

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

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

**for**

**First to Sixth Semester  
(w.e.f. 2005 – 2006 Academic Session)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
KASHMERE GATE, DELHI-110 006**

## SCHEME OF EXAMINATIONS

### BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

#### First Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA (B&I) 101	Principles of Management	4	-	4
BBA (B&I)103	Business Economics-I	4	-	4
BBA (B&I)105	Financial Mathematics	4	-	4
BBA (B&I)107	Computer Fundamentals	4	-	4
BBA (B&I)109	Financial Accounting	4	-	4
BBA (B&I)111	Principles of Banking	4	-	4
BBA(B&I)113	Principles of Insurance	4	-	4
<b>PRACTICAL</b>				
BBA(B&I) 115	Computer Lab	0	4	2
	<b>Total</b>	<b>28</b>	<b>4</b>	<b>30</b>

## BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

### Second Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA(B&I) 102	Business Organization	4	-	4
BBA (B&I)104	Business Economics-II	4	-	4
BBA (B&I)106	Quantitative Techniques & Operations Research in Management	4	-	4
BBA (B&I)108	Data Base Management System	4	-	4
BBA (B&I)110	Cost Accounting	4	-	4
BBA (B&I)112	Indian Banking System	4	-	4
<b>PRACTICAL</b>				
BBA (B&I)114	DBMS Lab	0	06	3
	<b>Total</b>	<b>24</b>	<b>06</b>	<b>27</b>

## BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

### Third Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA (B&I)201	Organizational Behaviour	4	-	4
BBA (B&I)203	Indian Economy	4	-	4
BBA (B&I)205	Marketing Research	4	-	4
BBA (B&I)207	Computer Applications-I	4	-	4
BBA (B&I)209	Personality Development & Communication Skills-I	4	-	3
BBA (B&I)211	Marketing Management	4	-	4
BBA(B&I)213	Minor Project Report	-	-	3
<b>PRACTICAL</b>				
BBA (B&I)215	Computer Application Lab-I	0	4	2
	<b>Total</b>	<b>24</b>	<b>4</b>	<b>28</b>

## BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

### Fourth Semester Examination

Code No.	Paper	L	T/P	Credits
BBA (B&I)202	Insurance Business Environment in India	4	-	4
BBA (B&I)204	Management Accounting	4	-	4
BBA (B&I)206	Financial Management	4	-	4
BBA (B&I)208	Computer Application-II	4	-	4
BBA (B&I)210	Business Laws	4	-	4
BBA (B&I)212	Personality Development & Communication Skills-II	4	-	3
<b>PRACTICAL</b>				
BBA (B&I)214	Computer Applications Lab-II	-	4	2
	<b>Total</b>	<b>24</b>	<b>4</b>	<b>25</b>

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

## BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

### Fifth Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA(B&I) 301	Banking Law and Practice	4	-	4
BBA (B&I)303	Marketing of Financial Products & Services	4	-	4
BBA (B&I)305	Practice of Life Insurance	4	-	4
BBA (B&I)307	Management Information System	4	-	4
BBA (B&I)309	Human Resource Management	4	-	4
BBA (B&I)311	Taxation Laws	4	-	4
BBA(B&I)313	Managerial Personality Development*	2	-	1
BBA(B&I)315	Summer Training Report & Viva - Voce	-	-	6
<b>PRACTICAL</b>				
BBA (B&I)317	Computer Applications Lab	-	4	2
	<b>Total</b>	<b>26</b>	<b>4</b>	<b>33</b>

\*NUES – Non University Examination Subject

## BACHELOR OF BUSINESS ADMINISTRATION (B&I) PROGRAMME

### Sixth Semester Examination

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Credits</b>
BBA(B&I) 302	Retail Management & Retail Banking	4	-	4
BBA (B&I)304	Project Planning & Evaluation	4	-	4
BBA (B&I)306	Practice of General Insurance	4	-	4
BBA (B&I)308	Management of Commercial Banks	4	-	4
BBA (B&I)310	Values & Ethics in Business	4	-	4
BBA (B&I)312	Managerial Personality Development*	2	-	2
BBA(B&I)314	Project Report & Viva-Voce	-	-	6
	<b>Total</b>	<b>22</b>	<b>-</b>	<b>28</b>

\*NUES – Non University Examination Subject

## NOTES:

1. The Viva- Voce Examinations of the Fifth and Sixth Semester Examinations will be based on the courses prescribed in the respective semesters. These shall be conducted by a Board of Examiners to be appointed by the University. Each of such Board shall be comprised of Head of the Institution or his nominee and two external experts, of which one shall preferably be from the corporate world. The quorum shall be deemed to have been met if 2 out of 3 members of the Board of Examiners are present.

2. Each student shall undergo practical training of eight weeks duration after fourth semester in an approved business organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution at least fifteen days before the commencement of the end term examination.

The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

3. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

4. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal



Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

For this purpose the candidate shall submit two copies of the Project Report to the Head of the Institution at least fifteen days before the date of commencement of the end term examination.

### **MAXIMUM & MINIMUM CREDITS OF THE PROGRAM**

1. The total number of the credits of the BBA (B&I) Programmes is 181.
2. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 173 credits.

**BBA(B&I)**  
**GGs Indraprastha University**  
**BBA (B&I)101: Principles of Management**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

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

**Course Contents:**

**Unit I**

**No. of Hrs.:- 12**

**Introduction:** Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.

**Unit II**

**No. of Hrs.:- 12**

**Planning:** Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

**Organising:** Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

**Unit III**

**No. of Hrs.:- 12**

**Staffing:** Concept, Nature and Importance of Staffing.

**Motivating and Leading:** Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

## **Unit IV**

**No. of Hrs.:-10**

**Controlling:** Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

### **Text Books**

1. Stoner, Freeman and Gilbert Jr., “ *Management*”, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B., “*Management Concepts and Practices*”, Sultan Chand and Sons, New Delhi, 2003.

### **Reference Books**

1. O’Donnel, Koontz and Weirich, “*Management*”, +Tata McGraw Hill Publishing Company, New Delhi, 2001.
2. Chopra, R.K, “*Principles & Practices of Management*”, Sun India Publication, 2005.
3. Tripathi, P.C and Reddy, P.N., “*Principles & Practices of Management*”, 2<sup>nd</sup> edition, Tata McGrawHill, 2003.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 103: Business Economics-I**

**L-4 T-0 Credit-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

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

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

**Introduction to Business Economics and Fundamental concepts**

Nature, Scope, Definitions of Business Economics, Difference Between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro Vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market forces and Equilibrium, Risk, Return and Profits.

**Unit II**

**No. of Hrs.:-14**

**Consumer Behaviour and Demand Analysis**

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

**Unit III**

**No. of Hrs.:-10**

**Theory of Production**

Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

## **Unit IV**

**No. of Hrs.:-10**

### **Cost Analysis & Price Output Decisions**

Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

#### **Text Books:**

1. Dwivedi, D.N., "*Managerial Economics*", Vikas Publishing House, 2003.
2. Chaturvedi, D.D., & Gupta, S.L., "*Business Economics*", Brijwasi Publishers, 2003.

#### **Reference Books:**

1. Mehta, P. L., "*Managerial Economics*," Sultan Chand & Sons, 2003.
2. Koutsoyiannis, A., "*Modern Micro Economics*," Macmillan Press Ltd., 2003.
3. Salvator, Dominick, "*Managerial Economics*", McGraw-Hill Book Company, 2002.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 105 FINANCIAL MATHEMATICS**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objective:** The main objective of the course in Mathematics for Banking and Insurance is to provide grounding in Mathematical concepts and their simple applications in Banking & Insurance.

**Course Contents**

**Unit-I** Theory of Compound Interest **No. of Hrs.: 10**  
Rates of Interest, Stated and Effective, Equivalent Rate(s) of Interest.  
Discounted Value and Maturity Value of an investment. Equation of Payment. Rate of Interest involved in a transaction.

**Unit-II** **No. of Hrs: 10**  
Immediate and Deferred Annuities. Equated Installment and the Principal and Interest Component of Individual Equated Installments. Preparation and use of Interest tables. Amortization and Sinking Fund operations.

**Unit- III** Decrement Tables **No. of Hrs: 10**  
Concepts of Cohort, Decrement and Decrement Rates. Concept of Life Table, Elements of a Life Table. Double and Multiple Decrement Tables. Elements of a Service Table.

**Unit- IV** **No. of Hrs:12**  
Computation of Mathematical Premium in Life Insurance Business  
**Sum Assured:** Tenure of a Life Insurance Contract. Application of Equation of Payment for determining the Mathematical Premium. Introduction to the Theory of Credibility and its application to ratemaking in Non- Life Insurance Business.

**Text Books:**

1. Mishra,M.N., “ Principles & Practices of Insurance”, Sultan Chand & Sons, 2004.
2. Zamiruddin, “ Business Mathematics”, Vikas Publishing House, 2004.
3. Kapoor,V.K., “Business Mathematics”, Sultan Chand & Sons, 2004.

**Reference Books:**

- 1 Knox, David M., “ Mathematics for Finance”, Mc. Graw Hill, 2002.
- 2.Hossack, Ian B., “Introductory Statistics with Applications in General Insurance”  
Cambridge University Press, 2002.
- 3.Thukral, J.K., “Mathematics for Business Studies”, Mayur Paper Books, 2004.

**BBA(B&I)**  
**GGS Indraprastha University**  
**BBA (B&I)107: Computer Fundamentals**

**L-4 T-0 Credit-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

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

**Course Contents:**

**Unit I**

**No. of Hrs.:-14**

**Basics of Computer and its evolution**

Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers **i) On the basis of technology** (Digital, Analog and Hybrid) **ii) On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), **iii. On the basis of Purpose**(General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

**Data Representation:**

Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

**Unit II**

**No. of Hrs.:-10**

**Input and Output Devices:**

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter

**Computer Memory:**



Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory

### **Unit III**

**No. of Hrs.:-12**

#### **Operating System Concept:**

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

#### **Introduction to GUI using Windows Operating System:**

**All Directory Manipulation:** Creating directory, Sub directory, Renaming, Copying and Deleting the directory

File Manipulation: Creating a file, deleting, copying, Renaming a file

### **Unit IV**

**No. of Hrs.:-8**

#### **Concept of Data Communication and Networking:**

Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies

Introduction to word processor and Spread Sheets

#### **Text Books:**

1.Arora, Ashok & Bansal,Shefali, “*Computer Fundamentals*” Excel Books, 2001.

2 Courter, Gini & Marquis,Annette,. “*Microsoft Office-2000 Complete*”, BPB Publication, 1999.

#### **Reference Books:**

1.Sinha, Kr. Pradeep & Sinha, Preeti, “*Foundations of Computing*”, BPB Publication, 2003.

2. Jain, V.K., “*Computers for Beginners*”.Pustak Mahal Publishers, 1997.

3. Sinha, Kr. Pradeep, “*Computer Fundamentals*”, BPB Publication, 2002.

4. Ram.B, “*Computer Fundamentals-Architecture and Organization*”, New Age International (p) ltd. Publishers, 2000.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 109: Financial Accounting**

**L-4 T-0 Credit-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

**Course Contents:**

**Unit 1**

**No. of Hrs.:-12**

**Meaning and Scope of Accounting:** Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

**Accounting Principles and Standards:** Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

**Journalising Transactions:** Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

**Sub Division of Journal:** Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

**Ledger Posting and Trial Balance:** Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.

## **Unit II**

**No. of Hrs.:12**

**Capital and Revenue:** Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

**Accounting Concept of Income:** Concept of Income, Accounting Concept's and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income.

**Inventory Valuation:** Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Valuation of Inventories.

**Depreciation Provisions and Reserves:** Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

## **Unit III**

**No. of Hrs.:-10**

**Shares and Share Capital:** Shares, Share Capital, Accounting Entries, Under-subscription, Over-subscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

**Debentures:** Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

## **Unit IV**

**No. of Hrs.:-10**

**Joint Stock Company:** Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Kinds of Companies, Private and Public Limited Companies, Formation of Company.

**Company Final Accounts:** Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

## **Text Books:**

1. Maheshwari, S.N. & Maheshwari S.K., “ *An Introduction to Accountancy*”, Eighth Edition, Vikas Publishing House, 2003.

2. Gupta, R.L. & Gupta, V.K., "*Financial Accounting: Fundamentals*", Sultan Chand Publishers, 2003.
3. Monga, J.R., "*An Introduction to Financial Accounting*", First Edition, Mayoor Paperbooks, 2005.

**Reference Books:**

1. Monga, J.R. & Ahuja, Girish, "*Financial Accounting*," Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Bhattacharya, S.K. & Dearden, J., "*Accounting for Manager – Text and Cases*", Third Edition, Vikas Publishing House, 2003.
3. Maheshwari, S.N. & Maheshwari, S.K., "*Advanced Accountancy*," Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 111 Principles of Banking**

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

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

**Objective**

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

**Course Contents**

**Unit I**

**No. of Hrs: 10**

Money and Banking- An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices- Quantity Theory & Money; Inflation and its control.

**Unit II**

**No. of Hrs: 10**

Evolution of Banking; Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI-Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation.

**Unit III**

**No. of Hrs: 10**

Structure and Characteristics of Financial & Banking system in India; Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

**Unit IV**

**No. of Hrs: 10**

Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

**Text Books:**

1. Sundaram & Varshney, “ *Banking, Theory Law and Practice*” Sultan chand & sons;2004
2. Chaturvedi D.D., Anand Mittal, “ *Business Economics-II*”, Brijwasi Book Distributors;2005
3. Varshney & Malhotra, “*Principles of Banking*”, Sultan Chand & Sons, 2005.

**Reference Books:**

1. Vaish M.C, "*Money, Banking and International Trade*", New Age International Pvt.Ltd, 1997
2. Gordon.E, Natarajan.K., "*Banking, Theory, Law & Practice*", Himalaya Publishing House, 2003.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 113 PRINCIPLES OF INSURANCE**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
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- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objective:**

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

**Course Contents**

**UNIT I**

**No. of Hrs:-8**

Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

**UNIT II**

**No. of Hrs:-10**

Concept of Insurance, Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

**UNIT III**

**No. of Hrs:-10**

Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

**UNIT IV**

**No. of Hrs: -12**

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

**Text Books:**

- 1.Gupta P.K, “ *Insurance and Risk Management*”, Himalya Publishing House; 2004
- 2.Mishra M.N., “ *Principles and Practices of Insurance*”,S. Chand and Co; 2004
- 3.Panda G.S., “*Principles and Practices of Insurance*” Kalyani Publications, 2004

**Reference Books:**

- 1.Jeevanandam C., “*Risk Management*,” Sultan Chand and Sons; 2005
- 2.Arthur C. and C. William Jr., “*Risk Management and Insurance*,” Tata McGraw Hill; 2001
- 3.*Principles of Insurance*- Insurance Institute of India; 2003
- 4.Nichaus, Harrington, “*Risk Management and Insurance*”, McGraw Hill, 2003

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 115: Computer Lab**

**L-0, T-04 Credit-2**

**Lab would be based on the following topics:**

**1. All commands specified in unit III using Windows**

**2. Introduction to MS-Word:**

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

**3. Introduction to MS-Excel:**

Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.



**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 102: Business Organization**

**L-4, T-0, Credits: 04**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<p>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</p> <p>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</p>	



**Objectives:**

The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

**Contents:**

**Unit I**

**No. of Hrs.:-10**

**Introduction:** Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Business Ethics and Values; Code of Conduct and Corporate Governance.

**Unit II**

**No. of Hrs.:-12**

**Business Enterprises:** Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber’s Theory); Government Policy on Industrial Location.

**Forms of Business Organization:** Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – stages in formation; documentation (MOA, AOA).

**Unit III**

**No. of Hrs.:-10**

**Small Business:** Scope and role; Government Policies.

**Government & Business Interface:** Rationale; Forms of Government and Business Interface.

**Unit IV**

**No. of Hrs.:-12**

**Multinationals** – Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

**Business Combinations** – Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

**Text Books:**

1. Gupta, C.B., “*Modern Business Organization*”, Mayoor Paper Works, 2001.
2. Chabra, T.N., “*Business Organisation*”, Dhanpat Rai & Sons, 2001.

**Reference Books:**

1. Robert, “*Modern Business Administration*,” McMillan India, 1999.
2. Basu, C. R., “*Business Organization and Management*”, Tata McGraw Hill, Publishing House, New Delhi, 1998.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 104: Business Economics - II**

**L-4, T-0, Credits: 04**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

**Concepts of Macro Economics and National Income Determination**

Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leak ages and injections in circular flow.

National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of national income & precautions in estimation of national income.

**Unit II**

**No. of Hrs.:-14**

**Macro Market Analysis**

Theory of full employment and income: classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.

**Unit III**

**No. of Hrs.:-10**

**Money Market**

Functions and forms of money, demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation and deflation.

**Unit IV**

**No. of Hrs.:-10**

### **Equilibrium of Product and Money Market**

The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve. Application of IS-LM model in monetary and fiscal policy.

#### **Text Books:**

1. Chaturvedi, D. D & Mittal, Anand, “*Business-Economics II*” (*GGSIPIU Edition*), Brijwasi Book Distributors, 2005.
2. Dwivedi, D. N., “*Macro Economics*”, Tata McGraw Hill, 2005.

#### **Reference Books:**

1. Mishra, S. K. & Puri V.K., “*Modern Macro-Economics Theory*” Himalya Publishing House, 2003.
2. Edward Shapiro, “*Macro-Economics Analysis*”, Tata McGraw Hill, 2003.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 106 Quantitative Techniques &**  
**Operations Research in Management**

**L-4 T-0 Credits –4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

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

**Course Contents:**

**Unit I**

**No. of Hrs.:-12**

**Statistics:** Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of variation – range, IQR, quartile, deciles and percentiles. Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.

**Unit II**

**No. of Hrs.:-10**

**Correlation Analysis:** Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person's Methods; Spearman's rank correlation; concurrent deviation the correlation coefficient; Pitfalls and limitations associated with regression and correlation analysis; real world application using IT tools..

**No. of Hrs.:-12**

**Unit III**

**Linear Programming:** Concept a assumptions usage in business decision making linear programming problem: formulation, methods of solving: graphical and simplex, problems with mixed constraints: duality; concept, significance, usage & application in business decision making.

**Unit IV**

**No. of Hrs.:-12**

**Transportation, assignment problems & Game Theory:** General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation on problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.

Decision analysis and Game Theory: Operations Scheduling: Scheduling problems, shop floor control, Gantt Charts, Principles of work center scheduling, principles of job shop scheduling, personnel scheduling, principles of job shop scheduling, personnel scheduling.

**Text Books:**

1. Gupta, S.P. & Gupta, P.K., “ *Quantitative Techniques and Operations Research*”, Sultan Chand & Sons, 2005.
2. Vohra, N.D., “ *Quantitative Techniques in Management*”, Tata McGraw Hill, 2004.
3. Gupta, S.P., “ *Statistical Methods*,” Sultan Chand & Sons, 2004.
4. Srivastava, U.K., Shenoy, G.V. and Sharma, S.C., “ *Quantitative Techniques for managerial Decisions*”, New Age International Pvt. Ltd., 2<sup>nd</sup> edition, 2002.

**Reference Books:**

1. Sharma, S.D., “ *Operations Research*,” Tata McGraw Hill, 2001.
2. Sharma, J.K., “ *Operations Research: problems & solutions*,” Macmillan India Ltd. , 2<sup>nd</sup> edition, 2004.
3. Sancheti , D.C. & Kapoor, V.K., “ *Statistics-Theory, Methods and Applications*,” Sultan Chand & Sons, 2004.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I)108: Data Base Management System**

**L-4, T-0, Credits: 04**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

To develop understanding of database management system and abilities to use DBMS packages.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.

**Unit II**

**No. of Hrs.:-14**

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.

Relational model: Introduction to Relational model, foreign key constraints, enforcing integrity constraints, Querying relational data, logical database design: ER to relation, introduction to views, destroying/altering tables and views, Codd rules

**Unit III**

**No. of Hrs.:-10**

Schema Refinement & Normal Forms: Introduction to schema refinement, functional dependencies, examples motivation schema refinement, reasoning about functional dependencies, normal forms, decompositions, normalization (Up to 3<sup>rd</sup> Normal Form)

**Unit IV**

**No. of Hrs.:-10**

Concept of Objects: objects, tables, queries, forms, reports, modules.

Database Creation and Manipulation.

SQL Queries: The form of a basic SQL query, Union, intersect, and except, introduction to nested queries, aggregate operators, Null values.

**Text Books:**

1. Ramakrishnan, R. & Gehrke, J., “*Database Management Systems*”, McGrawHill, Company, Higher Education, 2000.
2. Desai, Bipin C., “*An Introduction to Database Management System*”, Galgotia Publication Pvt. Ltd., 2001.
3. Bayross, Ivan, “*SQL, PL/SQL The Programming Language of Oracle*”, 2<sup>nd</sup> revised edition, BPB Publication, 1999.

**Reference Books:**

1. Elmasri, R. & Navathe, S.B., “*Fundamentals of Database Systems*”, Addison Wesley, 2000.
2. Date, C. J., “*An Introduction to Database System*”, Vol. I & Vol. II, Addison Wesley Publishing Company, 2000.



**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I)110: Cost Accounting**

**L-4, T-0, Credits: 04**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

**Meaning and Scope of Cost Accounting:**

Basic cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing.

**Materials Control:**

Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of incoming & outgoing material – material losses.

**Unit II**

**No. of Hrs.:-10**

**Labour Cost Control:**

Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wage payment. Incentive plans.

**Overheads:**

Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads.

**Unit III**

**No. of Hrs.:-12**

**Methods of Costing:**

Single output costing, job costing, contract & batch costing.

**Unit IV**

**No. of Hrs.:-12**

Process costing (including joint products and By-products and inter-process profits),  
Operating/Service costing. (Transport & Power House only).

**Reconciliation of cost and financial accounts.**

**Text Books:**

1. Maheshwari, S. N. and S. N. Mittal, “ *Cost Accounting – Theory and Problems*”, 22<sup>nd</sup> Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Jain & Narang, “ *Cost Accounting*”, Kalyani Publishers, 2002.
3. Arora, M.N. “ *Cost Accounting*”, 2<sup>nd</sup> Edition, Vikas Publishing House Pvt. Ltd., 2001.

**Reference Books:**

1. Horngren, “ *Managerial Cost Analysis*”, 22<sup>nd</sup> revised edition, Prentice Hall, 2003.
2. Gowda, J. Made, “ *Advanced Cost Accounting*”, 1<sup>st</sup> Edition, Himalya Publishing House, 2001.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 112 Indian Banking System**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
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|---|--|
| <ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul> |  |
|---|--|

**Note:** Students are expected to have elementary knowledge of the topics specified in the syllabus

**Objective**

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

**Course Contents**

**Unit I**

**No. of Hrs: 10**

Development Banking; Financial Institutions- IDBI, NABARD, SIDBI, IFCI.

**Unit II**

**No. of Hrs: 10**

Role of Central Bank, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking system, Review of the Banking system, Review of RBI balance sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.

**Unit III**

**No. of Hrs: 10**

Commercial Banking: Banker Customer Relationship, Management of Deposit Business & Credit Business, Fee Based services, Liquidity Vs. Profitability, Credit Assessment, Principles of Bank Lending: Types & Methods of Charging, Secured & Unsecured Advances.

**Unit IV**

**No. of Hrs: 10**

Overview and regulation of Co-Operative banking, Regional Banks, Rural Banks and Co-Operative banking societies.

**Text Books:**

1. Sundaram & Varshney; *“Banking, Theory Law and Practice”*; Sultan chand & sons; 2004
2. Vasant Desai; *“Development Banking & Financial Intermediaries”*; Himalaya Publishing House; 2001.

**Reference Books:**

1. Mithani.D.M., Gordon.E.; *“Banking & Financial Systems”*; Himalaya Publishing House;2003.
- 2.Reddy.P.N., Appannaiah.H.R.; *“Theory & Practice of Banking”*; Himalaya Publishing House;2003.

**BBA (B&I)**  
**GGG Indraprastha University**  
**BBA (B&I)114: Data Base Management System (Practical)**

**USING MS-ACCESS**

**L-0, P-06, Credits: 03**

**Course Contents:**

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I)201: Organizational Behaviour**

**L-4 T-0 Credits-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory case study. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

**Introduction:** Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

**Unit II**

**No. of Hrs.:-12**

**Individual & Interpersonal Behaviour:** Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors.

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

**Unit III**

**No. of Hrs.:-12**

**Group Behaviour & Team Development:** Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

**Unit IV**

**No. of Hrs.:-10**

**Organization Culture and Conflict Management:** Organizational Culture-Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

**Text Books:**

1. Robbins, Stephen P., “*Organizational Behaviour*,” Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
2. Prasad, L.M., “*Organizational Behaviour*,” Sultan Chand & Sons, 2003.

**Reference Books:**

1. Luthans, Fred, “ *Organizational Behaviour*”, Tata McGraw Hill, New Delhi, 2003.
2. Chhabra, T.N. & Singh, B.P., “*Organization Behavior*”, Sultan Chand & Sons, 2000.
3. Khanka, S.S., “*Organizational Behaviour*”, Sultan Chand and Sons, New Delhi, 2004.
4. Joseph, Weiss, “*Organization Behaviour and Change*”, Vikas Publishing house, 2004.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 203: Indian Economy**

**L-4 T-0 Credit-4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objective:**

Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

**Course Content**

**Unit I**

**No. of Hrs.:-10**

**Structure of Indian Economy**

Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India.

**Unit II**

**No. of Hrs.:-14**

**Planning and Economic Development and Problems in Indian Economy**

Objective of Economic Planning in India, Tenth Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises.

Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

**Unit III**

**No. of Hrs.:-10**

**Indian Economy & Foreign Trade**

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.



## **Unit IV**

**No. of Hrs.:-10**

### **Indian Economy – Emerging Issues**

WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors.

#### **Text Books:**

1. Dhingra, I.C., “*Indian Economy*,” Sultan Chand, 2003
2. Aggarwal, A.N., “*Indian Economy*”, Vishwa Prakashan, 2003.

#### **Reference Books:**

1. Mishra, S.K. & Puri, V.K., “ *Problems of Indian Economy*”, Himalaya Publishing House, 2003.
2. Datt, Ruddar & Sundhram, “*Indian Economy*”, Sultan Chand, 2003.

**BBA (B&I)**  
**Bachelor of Business Administration**  
**Guru Gobind Singh Indraprastha University**  
**BBA (B&I) 205 Marketing Research**

**L-4 T-0 Credits –4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory case study covering basic concepts of all units of Marketing Research. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision-making.

**Course Contents**

**Unit I**

**No. of Hrs.:-10**

**Introduction of Marketing Research:** Define marketing, research, aims and objectives of marketing research. Applications of marketing research, marketing information system, evaluation and control of marketing research, value of information in decision making, steps in marketing research.

**Research Design:** Formulating the research problem, choice of research design, types of research design, sources of experimental errors.

**Unit II**

**No. of Hrs.:-10**

**Sample and Sampling Design:** Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

**Scaling Techniques:** The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

**Unit III**

**No. of Hrs.:-14**

**Data Collection: Methods of data collection:** secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

**Data Processing and Tabulation:** Editing coding, problems in editing, tabulation.

## **Unit IV**

**No. of Hrs.:-12**

**Data Analysis:** Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis 1, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).

**Interpretation and Report Writing:** Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

### **Text Books:**

1. Beri, G.C., “*Marketing Research*,” Tata McGraw Hill, 2003.
2. Gupta, S.L., “*Marketing Research*”, Excel Books, 2004.

### **Reference Books:**

1. Aaker, “*Marketing Research*”, John Willey & Sons, 2001.
2. Tull & Hawkins, “*Marketing Research*”, Prentice Hall of India, 2000.

**BBA (B&I)**  
**G.G.S.INDRAPRASTH UNIVERSITY,DELHI**  
**BBA(B&I)207- Computer Application -I**

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

**Instructions to paper Setters**

**Maximum Marks : 75**

- 1) Question 1 should be compulsory and cover the entire syllabus. The Question should have objective or short answer type question. It should be of 15 marks.
- 2) Every unit should have two questions. Students may be asked to attempt only one question from each unit. Each question should be of 15 marks.

**Objective :**

The main objective of this course is to acquaint the students with special applications of Information Technology in Banking Business. It will also familiarize students regarding Information Technology applications in Documents Handling and various other computer applications prevalent in banks today.

**Course Contents**

**Unit-I**

**No. of Hrs:10**

Information Technology : Introduction and its impact on different sectors including Banking, problems in the way of IT and solution. Technology in banking and the future of technology.

Electronic Mail, Internet, NICNET, BRISKNET, Electronic Data Interchange, MODEMS, Electronic Banking / Cyber Banking.

**Unit-II**

**No. of Hrs:10**

Online Updation, Real Time Systems, automated Ledger Posting Schemes, Needs & benefits of Total Branch Computerization, Desktop Publishing – Page Maker, Ventura publisher, Scanners.

Electronic Payment Systems : Automated Teller machine, cash Dispensers, Electronic Clearing service – Credit Clearing & Debit Clearing.

**Unit-III**

**No. of Hrs:10**

Electronic Funds Transfer Systems : Fund Transfer, Chip Card, Swift in Banking Transactions, BANKNET, RBINET.

Document Handling – MICR, Credit Card, Debit Card, Smart Card, Signature Storage & Retrieval, Cheque Truncation, note and Coin Counting machines.

**Unit-IV**

**No. of Hrs:07**

Additional Banking Applications, Inter branch Reconciliation, Computer in foreign Exchange dealings.

Computerization of banks, threats to computerization environment, Security types/levels/dimensions, Y2K – A perspective.

**Text Books:**

1. Malhotra, T.D., "*Electronic Banking and Information Technology in Banks*", Sultan Chand & Sons, 2002
2. Malhotra, T.D., "*An Introduction to Computers*", Sultan Chand & Sons, 2002
3. Johari & Johari, "*Role of Computers in Banking Operation Systems*", Himalaya Publications.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 209: Personality Development &**  
**Communication Skills - I**

**L-4 T-0 Credit-4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

1. To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.
- 3.

**Course Contents:**

**Unit-I**

**No. of Hrs.:-10**

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective.

Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

**Unit-II**

**No. of Hrs.:-12**

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs.

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

**Unit-III**

**No. of Hrs.:-12**

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release.

#### **Unit-IV**

**No. of Hrs.:-10**

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Business Etiquettes

Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

Role play on selected topics with case analysis and real life experiences.

#### **Text Books:**

- 1.Wren & Martin, “*English grammar and composition*”, 2003.
- 2.Sinha, K. K., “*Business Communication*”, Galgotia Publishers, 2003.
- 3.Robinson, David, “*Business Etiquette*”, Kogan Page.
- 4.Rogets Thesaurus.

#### **Reference Books:**

1. Wrought, Chrissie, “*Hand Book of Practical Communication Skills*”, Jaico Publishing House.
2. Ray, Reuben, “*Communication today – Understanding Creative Skills*”, Himalaya Publishing House, 2001.

**B.B.A**  
**Guru Gobind Singh Indraprastha University**  
**BBA(B&I)211: Marketing Management**

**L-4 T-0 Credits –4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 will be compulsory case study of 4 P's of marketing. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives**

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

**Course Contents**

**Unit I**

**No. of Hrs.:-8**

**Introduction to Marketing:** Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

**Unit II**

**No. of Hrs.:-10**

**Product:** Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.

**Pricing Decisions :** Designing pricing strategies and programmes, pricing techniques.

**Unit III**

**No. of Hrs.:-12**

**Place:** Types of channels, meaning & importance, channels strategies, designing and managing value network and marketing channel, managing retailing, Physical distribution, marketing logistics and supply chain management.

**Unit IV**

**No. of Hrs.:-12**

**Promotion:** Advertising- meaning and importance, types, media decisions, promotion-mix, Personal Selling- Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study).



**Text Books:**

1. Kumar, Ramesh, “ *Application Exercises in Management*,” Vikas Publishing House, 2004.
2. Varshney & Gupta, “ *Marketing Management*,” Sultan Chand & Sons, 2005.
3. Kotler & Armstrong, “ *Principles of Marketing Management*”, Prentice Hall India, 2003.

**Reference Books:**

1. Gandhi, T.C., “*Marketing A Managerial Introduction*”, 2003.
2. Gupta & Suri, “ *Case Studies in Marketing Management*”, Himalaya Publishing House, 2005.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 213: Minor Project Report**

**L-0 T-0 Credit-3**

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA Programme is being run. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester.

The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

**BBA(B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 215: Computer Application Lab-I**

**L-0 P-4 Credit-2**

Computer Lab in Visual Foxpro

*List of Practicals*

- ⇒ Design a Withdrawal Transaction Form.
- ⇒ Design a Cash / Cheque Deposit Transaction Form.
- ⇒ Design a Demand draft or bankers cheque Form.
- ⇒ Design a Account opening form.
- ⇒ Design a Customers Detail Form.
- ⇒ Design a passbook with the following fields: Date, Cheque No., particulars, Withdrawals, Deposit and Balance.
- ⇒ WAP in Visual foxpro to find whether the account number is valid or not.
- ⇒ WAP in Visual foxpro to calculate Simple Interest
- ⇒ WAP in Visual foxpro to update the account balance depending on the type of transaction.
- ⇒ WAP in Visual foxpro to update a customers Record.

List Of Commands

SET  
CREATE  
@----GET  
DO  
SORT  
INDEX  
SEEK  
FIND  
DISPLAY  
MODI COMM  
LIST  
EDIT  
BROWSE  
REPLACE  
**MODIFY STRUCTURE**  
GOTO  
SKIP  
LOCATION  
REPLACE STRUCTURE  
GOTOP  
GOBOTTOM

### **Reference Books :**

- 1) Taxali,R.K, “Foxpro 2.5 made simple”
- 2) Roy, Gautam, “Learn Everything in Visual Foxpro”

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA(B&I) 202: Insurance Business Environment in India**

**L-4 T-0 Credits –4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 will be compulsory case study of 4 P's of marketing. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

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

**Course Contents**

**UNIT-1**

**No. of Hrs.:-10**

**History of Insurance Business :** Business Environment and Insurance; Insurance and Economic Development; Growth and potential in Life Insurance; Growth and potential in General Insurance; Insurance Industry in India; Contemporary issues in Insurance.

**UNIT-11**

**No. of Hrs.:-12**

**Insurance Regulations in India:** A brief introduction of Insurance Act.1938, A Brief Profile of IRDA (Authority) and its functioning; IRDA Regulation 2000(Obligations of Insurers to Rural or Social Sectors);IRDA Regulation 2000(Insurance: Advertisements and Disclosure);IRDA Regulation 2000(Licensing of Insurance Agents);IRDA(Protection of Policy Holders Interest)

**UNIT—111**

**No. of Hrs.:-8**

**Marketing of Insurance Services:** Requirement of different Market Segment; Distribution Channel; Collaborating Professions; Setting –up a new Insurance Company; IRDA Regulation 2000 (Registration of new Insurance Company);Foreign Investor

**UNIT-1V**

**No. of Hrs.:-9**

**Financial aspects of Insurance Business:** Valuation of assets and Liabilities with particular reference to unexpired risk; Impact of Tarrif to Non-Tarrif regime in Non-Life Business; Distribution of profits

**Text Books**

1. Bodla, B.S. and Garg, M.C., “ *Insurance Environment and Procedure*”, Deep & Deep Publication, 2003.
2. Srivastav, D.C. and Srivastav, Shashank , “ *Insurance Industry*”, New Century Publication, 2002.

**References Books**

1. Insurance Industry: Emerging Trends by ICAI
2. Gupta, P.K., “ *Risk Management*”, Himalaya Publication House, 2004
3. Taxman’s Insurance Law Manual, IRDA Publication, 2004

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 204: Management Accounting**

**L-4 T-0 Credit-4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

### **Objectives**

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

### **Course Contents**

#### **Unit I**

**No. of Hrs.:-12**

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

**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, Fund Flow and Cash Flow Analysis.

#### **Unit II**

**No. of Hrs.:-10**

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

**Funds & Cash Flow Analysis:** Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

### Unit III

No. of Hrs.:-11

**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 Variances.

### Unit IV

No. of Hrs.:-11

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

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

#### **Text Books:**

- 1.Maheshwari, S.N., “ *Principles of Management Accounting*” Sultan Chand & Sons, Fourteenth Edition, 2003.
- 2.Khan & Jain, “*Management Accounting*”, Tata McGraw Hill Publishing House, Third Edition, 2002.

#### **Reference Books:**

- 1.Maheshwari, S.N., “ *Advanced Cost Accounting and Cost Systems*”, Shree Mahavir Book Depot, Second Edition, 2003.
- 2.Horngren, Charles, “*Introduction to Management Accounting*”, Prentice Hall of India, Eleventh Edition, 1999.
- 3.Pandey, I.M., “*Management Accounting*”, Vikas Publishing House, Third Edition, 2003.



**BBA(B&I)**  
**Bachelor of Business Administration**  
**Guru Gobind Singh Indraprastha University**  
**BBA(B&I)206 : Financial Management**

**L-4 T-0 Credits –4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

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

**Course Contents:**

**Unit I**

**No. of Hrs.:-12**

**Financial Management:** Meaning, Scope, objectives of Financial Management --- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management --- Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function.

**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.

**Concept in Valuation:** Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

**Unit II**

**No. of Hrs.:-12**

**Concept in Valuation:** Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

**Capital Structure:** Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

**Cost of Capital:** Concept, Importance, Classification and Determination of Cost of Capital.

**Leverages:** Concept, Types of leverages and their significance.

### **Unit III**

**No. of Hrs.:-12**

**Capital Budgeting:** Concept, Importance And Appraisal Methods: Pay back period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree.

### **Unit IV**

**No. of Hrs.:-11**

**Working Capital Management:** Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading.

**Dividend, Bonus and Rights:** Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

#### **Text Books:**

1. Maheshwari S.N., "*Financial Management*", Principles and Practice, Sultan Chand & Sons, 9<sup>th</sup> Edition, 2004.
2. Khan, M.Y, Jain, P.K., "*Financial Management*", Tata McGraw Hill, 3<sup>rd</sup> Edition, 2001.
3. Pandey I. M., "*Financial Management*", Vikas Publishing House, Revised Ed., 2003

#### **Reference Books:**

1. Hampton, Joh. J, "*Financial Decision Making*", Prentice Hall of India, 4<sup>th</sup> Edition, 1998.
2. Van Horne, C. & Wachowich, M, "*Fundamentals of Financial Management*", Prentice Hall of India, 11<sup>th</sup> Edition, 2002.

**BBA (B&I)**  
**G.G.S.INDRAPRASTH UNIVERSITY,DELHI**  
**BBA(B&I) –208 Computer Application II**  
**L-4, T-0 Credit 4**

**Instructions to paper Setters**

**Maximum Marks : 75**

- 1) Question 1 should be compulsory and cover the entire syllabus. The Question should have objective or short answer type question. It should be of 15 marks.
- 2) Every unit should have two questions. Students may be asked to attempt only one question from each unit. Each question should be of 15 marks.

**Objective**

The main objective of this course is to acquaint the students with special applications of Information Technology in Insurance sector. It will also familiarize students regarding E-Commerce applications and various other computer applications prevalent in Insurance today.

**Course Contents :**

**Unit-I**

**No. of Hrs.:-10**

Defining E-Business : Overview, Communication Gateways, E-Business statistics, Strategies & Advantages of E-Business. Differentiating between different E-Business categories.

Introduction to E-Commerce, Interdisciplinary nature of E-Commerce, Benefits & Limitations of E-Commerce.

**Unit-II**

**No. of Hrs.:-10**

Business-to-Business form of E-Commerce: An overview of Inter-organizational Information Systems and EDI, Models of B2B form of E-Commerce (Supplier-Oriented Marketplace, buyer Oriented Marketplace, Intermediary Oriented Marketplace)

**Unit-III**

**No. of Hrs.:-10**

Business-to-Customer form of E-Commerce: Introduction to concepts of E-Banking, Electronic Funds Transfer Systems, Electronic payment mechanisms, Merchant Accounts and Payment Gateways, Electronic cash.

Customer-to-Customer form of E-Commerce: Concept of Intermediaries and Internet enabled Auctions.

**Unit-IV**

**No. of Hrs.:-7**

Customer to Government form of E-Commerce: Introduction to E-Governance, Four phased model of E-Governance.

I.T in Insurance Business: Internet based delivery of Insurance products, Servicing of Policies.

**Text Books:**

1. Amor, Daniel, "*The E-business® Evolution*", Hewlett-Packard Professional Books.
2. Turban, Efraim, "*Electronic Commerce: A Managerial Perspective*", Pearson Education Asia, 2002
3. Chabra, T.N., "*E-Commerce New vistas For Business*", Himalaya Publications, 2004-05

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 210: Business Law**

**L-4, T-0, Credits: 04**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.**

**Objectives**

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

**Course Contents**

**Unit I**

**No. of Hrs.:-12**

**Indian Contract Act, 1872** (Fundamental Knowledge) Essentials of valid contract, Discharge of contract, Remedies for Breach of Contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

**Unit II**

**No. of Hrs.:-10**

**Sale of Goods Act 1930** Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

**Unit III**

**No. of Hrs.:-8**

**The Negotiable Instruments Act 1881** – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

**Unit IV**

**No. of Hrs.:-14**

**The Companies Act 1956** (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings

and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

**Text Books:**

1. Maheshwari, S.N. & Maheshwari, S.K., "*A Manual of Business Law*" 2<sup>nd</sup> Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., "*Modern Indian Company Law*", Shree Mahavir Book Depot, 2004.
3. Kuchhal, M. C., "*Business Law*", Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D., "*Elements of Mercantile Law*", Sultan Chand & Sons, New Delhi, 2003.

**Reference Books:**

1. Gulshan S.S. & Kapoor G.K., "*Business Law including Company Law*", New Age International Private Limited Publishers, 2003.
2. Aggarwal S.K., "*Business Law*", Galgotia Publishing Company, 2003.
3. Bagriyal, Ashok, "*Company Law*", Vikas Publishing House, 2004.
4. Kapoor, N. D., "*Elements of Company Law*", Sultan Chand & Sons, New Delhi, 2003.
5. Singh, Avtar, "*Company Law*", Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2004.

**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA (B&I)212: Personality Development and**  
**Communication Skill-II**

**L-4, T-0, Credits: 03**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

**Unit II**

**No. of Hrs.:-10**

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

**Unit III**

**No. of Hrs.:-12**

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting positive and negative traits and dealing with people with face to face.

**Unit IV**

**No. of Hrs.:-10**

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism.

Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

**Text Books:**

1. Paul, Rajendra, “*Essentials of Business Communication*”,Sultan Chand & Sons.
2. Sehgal,D.D.,Mittal,V.K., & Garg,N.C., “*Business Communication*,”Ramesh Book Depot.
3. Reuben, Ray, “*Communication today – understanding creating skills*”, Himalaya Publishing House, 2001.

**Reference Books:**

1. McGraw,E.H., “ *Basic Managerial Skills for All*,”Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2000.
2. Covey,Stephen R., “*The seven habits of highly effective people*”, 1999.
3. Rogets Thesaurus



**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 214: Computer Application Lab - II**

**L-0, T/P-4, Credits: 02**

Computer Lab in HTML

*List of Practicals*

- Write the code in HTML to change the background of a Web Page.
- Write the code in HTML to demonstrate various formatting styles.
- Write the code in HTML to demonstrate the use of Ordered & Unordered Lists.
- Write the code in HTML to insert Images in the Web Page.
- Write the code in HTML to design a Table with different styles.
- Write the code in HTML to demonstrate the use of anchor tag.
- Write the code in HTML to design a Sign Up Form.
- Write the code in HTML to design a Purchase Order Form
- Write the code in HTML to design a web page for a Food Corner
- Write the code in HTML to design a web page for Online Shopping
- Write the code in HTML to design a web page for Online Reservation.
- Write the code in HTML to design a web page for a Commercial Bank
- Write the code in HTML to design a web page for various Insurance Policies.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 301 Banking Law and Practice**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

Note: Students are expected to have elementary knowledge of the topics specified in the syllabus

**Objective**

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

**Course Contents**

**Unit I**

**No. of Hrs: 10**

Overview, Legal Framework of Regulation of Banks, Reserve Bank of India Act 1930

**Unit II**

**No. of Hrs: 10**

Banking Regulation Act, 1949, Negotiable Instruments Act 1860

**Unit III**

**No. of Hrs: 10**

Cyber Laws relating to Banking, Banking Companies Act, 1970/ 1980

**Unit IV**

**No. of Hrs: 10**

Securitization Act, 2002., Recent trends in Banking Industry (Legal)

**Text Books:**

1. Varshney P.N.; “*Banking Law and Practice*”; Sultan Chand and Sons; 2005
2. Saxena G.S.; “*Legal Aspects of Banking Operations*”; Sultan Chand and Sons; 2005

**Reference Books:**

1. Suneja H.R.; “*Practical and Law of Banking*”; Himalya Publishing House; 2000
2. Chabra T.N.; “*Elements of Banking Law*”; Dhanpat Rai and Sons; 2000

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 303 MARKETING OF FINANCIAL PRODUCTS AND SERVICES**  
**L-4 T/P-0 Credits-4**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objective:**

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

**Course Contents:**

**Unit I** **No. of Hrs.:10**

Marketing of Financial Services- a conceptual framework.  
Types of Financial Markets in India- an overview.  
Concept of Marketing and Marketing Mix, 4 P's of Marketing.

**Unit II** **No. of Hrs.:12**

Marketing of Banking Services – Banking products and services;  
Distribution, Pricing and Promotion Strategy for Banking Services;  
Attracting and Retaining bank customers.  
Marketing strategy of credit cards, debit cards, saving accounts and different types of loans, barter card.

**Unit III** **No. of Hrs.:12**

Mutual Funds Markets in India and the Marketing strategies involved.  
Marketing of insurance products- Life and Non Life Products.  
Marketing of Pension Funds.

**Unit IV** **No. of Hrs.:10**

Concept of Distribution, multiple delivery channels/ATM, EFT, CMS,POS and Bancassurance.  
Promotion- marketing information & research, public relations and publicity, image building.  
Globalisation and its impact on financial services.

**Text Books:**

1. Suri, R.K., “Services Management”,Himalaya Publication,2005.
2. Jha, S.M., “Bank Marketing”,Himalaya Publication,2003.

**Reference Books:**

1. Ratna, V.V., "Services Marketing", Wisdom Publications, 2005.
2. Varshney, R.L and Gupta, S.L., "Marketing Management", Sultan Chand & Sons, 2005.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 305 PRACTICE OF LIFE INSURANCE**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objective:**

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

**Course Contents:**

**Unit I**

**No. of Hrs: 10**

Insurance Products ,a hedge against personal risk (s)  
Insurance Products, alternative to Investment Products  
Insurance Products, collateral security in the rising hire-purchase market scenario.

**Unit II**

**No. of Hrs: 10**

Group Insurance and special purpose schemes.  
Actuarial considerations ( demographic, investment of funds and managerial expenses) in costing Insurance products

**Unit III**

**No. of Hrs: 10**

Maintaining Inter- Class and Inter- Generation equity.  
Theory and Practice of Underwriting: Selection, Loading, Exclusion clauses and declining of proposals Policy Document.

**Unit IV**

**No. of Hrs:10**

Servicing (alterations and surrender), Claim Settlement  
Variance Analysis, Retention Vs. Reinsurance.

**Text Books:**

1. Srikri, Karve, "Principles of Life Insurance", Sultan Chand & Sons,2002
2. Publications of Insurance Institute of India IC- 51- 66

**Reference Books:**

1. Mishra M.N.; *Principles and Practices of Insurance*; S. Chand and Co. 2004
2. Gupta P.K.; *Insurance and Risk Management*; Himlaya Publishing House; 2004

**BBA(B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 307: Management Information System**

**L-4 T-0 Credit-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives**

The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

**Course Contents**

**Unit I**

**No. of Hrs.:-10**

**Introduction:** Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS.

**Unit II**

**No. of Hrs.:-12**

**System Development:** Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

**Unit III**

**No. of Hrs.:-12**

**Information Concepts:** Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

**Unit IV**

**No. of Hrs.:-10**

**Information Technology:** Recent Developments in the Field of Information Technology:

Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

Choice of appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing.

**Text Books:**

1. Javadekar, W.S., *“Management Information System”*, Tata MacGraw Hill Publication, 2003.
2. Davis, B.Gordon, *“Management Information System”*, Tata MacGraw Hill Publication, 2002.
3. Gupta, A.K, *“Management Information System”*, S Chand Publications, 2003.

**Reference Books:**

1. Arora, Ashok & Bhatia, Akshaya, *“Management Information System”*, Excel Books, New Delhi, 2001.
2. Basandra, Suresh K., *“Management Information System”*, Wheeler Publishing, New Delhi, 1999.
3. O'Brien, James A., *“Management Information System”*, Tata McGraw Hill, 2003.
4. Murthy, C.S.V., *“Management Information System”*, Himalaya Publishing House, 2003.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 309: Human Resource Management**

**L-4, T-0, Credits: 04**

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objectives:**

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

**Course Contents**

**Unit I**

**No. of Hrs.:-10**

**Introduction:** Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM. Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma.

**Unit II**

**No. of Hrs.:-12**

**Acquisition of Human Resources:** HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.

**Unit III**

**No. of Hrs.:-8**

**Training and Development:** Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development.

**Unit IV**

**No. of Hrs.:-12**

**Compensation and Maintenance:** Compensation: components of employee remuneration – base and supplementary; job evaluation – concept, process and significance; Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of



performance appraisal methods, 360 degree appraisal technique; Maintenance : overview of employee welfare,health and safety,social security.

**Text Books:**

1. Chhabra, T. N., “ *Human Resource Management*”, Dhanpati Rai and Co. Pvt. Ltd, New Delhi, 2003.
2. Gupta, C. B., “*Human Resource Management*”, Sultan Chand and Sons, New Delhi, 2003.

**Reference Books:**

1. Flippo,Edwin B., “*Personnel Management*”,Tata McGraw Hill.
2. Rao,V S P, “*Human Resource Management,Text and Cases*”, Excel Books,2004.
3. Aswathappa, K., “*Human Resource and Personnel Management (Text and Cases)*”, Tata McGraw Hill Publishing Company, New Delhi, 2003.
4. Dessler,Gary, “ *Human Resource Management*”,Prentice Hall,2002.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 311: Taxation Laws**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.**

**Objectives:**

The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes.

**Course Contents**

**Unit I**

**No. of Hrs.:-12**

**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, Income from Salary Head.

**Unit II**

**No. of Hrs.:-12**

**Heads of Income** –House Property, Business or Profession, capital gains, other sources.

**Unit III**

**No. of Hrs.: -10**

Clubbing of income, Deductions under Chapter VI (related to individuals and firms)Assessment of individuals and firms (simple problems).

Rebates and Relief's, Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.

**Unit IV**

**No. of Hrs.:-10**

**Central Sales Tax Act 1956** – Salient features, definition of sale and its different categories, dealer, sale price, inter state sale, registration of dealers, levy and collection of tax and penalties.

**Service Tax (Finance Act 1994)** – Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.

**Text Books:**

1. Singhania, V. K& Singhania, Monica, "*Students Guide to Income Tax*," Taxman Publications, 2005.
2. Ahuja, Girish & Gupta, Ravi, "*Systematic Approach to Income Tax*", Bharat Law House, 2004.

**Reference Books:**

1. Datey V.S., "*Indirect Taxes-Law and Practice*", Taxmann Publications, 2005.
2. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
3. ICAI, *Service Tax*, Guidelines.

**BBA(B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 313: Managerial Personality Development**

**L-2 T-0 Credit-1**

**\*NUES- Non University Examination Subject**

**Objectives:**

This paper is introduced to develop the personality of students by improving their communication skills.

**Course Contents:**

**Unit -1:** **No. of Hours: 10**

Self-introduction, highlight your positive and negative traits of your personality, accentuate the positive traits of your peer group

**Unit II:** **No. of Hours: 10**

Video recording of dialogue sessions on any current happening, modes of entertainment, weather, politics, economy, family, education system, women education, fundamental rights, environment

**Unit III:** **No. of Hours: 10**

Role plays on conflict management, product selling, customer care, budget distribution, negotiation, complaint handling

**Unit IV:** **No. of Hours: 10**

How to make interesting presentations, tools of presentation, boredom factors, as a part of job, interview, timing your talk

**Text Books:**

1. McGraw,E.H., “ *Basic Managerial Skills for All*,”Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2000.
2. Paul, Rajendra, “*Essentials of Business Communication*”,Sultan Chand & Sons.
3. Robinson, David, “ *Business Etiquette*”, Kogan Page.

**Reference Books:**

1. Wrought, Chrissie,“Hand Book of Practical Communication Skills”, Jaico Publishing House.
2. Ray, Reuben, “*Communication today – Understanding Creative Skills*”, Himalaya Publishing House, 2001.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA (B&I)315: Summer Training Report & Viva Voce**

**L-0 T-0 Credit-6**

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

**BBA(B&I)**  
**GGS Indraprastha University**  
**BBA (B&I) 317: Computer Applications Lab**

**L-0 P-4 Credit-2**

- A group of 4 students would be allotted with any IT Application Database Project.
- The Project would be based on any Front-end and Backend Concept.

**BBA (B&I)**  
**GGs Indraprastha University**  
**BBA(B&I)302 :Retail Management and Retail Banking**

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

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

The basic objectives of the course are to acquaint the students about the concept of Retail Management and Retail Banking and the various types of Retail Banking Products. It will also develop our understanding about Bancassurance among the students.

**Course Contents:**

**Unit I**

**No. of Hrs.:-10**

Retail Management – An Introduction.

Functions of Retailing, Types of Retailers, Retailing Strategies for emerging markets, Organised Retail formats in India, Challenges ahead for Retailing.

**Unit II**

**No. of Hrs.:-10**

Changing Retail Environment

Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.

**Unit III**

**No. of Hrs.:-10**

Retail Banking – An Introduction

Open market conditions and role of Banks and Financial Institutions, Retail Banking –Concept and Importance.

Retail Banking Products- Housing Loan, Conveyance Loan , Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.

**Unit IV**

**No. of Hrs.:-10**

e-Banking – An Overview

Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Bancassurance, SSI financing.

**Text Books**

1. Suri, R. K., “Retail Management”, Excel Books, 2005.
2. Jha, S.M., “Bank Marketing”, Himalaya Publishing House, 2000.

**Reference Books**

1. Singh & Chabra, "*Commercial Banking*", Dhanpat Rai & Sons, 2001.
2. Mithani & Gorden, "*Banking Theory & Practice*", Himalaya Publications, 2003.



**BBA (B&I)**  
**GGS Indraprastha University**  
**BBA(B&I) 304 PROJECT PLANNING AND EVALUATION**

**L-4 T-0 Credits –4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**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**

**No. of Hrs.:-14**

**Overview:** Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Common Weaknesses in Capital Budgeting.

**Capital Allocation Framework:** Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting.

**Financing of Projects:** Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

**Financial Estimates and Projections:** Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.

**UNIT-II**

**No. of Hrs.:-10**

**Market and Demand Analysis:** Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

**Technical Analysis:** Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

### **UNIT-III**

**No. of Hrs.:-14**

**Project Management:** Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation.

**Network Techniques:** Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.

**Project Review and Administrative Aspects:** Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

**Generation and Screening of Project Ideas:** Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive NPV, On being an Entrepreneur.

### **Unit IV**

**No. of Hrs.:-8**

**Risk Analysis- Firm Risk and Market Risk:** Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

#### **Text Books:**

1. Desai, Vasant, “*Project Management*”, Himalaya Publishing House, 2003.
2. Chandra, Prasanna, “*Projects: Planning, Analysis, Financing, Implementation and Review*”, Tata McGraw Hill Publishing Company Limited, Fifth Edition, 2002.
3. Nagarajan, K., “*Project Management*”, New Age International (P) limited, Publishers, 2001.

#### **Reference Books:**

1. Maheshwari, S.N., “*Management Accounting & Financial Control*”, Sultan Chand & Sons, Fourteenth Edition, 2003.

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 306 PRACTICE OF GENERAL INSURANCE**

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

<b>INSTRUCTIONS TO PAPER SETTERS</b>	<b>MAXIMUM MARKS: 75</b>
<ul style="list-style-type: none"><li>➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.</li><li>➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.</li></ul>	

**Objective:**

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

**Course Contents**

**UNIT-I**

**No. of Hrs:10**

Different non life insurance products: Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance products pertaining to Rural Market.

**UNIT-II**

**No. of Hrs:10**

Forms used in General Insurance, Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility theory for Rate Making, Experience Rating

**UNIT-III**

**No. Of Hrs:10**

Physical and Moral Hazards Loss Prevention, Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy

**UNIT-IV**

**No. of Hrs:10**

Unexpired Risk and Assessment of Liability in respect thereof., Periodic Valuation and Declaration of Profit, Concept of Reinsurance

**Text Books:**

1. Mishra M.N.; “*Principles and Practices of Insurance*”; S. Chand and Co. 2004
2. Gupta P.K.; “*Insurance and Risk Management*”; Himlaya Publishing House; 2004

**Reference Books:**

1. *General Insurance*; Insurance Institute of India; 2003
2. *General Insurance Vol.1* ; ICFAI Press; 2005

**B.B.A (B & I)**  
**G.G.S INDRAPRASTHA UNIVERSITY**  
**B.B.A (B & I): 308 Management of Commercial Banks**

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

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Note:** Students are expected to have elementary knowledge of the topics specified in the syllabus

**Objective**

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

**Course Contents**

**Unit I**

**No. of Hrs: 10**

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

**Unit II**

**No. of Hrs: 10**

Analysis of Assets & Liabilities of scheduled commercial banks; Efficiency of commercial banks; Internal performance and Appraising of Bank's condition; Non-Performing Assets; Management of capital in commercial banks.

**Unit III**

**No. of Hrs: 10**

Risks in commercial banking- Interest Rate Risk, Liquidity risk, Credit risk; Investment Management; Foreign currency dealing; Foreign currency risk

**Unit IV**

**No. of Hrs: 10**

International Banking; Non-Banking Financial Institutions; Management of Foreign Exchange.

**Text Books:**

1. Varshney and Malhotra , "Principles of Banking", Sultan Chand & Sons, 2005.
2. Reddy.P.N., Appannaiah.H.R.; Theory & Practice of Banking; Himalaya Publishing House;2003.
3. Machiraju.H.R.; Modern Commercial Banking; Vikas Publishing House Pvt. Ltd.; 2001

**Reference Books:**

1. Chhabra.T.N.; Banking, Theory & Practice; Dhanpat Rai & Co; 2003.

**BBA(B&I)**  
**GGS Indraprastha University**  
**BBA (B&I)310: Values & Ethics in Business**

**L-4 P-0 Credit-4**

**INSTRUCTIONS TO PAPER SETTERS**

**MAXIMUM MARKS: 75**

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

**Objectives:**

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

**Course Contents**

**Unit-I**

**No. of Hrs.:-10**

**Introduction:** Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.

**Management of Ethics:** Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value.

**Unit-II**

**No. of Hrs.:-10**

**Corporate Social Responsibility & Consumer Protection:** Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

**Unit-III**

**No. of Hrs.:-12**

**Understanding Progress, Results & Managing Transforming:** Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation.

**Understanding Success:** Definitions of success, Principles for competitive success, pre-requisites to create blue print for success. Successful stories of business gurus.

#### **Unit-IV**

**No. of Hrs.:-13**

**Knowledge and Wisdom:** Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.

**Stress Management:** Meaning, sources and consequences of stress, stress management and detached involvement.

**Concept of Dharma & Karma Yoga:** Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.

#### **Text Books:**

1. Kaur, Tripat, "*Values & Ethics in Management*", Galgotia Publishers, 2004.
2. Chakraborty, S.K., "*Human values for Managers*", 1998.

#### **Reference Books:**

1. Chakraborty, S.K., "*Ethics in Management: A Vedantic Perspective*", Oxford University Press, 2000.

**BBA(B&I)**  
**GGs Indraprastha University**  
**BBA (B&I) 312: Managerial Personality Development**

**L-2 T-0 Credit-2**

**\*NUES- Non University Examination Subject**

**Objectives:**

The purpose of this course is to develop oral and written communication skills and enhance overall personality of the students. The teacher will be a facilitator to promote activity centered individual skills and group performance.

**Course Contents:**

**Unit -1**

**No. of Hours: 10**

Find out how you think, determine what you value, be clear what drives you, audit your skills, describe your personality.

**Unit II**

**No. of Hours: 10**

Take a process view of your life, paint your figure, define your goals , make choices, identify your developmental needs, overcome resistance

**Unit III**

**No. of Hours: 10**

Build Your Network, develop a positive self image, empowerment, use a mentor, learn how to learn, measure yourself, Increase Your Professionalism, Group Discussion on current social ,cultural and popular topics

**Unit IV**

**No. of Hours: 10**

Be assertive, aim for win-win, consult effectively, be a team player, help other achieve, use power and influence, look good, sound good

**Text Books:**

1. McGraw,E.H., “ *Basic Managerial Skills for All*,”Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2000.
2. Paul, Rajendra, “*Essentials of Business Communication*”,Sultan Chand & Sons.
3. Robinson, David, “ *Business Etiquette*”, Kogan Page.



**Reference Books:**

1. Wrought, Chrissie, "Hand Book of Practical Communication Skills", Jaico Publishing House.
2. Ray, Reuben, "*Communication today – Understanding Creative Skills*", Himalaya Publishing House, 2001.

**BBA(B&I)**  
**G.G.S.INDRAPRASTHA UNIVERSITY**  
**BBA(B&I)-314 PROJECT REPORT AND VIVA VOCE**

**L-0    T-0    Credits-6**

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

