

Bachelor of Business Administration (Banking & Insurance) BBA-B& I

Scheme & Syllabus

(NEP Based)

w.e.f Academic Session 2024-2025



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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Background Note:

BBA(B&I) Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

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

Need for Syllabus Revision:

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

INDUCTION PROGRAM

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

**Induction program
(mandatory)**

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

**Three-week duration
(to be conducted simultaneously with teaching
classes)**

Physical activity

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

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

The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. Class Test 15 marks

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

2. Individual Assignments /Presentation/Viva-Voce/Group Discussion / Class Participation\ Lab Assignments (At least two) 25 marks

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

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA(B&I) Degree in Major Specialization	3	Single Major with single Minor	144	136
BBA(B&I) Degree in Double Major Specialization	3	Double Major	152	144
BBA(B&I) (Hons.)	4	Honours	BBA(B&I) Degree Credits + 40	176 (single Major) 184(Double Major)
BBA(B&I) (Hons. with Research)	4	Honours with Research		

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

Distribution of Credits for 3year/4year BBA(B & I) Programme with Multiple Entry-Exits

Semester	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation /Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

II	12			3	2	2	4		23
III	12	4	3	4	2				25
IV	16	4	3			2			25
V	12	4/8*	3	1			4		28
VI	12	11/15*	0						27
VII	12	8							20
VIII	12	8							20
VIII (Research)	4	4						12	20

* The student who will opt for double major degree needs to complete six elective courses from each major specialization.

Summary of Credits Year Wise (Major and Minor Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhance ment Course (SEC)	Ability Enhance ment Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertatio n/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	11	6	6	4	0	97
3 Year Degree (Single Major)	76	27	9	12	6	6	8	0	144
4 Year Hons.	100	43	9	12	6	6	8	0	184
4 Year Hons with Research	92	39	9	12	6	6	8	12	184

Summary of Credits Year Wise(Double Major Specialization)									
Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhance ment Course (SEC)	Ability Enhance ment Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertatio n/Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	47
2 Year Diploma	52	12	6	11	6	6	4	0	97
3 Year Degree (Double Major)	76	35	9	12	6	6	8	0	152
4 Year Hons.	100	51	9	12	6	6	8	0	192
4 Year Hons with Research	92	47	9	12	6	6	8	12	192



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

FIRST SEMESTER EXAMINATION PROGRAMME : BBA(B&I)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)- 101	Management Process & Organizational Behaviour	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-103	Principles of Banking	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-105	Financial Accounting & Analysis	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA(B&I)- 109	Entrepreneurial Mindset (NUES)	Ability Enhancement Courses	2	-	2
6.	BBA(B&I)- 111	Life Skills & Personality Development (NUES)	Value- Added Courses	2		2
7.	BBA(B&I)- 113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA(B&I)- 115	IT Applications in Business Lab	Skill Enhancement Course		2	1
Total Credits				23	2	24

SECOND SEMESTER EXAMINATION PROGRAMME : BBA(B&I)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-102	Business Mathematics	Discipline Specific Courses/ Major	4		4
2.	BBA(B&I)-104	Cost Accounting	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-106	Principles of Insurance	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-108	Business Communication	Ability Enhancement Courses	2		2
5.	BBA(B&I)- 110*	MOOC	Value- Added Courses	2		2
6.	BBA(B&I)-112	E-Commerce	Skill Enhancement Course	2		2
7.	BBA(B&I)-114	E-Commerce-Lab	Skill Enhancement Course		2	1
8.	BBA(B&I) 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	BBA(B&I) 118*	Indian Knowledge Systems	Value-Added Courses	2		2
Total Credits				20	2	25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

Note: The students shall have an option to study the paper of BBA(B&I)-118 Indian Knowledge Systems instead of BBA(B&I)-110 MOOC as a value-added course.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA(B&I) Programme:

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

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

THIRD SEMESTER EXAMINATION			PROGRAMME : BBA(B&I)			
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-201	Management Accounting	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-203	Decision Techniques for Business	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-205	Business Research Methodology	Skill Enhancement Course	4		4
4.	BBA(B&I)-207	Management of Commercial Banks	Discipline Specific Courses/ Major	4		4
5.	BBA(B&I)-***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
6.	BBA(B&I)-219	NSS/NCC/Club Activities (NUES)	Ability Enhancement Courses	2	-	2
7.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		25		25

Note for BBA(B&I)-219

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

FOURTH SEMESTER EXAMINATION			PROGRAMME : BBA(B&I)			
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA(B&I)-202	Business Environment & Law	Discipline Specific Courses/ Major	4		4
2.	BBA(B&I)-204	Corporate Accounting	Discipline Specific Courses/ Major	4	-	4
3.	BBA(B&I)-206	Business Analytics	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-208	MOOC	Value- Added Courses	2		2
5.	BBA(B&I)-210	Practice of Life and General Insurance	Discipline Specific Courses/ Major	4		4
6.	BBA(B&I)-***	Minor Elective 2	Inter- disciplinary Course /Minor	4		4
7.	BBA(B&I)- 222	Sustainability Practices	Value- Added Courses	2		2
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		25		25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Note:

1. *** will be replaced with the respective paper code from the Discipline Specific/ Major Course and Inter-disciplinary / Minor Course.
2. * Every student has to select one value-added course out of either (BBA(B&I)-208) MOOC or (BBA (B&I)-222) Sustainability Practices in the Fourth Semester.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (B & I)

The students shall have an option to exit after 2nd year of Business Administration Program-Banking & Insurance and will be awarded with **UG Diploma in Business Administration (B&I)**.

Eligibility Criteria to get UG Diploma in Business Administration (B&I):

Total **97** Credits to be earned till 2nd Year BBA(B&I) curriculum

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

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

Summer Internship Project Report and Viva Voice:

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

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

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

Following Five areas of Specializations/Disciplines are offered by Department of Management for selection of combination of electives for BBA(B&I) students:

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

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

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

1. Major area BBA-B&I means a total of six papers from the major area of specialization (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major specialization). Minor area means the total of four papers in the minor area of specialization



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

(One elective paper each in 3rd and 4th semester with 4 credits each and one elective paper each in 5th and 6th semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialization).

2. Major Electives for B&I have already been identified as **Discipline Specific Course**
3. Four electives from any one specialization leads to “**Minor Specialization**”.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be “**BBA-B & I with Double Major Specialization**”.

MULTI-DISCIPLINARY COURSE (MDC) FOR THIRD, FOURTH AND FIFTH SEMESTER

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR THIRD SEMESTER

Select any one paper
(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
HR	BBA(B&I) 209	Training and Development
Marketing	BBA(B&I) 211	Marketing Management
Finance	BBA(B&I) 213	Financial Management
International Business	BBA(B&I) 215	Management of International Business
Entrepreneurship Development	BBA(B&I) 217	Foundation of Entrepreneurship and Startups

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR FOURTH SEMESTER

(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
HR	BBA(B&I) 212	Talent Management
Marketing	BBA(B&I) 214	Sales and Channel Management
Finance	BBA(B&I) 216	Financial Reporting
International Business	BBA(B&I) 218	International Business Environment and Strategy
Entrepreneurship Development	BBA(B&I) 220	Opportunity & Feasibility Analysis

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

MULTI-DISCIPLINARY COURSE (MDC)

FOR THIRD SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

MULTI-DISCIPLINARY COURSE (MDC)

FOR FOURTH SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

Rules Regarding Selection of Multi Disciplinary Course (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

FIFTH SEMESTER EXAMINATIONPROGRAMME : BBA(B&I)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-301	Goods and Services Tax	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-303	Income Tax and Practices	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-305	Banking Laws and Practice	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA(B&I)-***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA(B&I)-327	Information Systems Management Lab	Skill Enhancement Course		2	1
7.	BBA(B&I)-329	Summer Training/Field-Based Training/ Apprenticeship	Internship	4	-	4
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		27	2	28
SIXTH SEMESTER EXAMINATIONPROGRAMME : BBA(B&I)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-302	Business Policy and Strategy	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-304	Project Management	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-306	Fundamental of Actuarial Sciences	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-308	Digital & Social Media Marketing	Inter- disciplinary /Minor Course	3	2	4
5.	BBA(B&I)-310	India's Diversity and Business	Inter- disciplinary Course /Minor	3		3
6.	BBA(B&I)-***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
7.	BBA(B&I)-***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		26		27



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

INTER DISCIPLINE COURSE (IDC)
FOR FIFTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization
Or

For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
Specialization: HR	BBA(B&I) 307	Negotiation skills
	BBA(B&I) 309	Leadership, Power and Politics
Specialization: Marketing	BBA(B&I) 311	Services Marketing
	BBA(B&I) 313	Rural Marketing
Specialization: Finance	BBA(B&I) 315	Merchant Banking & Financial Services
	BBA(B&I) 317	FinTech
Specialization: International Business	BBA(B&I) 319	Export, Import Policies, Procedures and Documentation
	BBA(B&I) 321	International Business Negotiation
Entrepreneurship Development	BBA(B&I) 323	Legal & Regulatory Framework of Startup
	BBA(B&I) 325	Global Entrepreneurship

INTER DISCIPLINE COURSE (IDC)
FOR SIXTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization
Or

For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
Specialization: HR	BBA(B&I) 312	Organization effectiveness and change
	BBA(B&I) 314	Strategic HRM
Specialization: Marketing	BBA(B&I) 316	Advertising & Brand Management
	BBA(B&I) 318	Principles of Event Management
Specialization: Finance	BBA(B&I) 320	Financial Market & Institutions
	BBA(B&I) 322	Financial Risk Management
Specialization: International Business	BBA(B&I) 324	Global Competitiveness
	BBA(B&I) 326	WTO and Intellectual Property Rights
Entrepreneurship Development	BBA(B&I) 328	Sustainable Entrepreneurship
	BBA(B&I) 330	Entrepreneurial Finance

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
MULTI-DISCIPLINARY COURSE (MDC)
FOR FOURTH SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

Rules Regarding Selection of Multi Disciplinary Course (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

SEVENTH SEMESTER EXAMINATION PROGRAMME : BBA(B&I) (Honours)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-401	Prevention of Fraudulent Practices through Case Studies	Discipline Specific Courses/ Major	4	-	4
2	BBA(B&I)-403	Reinsurance	Discipline Specific Courses/ Major	4		4
3	BBA(B&I)-405	International Banking and Forex Management	Discipline Specific Courses/ Major	4		4
4	BBA(B&I)-407	Data Science	Inter- disciplinary Course /Minor	4	-	4
5	BBA(B&I)-409	Digitalization and E-Governance	Inter- disciplinary Course /Minor	4	-	4
Total Credits				20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA(B&I) (Honours)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA(B&I)-404	Risk Management in Banks	Discipline Specific Courses/ Major	4		4
3	BBA(B&I)-406	FinTech and AI in Banking & Finance	Discipline Specific Courses/ Major	4		4
4	BBA(B&I)-408	Accounting of Banking & Insurance Companies	Discipline Specific Courses/ Major	4		4
5	BBA(B&I)-410	AI and ML in Business	Inter- disciplinary Course /Minor	4		4
Total Credits				20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA(B&I) (Honours with Research)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA(B&I)-410	AI and ML in Business	Inter- disciplinary Course /Minor	4		4
3	BBA(B&I) 412	Research Project/ Dissertation	Research Project/ Dissertation			12
Total Credits				8		20

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Mapping of BBA (Banking & Insurance) Programme

Program Outcomes

After the program the students will be able to:

- PO 1.** Develop conceptual knowledge and understanding of Banking & Insurance mechanism.
- PO 2.** Apply critical thinking and analytical skills for risk and investment management.
- PO 3.** Develop communication and leadership abilities to steer through the dynamic and global Financial markets.
- PO 4.** Foster research and innovation in the field of banking & insurance.
- PO 5.** Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Specific Outcomes

After the program the students will be able to:

- PSO1.** Develop proficiency in technical operations of Banking and Insurance organization.
- PSO2.** Demonstrate critical thinking and innovative ability to deal with problems in Banking and Insurance industry
- PSO3.** Exhibit Negotiation skills and networking abilities to market and promote products in Banking and Insurance industry
- PSO4.** Appraise social, legal and economic implications of Banking and Insurance Sector.

Mapping of PO's and PSO's

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5
PSO1	3	3	2	1	1
PSO2	2	3	1	3	1
PSO3	2	1	3	1	1
PSO4	1	1	1	1	3
AVG	2	2	1.75	1.5	1.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Mapping of BBA (Banking & Insurance) Programme

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration-B&I*

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

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration -B&I*

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

Program Outcomes (Till the end of 3 years): *Under Graduate Diploma in Business Administration -B&I*

- PO1.** Develop conceptual knowledge and understanding of Banking & Insurance mechanism.
- PO2.** Apply critical thinking and analytical skills for risk and investment management.
- PO3.** Develop communication and leadership abilities to steer through the dynamic and global financial markets.
- PO4.** Foster research & innovation through the adoption of cutting-edge IT tools in the field of banking & insurance.
- PO5.** Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Outcomes (At the fourth Year): *Bachelor in Business Administration (B & I) with Honours: BBA (B & I) (Honours) and Bachelor in Business Administration(B & I) Honours with Research: BBA(B & I) (Honours with Research)*

- PO1.** Exhibit factual and theoretical knowledge of management in Banking and Insurance.
- PO2.** Critically evaluate, analyse and articulate Indian and global business environments of Banking and Insurance industry with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.
- PO3.** Exhibits the ability to take ownership of roles and responsibilities at various levels with commitment, as part of diverse, multicultural teams in the banking and insurance sectors, while effectively managing cross-cultural dynamics.
- PO4.** Promotes research skills to design and implement innovative solutions in Indian and Global Business Environment of Banking and Insurance.
- PO5.** Imbibes responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE

BBA (B&I)

Program Specific Outcomes (At the end of 4 years)

After the program the students will be able to:

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

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

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

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

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

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

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 101: Management Process and Organizational Behavior

L-4, T-0 ,Credits -4

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	PO1	PO2	PO3	PO4	PO5
		CO1	Explore the evolution of the concepts of management	1	1	1
CO2	Examine the relevance of the theories of Motivation	1	1	1	1	1
CO3	Analyze the significance of Organization and Individual Behavior	1	1	1	1	1
CO4	Analyse individual, team and group behavior	1	1	1	1	1
CO5	Exhibit leadership qualities by building effective teams	1	1	3	1	1
CO6	Comprehend dynamics of human behavior	1	1	1	1	3
	Average	1	1	1.33	1	1.33

Course Contents

Unit I

Introduction

Management: Concept and Need, Managerial Functions An overview; Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering. **(15 Hours)**

Unit II

Planning and Organizing

Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures. **(15 Hours)**

Unit III

Introduction to Organizational Behavior

Personality Type A and B, Factors influencing personality. Learning- Concept, Learning theories. Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes. **(15 Hours)**

Unit IV

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture. **(15 Hours)**

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA (B&I) 103: Principles of Banking

L-4, T-0 Credits:4

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explore Indian Banking System and Environment	3	2	1	1	1
CO2	Examine the role of RBI in Indian Banking	3	2	1	1	1
CO3	Appraise the evolution of commercial Banking in India	3	1	1	1	1
CO4	Analyse technological advancements in Banking operations	3	2	1	3	1
CO5	Appreciate trends in Banking sector.	3	2	1	1	1
	Average	3	1.8	1	1.4	1

Course Contents

Unit-1

Meaning and Banking-Nature, Origin and Functions of Money, Evolution of Banking — Types of Banks, Systems of Banking — Mixed, Branch, Unit, Group chain. **(15 Hours)**

Unit-II

Reserve Bank of India — Establishment, Organization, Functions, Methods of Creditcontrol, Clean note policy of RBI, RBI policy on detection and impounding of counterfeit notes. **(15 Hours)**

Unit-III

Commercial Banking- Meaning & Functions, Deposits- Banker- Customer relationship, KYC guidelines, Credit-Principles of Lending, Different methods of charging. **(15 Hours)**

Unit-IV

Emerging trends in banking: Universal Banking, Venture Capital; project Finance; Merchant Banking, Anti money laundering, Electronic Fund Transfer System (ECS, NEFT, RTGS, SIPS), MICR. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Popli, G.S. and Jain Anuradha, Principles and Systems of Banking, PHI Learning
2. IIBF (Indian Institute of Banking and Finance) Principles and Practices of Banking, Macmillan.
3. Gopinath, M.N), Banking Principles and Operations, Snow White Publication.
4. Choudhry, M., The Principles of Banking, Wiley.
5. Westerfield, R.B. , The Principles of Banking, Nabu Press.
6. Natrajan.S and Parmeshwaran.R Indian Banking .S.Chand



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE

BBA (B&I)

BBA(B&I)105: Financial Accounting and Analysis

L-3 T-1,Credits-4

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

Mapping the Course Outcomes with Programme Outcomes

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

Course Contents

Unit I

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

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS). **(15 Hours)**

Unit II

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

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

(15 Hours)

Unit III

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting.

(15 Hours)

Unit IV

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

(15 Hours)

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA(B&I)107: Business Economics

L-4, T-0, Credits-4

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

Mapping the Course Outcomes with Programme Outcomes

Detailed Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	2	1	1	1	1
CO2	Proficiency in solving the problems of Matrix Algebra	2	1	1	1	1
CO3	Ability to solve the problems of Differential calculus	2	1	1	1	1
CO4	Capability to solve the problems of Integral calculus	2	1	1	1	1
CO5	Analyzing business research problems	2	1	1	3	1
AVG		2	1	1	1.4	1

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. Consumer Behavior: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

(15 Hours)

Unit II

Demand Analysis: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods in brief. Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale.

(15 Hours)

Unit III

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

(15 Hours)

Unit IV

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Precautions in Estimation of National Income.

(15 Hours)

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)109: Entrepreneurial Mindset

L-02 ,T-0,Credits - 02

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of entrepreneur and his role in economy.	1	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	1	2	2	1	1
CO3	Knowledge about how to search new opportunities and scanning business environment	1	1	1	1	1
CO4	Knowledge about how to development business plan, identifying sources of finance and legal requirements for starting business.	1	1	1	1	1
Average		1	1.25	1.25	1	1

Course Contents

Unit I

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

Unit II

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

Unit III

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

Unit-IV

Practicals:

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

- Case study discussion on successful Indian entrepreneurs. **(9 Hours)**

Suggested Readings: (All Latest editions)

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
5. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing
6. Mathur, A.CA, Entrepreneurship & New Venture Planning, Taxmann



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 111: Life Skills and Personality Development

L-2, T-0 ,Credits -2

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

Mapping the Course Outcomes with Programme Outcomes

Detailed Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to master non-verbal and verbal communication for improved interpersonal relationship	1	1	3	1	1
CO2	Proficiency in emotional Intelligence	1	1	3	1	1
CO3	Ability to learn effective time management techniques for increased productivity	1	1	1	1	1
CO4	Capability to adapt to stress	1	1	1	1	1
CO5	Learn techniques to handle criticism and rejection constructively	1	1	1	1	1
AVG		1	1	1.8	1	1

Course Contents

Unit I: Introduction

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

Unit II: Team Spirit : Exercises

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

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

(08 Hours)

Unit III : Confidence and Personality : Exercises

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

Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty. **(08 Hours)**



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Unit IV: Personality Development

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

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

Suggested Readings:

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)113: IT Applications in Business

L-3, T-0, Credits-3

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).	1	1	3	2	1
CO2	Analyze the usage of IT product and services	2	2	2	2	2
CO3	Use internet web services and resource for learning and discovery	2	3	2	2	1
CO4	Explore the usage of tools of MS Word and Advanced Excel to solve business problems	2	2	1	3	2
CO5	Comprehend the role of databases in IT applications	3	3	2	3	2
AVG		2	2.2	2	2.4	1.6

Course Contents

Unit 1

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

(10 Hours)

Unit II

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

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries. **(13 Hours)**

Unit IV

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

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

(12 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)115: IT Applications in Business- Lab

L-0, P-02, Credit-1

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

Mapping the Course Outcomes with Programme Outcomes

Detailed Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explore the utility of applications provided by MS Office	1	2	1	2	1
CO2	Proficiency in MS Advanced Excel and Powerpoint	1	2	1	3	1
CO3	Effective and professional presentation and communication skills	1	2	3	1	1
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	1	2	3	3	1
AVG		1.33	2	2	2.25	1

1. Knowledge of all commands of using Windows to be taught.

2. Introduction to MS-Word:

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

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

4. Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

SEMESTER II



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA(B&I)-102 Business Mathematics

L-3, T-1 ,Credits -4

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

Mapping the Course Outcomes with Programme Outcomes

Detailed Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	2	3	2	2	1
CO2	Proficiency in solving the problems of Matrix Algebra	2	2	1	1	-
CO3	Ability to solve the problems of Differential calculus	2	1	1	1	-
CO4	Capability to solve the problems of Integral calculus	2	1	1	2	-
CO5	Analyzing business research problems	1	2	3	1	-
AVG		1.8	1.8	1.6	1.4	-

Course Contents

Unit I

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

(15 Hours)

Unit II

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

(i) The Ad-joint Matrix Methods.

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

(15 Hours)

Unit III

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

(15 Hours)

Unit IV

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

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA (B&I) 104: Cost Accounting

L-3, T/P-1, Credits: 04

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehensive understanding on objectives and scope of cost accounting in business	3	2	1	3	2
CO2	Explore cost control through various material controlling techniques	3	2	2	3	2
CO3	Evaluate the remuneration systems and incentive schemes to deal with labour cost	3	2	2	2	2
CO4	Examine overhead cost through overhead functional analysis	3	2	2	1	2
CO5	Prepare Cost sheet with computation of normal and abnormal profits/Loss	3	2	2	3	2
CO6	Prepare contract accounts using escalation clause	3	2	2	3	2
	Average	3	2	1.83	2.5	2

Course Contents

Unit I

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centres and cost units, Difference between financial, cost and management accounting. Basic Cost concepts - Cost classification and elements of cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, and VED), Valuation of Inventory (FIFO, LIFO, Weighted average); Practical examples of EOQ, stock levels, FIFO, LIFO.

(15 Hours)

Unit II

Labour Cost: Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical examples).

Overheads: Functional analysis - factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads in brief.(Overhead rate, Machine rate, under & over absorption practical examples to be taught).

(15 Hours)

Unit III

Cost Sheet - Preparation of Cost Sheet (simple problems) Process Costing - Meaning and computation of normal profits, abnormal effectives and abnormal loss.

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Unit IV

Contract Costing: Contract meaning, types, Job and Batch costing, preparation of contract accounts, escalation clause, calculation of work in progress, and accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet. Operating costing (basic problem examples to be taught). **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE

BBA (B&I)

BBA (B&I): 106 Principles of Insurance

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

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehend different risks and their management	2	3	1	2	1
CO2	Explore the relevance of Insurance to the emerging Socio-Economic needs of the society	1	1	1	3	1
CO3	Analyze different types of Insurance contracts	2	1	1	1	1
CO4	Classify types of Insurance	3	1	1	1	1
CO5	Understand the concept of utmost good faith, Indemnity and Insurable Interest Insurance	3	1	1	1	2
	Average	2.2	1.4	1	1.6	1.2

Course Contents

Unit I

Concept of Risk: Types of Risk, Risk Management, Transfer and Pooling of Risks, Concept of Insurable Risk. ; **Concept of Insurance:** Relevance of Insurance to the Emerging Socio-Economic Needs of all the Sections of Society including Industrial Sector, Types of Insurance Organizations Different Classes of Insurance, Importance of Insurance-Individual, Society, Business& Government, Insurance terminology-Fixing of Premiums- Rider Premiums, Surrender value , Paid up value; Reinsurance; Double Insurance; Role of Insurance in Economic Development and Society; life insurance for the underprivileged

(15 Hours)

Unit II

Insurance Market: Constituents of insurance market, Mechanism, Intermediaries in Insurance, operations of intermediaries, Specialist insurance companies; **Insurance Customers:** Needs of customers and their mindset, customer satisfaction, customer behavior, significance of ethical behavior in insurance.

(15

Hours)

Unit III

Formation of Insurance Contract: Life, Fire, Marine and Motor Insurance Contracts, Terms of an insurance contract. Principles of Insurance: Principle of indemnity, principle of subrogation, principle of contribution, principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution, Principle of Loss Minimisation Insurable Interest.

(15 Hours)

Unit IV



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Insurance Companies: Types of Insurance companies, Operation of Insurance companies, Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.); **Classification of Insurance:** Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits. **Insurance Market Regulators:** Role of regulators and other bodies; **Insight into Annuity in insurance** - Concept of Annuity - Types of Annuities– Fixed Annuity, Fixed Index Annuity, Variable Annuity

(15 Hours)

Suggested Readings: (All latest editions to be referred)

1. Murthy. A. Principles and Practices of Insurance, Margham Publications.
2. William, F. Gephart , Principles of Insurance, Macmillan Publication.
3. Gulati, Neelam C. Banking and Insurance: Principles and Practices, Excel Books.
4. Rastogi, S. , Insurance Law And Principles, Lexis Nexis India.
5. Murthy, K S N and Sara, K V S. , Modern Law of Insurance, Lexis Nexis India.
6. Mathew, M.J., Insurance Principles & Practices, Neha Publishers & Distributors.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)108: Business Communication

L-2, T-0, Credits: 02

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

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	The students will have a broad and coherent knowledge of business communication concepts and understand its relevance in every type of organization & at every managerial level.	2	3	3	3	3
CO2	The students will be able to face and meet the challenges of the corporate world more effectively and efficiently and also understand corporate multi-cultural environment and learn how to communicate in a team	2	3	3	3	3
CO3	The students will learn to enhance their skills in written Communication as well as oral communication and also get a glimpse of global communication	2	3	3	3	2
CO4	The student will imbibe the social and cultural roots of business and develop Ability to communicate efficiently and effectively in a multi-cultural environment. They will also understand other ethical & legal issues related to Communication	2	3	3	3	3
AVG		2	3	3	3	2.75

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening. **(6 Hours)**

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers. **(8 Hours)**

Unit III

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

(8 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, how to make a Presentation, Presentation Tools, Guidelines for Effective Presentation. **(8 Hours)**

Suggested Readings: (All latest editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)110: MOOC

L-2, T-0, Credits-2

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

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA(B&I)112: E-Commerce

L-2, T-0, Credits: 02

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Examine strengths and weaknesses of digital profiles of business organizations	1	2	2	3	1
CO2	Explore ways to enhance online visibility of business	1	2	2	3	2
CO3	Analyze challenges of security, privacy and legal jurisdictions in e-commerce	2	3	3	3	2
CO4	Examine the barriers to successful online positioning of businesses	2	3	3	3	2
AVG		1.5	2.5	2.5	3	1.75

Course Contents

Unit 1

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce Models, Challenges and Barriers in E-Commerce environment; E-Commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-Transition challenges for Indian corporate. (8

Hours)

Unit II

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer. (8 Hours)

Unit III

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

Unit IV

E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E-Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce. (6 Hours)

Suggested Readings: (All latest editions)

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

McGraw Hill.

5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA(B&I)114: E-Commerce Lab

L-0, P-2, Credit: 01

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

Lab would be based on the following:

1. Static Webpage Designing: Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.
2. Social Media & Writing Skills-Blogs, Social Networking Sites, Digital Databases, Online Official Correspondence, Creating Digital Posters and Online Presentations using Canva, Generative AI Tools, etc.

Mapping the Course Outcomes with the given Programme Outcomes

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I)-116: Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

Credits-4

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

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

Guidelines for Internal Assessment

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

Note:

- i. **Each student is required to complete a minimum of 60 hours of training, which can be undertaken in segments (on weekends) during second semester, or completed in one continuous session**

The university will conduct external viva of 60 marks at the end of the semester



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE

BBA (B&I)

BBA(B&I)118: Indian Knowledge Systems

L-3, T-0, Credits-3

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

Mapping the Course Outcomes with Programme Outcomes

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

Course Contents

Unit I:

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

(09 Hours)

Unit II:

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

(6 Hours)

Unit III :

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

(9 Hours)

Unit IV:

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

(6 Hours)

Suggestive Readings:

1. B Mahadevan, Introduction To Indian Knowledge System : Concepts And Applications, PHI



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

SEMESTER -III



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 201: Management Accounting

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

- CO1.** Gains knowledge and understands the components of management accounting
- CO2.** Analyze and interpret the financial statements and develops the ability to create and manage various types of budgets
- CO3.** Apply costing methods such as variable, absorption, and marginal costing, and conduct cost-volume-profit analysis to support profit planning
- CO4.** Evaluates and analyses management accounting techniques and its application in managerial decision making

Course Contents

Unit I

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

(15 Hours)

Unit II

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

(17 Hours)

Unit III

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

(15 Hours)

Unit IV

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

(13 Hours)

Suggested Readings: (Latest Editions)

1. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
2. Khan M.Y., Management Accounting, McGraw Hill Education.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Jawahar L, and Srivastava, Seema, Cost Accounting, McGraw Hill Education.
5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R. W., Managerial Accounting, McGraw Hill Education.

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

- i. Prepare monthly cash budget, expense budget, activity budget, for a small retail shop, club, student association, college and purchase/production/sales budget for a small factory.
- ii. Compute Break Even Sales for small shops like Grocery (kirana) store, pharmacy, etc. by finding out monthly sales volume, variable expenses, and fixed expenses.

Mapping of Course Outcomes with Program level outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the components of management accounting	3	1	2	3	1
CO2	Analyze and interpret the financial statements and develops the ability to create and manage various types of budgets	2	3	3	3	3
CO3	Apply costing methods such as variable, absorption, and marginal costing, and conduct cost-volume-profit analysis to support profit planning	1	2	3	3	2
CO4	Evaluates and analyses management accounting techniques and its application in managerial decision making	2	3	3	3	2
Average		2	2.25	2.75	3	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 203: Decision Techniques for Business

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes

- CO1.** Gains understanding and demonstrates a comprehensive understanding of statistical concepts as well as various methods of data collection and presentation
- CO2.** Apply correlation and regression analysis techniques to real-world datasets to make informed decision-making
- CO3.** Formulates and solves linear programming problems, synthesizing various problem-solving methods and evaluating their effectiveness in business decision-making contexts
- CO4.** Analyze problems to identify optimal solutions, and critically evaluate its implications in operational scenarios

Course Contents

Unit 1

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

Measures of Central Tendency - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve. **(15 Hours)**

Unit II

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

(15 Hours)

Unit III

Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality. **(15 Hours)**

Unit IV

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

(15 Hours)

Suggested Readings: (All latest editions)

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K.. Quantitative Techniques and Operation Research, Sultan Chand.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

3. Rajagopalan, S. & Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval, Business Statistics, Pearson Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains understanding and demonstrates a comprehensive understanding of statistical concepts as well as various methods of data collection and presentation	3	3	2	2	1
CO2	Apply correlation and regression analysis techniques to real-world datasets to make informed decision-making	1	3	2	2	3
CO3	Formulates and solves linear programming problems, synthesizing various problem-solving methods and evaluating their effectiveness in business decision-making contexts	2	3	3	3	3
CO4	Analyze problems to identify optimal solutions, and critically evaluate its implications in operational scenarios	2	3	3	3	3
AVG		2	3	2.5	2.5	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 205: Business Research Methodology

L-4, T-0, P-0

Credits -4

Course Objective:

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

Course Outcomes:

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

Course Contents

Unit I

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses. **(15 Hours)**

Unit II

Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection. **Research Methods-** Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Univariate & Bivariate Analysis. **(15 Hours)**

Unit III

Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Questionnaire Design, Development and Testing, Reliability and Validity. **Sampling** -Steps, Types, Sample Size Decision **Hypothesis Formulation and Testing:** Tests concerning means and proportions; Regression, T Test, Z Test, ANOVA, Chi-square test. **(15 Hours)**

Unit IV

Report Preparation: Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations Styles, Bibliography and Annexure in report, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Deepak, C. and Neena, S. Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education.
3. Kumar, Ranjit, Research Methodology: A step by step guide for Beginners. Pearson Educaion.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

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

Note:

1. This course has the combination of lecture and practicum credits. Hence, due weightage in the internal marks to be provided for the lab component
2. The practicum will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 207: Management of Commercial Banks

L-4, T-0

Credits -4

Course Objective:

The course aims to acquaint the student with a basic and elementary knowledge of the commercial Banking and International Banking.

Course Outcomes:

- CO1.** Gains Knowledge & understands structure, operations, and social responsibilities of commercial banks and their role in economic development
- CO2.** Analyze the assets and liabilities of scheduled commercial banks, assessing their efficiency and performance, and evaluating the impact of non-performing assets on banking conditions
- CO3.** Evaluate various risks in commercial banking, including interest rate, liquidity, and credit risks, and develop strategies for effective investment management and foreign currency dealings
- CO4.** Examine global trends and developments in international banking, including the management of foreign exchange and capital markets, and critically assess the implications of cross-border finance and offshore banking units

Course contents

Unit I

Commercial Banking: Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalization of Banks. **(15 Hours)**

Unit II

Analysis of Assets; Liabilities : Analysis of Assets; Liabilities of Scheduled Commercial Banks; Efficiency of Commercial Banks; Internal Performance and Appraising of Banks, Condition; Non-Performing Assets; Management of Capital in Commercial Banks. **(15 Hours)**

Unit III

Risks in Commercial Banking: Interest Rate Risk, Liquidity Risk, Credit Risk; Investment Management; Foreign Currency Dealing; Foreign Currency Risk. **(15 Hours)**

Unit IV

International Banking: Global Trends and Developments in International Banking - International Financial Centers, Cross Border Finance, Bank Debt in International Markets, Offshore Market. Capital Market in International Financial Market, Offshore Banking Units, International Financial Institutions; Management of Foreign Exchange. **(15 Hours)**

Suggested Readings (Latest Editions):

- 3. Singh and Dutta, Commercial Bank Management, McGraw Hill Education Company.
- 4. Institute of Banking and Finance, Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt. Ltd.
- 5. Shetty, M. S., Banking in India, Atlantic Publisher.
- 6. Singh, Commercial Bank Management, McGraw Hill Education (India) Private Limited.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

7. Vasanthagopal, R., Commercial Banking in India, Present Status and Suggestions for a Better Tomorrow, Neha Publishers & Distributors.
7. Bose, Rupnarayan., Fundamentals of International Banking, Trinity Publisher.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains Knowledge & understands structure, operations, and social responsibilities of commercial banks and their role in economic development	3	2	3	3	1
CO2	Analyze the assets and liabilities of scheduled commercial banks, assessing their efficiency and performance, and evaluating the impact of non-performing assets on banking conditions	2	2	3	3	3
CO3	Evaluate various risks in commercial banking, including interest rate, liquidity, and credit risks, and develop strategies for effective investment management and foreign currency dealings	1	3	2	3	3
CO4	Examine global trends and developments in international banking, including the management of foreign exchange and capital markets, and critically assess the implications of cross-border finance and offshore banking units	2	3	3	3	3
AVG		2	2.5	2.75	3	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 209: Training & Development

L-4, T-0 , Credits -4

Course Objective:

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

Course Outcomes

- CO1.** Gains Knowledge & understands the concepts of training and development.
- CO2.** Analyse the trends in employees and organization development programmes
- CO3.** Examine training needs of an individual/ employ
- CO4.** ee by conducting training need analysis.
- CO5.** Evaluate and demonstrate the cost and benefits of a training and development programme.

Course Contents

Unit I:

Introduction : Concepts and Rationale of Training and Development; overview of Training and Development systems; ISD Model of T&D, organizing Training Department; Training and Development Policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development. **(15 Hours)**

Unit 2:

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

Unit 3:

Training and Development Methodologies: Overview of Training Methodologies- Process of Learning; Principles of Learning; Individual differences in Learning, Learning Curve, Learning Management System; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in Training; AI in training & development **(15 Hours)**

Unit 4:

Designing Training & Development Programme: Organization of Training and Development Programmes, Training Design, Kinds of Training and Development Programmes- Competence Based and Role-Based Training; Orientation and Socialization; Diversity Training, Choice of Training and Development Methods, Preparation of Trainers; Developing Training Materials; E-Learning Environment; Flexible Learning Modules; Self Development; Training Process Outsourcing, Evaluation of Training and Development: Meaning and Problems. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Blanchard, N. P., & Thacker, J. W., Effective Training: Systems, Strategies and Practices, New York: Pearson Education.
2. Noe, R. A., & Kodwani, A. D., Employee Training and Development, New York: McGraw Hill Education.
3. Lynton, R. P., & Pareek, U., Training for Development. New Delhi: SAGE India.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

4. Phillips, J. J., & Phillips, P. P., Handbook of Training Evaluation and Measurement Methods. Houston: Gulf Publishing Co.
5. Prior, J., Handbook of Training and Development. Mumbai: Jaico Publishing House.
6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

Mapping the Course Outcomes with Programme Outcomes

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 211: Marketing Management

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

- CO1.** Gains knowledge and appraise marketing concepts, and frameworks, and apply these to a new or existing business.
- CO2.** Analyze the consumer decision-making process and apply market segmentation techniques to identify target markets and effective product positioning
- CO3.** Develop and evaluate marketing mix strategies related to product and pricing, including product classification, branding decisions, and pricing methods, to effectively meet market demands
- CO4.** Assess emerging trends in marketing such as relationship marketing, digital marketing, and ethical issues, and formulate innovative strategies that leverage these trends to enhance marketing effectiveness

Course Content

Unit I

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

(15 Hours)

Unit II

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

(15 Hours)

Unit III

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

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Unit IV

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

(15 Hours)

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

Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.
7. Panda, T.K,Marketing Management-Text and Cases, Taxmann,

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and appraise marketing concepts, and frameworks, and apply these to a new or existing business	3	2	3	3	2
CO2	Analyze the consumer decision-making process and apply market segmentation techniques to identify target markets and effective product positioning	2	3	2	3	2
CO3	Develop and evaluate marketing mix strategies related to product and pricing, including product classification, branding decisions, and pricing methods, to effectively meet market demands	2	3	3	3	3
CO4	Assess emerging trends in marketing such as relationship marketing, digital marketing, and ethical issues, and formulate innovative strategies that leverage these trends to enhance marketing effectiveness	3	3	3	3	3
AVG		2.5	2.75	2.75	3	2.5



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 213: Financial Management

L-4, T-0

Credits-4

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

Course Outcomes:

- CO1.** Understand and apply the concepts of financial management, including profit maximization, EVA, MVA, and time value of money.
- CO2.** Analyze the cost of capital components and evaluate different capital structure theories for financing decisions.
- CO3.** Apply and evaluate various capital budgeting techniques and assess investment decisions under risk and uncertainty.
- CO4.** Analyze and apply dividend decision theories to formulate a strategic dividend policy and its impact on firm value..

Course Contents

Unit I:

Introduction: Nature, scope, and objectives of Financial Management- Profit Maximization, Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money. **(15 Hours)**

Unit II:

Cost of Capital and Financing Decision : Sources of long-term financing, Components of Cost of Capital and calculation - Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). **(15 Hours)**

Unit III:

Capital Budgeting : Capital Budgeting Process and methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk- Adjusted Discount Rate Method. **(15 Hours)**

Unit IV:

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision- Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend policy. **(15 Hours)**

Suggested Readings: (Latest Editions)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and apply the concepts of financial management, including profit maximization, EVA, MVA, and time value of money.	3	2	2	2	1
CO2	Analyze the cost of capital components and evaluate different capital structure theories for financing decisions.	1	3	2	2	1
CO3	Apply and evaluate various capital budgeting techniques and assess investment decisions under risk and uncertainty.	2	3	3	3	2
CO4	Analyze and apply dividend decision theories to formulate a strategic dividend policy and its impact on firm value.	1	3	3	3	3
AVG		2	2.75	2.5	2.5	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 215: Management of International Business

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

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

Course Contents:

Unit 1:

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

Unit 2:

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

Unit 3:

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

Unit 4:

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

Suggested Readings: (latest editions to be referred)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

6. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P., International Business, Pearson Education

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

Mapping the Course Outcomes with Programme Outcomes

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 217: Foundation of Entrepreneurship and Startups

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

CO1: Gains knowledge and understands fundamentals of entrepreneurship.

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

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

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

Course Content

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV.

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

Suggested Readings: (latest editions to be referred)

1. Kuratko, D , Hornsby J.S., New Venture Management: Entrepreneur's roadmap
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
3. Ries, Eric, The lean Start-up: How constant innovation creates radically, Penguin UK
4. S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education
5. Prasad, R.C.A, Start-up sutra: what the angels won't tell you about business and life, Hachette India.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

6. Charantimath, P., Entrepreneurship Development: Small Business Enterprises. Pearson

Mapping the Course Outcomes with Programme Outcomes

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA (B&I) 219: NSS/Club activities

L-0

Credit-2

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

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

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

Note:

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

SEMESTER -IV



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 202: Business Environment and Law

L-4, T-0

Credits -4

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

Course Outcomes:

- CO1.** Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.
- CO2.** Analyze government policies, business laws, and their effects on business operations and compliance.
- CO3.** Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.
- CO4.** Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

Course Content:

Unit 1:

Business Environment :Introduction to Business Environment:Concept, Scope, and Importance, Components: Internal and External Environment,Economic Environment: Economic Systems: Capitalism, Socialism, Mixed Economy, Role of Government in Business, Economic Reforms: Liberalization, Privatization, and Globalization (LPG); Socio-Cultural Environment: Impact of Culture on Business, Corporate Social Responsibility (CSR); **Concepts of Macro Economics and National Income Determination: Definitions, Importance,** Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

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

(16 Hours)

Unit 2:

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

(14 Hours)

Unit 3:

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

(20 Hours)

Unit 4:

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

(10 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

Suggested Readings: (latest editions to be referred)

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

Mapping the Course Outcomes with Programme Outcomes:

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 204: Corporate Accounting

L-4, T-0

Credits -4

Course Objective:

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

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

- CO1.** Gains and understands the concepts in accounting for share capital and debentures, including relevant standards
- CO2.** Prepare financial statements for corporate entities per the Companies Act 2013 using accounting software
- CO3.** Analyze and apply accounting principles for company amalgamations, including preparing amalgamated balance sheets
- CO4.** Evaluate corporate financial reporting components and prepare disclosures, including e-filing and XBRL reporting

Course contents

Unit I:

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

(15 Hours)

Unit II :

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

(15 Hours)

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

(15 Hours)

Unit IV: Corporate Financial Reporting

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

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

Suggested Readings (Latest Editions):

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

Note: Latest editions of the books must be used

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

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

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains and understands the concepts in accounting for share capital and debentures, including relevant standards	3	2	1	1	1
CO2	Prepare financial statements for corporate entities per the Companies Act 2013 using accounting software	1	2	2	1	1
CO3	Analyze and apply accounting principles for company amalgamations, including preparing amalgamated balance sheets	2	2	3	3	3
CO4	Evaluate corporate financial reporting components and prepare disclosures, including e-filing and XBRL reporting	1	3	3	3	3
AVG		1.75	2.25	2.25	2	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 206: Business Analytics

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

- CO1.** Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques
- CO2.** Appreciate the relevance of data warehousing & data mining w.r.t various industrial sectors
- CO3.** Analyze data and interpret the results based on different data modelling & analytical tools.
- CO4.** Visualize data using different tools and techniques

Course Contents

Unit I

Introduction: Concept, Evolution of Business Analytics, Analytics Process, Overview of Data Analysis, Data Scientists Vs Data Engineer Vs Business Data Analyst, Roles and Responsibilities, Business Analytics in Practice, Career in Business Analytics, Introduction to R. **(16 Hours)**

Unit II

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

Unit III

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

Unit IV

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

Note: Hands on skills to be imparted based on

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

Suggested Readings: (All latest editions to be referred)

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams, Essentials of Business Analytics, Cengage Learning.
2. Albright Winston, , Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning.
3. Sahil Raj, Business Analytics, Cengage Learning.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

4. Prasad. R. N and Acharya S. Fundamentals of Business Analytics, Wiley India.
5. .Banerjee T, Business Analytics: Text and Cases, Sage Text Publishing
6. Arben , A.,Business Analytics with Management Science Models and Methods, Pearson

Mapping the Course Outcomes with Programme Outcomes

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)
BBA-208: MOOC

Credits-2

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

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 210: Practice of Life and General Insurance

L-4, T-0

Credits -4

Course Objective:

The course aims to impart the students an understanding of the various products of Life and General Insurance.

Course Outcomes:

- CO1.** Gains knowledge and understands conceptual framework of Insurance and its role in economic development
- CO2.** Analyze different types of insurance, evaluates various group insurance schemes and their applications
- CO3.** Evaluate different non-life insurance products and their market agreements and specialized insurance types relevant to various sectors
- CO4.** Assess the impact of major insurance regulations on the industry and analyze the processes involved in loss, claims, no-claims etc

Course contents

Unit I

Life Insurance: Conceptual Framework, Importance of Life Insurance, The Insurance Market, Classes of Insurance, Importance of Insurance Industry, Insurance Products, Insurance Contract, Hedge Against Personal Risk (s), Alternative to Investment Products, Pension Plans, Investment Plans Insurance Products, Collateral Security in the Rising Hire-Purchase Market Scenario. LIC Act 1956, Insurance Ombudsman, Insurance Products, Role of Insurance in Economic Development.

(14 Hours)

Unit II

Group Health Insurance and Special Purpose Schemes. Group Insurance Characteristic: Difference between Individual and Group Insurance; Group Insurance: Introduction, Meaning of Group Insurance, Types of Group Insurance Schemes, Group Gratuity Schemes, Ways To Meeting Gratuity Liability, Group Superannuation Scheme, Group Leave Encashment Scheme (GLES), **Other Group Schemes:** Social Security Schemes., GI Schemes in India. **Other Special Need Plans:** Industrial Life Insurance, Married Women's Property (MWP) Act Policies, Key Man Insurance, Plans Covering Handicapped; **Health Products:** Types of Products, Indemnity, Fixed Benefits, ULIPS, Pure Health Covers; **Linked Insurance Plans:** What Is Linked Policy, Equity Funds, Debt Funds, Money Market Funds, Liquid Funds, Balanced Funds, Flexibility, Top-Up-Premium Holiday, Net Assets Value (NAV), Annuities and Pensions, IRDA Guidelines.

(16 Hours)

Unit III

Non-Life Insurance & its Products: Non-Life Insurance: Market Agreements, Cover Notes, Certificates of Insurance, Open Policy, Floater, Excess, Franchise, Claims, Salvage, Coinsurance; Bonus, Malus, Replacement, Valued Policy, Agreed Value, Full Value, First Loss, Increased Value, Insurance Time or Institute Cargo Clauses, Solatium Fund, Hit and Run Cases, Arbitration. **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.

(16 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Unit IV

Insurance Regulations & Loss: Regulations: The Insurance Act(1938), Insurance Regulatory and Development Act(1999), Life Insurance Corporation Act(1956), General Insurance Business (Nationalization) Act(1972), Consumer Protection Act(1986) (COPA), Income Tax Act; The Insurance Customer(overview); **Loss:** Total Loss, Actual or Constructive Loss. Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy.

(14 Hours)

Suggested Readings (Latest Editions):

1. Singh and Dutta, Commercial Bank Management, McGraw Hill Education Company.
2. Institute of Banking and Finance, Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt. Ltd.
3. Shetty, M. S., Banking in India, Atlantic Publisher.
4. Singh, Commercial Bank Management, McGraw Hill Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands conceptual framework of Insurance and its role in economic development	3	1	2	1	1
CO2	Analyze different types of insurance, evaluates various group insurance schemes and their applications	2	2	3	2	2
CO3	Evaluate different non-life insurance products and their market agreements and specialized insurance types relevant to various sectors	1	3	3	3	2
CO4	Assess the impact of major insurance regulations on the industry and analyze the processes involved in loss, claims, no-claims etc	1	3	3	3	2
AVG		1.75	2.25	2.75	2.25	1.75



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA (B&I) 212: Talent Management

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

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

Course Content

Unit-1

Introduction to Talent Management and Talent Acquisition strategies

Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges.

(15 Hours)

Unit 2

Talent acquisition and role of Assessment centers

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

(15 Hours)

Unit 3

Career Management and Succession Planning, Managing Potential of

Key talent

Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning;. Managing Performance and Potential of Key talent, Managing Potential of Key talent.

(15 Hours)

Unit 4

Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management

Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends-AI, Machine Learning, use of Analytics.

(15 Hours)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Suggested Reading:

1. Roy .A B.and Roy S competency based human resource management sage text.
2. Berger Lance A., Berger Dorothy R. Talent management Handbook, Association for talent development , McGraw-Hill
3. Hasan, & Singh Talent management in India: Challenges and opportunities, Atlantic Publication.
4. Sangi S Behind Book Of Competency Mapping, Sage
5. Joshi G , Vohra V., Talent Management, Cengage Learning
6. Rao T. V, Hurconomics for Talent Management:: Pearson Education

Mapping the Course Outcomes with Programme Outcomes

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 214: Sales and Channel Management

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes:

- CO 1.** Understanding the various roles & responsibilities of a manager related to sales management
- CO 2.** Explore the key areas related to the organization, selection, and development of effective sales force
- CO 3.** Examine and analyze the role and functions of distribution channels and intermediaries
- CO 4.** Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

Course Contents:

Unit I

Introduction to Sales Management: Evolution of Sales Management, Scope and importance: Skills of a Sales Personnel, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design. **(15 Hours)**

Unit II

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment, Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance. **(15 Hours)**

Unit III

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail -Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling - Features, Classification, Decisions, Trends and Future Scenario. **(15 Hours)**

Unit IV

Distribution Channel - Design, Management and Logistics: Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System -Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management, Green Supply Chain & E-commerce; Integration of Sales and Distribution Strategy. Logistics for sustainability and digital trends Ethical and Legal Issues in Sales and Distribution Management in Indian context. **(15 Hours)**

Suggested Readings(latest Editions):

1. Still. K.R., Cundiff. E.W; Govoni.N.A.P,Sales Management. Pearson Education.
2. Rosenbloom, Bert, Marketing Channels:A Management View, Cengage Learning.
3. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erfimeyer, R.C., Sales Management:, Pearson Education
5. Panda, T.K.and Sahadev, S, Sales and Distribution Management, Oxford University Press.
6. Havaldar, K K. and Cavale, VM., Sales and Distribution Management: Text and Cases, Tata McGraw Hill.



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Mapping the Course Outcomes with Programme Outcomes

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA(B&I) 218: International Business Environment and Strategy

L-4, T-0

Credits -4

Course Objective:

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

Course Outcome(s):

- CO1.** Understand and describe the main features of the international business environment and its primary institutions.
- CO2.** Analyze the political, social, economic, technological, and other configurations that support cross-border trade.
- CO3.** Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.
- CO4.** Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

Course Content:

Unit 1

Introduction to the Global Business Environment

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

(15 Hours)

Unit 2

Environments of Global Business

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

(15 Hours)

Unit 3

International Organizations and Agreements

General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)-



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

Functions, Principles, Organizational Structure; The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences International Economic Organizations: Introduction, Objectives, Organizational Structure and Functions; International Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD) & International Development Association (IDA); Organization for Economic Co-operation and Development (OECD); United Nations Conference on Trade and Development (UNCTAD); IFC International Finance Corporation; Asian Development Bank (ADB) **(16 Hours)**

Unit 4

Globalism vs Regionalism

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

(14 Hours)

Suggested Reading (Latest Edition):

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

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

Mapping the Course Outcomes with Programme Outcomes

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA (B&I) 220: Opportunity & Feasibility Analysis

L-4, T-0

Credits -4

Course Objective:

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

Course Outcomes

CO1: Understands Entrepreneurial Opportunities and niches for new ventures.

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

CO3: Evaluates components Business Plans and its feasibility

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

Course Contents

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Suggested Reading: (Latest Edition)

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

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

Mapping the Course Outcomes with Programme Outcomes

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

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I)

BBA-B&I 222: Sustainability Practices

L-2, T-0

Credits -2

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

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

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

Unit I

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

(7 Hours)

Unit II

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

(7 Hours)

Unit III

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

(8 Hours)

Unit IV:

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

(8 Hours)

Suggested Readings (Latest Editions):

1. Sachs, J.D., The Age of Sustainable Development, Columbia University Press.
2. Elkington, J., The Triple Bottom Line: Does It All Add Up?, Routledge.
3. Parris, T., & Kates, R.W., Characterizing and Measuring Sustainable Development, Annual Review of Environment and Resources.



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4. Hart, S.L., Capitalism at the Crossroads: Aligning Business, Earth, and Humanity, Pearson Education.
5. Edwards, A., Sustainable Business: Concepts, Methodologies, Tools, and Applications, IGI Global.
6. Chopra, R., Sustainability in Business: An Indian Perspective, Sage Publications..

Mapping the Course Outcomes with Programme Outcomes

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

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