. Ankur Chhabra, "Organisational Behaviour", Sun India Publications, 2009

RB3. Robbins, Stephen P, "Organisational Behaviour". PHI, 2010

INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop the following:

1. To boost student's confidence through oral and written skills.
2. To help students develop leadership skills and teamwork.
3. To prepare students for work related challenges.

PRE-REQUISITES:

None.

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO#	Detailed Statement of the CO	*BT Level	Mapping to PO #
CO1	Learn Social Etiquettes and social conversation.	BTL1, BTL2, BTL3	PO9, PO11
CO2	Learn Leadership, Decision making and Team-building skills	BTL2, BTL3, BTL4	PO9, PO11
CO3	Improve confidence building skills	BTL2, BTL3, BTL4	PO9, PO11
CO4	Able to manage Stress and Time Management	BTL2, BTL3, BTL4	PO9, PO11

UNIT-I

No. of Hours: 5 Chapter / Book Reference: TB1 [Chapter - 6], TB2 [Chapters - 19, 20]
RB2 [Chapter - 4]

Personality Development, Professional Etiquettes, Art of Social Conversation, Basic Body Language, Meeting and Greeting Skills

UNIT- II

No. of Hours: 5 Chapter / Book Reference: TB3 [Chapter - 6], TB4 [Chapters - 12, 13, 16],
RB3 [Chapter - 9], RB4 [Chapter - 10]

Leadership and Team-Building Skills, Decision Making and Problem Solving through Effective Communication Strategies. Role plays, Team building

UNIT- III

No. of Hours: 8 Chapter / Book Reference: RB3 [Chapters - 3, 4], RB4 [Chapter - 17]

Confidence Building Skills Self-Introduction, Self-Awareness, Mock Interviews, Extempore, Group Discussion

UNIT- IV

No. of Hours: 4 Chapter / Book Reference: RB1 [Chapters - 4, 6, 9]

Stress and Time Management

Stress management - Meaning, types, Impact /Consequences (Mind, Body and Health), Tips for Busting Stress, Case Studies

Time management- Importance, Techniques. Case Studies

TEXT BOOKS:

TB1. Business Communication by Asha Kaul- PHI

TB2. Personality Development and Communication Skills-I by Urmila Rai and S.M. Rai - Himalaya Publishing House

TB3. Communication Skills" by Sanjay Kumar and Pushp Lata, Oxford University Press.

TB4. Business Communication by Meenakshi Raman and Prakash Singh, Oxford University Press

REFERENCE BOOKS:

RB1. Life Management and Stress Management by Shawn Chhabra

RB2. Personality Development and Communication Skills-II- by C.B. Gupta

RB3. Self-Awareness: The Hidden Driver of Success and Satisfaction – Travis Bradberry

RB4. Business Communication by Hory Sankar Mukherjee, Oxford University Press

**SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF ARTS (JOURNALISM & MASS
COMMUNICATION)
as per
CHOICE BASED CREDIT SYSTEM
For
First to Sixth Semester
(to be effective from Academic Session 2016-2017 onwards)**



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

- i. Approved in the 8th Meeting of the Board of Studies held on 27.06.2016
- ii. To be effective from the Academic Session 2016-17 onwards

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

FIRST SEMESTER

CONTEMPORARY INDIA: AN OVERVIEW

COURSE CODE: BA (JMC) 103	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- debate on various aspects of Indian history, art and culture
- critically engage on various socio-economic and political issues in India
- utilize knowledge gained to influence the social fabric of the country

Unit I: [Indian History & Culture]**L: 12**

1. Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism
2. Art and Culture: Contemporary Issues and Debates
3. Scientific Temper: Concept, Relevance and Practice
4. Indian Freedom Movement (1857-1947) Landmarks

Unit II: [Indian Polity]**L: 14**

1. Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles
2. Federalism: Centre and State Relations
3. Presidential System and Parliamentary Democracy
4. General Elections and Electoral Reforms, National and State Political Parties in India

Unit III: [Indian Economy]**L: 12**

1. The Nature and Ideological Contours of Indian Economy
2. Five Year Plans, Mixed Economy
3. Liberalisation, Privatisation and Globalisation (FDI, BPOs and KPOs)
4. Current Five Year Plan and New Economic Initiatives

Unit IV: [Social Movements & Activism]**L: 10**

1. Marginalisation, Socio-Economic Equality and Reservation
2. Women Safety, Gender Equality and Activism
3. Public Health, Hygiene & Sanitation: *Swachh Bharat Abhiyaan*
4. Judicial Activism

Suggested Readings:

1. Agrawal, A. N. (1983). Indian Economy: Problems of Development & Planning. Delhi: Vikas Publishing House.
2. Bakshi, P. M. (2007). The Constitution of India: Selective Comments. Delhi: Universal Law Publishing.
3. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
4. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand & Sons.
5. Fadia. B.L. (2016). Indian Government and Politics: Sahitya Bhawan.
6. Narang, A.S. (1985). Indian Government and Politics. New Delhi: Gitanjali Publishing House.
7. Singhal, A., & Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.
8. Verma, N., & Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

ELECTIVE COURSE

FIRST SEMESTER

PERSONALITY DEVELOPMENT

COURSE CODE: BA (JMC) 107	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- define basics of Personality Development
- understand listening, speaking & writing etiquettes
- utilize knowledge gained in developing a positive personal attitude

Unit I- [Personality Development and Understanding the Self]**L: 12**

1. Meaning, Definition and Basics of Personality
2. Types of Personality
3. Models of Self Introspection: Johari Window, SWOT Analysis
4. Development of Positive Personal Attitude

Unit II: [Communicative Persona & Communication]**L: 12**

1. Communicative Persona: Semantics, Syntax, Phonetics, Para-Language and Body Language
2. Inter-personal and Inter-Cultural Communication
3. Professional Communication: Resume Writing Skills, Offline and Online Writing Etiquettes
4. Personality and Professional Skill Development for Media Entrepreneurs

Unit III: [Life Skills]**L: 12**

1. Importance of Time Management for Media
2. Significance of Team Work and Leadership
3. Decision Making, Problem Solving Techniques and Supportive Supervision
4. Managing Peer Relationships and Non-Violent Conflict Resolution

Unit IV: [Social Behaviour and Attitude]**L: 12**

1. Role of Different Institutions in Personality Development: Home, School, Society and Media
2. Art of Negotiation
3. Working on Attitudes: Aggressive, Assertive and Submissive, Coping with Emotions
4. Coping Skills: Coping with Emotions and Coping with Stress

Suggested Readings:

1. Gupta Rajat (2012). Soft Skills: Tools for Success. Yking Books, Jaipur.
2. Hurlock, E. B. (1973). Personality Development. New York: McGraw-Hill.
3. Singh, Abha (2012). Behavioural Science: Achieving Behavioural Excellence for Success: Wiley India Private Limited.
4. Sharma, S. (2013). Body language and Self-Confidence. Jaipur: Sublime Publications.
5. Training manual. (2005). Self-Development and Interpersonal Skills: ILO, New Delhi.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)**ELECTIVE COURSE****FIRST SEMESTER****WRITING SKILLS**

COURSE CODE: BA (JMC) 109	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- describe the writing process for various media
- describe the process of translation
- utilize knowledge gained in writing accurately and creatively for mass media

Unit I- [Understanding Writing]**L: 12**

1. Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective
2. ABCD of Media Writing: Grammar and Vocabulary (remedial exercises based on print and electronic media)
3. Writing for News and Non-news Mediums (print and electronic media)
4. **Ethics in Media Writing**

Unit II: [Understanding Writing Process]**L: 12**

1. Process Writing: Brainstorming for Ideas, Idea Organization and Audience Analysis
2. Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative
3. Editing and Formatting: APA Style Sheet Basics
3. Abstract, Summary, Paragraph, Essay and Column Writing

Unit III: [Online Writing Skills]**L: 12**

1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes
2. Online Official Correspondence
3. Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites
4. Maintaining Digital Databases

Unit IV: [Translation]**L: 12**

1. Translation Practices: Translation, Transliteration and Trans-Creation; Concept, Forms and Manifestations
2. The Location, Scope and Significance of Translation in Indian Media
3. Process of Translation from English to Hindi and vice - versa

Suggested Readings & E-resources:

1. Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
2. Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
3. Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
4. Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
5. W., M., & V., P. R. (2008). High School English: Grammar & Composition. Batu Caves, Selangor: Crescent News..
6. Whitaker, W. R., Ramsey, J. E., & Smith, R. D. (2012). Media writing: Print, Broadcast, and Public Relations. New York: Routledge.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

SECOND SEMESTER

MEDIA LAWS AND ETHICS

COURSE CODE: BA (JMC) 104	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- define Freedom of Press as per Article 19(1) (a) of the Indian Constitution
- explain reasonable restrictions in freedom of press
- describe the need & importance of the Press Council of India
- utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

Unit I: [Freedom of Press & Indian Constitution]**L: 12**

1. Legal Terminology: Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions, Affidavit, Accused, Acquittal, Bail, Conviction, Defendant, Evidence, Plaintiff, Prosecution, Prima Facie, Sub-Judice
2. Press Laws Before and After Independence
3. Bill to Act: Case Study of Lokpal
4. Freedom of the Press and the Indian Constitution, Freedom of Speech and Expression: Article 19(1) (a) and Reasonable Restrictions Article 19 (2)

Unit II: [Press Commissions and Committees]**L: 12**

1. Press Commissions and Press Council of India
2. Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee
3. The State: Sedition-incitement to violence (section 124A IPC)
Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation),
Judiciary: Contempt of Court 1971

Unit III: [Media Acts and Laws]**L: 12**

1. Press & Registration of Books Act 1867 and 1955, Copyright Act 1957
2. Working Journalists Act 1955 & 1958, Young Persons Harmful Publications Act 1956
3. Prasar Bharati Act 1990 and Cinematograph Act 1952
4. Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)
5. Defamation, Libel & Slander (Case studies)

Unit IV: [Regulatory Bodies]**L: 12**

1. **Defining Media Ethics: Social Responsibility of Press**
2. Legal Rights and Responsibilities of Journalists
3. Code of Ethics: Editors' Guild, Press Council of India, AIR & Doordarshan Code
4. Regulatory Framework: TRAI, BCCC, News Broadcasters Association (NBA) and their functioning

Suggested Readings:

1. Aggarwal, S. K. (1989). Media Credibility. New Delhi, India: Mittal Publications.
2. Basu, D. D. Introduction to the Constitution of India. Prentice Hall.
3. Ghosh, K. (1973). Freedom or Fraud of the Press. Calcutta: Rupa & Co.
4. Mankekar, D. R. (1973). The Press under Pressure. New Delhi: Indian Book.
5. Mass Media Laws and Regulations in India. (2000). Singapore: Asian Media Information and Comm. Centre.
6. Rayudu, C. S., & B., N. R. (1995). Mass Media Laws and Regulations. Bombay: Himalaya Publication House.
7. Shrivastava, K. M. (2005). Media Ethics: Veda to Gandhi & beyond. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India.
8. Thakurta, P. G. (2011). Media Ethics: Truth, Fairness, and Objectivity. New Delhi: Oxford University Press.
9. Venkateswaran, K. S. (1993). Mass Media Laws and Regulations in India. Singapore: Asian Mass Communication Research and Information Centre.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

SECOND SEMESTER

STILL PHOTOGRAPHY

COURSE CODE: BA (JMC) 106	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- define Photography
- describe the parts of a digital camera and their functions
- describe various lights and lighting applications
- demonstrate proficiency of knowledge in Photo Journalism

Unit I: [Basics of Photography]**L: 12**

1. Photography: Definition, Meaning & Concept
2. Brief History of Photography
3. Types of Cameras: Digital vs Film
4. Types of Photography: Portrait, Wildlife, Nature, Advertising, Fashion, Night Photography

Unit II: [Camera Basics]**L: 12**

1. Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder
2. Camera Control and Adjustment:
 - a. Exposure- Aperture, Shutter, ISO
 - b. Depth of Focus and Depth of Field
 - c. Measurement of light -Exposure Metering System
 - d. Composition and Perspective
3. Type of Lenses and Special Purpose Lenses
4. Camera Accessories

Unit III: [Lighting]**L: 12**

1. Sources of Light: Natural and Artificial
2. Nature and Physical Properties of Light
3. Three Point Lighting: Key, Fill and Back
4. Lighting Aesthetics: Controlling Contrast through Lighting

Unit IV: [Photo Journalism]**L: 12**

1. Photo Journalism: Definition and Concept, Role and Importance
2. Photo Stories, Photo Features and Photo Essays
3. Photo Appreciation
4. Photo Editing Tools, Morphing
5. Legal and Ethical Issues

Suggested Readings & E-resources:

1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. www.betterphotography.com/the-international-landscape-photographer-of-the-year
7. www.karltaylorphotography.com/photography-tips-training-structure

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

ELECTIVE COURSE
SECOND SEMESTER

SPORTS JOURNALISM

COURSE CODE: BA (JMC) 110	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objective of the Course

On completion of this course, the student should be able to:

- define Sports Journalism
- explain types and techniques of sports reporting and writing
- describe the importance of sports management and regulatory organisations
- utilize knowledge gained to promote physical and mental wellbeing through sports

Unit I: [Sports Journalism]**L: 12**

1. Defining Sports Journalism
2. Role and functions of International Sports Organizations: FIFA, ICC, IOC, International Paralympic Committee, Commonwealth Games Federation, Asian Games Federation, National Games
3. Sports Authority of India (SAI), its importance in the promotion and management of sports
4. News Sources for Sports Journalism

Unit II: [Sports Reporting and Writing]**L: 12****1. News Values and Ethics for Sports Reporting and Writing**

2. Types and techniques of writing sports stories: Feature, Interviews, Advanced Story, Trend Story, Column, News Story and Game Story
3. Sports Photography: Equipment, Editing, Publishing and Uploading
4. Editing and Use of Info-graphics, Layout of Sports News

Unit III: [Sports Management and Organisations]**L: 12**

1. Understanding Sports Management: Planning, Organizing, Coordinating and Controlling Pre, During and Post Event Issues
2. Sports Marketing and Promotion: Sponsors, Sports Management Companies, Spectators, Sports Personalities and Media
3. Emerging Professional Sporting Leagues: Pro Kabaddi League, Indian Super League (ISL), Indian Premier League (IPL), Indian Hockey League (IHL)
4. The role, significance, functions and need of WADA (World Anti-Doping Agency) and NADA (National Anti-Doping Agencies)

Unit IV: [Emerging Trends and Opportunities in Sports]**L: 12**

1. Sports writing for Print, Broadcast and Online: Commentaries; Live Telecast, Sportscast, Web Commentaries and News Alerts for Mobiles
2. New Trends in Sports Journalism: E-magazines and Blogs
3. Role of Sports Journalist in promoting Physical and Mental Wellbeing through Sports
4. Future of Sports Journalism and Career Opportunities

Suggested Readings:

1. Armstrong, J. R., & Tucker, W. E. (1964). Injury in Sports. Springfield, IL: C.C. Thomas.
2. Craig, S. (2002). Sports Writing: A Beginner's Guide. Shoreham, VT: Discover Writing Press.
3. Parks, J. B., Zanger, B. K., & Quarterman, J. (1998). Contemporary Sport Management. Champaign, IL: Human Kinetics.
4. SHANK, M. D. (2009). Sports Marketing: A strategic Perspective. Upper Saddle River, NJ: Pearson Prentice Hall.
5. Sports Journalism: A Practical Introduction. (2013). London: Sage Publications.
6. Steen, R. (2014). Sports Journalism. London: Taylor & Francis.
7. Thakur, K. C. (2010). Sports Journalism. New Delhi, India: Cyber Tech Publications.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

THIRD SEMESTER

DEVELOPMENT COMMUNICATION

COURSE CODE: BA (JMC) 201	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- define and describe the process of Development Communication
- explain the models and paradigms of Development Communication
- utilize the knowledge gained in designing social media marketing campaign on a development issue

Unit I: [Introduction to Development Communication]**L: 18**

1. Development Communication: Definition, Meaning and Process
2. Economic and social indicators of development:
 - a. GDP/GNP
 - b. Human Development Index
 - c. Happiness Index
 - d. Communication as an indicator: Role of ICT
 - e. Human Rights as an Indicator
3. Approaches to Development Communication: Diffusion of Innovation; Magic Multiplier; Empathy
4. Communication and Social Change:
 - a. Gandhian Perspective; Panchayati Raj
 - b. Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM
 - c. Sustainable Development Goals

Unit II: [Models and Paradigms of Development Communication]**L: 10**

1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission
2. Non-Linear: World System Theory, Neo-Marxist Theory
3. Changing Paradigms of Development
4. Alternative Paradigms: Participatory, Think local/Act global - Think global/Act local

Unit III: [Development Journalism]**L: 10**

1. Role and performance of Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
3. Role of NGOs in Development
4. Cyber media and Development: e-governance, digital democracy & e-chaupal

Unit IV: [Social Marketing]**L: 10**

1. Social Marketing and Development: An Overview
2. Corporate Social Responsibility: case studies in India
3. Social change Campaign in India (Case studies)
4. Development of social media marketing campaign

Suggested Readings:

1. Gupta, V. S. (2004). Communication & Development. New Delhi, India: Concept Pub.
2. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.
3. Joshi, U. (2001). Understanding Development Communication. New Delhi: Dominant and Distributors.
4. Melkote, S. R. (2001). Communication for Development in the Third World: Theory and practice. New Delhi: Sage Publications.
5. Narula, U. (2007). Development Communication: Theory and Practice. New Delhi: Har-Anand Publications.
6. Nair, K. S., & Smith, S. A. (1993). Perspectives on Development Communication. New Delhi: Sage Publication's.
7. Sood, R. (2014) Message Design for Development Communication. New Delhi: S. Kapoor & Sons.
8. Sharma, R. (2012). Breakout Nations: In Pursuit of the Next Economic Miracles. New York: W.W. Norton &.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

FOURTH SEMESTER

BASICS OF PUBLIC RELATIONS

COURSE CODE: BA (JMC) 204	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- define Public Relations
- describe role and importance of Public Relations
- describe the functions of PR agency
- utilize knowledge gained in planning and designing a public relations campaign

Unit I: [Concept and Evolution of Public Relations]**L: 14**

1. Defining Public Relations: Functions and Types of Publics
2. Evolution of Public Relations
3. Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool
4. **Ethics in PR**, PRSI Code, IPRA

Unit II: [PR Agency- Tools and Techniques]**L: 12**

1. PR agency: Concept, Structure and Functions
2. Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3. Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions
4. Use of Digital Media and Emerging trends in PR

Unit III: [PR in Different Sectors]**L: 10**

1. Role and Responsibility of PRO
2. PR in Public and Private sector (CSR)
3. Role of PR in Education and Health sector
4. Role of PR in Political Parties and Election Campaigns

Unit IV: [Corporate Communications and PR]**L: 12**

1. Evolution of Corporate Communications
2. Corporate Communications and Public Relations
3. Defining PR Pitch and Campaign
4. PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation

Suggested Readings & E-resources:

1. Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
3. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
4. Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
5. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.
6. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.
7. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
8. Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com
9. www.tv-handbook.com/index.html
10. www.cengagebrain.co.nz/content/zettl

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

ELECTIVE COURSE

FOURTH SEMESTER

TELEVISION NEWS: REPORTING AND ANCHORING

COURSE CODE: BA (JMC) 208	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objective of the Course

On completion of this course, the student should be able to:

- describe the structure and functioning of TV news channel
- explain the role and responsibilities of TV News Reporter and Anchor
- utilize knowledge gained in writing and presenting TV news

Unit I: [Structure of TV News Channel]**L: 12**

1. Basics of Television News: Concept of News and News Value
2. Structure of TV News Channel
3. Qualities and Responsibilities of News Personnel
4. News Sources and Monitoring Services

Unit II: [TV News Writing]**L: 12**

1. Characteristics and Essentials of TV Language
2. News Writing: Concepts and Elements
3. Writing for Visuals: Simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding
4. News Writing for TV versus other Media

Unit III: [TV News Reporting]**L: 12**

1. Television News Reporter: Techniques and Styles
2. Different Types of Reporting: Objective, Investigative, Interpretative, Reporting Beats
3. Essentials of Field Reporting: Live/recorded Phone-in, Piece to Camera, Walk through
4. Guidelines and Challenges for a TV Reporter

Unit IV: [TV News Anchoring]**L: 12**

1. News Anchor: Qualities, Responsibilities and Professional Ethics
2. Voice Personality & Presentation
3. Anchoring News & Non-News Programs
4. Anchoring with/without Tele-prompter, Studio and Outdoor

Suggested Readings:

1. Baker, J. (2005). Secrets of Voice-Over Success: Top Voice-Over Artists Reveal how they did it. Boulder, Sentient Publications.
2. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
3. Kalra, R. J. (2012). The ABC of News Anchoring: A guide for Aspiring Anchors, Pearson.
4. Zettl, H. (2005). Television Production Handbook, Cengage Learning.
5. www.icfj.org/sites/default/files/Broadcast_English
6. www.asaha.com/ebooks/news-writing-and-reporting

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

ELECTIVE COURSE

FOURTH SEMESTER

CORPORATE COMMUNICATION

COURSE CODE: BA (JMC) 210	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objective of the Course

On completion of this course, the student should be able to:

- define corporate and Corporate Communication
- describe shift from PR to Corporate Communication
- utilize knowledge gained for Corporate Branding

Unit I: [Understanding Corporate Environment]**L: 12**

1. Contemporary Corporate Environment: an overview
2. Forms of Corporate Constituencies
3. Brand Identity, Brand Image and Brand Reputation
4. Corporate Philanthropy and Social Responsibility

Unit II: [Introduction to Corporate Communication]**L: 12**

1. Corporate Communication: Definition, Concept And Scope
2. Shift from PR to Corporate Communication
3. Structure and forms of Corporate Communication: Management, Marketing, Organizational
4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit III: [Corporate Communication in Practice]**L: 12**

1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept And Steps
4. Corporate Advertising: Concept and Functions

Unit IV: [Application of Corporate Communication]**L: 12**

1. Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis)
2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)

Suggested Readings:

1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
3. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
4. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.

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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

SIXTH SEMESTER

ENVIRONMENT COMMUNICATION

COURSE CODE: BA (JMC) 306	L: 4	T/P: 0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25 Marks		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

- understand development as an issue of Man v/s Nature and man as part of nature
- describe the concept, scope and importance of environment and Environment Communication
- describe the concept, structure and functions of Ecosystem
- describe causes, effects and control measures for Environmental Disasters
- utilize knowledge gained to conserve natural resources for human welfare

Unit I: [Environment and Media]**L: 12**

1. Environment: Definition, Scope and Importance
2. Environment Communication: Definition, Concept and Need for Public Awareness
3. Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
4. Role of Individual and Media in Conservation of Natural Resources

Unit II: [Ecosystem and Media]**L: 12**

1. Ecosystem: Concept, Structure and Functions
2. Ecological Succession: Types and Stages
3. Biodiversity: Definition and Concept
 - a. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife, Man-wildlife conflicts
 - b. Endangered and Endemic Species of India
4. Role of Multi-Media in Sensitising Masses towards Ecosystem

Unit III: [Environmental Disaster and Media]**L: 12**

1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards
2. Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
3. Disaster Management: Concept, Need and Importance; Role of NDMA
4. Media Intervention in Disaster Management

Unit IV: [Environment and Human Welfare]**L: 12**

1. Industrialisation, Consumerism and Development
2. Global Warming and Climate Change: Shift to Alternate Sources of Energy
3. Environment and Social Movements: Chipko Movement, Narmada Bachao Andolan
4. Media, Environment and Human Welfare

Suggested Readings:

1. Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.
2. Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).
3. Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.
4. Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.

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Pravin Chandra

SCHEME OF EXAMINATION

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SYLLABI

of

MASTER OF BUSINESS ADMINISTRATION

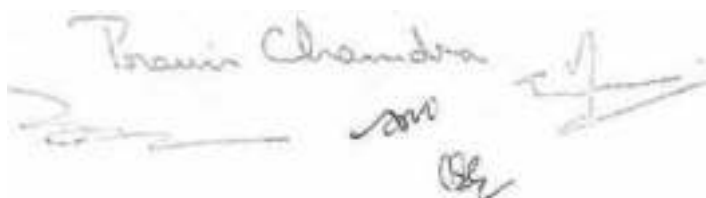
for

First and Second Semesters (w.e.f. 2021

- 2022 Academic Session)



Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least **102** credits.



SCHEME OF EXAMINATION
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION

FIRST SEMESTER

Code No.	Paper	Type	L	TIP	Credits
MS 101	Management Process and Organisational Behaviour	Core/Open Elective	3	-	3
MS 103	Quantitative Techniques	Core	3	-	3
MS 105	Managerial Economics	Core	3	-	3
MS 107	Accounting for Management	Core	3	-	3
MS 109	Information Technology Management	Skill Enhancement	3	-	3
MS III	Marketing Management	Core/Open Elective	3	-	3
MS I13	Communication in Organizations	Ability Enhancement	2	1	3
MS-I15	Legal Aspects of Business	Core/Open Elective	3	-	3
MS 117	Information Technology Management Lab	Skill Enhancement		2	1
	Total		23	3	25

Industrial Visit:

There may be one Industrial Visit for the students in the 1st Year either in the First Semester or Second Semester. The students will be required to submit a report and present the same to their Industrial Visit In-Charge.

Pravin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

SECOND SEMESTER

Code No.	Paper	Type	L	TIP	Credits
MS 102	Technology and Innovation Management	Core/ Open Elective	3	-	3
MS 104	Financial Management	Core	3	-	3
MS 106	Business Research	Core	3	-	3
MS 108	Sustainable Operations Management	Core/Open Elective	3	-	3
MS 110	Management of Information Systems	Core	3	-	3
MS 112	Human Resource Management	Core/ Open Elective	3	-	3
MS 114	Minor Project	Ability Enhancement	-	-	4
MS 116	Professional Skill Development(NUES)	Skill Enhancement	2	I	3
MS-I18	MOOC/Open Elective*	Ability Enhancement	3	-	3
	Total		23	1	28

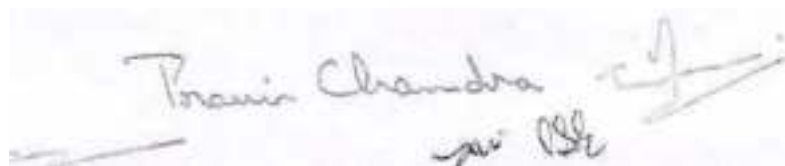
Note:

*The student is required to choose one MOOC course of 3 credits at PG level as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. 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. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

The Student is required to undergo Summer Training of Six to Eight Weeks after the end-term exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

A Post-Graduate Diploma in Management will be awarded, if a student wishes to exit at the end of first year/second semester upon successful completion.

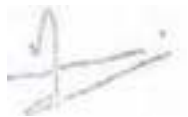
A Student having qualified in Post Graduate Diploma in Management from GGSIP University can join the MBA programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation)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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)

THIRD SEMESTER

Code No.	Paper	Type	L	TIP	Credits
MS 201	Summer Training Report	Ability Enhancement	-	-	4
MS 203	Management of International Business	Core	3	-	3
MS 205	Managing E-Business	Core	3	-	3
MS 207	Entrepreneurship Development & Startup	Core/ Open Elective	3	-	3
MS 209	Strategic Management	Core	3	-	3
MS211	Business Analytics	Skill Enhancement	2	-	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Management Process & Organizational Behaviour

Course Code: MS-101

L-3 Credits-3

Objectives: This course is designed to expose the students to fundamental concepts of management, its process and behavioral dynamics in organizations.

Course Contents Unit I

Introduction to Management: Meaning and Nature of Management, Evolution of Management, Tasks and Responsibilities of a Professional Manager, Management by Objectives, Case Study.
(8 hours)

Unit II

Process of Management: Planning- Concept, Process and Techniques, Directing - Definition, Principles and Process, Controlling - Definition, Process and Techniques, Decision Making - Concept, Importance and Models, Case Study.
(8 hours)

Unit III

Fundamentals of Organizational Behaviour: Organizational Behaviour - Nature and Scope, OB Models - merits and demerits, Personality - concept and types, Perception and Attitude, Learning - concept and theories, Motivation - definition, importance and theories, Managing stress at Work - concept and techniques, Organization Structure - concept and types, Case Studies.
Organizational Processes and Structure: Organizational Design and Structure, Organizational Culture and Climate, Cross Cultural Organizational Behavior
(16 hours)

Unit IV

Group and their Dynamics, Work Teams: Group and their dynamics - Concept and Types, Work Teams - definition and importance, Stages of team Building and its behavioral dynamics, Leadership - Concept, Importance and Styles, **Organizational Justice - Concept, Importance and Types. (10 hours)**

Suggested Books: (All Latest Editions)

- I. Robbins. Judge, S.P., T.A., Yohra, N. Organizational Behaviour. Pearson Education
- Nahavandi, A. et al., Organizational Behavior. Sage Publication
- Greenberg, J. and Baron, R.A. Behaviour in Organization. Pearson Education
- Stoner, J.A.F., Freeman, R.E., Kodwani, A.O., et.al. Management. Pearson Education.
- Newstrom, J.W. & Davis, K. Organizational Behaviour Human Behaviour at Work, McGraw Hill Education
- Koontz, H, Weihrich, H, Mark V, Cannice, M.Y. Essentials of Management-An International Innovation and Leadership Perspective, MC.Graw Hill.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

QUANTITATIVE TECHNIQUES

Course Code: MS-103

L-3 Credits-3

Objectives: To provide understanding on relevance & need of quantitative methods for making business decisions, to have a sound knowledge of fundamentals of statistics and statistical techniques, be able to read and interpret statistical information, be able to perform statistical analysis for effective decision making in organizations.

Course Contents Unit I

Descriptive Statistics: Measures of central tendency, concept of dispersion, measures of dispersion: absolute and relative measures, skewness-meaning and measures, kurtosis-meaning and measures, bivariate analysis: concept of correlation, measures of correlation, regression meaning, regression lines, OLS regression: assumptions, computation of regression coefficients, standardized and unstandardised regression coefficients. Decision making based on Regression Analysis **(12 hours)**

Unit II

Probability Analysis - Concept and meaning of probability, theorems of probability: addition, multiplications, Bayes'theorem, probability distribution: Discrete and Continuous distribution-binomial, Poisson and Normal Distribution. Application of Probability in decision making. **(10 hours)**

Unit III

Linear Programming : Meaning, Assumptions, formulation of linear programming model: solution of linear programming problem: graphical and simplex method, Special types of linear programming problems- assignment modeling, solution of assignment problem with Hungarian assignment model,

travelling salesman model, transportation model, applications, computation of initial feasible solution and testing its optimality, concept of trans-shipment. **(10 Hours)**

Unit IV

Decision theory: States of decision making, decision tree analysis, game theory: meaning concept and types of games, principles of dominance, solution of games with algebraic, graphical and simplex method **(10 hours)**

Suggested Readings: (All Latest Editions)

- I. Sharpe, N.R., De Yeaux, R.D., and Yelleman, P.F. Business Statistics, Pearson
- Black, K. Business Statistics: For Contemporary Decision Making. India, Wiley Publication.
- Yohra, N.D. Quantitative Techniques in Management. McGraw Hill Education.
- Sharma, J. Operations Research: Theory and Application. India, Macmillan Publication.
- Francis, Joseph J. Business Statistics, Cengage Publication
- Aczel, Amir D., Sounderpandian, J., & Saravanan P. Complete Business Statistics, India: McGraw Hill Education.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF BUSINESS ADMINISTRATION (MBA)

Managerial Economics

Course Code: MS-105

L - 3, Credits - 3

Objectives: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

Course Contents Unit

I

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, **Role of Managerial Economics in Decision Making**; Opportunity cost Principle, Incremental Concept, **Cardinal and Ordinal Approaches to Consumer Behaviour**; Equi-Marginal Principle, Law of Diminishing Marginal Utility, **Indifference Curve Analysis.**

(12 Hours)

Unit II

Demand Analysis and Theory of Production: Demand Function, Elasticity of Demand, Demand Forecasting, Applications of Demand Analysis in Managerial Decision Making; Theory of Production: Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs. (10 Hours)

Unit III

Theory of Cost and Market Structures: Theory of Cost in Short and Long Runs, Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly (10 Hours)

Unit IV

Introduction to Macro Economics: Nature and Importance of Macro Economics; Market, Command, and Mixed Economies, The Invisible Hand. The economic role of government.; Economic Growth and Development; policy framework of money supply, inflation, and interest rates (10 Hours)

Suggested readings: (All Latest Editions)

- I. Hirschey, M. Managerial Economics. Thomson South-Western.
- Salvatore, D. Managerial Economics in a Global Economy. McGraw-Hill.
- Samuelson, W. F., & Marks, S. G. Managerial economics. John Wiley & Sons.
- Truett, Dale B. and Truett J. Lila . Managerial Economics: Analysis, Problems, Cases, John Wiley & Sons.
- Petersen, H. C., Cris, L. and Jain, S.K. Managerial Economics, Pearson Education
- Satya P Das. Microeconomics for Business, Sage Publishing



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Accounting for Management

Course Code: MS-107

L - 3, Credits - 3

Objectives: The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

Course Contents Unit I

Financial Accounting: Scope and Nature of Accounting, Accounting concepts, Principles & Standards, Accounting Cycle, Journalisation, Subsidiary Books; Ledger Posting, Preparation of Trial Balance, Rectification of Errors. Capital and Revenue Expenditure & Income. Fixed Assets and

Objectives: This course is aimed at enabling students to understand the basic marketing concepts, processes and techniques. It will help develop and prioritise appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges

Course Contents Unit

I

Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies; Concept of Customer Value and Customer Satisfaction, Marketing Management Process-An Overview; Concept of Marketing Mix; **Understanding Marketing Environment; Consumer Buyer Behavior;** Market Segmentation, Targeting and Positioning; Overview of Competitive Marketing Strategies. **(12 Hours)**

Unit II

Product and Pricing Decisions: Product Concept; Product Classifications; Product Levels; Product Differentiation; Product Mix; Product Line Decisions; Product Life Cycle-Concept & Strategies; Brand and Branding Strategies; New Product Development Process; Pricing-Pricing Objectives, Determinants of Price, Pricing Methods & Strategies. **(10 Hours)**

Unit III

Promotion and Distribution Decisions: Concept of Integrated Marketing Communication; Promotion Mix-Advertising, Personal Selling, Publicity, Direct Marketing and Sales Promotion; Channels of Distribution; Functions of Intermediaries; Channel Design Decisions, Selecting Channel Members; Channel Management; Emerging Channels of Distribution. **(10 Hours)**

Unit IV

Contemporary Marketing Trends and Issues: Consumer Adoption of Innovations; Rural Marketing, **Social Marketing; Sustainable Marketing;** Digital Marketing; **Ethical Issues in Marketing;** Introduction to Marketing Analytics. **(10 Hours)**

Suggested Readings: (All Latest Editions)

- I. Kotler,P., Keller, K.L., Marketing Management, Pearson Education.
- Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C., Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi
- Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing: Asian Edition, Oxford University Press, New Delhi.
- Ramaswamy, Y.S and Namakumari, S. , Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context Hill, Sage
- Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, Mc Graw Hill Education.
- Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing Management, McGraw Hill Education.



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**GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Communication in Organizations

Course Code: MS-113

L-2,T/P-1, Credits-3

Objectives: The *aim* of the course is to train students to enhance their *skills* in written and oral communication. The course *will* help students develop competence *in* communication so that they can successfully handle the challenges of all types of communication in business environment.

Course Contents

Unit I

Introduction to Business Communication: Business communication - definition, importance. Forms and types of communication (Downward, upward, horizontal and lateral communication), Formal and informal communication network. Process of communication, Barriers and Gateways to communication. **(12 hours)**

Unit II

Written Communication and Application of Communication: Principles of Written Communication - 7C's Concept. Business and Commercial Letter (Request letters, Good News letters, Persuasive letters, Sales letters). Job application and Resume Writing. **(12 Hours)**

Unit III

Oral Communication: Principles of Oral Presentations, Factors Effecting Presentation, Video-conferencing and Skype, Non-Verbal Communication (Para language, Time, Space, Silence, Body language). **Relating through Informative and Persuasive speeches, Listening. (8 hours)**

Unit IV

Recent Trends in Business Communication: **Online Communication and Personal Relationships,** Handling Online Meetings, Business Communication via Social Network, Writing Social Biogs. Inter-cultural communication. **Ethical and Legal Issues. (10 hours)**

Suggested Readings (All Latest Editions)

- I. Courtland L. Bovee et. al., Business Communication Today, Pearson
- Steve Duck and David T. McMahan, The Basics of Communication, Sage, South Asia
- Lesikar R et.al., Business Communication: Connecting in a Digital World, McGraw Hill.
- Murphy H et.al., Effective Business Communication, McGraw Hill.
- Reddy C.R. Business Communication, Wiley Publications.

- Chaturvedi M. Art and Science of Business Communication, Pearson.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

LEGAL ASPECTS OF BUSINESS

Course Code: MS-115

L-3, Credits-3

Objectives: Managing business activities requires some level of acquaintance with the laws and legal systems. Laws are enacted to regulate and govern the relationships between business and various stakeholders i.e government, customers, suppliers, employees and community. This course is intended to enable the students acquire a general understanding of the legal system in India and the laws relevant to business world so that they appreciate the legal implications of the business decisions.

Course Contents

Unit-I

Introduction to Law and Legal Systems: Basic concepts of Law, Classification of Laws and Legal Systems, **Indian Legal System and Administration of Justice**, Constitutional Courts and their jurisdiction, Subordinate Judiciary and their jurisdiction, Tribunals and their jurisdiction, An overview of Alternate Dispute Resolution Mechanisms, Constitutional provisions related to the freedom to do business in India and the reasonable restrictions permissible, Nature of government regulation of business and markets in market economy. **(8 Hours)**

Unit-II

Laws Governing Contracts: The Indian Contract Act, 1872- Definition and essential elements of a contract, Performance of a contract, Discharge of a contract, Breach of a contract, Remedies for breach under the Indian Contract Act, 1872; The Sale of Goods Act, 1930-Definitions of Sale, Agreement to Sell, Goods, Conditions and Warranties, Transfer of property, Rights if a seller and buyer, Rights of an Unpaid Seller. **(12 Hours)**

Unit-III

Laws Governing Business Forms: The Indian Partnership Act, 1932: Formation of Partnership, Relationship between partners, Rights and liabilities of partners, Dissolution of partnership and partnership business

The Companies Act, 2013: Company and its features, Types of Companies, Incorporation of a Company, Memorandum of Association and Articles of Association, Board of Directors and their appointment, powers, duties and liabilities, winding up of a company, Overview of Insolvency and Bankruptcy Code, 2016.

The Limited Liability Partnership Act, 2008: Features of LLP, Incorporation of LLP, Effects of Registration of LLP, Designated partners and their liabilities, Conversion of other forms of business organizations into LLP. **(12 Hours)**

Unit-IV

Laws Governing Relations with various Stakeholders: The Securities and Exchange Board of India Act, 1992: Objectives, Regulatory powers of SEBI, **Regulations related to Public Offer of Shares and Debentures, Regulations related to protection of investors.**

Consumer Protection Act, 2019: Objectives and salient features, Definition of consumer, complainant, defect, deficiency, restrictive trade practice, unfair trade practice, rights of the consumers, 3-Tier structure of dispute resolution commissions-Powers and functions

Competition Act, 2002: Objectives and salient features, Definition of anti-competitive agreement, abuse of dominant position, combinations, role of Competition Commission of India in promoting competitive markets. **(10 Hours)**

Suggested Readings: (All Latest Editions)

- I. Albuquerque, Daniel. Legal Aspects of Business, Second Edition, OUP India
- Pathak, Akhileshwar. Legal Aspects of Business, Mc Graw Hill Education
- Kulkarni, Ravinder. Legal Aspects of Business, Cengage Learning India

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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY; NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)**

Technology and Innovation Management

Course Code: MS-102

L3 Credits-3

Objectives: This course is designed to help students to understand the importance of managing technology, innovation and change at the micro and macro level.

Course Contents Unit I

Technology Management: Understanding Technology and its Relationship with Wealth of Nations. Technology Life Cycles, S- curve of Technology Evolution, Technological Planning and Forecasting, Technology Policy, Technology Strategy, **Technology Generation and Development**, Technology Acquisition and Absorption; **Technology Transfer**, Technology Exports and Joint Ventures. Global Trends in Technology Development and Management.

(14 Hours)

Unit II

Innovations Management: Concepts of Invention and Innovation; Classification and Types of Innovation, Frugal Aspects of Innovation, **Social Innovation**, Innovation Strategies and Models; **Concurrent Engineering**; Process Innovation, Product Innovation, Case Studies on Innovation.

(12 Hours)

Unit III

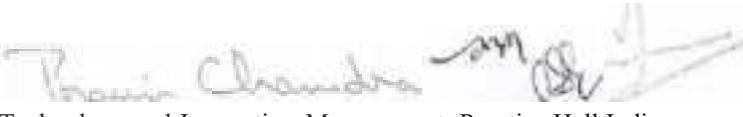
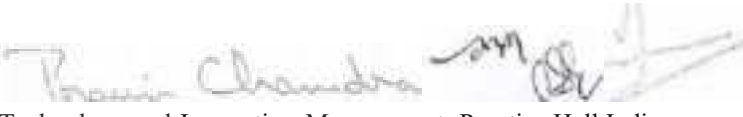
Change Management: Understanding the Nature, Importance, Forces, Types of Technological Change; Diagnosing Organizational Capability to Change Process, Change Strategy, **Building Culture and Climate for Change and Innovation**, Building, **Managing and Sustaining Innovative Organizations**; Nurturing Innovation, **Role of Leadership**. Case studies on Business Transformation. **(10 Hours)**

Unit IV

Creative and Lateral Thinking Management: Understanding Creative Thinking, Myths about Creativity; Factors affecting Creative Thinking, Creative Problem Solving: Approach and Process; Managing Lateral Thinking with Exercises. **(6 Hours)**

Suggested Readings: (All latest editions)

- I. Khalil, T. M. and Shankar, R. Management of Technology: The Key to Competitiveness and Wealth Creation, McGraw Hill Education
- Narayanan, V. K. Managing Technology and Innovation for Competitive Advantage, Pearson Education.
- Frederick Betz. Managing Technological Innovation: Competitive Advantage from Change, John Wiley & Sons, Inc., USA.
- Tushman, Michael L and Anderson P. Managing Strategic Innovation and Change, Oxford University Press.
- Khurana V. K. and Saini A.K. Management of Technology and Innovation for Competitive Advantage, Ane Books, New Delhi.

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-  Sanjiva Shankar Dubey.
Technology and Innovation Management, Prentice Hall India.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF BUSINESS ADMINISTRATION (MBA)

Financial Management

Course Code: MS-104

L - 3, Credits - 3

Objectives: The course is aimed to provide an understanding of the essential elements of financial management and the financial environment in which the business firm operates. The paper will examine the objective of shareholder wealth maximization which encompasses much of modern corporate finance and its implication for decision making in the present context.

Course Contents

Unit I

Financial objectives; Impact of Financial and Economic Environment on Financial Management; Time Value of Money, Computation of EMI, Annuity, Annuity Due, Funds Flow Analysis, Cash Flow Statement and its Interpretation (AS-3). **(10 Hours)**

Unit II

Capital Structure: Net Income Approach, Net Operating Income Approach, Traditional Approach and MM Approach, Cost of Capital: Leverage Analysis, Operating Leverage, Financial Leverage, Combined Leveraged. EBIT- EPS Analysis, Capital Gearing. **(10 Hours)**

Objectives: The course will enable students appreciate the strategic significance of operations management in a highly competitive global economy and to introduce various principles, concepts, tools and techniques in the area of operations management. Students are expected to gain a conceptual understanding of the subject and relate them to practical application in real life situation.

Course Contents

Unit I

Introduction to Operations Management: Nature and Scope of Operations Management, Historical Evolution of Operations Management, System Perspectives of Operations Management, and Relation of Operations Management with other functional areas, Operations Strategy, Recent Trends in the field of Operations Management , Sustainability in operations, Ecological Considerations by manufacturing and services firms. **(11 hours)**

Unit II

Product Development & Process Selection: Product Development Process, Concurrent Engineering, Tools and Approaches in Product Development, Quality Function Deployment, Design for Manufacturability , Quality Function Deployment , Design for Manufacturability, Design for Assembly, Design for Quality , Mass Customization , Process Selection, Facilities Layout , Determinant of Process Selection , Process Product Matrix , Types of Layout , Line Balancing , Facilities Location, Work Measurement and Job Design , Impact of IT on Productivity. **(11 hours)**

Unit III

Operation Planning & Control: Capacity & Resource Planning, Aggregate Production Planning , Material Requirement Planning, Scheduling, Theory of Constraints and Synchronous Manufacturing, Lean Management, Just in time production , Sustainable Supply Chain Management , Inventory Planning and Control. **(10 hours)**

Unit IV

Quality Management: Quality- Definition, Dimension and Costs of quality, Continuous Improvement (Kaizen), ISO (9000 & 14000 Series) , Quality Awards, Statistical Quality Control, Process Control , Control Chart (X, R , p, np and C Chart) , Acceptance Sampling, Operating Characteristics Curve (AQL,LTPD, a & risk), Total Quality Management, Japanese 5 S Concept, Business Process Reengineering, Introduction to Operation Analytics. **(10 hours)**

Suggested Readings: (All Latest Editions)

- I. Jay Heizer & Barry Rende. Operations Management, Pearson Education.
- Mahadevan B. Operations Management: Theory and Practice, Pearson Education.
- Bedi, K. Production and Operations Management. Oxford University Press, New Delhi.
- Russell, R. S. and Taylor, B.W. Operations and Supply Chain Management, Wiley, New Delhi.
- Stevenson W. J. Operations Management, McGraw Hill Education
- Gaither Norman and Frazier G, Operations Management, Cengage Learning India Pvt Ltd.

Note: Visits to a manufacturing plant and a service facility may be arranged for the students for giving them an opportunity to get a first hand experience of operations functions.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Management of Information Systems

Course Code: MS 110

L-3, Credits-3

Objectives: The objective of this course is to expose students to managerial issues relating to information systems planning, design, development, its linkage with business strategy, and to help them identify and evaluate various options in this regard.

Course Contents Unit I

Meaning and Role of Information Systems: Information Systems: Digital Enterprises, Role of Information Systems, Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems and Knowledge Management Systems. Information Systems for Strategic Advantage: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis. **(10 hours)**

Unit II

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options - Make or Buy decisions, Outsourcing as an Option. Global Information Systems. **(10 hours)**

Unit III

Building Information Systems: Concepts of Systems Analysis and Design, SDLC Approach, Prototyping, Spiral method. Role of End User, Logical and Physical Design. Implementation Strategies of Information Systems. **Evaluation of Information Systems. (10 hours)**

Unit IV

Emerging Concepts and Issues in Information Systems: Enterprise Systems: Supply Chain Management, **Customer Relationship Management**, ERP, Knowledge Management, Benefits and Challenges of Enterprise Systems. **Security, Social and Ethical Issues in Information Systems.** Enhancing Decision Making: Introduction to Data Warehousing and Data Mining, Cloud Computing. **(12 hours)**

Suggested Readings: (All Latest Editions)

- I. James A O'Brien, George M Marakas and Ramesh Behl. Management Information Systems, Latest Edition, Tata McGraw Hill Education, New Delhi.
- Kenneth C. Laudon and Jane P. Laudon. Management Information Systems, Pearson, New Delhi.
- Turban, E. and Linda Volonino. Information Technology for Management: Transforming Organizations in the Digital Economy, Wiley.

- D.P.Goyal. Management Information Systems-Managerial Perspectives, Macmillan, New Delhi.
- S.A.Kelkar. Management Information Systems-A concise Study, PHI Learning, New Delhi.
- Sahil Raj. Management Information Systems, Latest Edition, Pearson Education, New Delhi.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Course Code: MS-112

Human Resource Management

L-3 Credits-3

Objectives: The course shall enhance the understanding of varied practices and processes of managing human resource and their relevance and contribution in terms of not only organization but the other employees working therein, and also the society at large.

Course Contents Unit I

Introduction to Human Resource Management: Concept of Human Resource Management, Nature, Scope, Functions of Human Resource Management (**HRM**), various Models of HRM, merits and demerits of different HRM models; Roles of Human Resource managers; Responsibilities of Human Resource managers. **(6 hours)**

Unit II

Human Resource Planning: Forecasting demand and supply of manpower, techniques of forecasting, Analysis of work, Designing Jobs - Job Analysis - job description and job specification, Job Evaluation - definition, objectives and methods.

HR Processes: Recruitment, Selection, Induction, Socialization. Recent Developments/ Emerging Trends in HR, Use of Digital Tools by HR managers, **Competency based selection.**

(16 hours)

Unit III

Development and Career Management: Training and Development-scope Importance, Types of training, Difference between training and development, E-Learning, **Development of Employees in Organization, Performance Appraisal & Performance Management - Definition Objective, Importance, Appraisal Process and Appraisal Methods, Employee Empowerment and Engagement.**

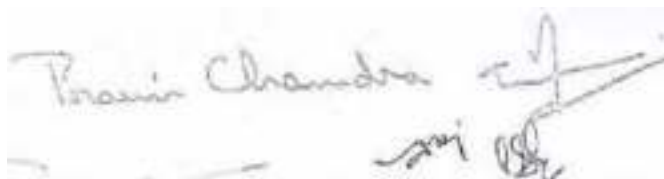
(10 hours)

Unit IV

Contemporary Issues in HR: Work Life Balance - definition, importance and challenges, Human Resource Information Systems - definition, importance and scope, Happiness at work, Managing Protean career, moonlighting phenomenon, Managing Workforce Diversity- concept, benefits and challenges. (10 hours)

Suggested Reading: (All Latest Editions)

- I. Dessler G. and Varkkey, 8., Human Resource Management, Pearson Education
- Denisi A. et al., HR: A South Asian Perspective, Cengage Learning
- Ivancevich J.M., Human Resource Management, McGraw Hill Education
- Aswathappa, Human Resource Management, McGraw Hill Education
- Mathis et al., Human Resource Management: South Asian Perspective, Cengage Learning
- Mondy W., Human Resource Management, Pearson Education



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)**

Minor Project

Course Code: MS- 114

Credits-4

The Project must focus on the application of management concepts, management theory or techniques studied in the first and second semester to understand and address an organizational or social issue or challenge. The project may be based on secondary or primary sources of data. On completion of the project students are required to submit a project report.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Professional Skill Development (NUES)

Course Code: MS- 116

L-2 T-1, Credits-3

Objectives: The course is designed to equip students with life skills such that they not only develop a holistic personality but, are also equipped to lead in the face of contemporary challenges. The students will be exposed to various techniques that help in self-management and effectively relating to others. The objective is to equip them with the requisite soft skills for smooth campus to corporate transition and enhance their digital readiness.

Course Contents

Unit I

Life Skills: understanding oneself (core self-evaluation, values, ethics, personality assessment), stress management, building positive mindset, time management, work life balance, Exercises on personality development and mindfulness. **(10 hours)**

Unit II

Relating to others: Interpersonal relationship assessment, management and transactional analysis, social intelligence, Johari window, Conflict management, Exercise on relationship management and active listening. **(11 hours)**

Unit III

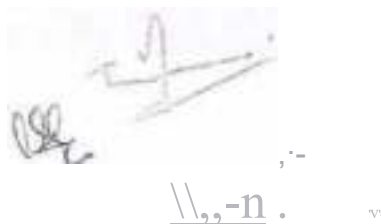
Campus to Corporate: Success at group discussion, Resume writing and feedback on resumes, Success in personal interviews, Public speaking and extempore. (11 hours)

Unit IV

Job Readiness: Introduction to analytics using spreadsheets, Introduction to Data Visualization, Simulation exercises through online platforms, Dream job analysis. (10 hours)

Suggested Readings: (All Latest Editions)

- I. Wadkar, Alka. Life Skills for Success. Sage Publications
- Joshi, Gangadhar. Campus to Corporate: Tour Roadmap to Employability. Sage Publications
- Daniel, K. Thinking, Fast and Slow, Penguin Psychology.
- Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change..Simon and Schuster.
- Berne, E. Games people play: The basic handbook of transactional analysis. Tantor eBooks.
- Narayana, D., Ranjan, S., & Tyagi, N. Basic Computational Techniques for Data Analysis: An Exploration in MS Excel. Sage Publications



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW
DELHI MASTER OF BUSINESS ADMINISTRATION (MBA)**

Course Code: MS 118

Credits-3

MOOC/Open Elective

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible

Course Code: MS 207

L - 3 Credits - 3

Objective: The course aims at inculcating entrepreneurial skills in the students by giving an overview of who the entrepreneurs are and what competencies are needed to become an entrepreneur. The course aims to inspire students to establish and manage their own firm.

Course Outcomes:

CO I: Demonstrate an understanding of and appreciation for the characteristics of successful entrepreneurs and their role in economic development of a nation

CO2: Analyse the industry and competitors of any firm and creatively write an effective business plan

CO3: Understand essential knowledge of how to start one's own business by assessing business viability on various parameters including support from the government

CO4: Identify key drivers of growth in a venture and determine how to strategize and run a start-up in the long run

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Introduction to Entrepreneurship: Evolution, Types of Entrepreneurs; Entrepreneurial Competencies; Factors Affecting Entrepreneurial Growth - Economic, Non-Economic Factors; Women Entrepreneurship, Rural Entrepreneurship, EDP Programmes

(12 hours)

Unit II

Developing successful Business Ideas: Recognizing Opportunities and Generating Ideas, Feasibility Analysis; Developing an Effective Business Model; Industry and Competitor Analysis; Writing a Business Plan

(12 hours)

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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; Models of Consumer Behavior; Understanding Online Consumer Behaviour.

(10 Hours)

Unit II

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

(12 Hours)

Unit III

External Determinants of Consumer Behaviour: Influence of Culture and Subculture; Social Class; Reference Groups, Word of Mouth & Opinion Leadership; Family Influences; Online Social Influences: Social Media & eWom.

(10 Hours)

Unit IV

Consumer Behaviour -Related and Emerging Issues: Diffusion of Innovation: Researching Consumer Behaviour; Measuring Customer Satisfaction; Consumer Behaviour and Public Policy; Dark Side of Consumer Behaviour, Shaping Consumer Behaviour.

(10 Hours)

Suggested Readings: (Latest Editions)

- I. Schiffman, L.G, Wisenblit, J. & Ramesh Kumar S.,
Consumer Behaviour,
- Hawkins, D.I, Mother & Baugh, D.L.& Mookerjee A.,
Consumer Behaviour- Building Marketing Strategy, Mc Graw
Hill Education

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Introduction to Sales Management: Scope, Importance and Evolution; Marketing &

Selling; Emerging trends in Sales Management; Personal Selling Process and Approaches; Sales Organization Structure; Sales Strategies, Sales Forecasting; Sales Territory Design. SPLN Selling

(10 Hours)

Unit 11

Sales Force Management: Salesforce Job Description; Salesforce Recruitment, Selection & Socialisation; Training Sales Personnel; Salesforce Motivation & Compensation; Sales Quotas and Contests; Evaluating Sales Performance; Salesforce Automation.

(10 Hours)

Unit III

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

(12 Hours)

Unit IV

Distribution System and Logistics: Physical Distribution System -Objectives and Decision Areas; Customer Service Goals; Logistics Planning; An overview of Transportation, Warehousing, Packing, Fleet Routing & Loading, and Inventory Decisions; Efficient Supply Chain Management (SCM); Bull-Whip effect, Sustainable Distribution; Integration of Sales and Distribution Strategy; Case Studies.

(10 Hours)

Unit II

Understanding Consumer Behavior in Services: Consumer Decision Making in Services, Managing Customer Expectations and Perceptions; Service Recovery; Defining and Measuring Service Quality and Customer Satisfaction, SERVQUAL, House of Quality, GAPs Model;.

(10 Hours)

Unit III

Services Marketing Mix: Service Positioning: Service Design and Development; Service Blueprinting; Service Process; Pricing of Services; Services Distribution Management; Integrated Services Communication Mix; Physical Evidence and Servicescape; Managing Service Personnel: Employee and Customer Role in Service Delivery. Customer Retention Strategies.

(12 Hours)

Unit IV

Marketing Applications in Select Service Industries: Hospitality Services, Airlines, Tourism Services, Health Care and Wellness Banking and Insurance Services, E-Learning Platforms.

(10Hours)

Suggested Readings: (Latest Editions)

I. Zeithaml V. A., Bitner M. J., Gremler, 0.0 and Pandit, A, Services Marketing, McGraw Hill Education, India.



- Lovelock C. H., Wirtz, J. and Chatterjee, J., Services Marketing: People, Technology, Strategy, Pearson Education, India.
- Hoffman, K. D. & Bateson, J. E.G., Marketing of Services, Cengage Learning India Pvt. Ltd., India.
- Kurtz D. L. and Clow K. E. , Services Marketing. Biztantra, India.
- Nargundkar, Rajendra, Services Marketing Text and Cases,. McGraw Hill Education, India.
- Fitzsimmons, JA, and Fitzsimmons, M.J., Service Management: Operations, Strategy, and Information Technology, Mc Graw Hill Education, India.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
COi	3	3	2	1	2	1	3	3	3

SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

for

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



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

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

BBA 201: Business Laws

L-4, T-0

Credit-4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

The Sale of Goods Act, 1930

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

Unit III

(14 Hours)

The Companies Act 2013 with up-to-date Amendments: Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement, single person company and other important changes from the previous companies Act of 1956.

Unit IV

(14 Hours)

The Negotiable Instruments Act 1881

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

Suggested Readings:

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

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

L-4 T/P-0

Credits-4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA 205: Business Ethics and Corporate Social Responsibility

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

Concept of Dharma & Karma Yoga: Concept of Karma and Kinds of Karma Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

Unit III

(14 Hours)

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

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

Unit IV

(14 Hours)

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Suggested Readings:

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

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

L-4 T-0

Credits –4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

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

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

Unit III

(14 Hours)

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

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA 209: Indian Economy

L-4 T/P-0

Credits-4

External Marks: 75

Objective: To help the students to understand the basics of Indian economy and to catch up with economic changes occurring at national and international levels.

Course Contents

Unit I

(14 Hours)

Nature of Indian Economy: The need for Economic Development, causes of under development, determinates of development, National Income of India-estimates, Interregional variations of national income, NITI Aayog (National Institution for Transforming India).

Unit II

(14 Hours)

Human Resources and Economic Development – Demographic Features of Indian population, size and growth of population and economic development. Problem of over population. **Human development Index**. New Economy Policy; - Privatization, Liberalization, Globalization. **Unemployment** problem in India; Problem of Poverty.

Unit III

(14 Hours)

Industrialization- Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement, Sugar and Petroleum. Industrial policy. Small scale industries-Problems and policy. Regional imbalances, Parallel Economy. India's foreign trade and balance of payment.

Unit IV

(14 Hours)

Indian Finance System: Mobilization of resources for development. Economic Planning-Importance of planning for Economic development, Salient features of India's five years plans priorities-target achievements, failures, factors affecting successful implementations of plans, working knowledge of Inflation and its impact on economy with special reference to India.

Suggested Readings:

1. Datt, and Sundhram, R., (5th Ed.,2013), Indian Economy, Sultan Chand & Sons.
2. Dhingra, I C., (28th Ed.,2014), Indian Economy, Sultan Chand & Sons.
3. Singh Ramesh (8th Ed.,2016), Indian Economy, McGraw Hill Education.
4. Banik Nilanjan (1st Ed.2015), The Indian Economy: A Macroeconomic Perspective, Sage India Publisher.
5. Kapila Uma(17th Ed.,2017), Indian Economy: Performance and policies, Academic Foundation.
6. Economic survey 2017 and whatever is its latest edition.

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

*NUES: Non University Examination System

L-2, T/P-0,

Credits: 02

Internal Marks: 100

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

Course Contents

Unit I

(07 Hours)

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

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

Unit II

(07 Hours)

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

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

Unit III

(07 Hours)

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

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

Unit IV

(07 Hours)

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

Suggested Readings:

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

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

BBA 202: Human Resource Management

L-4, T-0

Credits: 04

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

Human Resource Management: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM, Emerging Challenges of HRM; Personnel Management vs. HRM, empowerment, human capital, flexi-time, mentoring.

Strategic HRM: Meaning and steps of Strategic HRM. Traditional HRM vs. Strategic HRM.

Unit II

(14 Hours)

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

Unit III

(14 Hours)

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness;

Management Development: Meaning, process and techniques; Career Planning; Succession Planning and Career Development.

Compensation: concept and components of Employee Compensation - Base and Supplementary; job evaluation: Concept, Process and Significance

Unit IV

(14 Hours)

Performance appraisal: Nature and objectives; Techniques of performance appraisal (Traditional and modern methods), Limitations of Performance Appraisal, potential appraisal.

Maintenance: Employee health and safety; **employee welfare;** social security.

Industrial relations- an overview, Employee **Grievance:** Concept and causes, Grievance: handling and redressal settlement machinery.

Suggested Readings:

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

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

BBA-204: Financial Management

L-4, T-0

Credit-4

External Marks: 75

Objective: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

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

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA-206 Research Methodology

L-4, T-0,

Credits: 04

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

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

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA-210: Information Systems Management

L-4 T-0

Credit-4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA 214: Managerial Skill Development (NUES)*

*NUES: Non University Examination System

L-0, T/P-2

Credits: 02

Internal Marks: 100

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

Course Contents

Unit I

(07 Hours)

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

Unit II

(07 Hours)

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

Unit III

(07 Hours)

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

Unit IV

(07 Hours)

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

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

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

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

Suggested Readings:

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

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

BBA 301: Income Tax Law and Practice

L-4, T/P-0,

Credits: 04

External Marks: 75

Objective: The course aims to help students to comprehend the basic principles of the laws governing Direct taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA 303: Production & Operations Management

L-4, T-0

Credit –4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

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

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

Unit II

(14 Hours)

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

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

Unit III

(14 Hours)

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

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA-305 Services Marketing

L-4 T-0

Credits –4

External Marks: 75

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

Course Contents:

Unit I

(14 Hours)

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

Unit II

(14 Hours)

Consumer Behavior in Services & Measuring Service Quality: Consumer Behaviour in Services; Measuring Service Quality and Customer Satisfaction, SERVQUAL Scale and its usage; GAPs Model; Modes of Service Recovery.

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA-307 Entrepreneurship Development

L-4 T-0

Credits –4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA-309: Goods & Services Tax (GST)

L-4 T-0

Credits –4

External Marks: 75

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

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA-302 : Project Management

L-4, T-0

Credits –4

External Marks: 75

Objectives:

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

Course Contents

Unit I

(14 Hours)

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

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

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

Unit II

(14 Hours)

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

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

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Social Cost Benefit Analysis: Social Cost, Social Benefit.

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

Suggested Readings:

1. Chandra, Prasanna, (8th Ed., 2014), Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education
2. Nagarajan, K., (7th Ed., 2015), Project Management, New Age International (P) limited, Publishers,
3. R. Panneerselvam. R, Senthilkumar. P., (2nd Ed., 2013) Project Management, PHI Learning, (P) limited, Publishers,
4. Gray C.F. (6th Ed. 2014), Project Management, McGraw Hill Education.
5. Jeffrey K. Pinto, (2nd Ed. 2012), Project Management: Achieving Competitive Advantage, Pearson Education,
6. Desai, Vasant, (3rd Ed., 2013), Project Management, Himalaya Publishing House.

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

BBA 304: Digital Marketing

L L-4 T/P-0

Credits-4

External Marks: 75

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

Course Contents

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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

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

BBA-306: International Business Management

L-4, T-0

Credits-4

External Marks: 75

Objective: The basis objective of this course is to provide understanding to the students with the global dimensions of management and how to manage international business.

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

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

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

BBA 308: Business Policy & Strategy

L-4 T-0

Credits-4

External Marks: 75

Objective: The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Contents

Unit I

(14 Hours)

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

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

Unit II

(14 Hours)

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

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. McKinsey's 7s Framework.

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

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

Suggested Readings:

1. Kazmi, Azhar, (1st Ed., 2015), Strategic Management and Business Policy, McGraw Hill Education.
2. Kachru U. (2nd Ed. 2015), Strategic Management, McGraw Hill Education.
3. Hill, Charles W.L. and Jones Gareth R. (11th Ed., 2014), An Integrated Approach to Strategic Management, Cengage Learning.
4. Dhir S. (1st Ed. 2016), Cases in Strategic Management, McGraw Hill Education.
5. Weelen, (14th Ed., 2014), Concepts in Strategic Management and Business Policy, Pearson Education.
6. Fred, David, (13th Ed., 2011), Strategic Management: Concepts and Cases, Prentice hall of India

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

BBA-310: Sales & Distribution Management

L-4, T/P-0,

Credits: 04

External Marks: 75

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

Course Contents:

Unit I

(14 Hours)

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

Unit II

(14 Hours)

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

Unit III

(14 Hours)

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

Unit IV

(14 Hours)

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

Suggested Readings:

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