

SCHEME OF EXAMINATION

&

SYLLABI

Of

**BBA (TOUR & TRAVEL
MANAGEMENT)**

For

**First to Sixth Semester
(w.e.f. 2010 – 2011 Academic Session)**



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

SCHEME OF EXAMINATION

BBA (T&TM) GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

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

- | | | |
|-------------------------------------------------------|---|----------|
| 1. Class Test-I | - | 10 marks |
| 2. Class Test-II | - | 10 marks |
| 3. Individual Presentation/Viva-Voce/Group Discussion | - | 5 marks |

Record should be maintained by faculty and made available to the examination branch of the University.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA (T&TM) Programmes is 186. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 178 credits.

NOTES:

I. MINOR PROJECT

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA (T&TM) Programme is being run. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

II. SUMMER TRAINING PROJECT

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

III. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of

the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)
First Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-101	Principles of Management	4	-	4
BBA (T&TM)-103	Business Economics-I	4	-	4
BBA (T&TM)-105	Business Mathematics	4	-	4
BBA (T&TM)-107	Introduction to IT	4	-	4
BBA (T&TM)-109	Financial Accounting	4	-	4
BBA (T&TM)-111	Personality Development and Communication Skills-I	4	-	4
BBA (T&TM)-113	IT Lab	0	4	2
BBA (T&TM)-115	Fundamentals of Travel and Tourism	4	-	4
	Total	28	4	30

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Second Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-102	Business Organization	4	-	4
BBA (T&TM)-104	Business Economics-II	4	-	4
BBA (T&TM)-106	Quantitative Techniques & Operations Research in Management	4	-	4
BBA (T&TM)-108	Data Base Management System	4	-	4
BBA (T&TM)-110	Cost Accounting	4	-	4
BBA (T&TM)-112	Personality Development and Communication Skills-II	3	-	3
BBA (T&TM)-114	DBMS Lab	0	6	3
BBA (T&TM)-116	Indian Cultural and Natural Heritage	4	-	4
	Total	27	6	30

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Third Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-201	Organizational Behaviour	4	-	4
BBA (T&TM)-203	Indian Economy	4	-	4
BBA (T&TM)-205	Marketing Management	4	-	4
BBA (T&TM)-207	Computer Applications - I	4	-	4
BBA (T&TM)-209	Management Accounting	4	-	4
BBA (T&TM)-211	Personality Development and Communication Skills-III (Minor Project Report)	-	-	6
BBA (T&TM)-213	Computer Applications Lab -I	0	4	2
BBA (T&TM)-215	Management of Travel Agency	4	-	4
	TOTAL	24	-	32

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Fourth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-202	Human Resource Management	4	-	4
BBA (T&TM)-204	Business Environment	4	-	4
BBA (T&TM)-206	Marketing Research	4	-	4
BBA (T&TM)-208	Computer Applications - II	4	-	4
BBA (T&TM)-210	Business Laws	4	-	4
BBA (T&TM)-212	Taxation Laws	4	-	4
BBA (T&TM)-214	Computer Applications Lab - II	-	4	2
BBA (T&TM)-216	Ecology, Environment & Tourism	4	-	4
	TOTAL	28	4	30

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Fifth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-301	Values & Ethics in Business	4	-	4
BBA (T&TM)-303	Sales Management	4	-	4
BBA (T&TM)-305	Foreign Language-I (French-I)	4	-	4
BBA (T&TM)-307	Management Information System	4	-	4
BBA (T&TM)-309	Financial Management	4	-	4
BBA (T&TM)-311	Summer Training Report & Viva-Voce	-	-	6
BBA (T&TM)-313	Computer Application Project	-	-	4
BBA (T&TM)-315	Marketing in Service Industry- Airlines, Travel, Tours and Hotel	4	-	4
	TOTAL	24	-	34

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Sixth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-302	Trends in Travel & Tourism & Laws	4	-	4
BBA (T&TM)-304	Project Planning & Evaluation	4	-	4
BBA (T&TM)-306	Entrepreneurship Development	4	-	4
BBA (T&TM)-308	International Business Management	4	-	4
BBA (T&TM)-310	Project Report & Viva-Voce	-	-	6
BBA (T&TM)-312	Foreign Language-II (French-II)	4	-	4
BBA (T&TM)-314	Air Ticketing and Foreign Exchange Management	4	-	4
	TOTAL	24		30

FIRST SEMESTER

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T&TM) 101: Principles of Management

L-4 T/P-0 Credits-4

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

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

Course Contents

Unit I

Lectures:- 14

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management vs. Administration; Coordination as essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II

Lectures:- 16

Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning process; Business forecasting; MBO: Concept, Types, Process and Techniques of decision-making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III

Lectures:- 16

Staffing: Concept, Nature and Importance of Staffing.

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

Unit IV

Lectures:-6

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System.

Text Books

1. Robbins, (2009), *Fundamentals of Management: Essentials Concepts and Applications*, 6th edition, Pearson Education.
2. Stoner, Freeman and Gilbert Jr., (2010), *Management*, 8th Edition, Pearson Education.

Reference Books

1. Koontz, Harold, (2008), *Essentials of Management*, McGraw Hill Education.

2. Gupta, C.B., (2008), *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi.
3. Ghillyer, Andrew, W., (2008), *Management- A Real World Approach*, McGraw Hill Education.
4. Mukherjee, Kumkum, (2009), *Principles of Management*, 2nd Edition, McGraw Hill Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T&TM) 103: Business Economics-I

L-4 T-0 Credit-4

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

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

Course Contents

Unit I **Lectures:-12**
Introduction to Business Economics and Fundamental Concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market forces and Equilibrium, Risk, Return and Profits.

Unit II **Lectures:-18**
Consumer Behaviour and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III **Lectures:-10**
Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

Unit IV **Lectures:-12**
Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text Books

1. Samuelson, Paul and Nordhaus, William, (2009), *Economics*, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N., (2008), *Managerial Economics*, 7th edition, Vikas Publishing House.

Reference Books

1. Salvatore, Dominick, (2006), *Managerial Economics in a Global Economy*, 6th edition, Oxford University Press.
2. Kreps, David, (2009), *MicroEconomics for Managers*, 1st edition, Viva Books Pvt. Ltd.
3. Peterson, Lewis and Jain, (2006), *Managerial Economics*, 4th edition, Pearson Education.
4. Colander, David, C., (2008), *Economics*, McGraw Hill Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T&TM) -105 Business Mathematics

L-4 T-0 Credits –4

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

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

Course Contents

Unit I

Lectures:-12

Principle of Counting: Permutations and Combination, Concept of Factorial, Principle of Counting, Permutation with restriction, Circular Permutation and Combination with Restriction; Mathematics Induction: Principle, Sequences & Series -A.P.& G.P.

Unit II

Lectures:-14

Matrix Algebra: The Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

- (i) The Adjoint Matrix Methods.
- (ii) The Gaussian Elimination Method, Rank of a Matrix, Rank of a System of Equations. The Echelon Matrix; Vectors: Types Optimization vector- Additions, suggestions & multiplication, Scaler Product, Vector Product; Linear Dependence of Vectors, Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis.

Unit III

Lectures:-14

Differential Calculus: 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.

Unit IV

Lectures:-12

Integral Calculus & Differential Equations: Business Application, Consumer's or Producer's Surplus, Learning Curve; Differential Equations – Variable, Separable and Homogeneous type-Business applications.

Textbooks:

1. Trivedi, (2010), *Business Mathematics*, 1st edition, Pearson Education.
2. Bhardwaj, R.S., (2000), *Mathematics for Economics and Business*, Excel Books.

References:

1. Raghavachari, M, (2004), *Mathematics for Management*, McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, (2008), *Business Math*, 7th Edition, Prentice Hall.
3. Tuttle, Michael, D., (2008), *Practical Business Math: An Applications Approach*, 8th Edition, Prentice Hall.
4. Khan, Shadab, (2008), *A Text Book of Business Mathematics*, Anmol Publications.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T&TM) 107: Introduction to IT

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

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

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

Course Contents

Unit I

Lectures:-18

Basics of Computer and its Evolution: Evolution of computer, Data, Instruction and Information, Characteristics of Computers, Various Fields of Application of Computers, Various Fields of Computer, Input-Output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of different units of Computer, Classification of computers.

Data Representation: Different Number System (Decimal, Binary, Octal and Hexadecimal) and their Inter Conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II

Lectures:-10

Computer Software: Types of Software, Compiler and Interpreter, Generations of languages, Computer Memory: Primary Memory (ROM and its Type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory.

Unit III

Lectures:-12

Operating System Concept: Introduction to Operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up Sequence, Details of Basic System Configuration, Important Terms like Directory, File, Volume, Label, Drive name, etc.

Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory

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

Unit IV

Lectures:-12

Concept of Data Communication and Networking: Networking Concepts, Types of Networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to MS-Word, Spread Sheets and Graphical Solutions.

Text Books:

1. IITL, ESL, (2005), *Introduction to Infotech*, 1st edition, Pearson Education.
2. Goyal, Anita, (2010), *Computer Fundamentals*, 1st Edition, Pearson Education.

Reference Books

1. Leon and Leon, (1999)*Introduction to Information Technology*, Vikas Publishing House.
2. Joseph A. Brady and Ellen F Monk, (2007), *Problem Solving Cases in Microsoft and Excel*, Fourth Annual Edition, Thomson Learning.
3. Rajaraman, V., (2009), *Introduction to Information Technology*, Prentice Hall of India.
4. Deepak Bharihoke, (2009), *Fundamentals of Information Technology*, 3rd Edition, Excel Books.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T&TM) 109: Financial Accounting

L-4 T-0 Credit-4

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

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

Course Contents

Unit I

Lectures:-16

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

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Accounting cycle system of accounting Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit,

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

Unit II

Lectures:-8

Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.

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

Unit III

Lectures:-10

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

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

Unit IV

Lectures:-18

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 Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of two classes of Shares, Right Shares, Re-issue of shares.

Debentures: Classification of Debentures, Issue of Debentures, different terms of issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI

Text Books

1. Tulsian, P.C., (2009), *Financial Accountancy*, 2nd edition, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S. K., (2009), *An Introduction to Accountancy*, Eighth Edition, Vikas Publishing House.

Reference Books

1. Bhattacharyya, Asish K., (2010), *Essentials of Financial Accounting*, Prentice Hall of India.
2. Rajasekran, (2010), *Financial Accounting*, 1st edition, Pearson Education.
3. Bhattacharya, S.K. and Dearden, J., (2003), *Accounting for Manager – Text and Cases*, 3rd Edition, Vikas Publishing House.
4. Glautier, M.W.E. and Underdown, B., (2010), *Accounting Theory and Practice*, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T&TM) 111: Personality Development &
Communication Skills - I

L-4 T-0 Credit-4

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

Objectives

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

Course Contents

Unit-I

Lectures:-12

Fundamental of Grammar and their Usage: How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit-II

Lectures:-14

Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)

Unit-III

Lectures:-14

Business letter writing: Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion. Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.

Unit-IV

Lectures:-12

Business Etiquettes and Public Speaking:

Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

Text Books

1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) *Business Communication Today*, Pearson Education.

2. Murphy and Hildebrandt, (2008) *Effective Business Communication*, McGraw Hill Education.

Reference Books

1. Krizan, A. C. Buddy, and Merrier, Patricia (2008) *Effective Business Communication*, 7th Edition, Cengage Learning.
2. Lesikar, (2009), *Business Communication: Making Connections in a Digital World*, McGraw Hill Education.
3. McGraw, S. J., (2008) *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
4. Wren & Martin, (2008), *English Grammar and Composition*, Sultan chand & Sons.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T&TM) 113: IT Lab

L-0, T-04 Credit-2

Lab would be based on the following topics:

Unit I

All commands specified in unit III using Windows

Unit II

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.

Unit III

Introduction to MS-Excel:

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

Unit IV

Introduction to MS Powerpoint

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

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 115: Fundamentals of Tourism and Travel

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

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

Objectives: This module is introduced to make students familiar with the subject. It provides an overview of the principle and the elements of Tourism, Travel insurance, career opportunities and the hospitality industry.

Course Contents

Unit I

Lectures: -14

Introduction to Tourism Management: Components of Tourism, Geographic Components of Tourism, Motivation for Travel, Elements of Tourism; Principles of Tourism,. Form of Tourism, Travel Products, Classification of Tourists, Present Tourism Scenario

Unit II

Lectures: -14

Tourism Industry Issues - Customer Services, career opportunities in Travel Trade, Travel Insurance, , Travel formalities: the passport and Visas, health certificates, Taxes, Custom and currencies.

Unit III

Lectures: -12

Hospitality Industry: Organisation of Hotel, Front Office, House Keeping, Food & Beverage Department, Types of Accommodation, classification of hotels, Domestic and International Chain of Hotels..

Unit IV

Lectures: -12

Airlines station Management, Airport Facilities, In-flight Services, Facilities provided to Special Passengers, Aviation Terminology, Airline codes, Domestic city codes, Basic Cargo Rating and Handling..

Text Books

Cook, R.A., Yale L. J. and Marqua J. J., (2006), *Tourism: The Business of Travel*, Pearson Education.

1. Walker, J. R., (2006), *Introduction to Hospitality*, Pearson Education.

Reference Books

1. Kandari, O.P. and Chandra Ashish, (2004), *Tourism Development; Principles and Practices*, Shree Publishers.
2. Gill, S. Pushpinder, (2003), *Tourism Planning and Management*, Anmol Publications.
3. Law, A. A., (2004), *A Companion to Tourism*, Blackwell Publishing.
4. Mc Intosh, et., 1995, *Tourism Principles, Practices and Philosophies*, Wiley.

SECOND SEMESTER

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 102: Business Organization

L-4, T-0, Credits: 04

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

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

Course Contents

Unit I

Lectures:-12

Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.

Unit II

Lectures:-14

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

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

Unit III

Lectures:-12

Small Business: Scope and role; Government Policies.

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

Unit IV

Lectures:-14

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

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

Text Books

1. Robert; Lawrence, (2009) *Modern Business Organization*, McMillan India.
2. Tulsian, P. C., (2009) *Business Orgnaisation & Management*, 2nd edition, Pearson Education.

Reference Books

1. Basu, C. R. (2008) *Business Organization and Management*, McGraw Hill Education.
2. Basu, C, (2010) *Business Organization and Management*, 1st Edition, McGraw Hill Education.
3. Gupta, C.B., (2010) *Modern Business Organization and Management*, Dhanpat Rai & Sons.
4. Agarwal, N. P., Tailor, R. K., (2008) *Business Organisation And Management*, Dhanpat Rai & Sons.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 104: Business Economics - II

L-4, T-0, Credits: 04

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

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

Course Contents

Unit I

Lectures:-12

Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow.

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

Unit II

Lectures:-16

Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model.

Unit III

Lectures:-12

Analysis of Money Supply and Inflation: Functions and Forms of Money, Demand for Money-Classical, Keynesian and Friedmanian Approach, Measures of Money Supply, Quantity Theory of Money, Inflation- Types, Causes, Impact and Remedies.

Unit IV

Lectures:-12

Equilibrium of Product and Money Market: Introduction to IS-LM Model, Equilibrium-Product Market and Money Market, Monetary Policy, Fiscal Policy.

Text Books

1. Soga, Erol, (2008) *Macro Economics*, 1st edition, Pearson Education.
2. Agarwal, ((2010)) *Macroeconomics Theory and Policy*, 1st edition, Pearson Education.

Reference Books:

1. Dwivedi, D. N., ((2005)) *Macro Economics*, McGraw Hill Education.
2. Mishra, S. K. and Puri, V. K., ((2003)), *Modern Macro-Economics Theory*, Himalaya Publishing House.
3. Shapiro, E., ((2003)) *Macro-Economics Analysis*, McGraw Hill Education.
4. Hirschey, Mark, (2009) *Fundamentals of Managerial Economics*, 9th edition, Cengage Learning.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) -106 Quantitative Techniques &
Operations Research in Management

L-4 T-0 Credits –4

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

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

Course Contents

Unit I

Lectures:-14

Statistics: Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency Distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles, deciles and percentiles; Measures of Variation – Range, IQR, Quartile, Deciles And Percentiles, Quartile Deviation And Standard Deviation and Lorenz Curve.

Unit II

Lectures:-10

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank Correlation; Concurrent Deviation the Correlation Coefficient; Pitfalls and Limitations Associated with Regression and Correlation Analysis; Real World Application Using IT Tools.

Unit III

Lectures:-14

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; concept, significance, usage & application in business decision making.

Unit IV

Lectures:-14

Transportation and Assignment problems: General Structure of Transportation problem, Different types methods for finding Initial Solution by North-West Corner Rule, Least Cost Method and Vogel Approximation Method and testing for Optimality; Assignment problem: Different Methods Operations, Scheduling: Scheduling problems, Shop floor control, Gantt Charts, Principles of Work Center Scheduling, Principles of Job Shop Scheduling, Personnel Scheduling.

Text Books

1. Vohra, N.D., (2009), *Quantitative Techniques in Management*, 4th edition, McGraw Hill Education.
2. Vishwanathan, P.K., (2008), *Business Statistics and Applied Orientation*, Pearson Education.

Reference Books

1. Rajagopalan, S. and Sattanathan, R., (2009), *Business Statistics & Operations Research*, 2nd Edition, McGraw Hill Education.
2. Sharma, J.K., (2009), *Operations Research: Problems & Solutions*, 2nd edition, Macmillan India Ltd.
3. Taha, Hamdy, (2008), *Operations Research: An Introduction*, 8th edition, Pearson Education.
4. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009), *Quantitative Analysis for Management*, 10th edition, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 108: Data Base Management System

L-4, T-0, Credits: 04

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

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

Course Contents

Unit I

Lectures:-12

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People Who Deal With Database, Introduction to Data Models, Architecture of DBMS.

Unit II

Lectures:-16

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity Sets, Relationships and Relationship Sets, additional features of the ER Model, Conceptual Database Design with the ER Model – Entity versus Attribute, Entity versus Relationship; Relational model: Introduction to Relational model, foreign key constraints, Enforcing Integrity constraints, Querying relational data, Logical database design: ER to Relation, Introduction to Views, Destroying/Altering Tables And Views, Codd Rules.

Unit III

Lectures:-12

Schema Refinement & Normal Forms: Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning About Functional Dependencies, Normal Forms, Decompositions, Normalization (Up to 3rd Normal Form)

Unit IV

Lectures:-12

Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation; SQL Queries: The Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values.

Text Books:

1. Elmasri and Navathe, (2009), *Fundamentals of Database Systems*, 5th edition, Pearson Education.
2. ITL Education Ltd., (2010), *Introduction to Database System*, Pearson Education.

Reference Books:

1. Ramakrishnan, R. and Gehrke, J., (2007), *Database Management Systems*, 3rd edition, McGrawHill Education.
2. Kanan, A. and Date, C. J., (2006), *An Introduction to Database System*, Vol. I & Vol. II, 8th edition, Addison Wesley Publishing Company.
3. Singh. S. L., (2008), *Database System Concept and Application*, 2nd edition, Pearson Education.
4. Atul, Kahate, (2006), *Introduction to Database Management System*, 1st edition Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 110: Cost Accounting

L-4, T-0, Credits: 04

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

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

Course Contents

Unit I

Lectures:-14

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

Materials Control: Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of inventory – material losses.

Unit II

Lectures:14

Labour Cost Control: Direct and Indirect Labour, Steps involved – Treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods Of Wage Payment. Incentive Plans.

Overheads: Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts – Stages Involved in Distribution of Overheads – Methods of Absorption of Overheads – Treatment of Under and Over Absorption of Overheads.

Unit III

Lectures:12

Methods of Costing: Single output costing, Job costing, Contract & Batch costing.

Unit IV

Lectures:-12

Process costing (including joint products and By-products and inter-process profits), Operating/Service costing. (Transport & Power House only); Reconciliation of cost and financial accounts.

Text Books

1. Maheshwari, S. N. and Mittal, S. N.; (2009), *Cost Accounting – Theory and Problems*, 22nd Revised Edition, Shri Mahavir Book Depot.
2. Rajasekaran, (2010), *Cost Accounting*, 1st edition, Pearson Education.

Reference Books

1. Dutta, Mahesh, (2006), *Cost Accounting - Principle Practices*, 1st edition, Pearson Education.
2. Arora, M.N., (2009), *Cost Accounting*, Vikas Publishing House.
3. Lal, Jawahar and Srivastava, Seema, (2008), *Cost Accounting*, 4th Edition, McGraw Hill Education.
4. Jain and Narang, (2008), *Cost Accounting*, Kalyani Publishers.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 112: Personality Development and
Communication Skill-II

L-3, T-0, Credits: 03

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

Objectives

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

Course Contents

Unit I

Lectures:-9

Project and Report writing and Proposals: – How to write an Effective Report, Basics of Project writing, Paragraph writing, Paper reading and Voice modulation, Basics of Project presentation.

Unit II

Lectures:-10

How to Make a Presentation, the Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit III

Lectures:-10

Resume Writing Skills, Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit IV

Lectures:-10

Leadership – Qualities of a Leader, Leadership Quiz with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore, Increase Your Professionalism.

Audio Video Recording and Dialogue Sessions on Current Topics, Economy, Education System, Environment, Politics.

Text Books

1. Bovee, Thill and Chaturvedi, (2010), *Business Communication*, 2nd edition, Pearson Education.
2. Lillian, Chaney, (2008), *Intercultural Business Communication*, 4th edition, Pearson Education.

Reference Books

1. Chaturvedi, Mukesh, (2009), *Business Communication: Concepts, Cases & Applications*, 1st edition, Pearson Education.
2. McGraw, S. J., (2008), *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
3. Michaul, V. K., (2007), *Communication & Research for Management*, Himalaya Publication House.
4. Paul, Rajendra, (2008), *Essentials of Business Communication*, Sultan Chand & Sons.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 114: Data Base Management System (Practical)

USING MS-ACCESS

L-0, P-06, Credits: 03

Course Contents

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

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 116: Indian Cultural and Natural Heritage

L-4 T/P-0 Credits-4

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

Objectives: This module attempts to provide an integral view of Indian culture from the perspective of the tourism sector. This gives information about the culture and the history of India.

Course Contents

Unit I

Lectures: -12

Brief Account of History and Culture: Indus Valley Civilization, Heritage of India, Indo- Islamic Architecture, Case Study of Red Fort.

Unit II

Lectures: -14

Dynasties: Mauryan Empire, Marathas, Guptas, Western and Southern, British Period, Temple Architecture; Hindu, Christian, Islamic, Jain and Sikh temples, Buddhist Tourist, Destination Management in Regard to Religion, Medical, Historical, Adventure etc.

Unit III

Lectures: -12

Tourism Products of India- I: India's Performing and Creative Art -Paintings and Handicraft, Indian Sculptures, Indian Cuisines, Indian Fairs and Festivals, Museums of India, Indian Dances

Unit IV

Lectures: -14

Tourism Products of India- II:

Adventure Tourism, Wild life Tourism, Beach Tourism, Health Tourism, Ayurveda Yoga and Meditation Tourism, Policy issues and culture - Government, Trade, Media, Dark Tourism, Rural Tourism.

Text Books

1. Chawla, R., (2004), *Heritage Tourism and Development*, Sonali Publications.
2. Bezbaureh, M.P., (2000), *Fairs and Festivals of India*, Gyan Publications.

Reference Books

1. Bhushan, K. Ravi, 1995, *Coastal Tourism and Environment*, APH, Publishing Corporation New Delhi.
2. Acharya, R., 1980, *Cultural Tourism and Heritage of India*, RBCA Publishers, Jaipur.
3. Mishra, L., 1991, *Cultural Tourism in India*, Mohit Publications.
4. Basham, A.L., 1967, *The Wonder that Was India*, Rerpa.

THIRD SEMESTER

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 201: Organizational Behavior

L-4 T-0 Credits-4

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

Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

Course Contents

Unit I

Lectures:-4

Introduction: Concept and Nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to Understand Human Behaviour; Challenges and Opportunities.

Unit II

Lectures:-16

Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation Related Attitude, Relationship between Attitude and Behavior; Personality – Determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Perception –Process and Errors. Interpersonal Behaviour: Johari Window; Transactional Analysis – Ego States, Types of Transactions, Life Positions, Applications of T.A.

Unit III

Lectures:-10

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

Unit IV

Lectures:-12

Organization Culture and Conflict Management: Organizational Culture- Concept, Functions, Socialization; Creating and Sustaining Culture; Managing Conflict – Sources, Types, Process and Resolution of Conflict; Managing Change; Resistance to Change, Planned Change. Managing Across Cultures; Empowerment and Participation.

Text Books

1. Robbins, S.P. and Sanghi, S., (2009), *Organizational Behaviour*, 13th edition, Pearson Education.
2. Singh, Kavita, (2010), *Organizational Behaviour: Text & Cases*, 1st edition, Pearson Education.

Reference Books

1. Luthans, Fred, (2008), *Organizational Behavior*, 11th Edition, McGraw Hill Education.
2. Mirza, S., (2003), *Organizational Behavior*, 1st Edition, McGraw Hill Education.
3. Mcshane, Steven, Von, Glinow and Sharma, Radha, (2008), *Organizational Behavior*, 4th Edition, McGraw Hill Education.
4. Kinicki, Angelo and Kreitner, Robert, (2005), *Organisational Behaviour*, 2nd Edition, McGraw Hill Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 203: Indian Economy

L-4 T-0 Credit-4

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

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

Course Contents

Unit I

Lectures:-12

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

Unit II

Lectures:-16

Planning and Economic Development and Problems in Indian Economy: Objective of Economic Planning in India, Current Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises; Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

Unit III

Lectures:-12

Indian Economy & Foreign Trade: Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Current Foreign Policy, Foreign Exchange Management Act (FEMA), Export Promotion.

Unit IV

Lectures:-12

Indian Economy – Emerging Issues: WTO and various agreement & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Foreign Institutional Investment.

Text Books

1. Datt, and Sundhram, R., (2009), *Indian Economy*, 61st edition, Sultan Chand & Sons.
2. Prakash, B. A., (2009), *The Indian Economy since 1991 – Economic Reforms & Performances*, 1st edition, Pearson Education.

Reference Books:

1. Dhingra, I C., (2009), *Indian Economy*, Sultan Chand & Sons.
2. Jaiganta, Sarkar, (2007), *Indian Economy: Policies and Practices*, 1st edition, Pearson Education.
3. Mishra, S.K., and Puri, V.K., (2007), *Problems of Indian Economy*, Himalya Publishing House.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA-(T& TM) 205: Marketing Management - I

L-4 T-0 Credits –4

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

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

Course Contents

Unit I

Lectures:-12

Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Market Segmentation, Targeting and Positioning.

Unit II

Lectures:-12

Product: Product levels, Product mix, Product Strategy, Product innovation and diffusion, Product development, Product lifecycle and product mix.

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

Unit III

Lectures:-14

Place: Meaning & Importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Unit IV

Lectures:-14

Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional objectives, Advertising- Meaning and Importance, Types, Media decisions, Promotion Mix, Personal Selling- Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods.

Text Books

1. Kotler, Armstrong, Agnihotri and Haque, (2010), *Principles of Marketing- A South Asian Perspective*, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), *Marketing Management Global Perspective: Indian Context*, McMillan, Delhi.

References:

1. Saxena, Rajan, (2008), *Marketing Management*, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), *Marketing Management*, Vikas Publishing House.
3. Russel, Winer, (2007), *Marketing Management*, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), *Marketing Management*, 13 edition, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 207: Computer Application – I
(Windows Programming Using Visual Basic)

L-4 T-0 Credit-4

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

Objectives:

To familiarize with Front-end concept for developing various IT Applications Project.

Course Contents

Unit I

Lectures:-10

1. Introduction to GUI and Windows Programming

1.1 GUI: Concept & Tools

1.1.1 The Title Bar

1.1.2. Menu System, Menus and The Menu Bar5

1.1.3. The Size Box

1.1.4. System Menu Box

1.1.5. Icons

1.1.6. Cursors

1.1.7. Scroll Bars

1.1.8. Tool Bar

1.1.9. Client Area

2. Introduction to Visual Basic Environment

2.1 Features of Visual Basic

2.2 Starting Visual Basic

2.3 The Environment

2.4 The Special Features of the Menu Bar

2.5 Customizing the Visual Basic Environment

Unit II

Lectures:-12

3. Concepts in Visual Basic

3.1 Events

3.2 Modules

3.3 Methods

3.4 Procedure

3.4.1 Function Procedures

3.4.2 SUB Procedures

- 3.5 Event Procedure
 - 3.5.1 Creating an Event Procedure
 - 3.5.2 Parts of an Event Procedure
- 3.6 General Procedures
 - 3.6.1 Creating a General Procedure

4. Working with Forms

- 4.1 Forms
- 4.2 Controls
- 4.3 Custom Controls
- 4.4 Properties
- 4.5 MDI Forms
 - 4.5.1 Create an MDI Application
 - 4.5.2 MDI Child Property
- 4.6 Menus
 - 4.6.1 The Menu Editor
 - 4.6.2 Creating a Menu
 - 4.6.3. Creating Popup Menus
 - 4.6.4. Growing Menus
 - 4.6.5 Sub Menus

Unit III

Lectures:- 14

5. Programming in Visual Basic

- 5.1 Data Types
- 5.2 Variables
- 5.3 Constants
- 5.4 Operators in Visual Basic
 - 5.4.1. Arithmetic Operations
 - 5.4.2. Comparison Operators
 - 5.4.3. Logical Operators
- 5.5 Array and the various Types
- 5.6 Control Arrays
 - 5.6.1 Setting up the control Array
 - 5.6.2 To remove a control Array
 - 5.6.3 To add and delete controls at run time
- 5.7 User Defined Data Types
- 5.8 Control Structures
- 5.9 Unconditional Branch Statement

- 5.10 The With Statement
- 5.11 The Built-in Procedures of Visual Basic
 - 5.11.1 Conversion procedure
 - 5.11.2 String Manipulation

Unit IV

Lectures:-16

6. Creating an Application

- 6.1 Defining the Problem
- 6.2 Designing the User Interface
- 6.3 Designing the Main Form
- 6.4 Writing the Code

7. Data Access

- 7.1 Data Access Overview
- 7.2 The Jet Database Engine
- 7.3 Bound Data Controls
- 7.4 Connectivity through DAO, RDO and ADO
- 7.5 Retrieving Data Using Structured Query Language (SQL)
- 7.6 Querying a Database

Text Books:

I.Perry.Grey, *“Teach yourself Visual Basic 6.0 in 21 Days”*, Techmedia Publication, 1998.

Reference Books:

1. Petroutsos.Evangelos, *“Beginning in Visual Basic 6.0”*, Wrox Publication, 2002.
2. Petroutsos.Evangelos, *“Mastering in Visual Basic 6.0,”* BPB Publication, 2002.
3. Silver,Brain & Spotts.Jeff, *“Using Visual Basic 6.0,”* PHI, 2001.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 209: Management Accounting

L-4 T-0 Credit-4

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

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

Course Contents

Unit I

Lectures:-6

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

Unit II

Lectures:-18

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

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

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

Unit III

Lectures:-12

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

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

Unit IV

Lectures:-16

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

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new

Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

Text Books

1. Bhattacharya, (2010), *Management Accounting*, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), *Principles of Management Accounting*, Sultan Chand & Sons.

Reference Books

1. Khan, M.Y, and Jain, P.K., (2009), *Management Accounting*, 5th Edition, McGraw Hill Education.
2. Gurusamy, Murthy,S., (2009), *Management Accounting*, 2nd Edition, McGraw Hill. Education.
3. Pandey, I.M., (2008), *Management Accounting*, 3rd Edition, Vikas Publishing House, Delhi .
4. Horngren, Charles, (2009), *Introduction to Management Accounting*, 5th Edition, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 211: Personality Development
and Communication Skills – III
(Minor Project Report)

L-0 T-0 Credit-6

Objectives: The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following:

- Project Presentation
- OR
- *Case Study Presentation

Suggested Topics for Minor Project

1. Goals of an organization.
2. Work Values
3. Character Ethics
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction

*** Case study can be chosen by the students in their respective areas of interest.**

Text Books

1. Lather, A.S. & Handa, M (2009). Cases in Management. Wisdom Publications.
2. McGrath. (2009). Basic Managerial Skills for All, 8th ed. Prentice Hall India

Reference Book

1. Ellis. (2009). Management Skills for New Managers. Prentice Hall India

**BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

BBA(T& TM) 213: Computer Application Lab-I

L-0 P-4 Credit-2

The Computer Applicable Lab. will be based on Computer Applicable-I Course (BBA 207)

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 215: Management of Travel Agency

L-4 T/P-0 Credits-4

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

Objectives

This course has been designed to familiarize the learners about the working of travel agency, its organization and management as well as different operations carried out by it.

Course Contents

Unit I

Lectures: -14

Travel Agency- Organisation: Types and Functions: Setting up Travel Agency: Principles: Commission Structure: Agency Recognition – Procedure and Formalities: Agency Management: Agency Financing: Agency Marketing: Tourist Conductors: Tourist Guides, important intermediary tourism industry, historical development and present status as commission agent or Tour Operator

Unit II

Lectures: -12

Organisation and management of the Travel Agency--main departments, ticketing and reservations, information, tours, transport, administration.

Tour Operation Business: Itinerary Preparation, Tour Costing, Hotel/ Transportation Booking, and Ground Arrangement.

Unit III

Lectures: -14

Organization of a travel agency for sale of complete travel services. Managing Promotion, Public Relations. Prospection, planning and promotion of new travel destination. Maintenance of up-to-date travel information about domestic and international travel destinations, schedules, time and fare tables of all networks of carriers by sea, land and air, weather conditions, currency exchange restrictions, passport, visa, health and immigration regulations

Unit IV

Lectures: -12

Organization, role and functions of (i) World Travel Organisation (WTO), (ii) Pacific Area Travel Association (PATA), (iii) Universal Federation of Travel Agent (UFTA), (iv) Indian Association of Tour Operator (IATO) (v) Travel Agents Association of India (TAAI), (vi) International Civil Aviation Organisation (ICAO) (vii) International Air Transportation Association (IATA)

Text Books:

1. Chand, Mohinder., (2000), *Travel Agency Management: An Introductory Text*, Anmol Publication Pvt. Ltd. New Delhi.
2. Dennis L. Foster, 1990, *The Business Of Travel Agency; Operation and Admission*, McGraw Hill, Singapore.

Reference Books:

1. Sethi, Praveen, 1999, *Strategies for the future of Travel & Tourism*, Rajat Publication, New Delhi.
2. Kamra, Krishan K and Chand, Mohinder, (2004), *Basics of Tourism, Theory, operations & Practices*, Kanishka Publication.
3. Lehmann, A.D., 1998, *Travel Agency , Policies and Procedures Manual*, Delmar Publication Inc. New York.
4. Negi, Jagmohan S., (2004), *Tourist Guide and Tour Operation; Planning and Management*, Kanishka Publication.(2004)

FOURTH SEMESTER

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 202: Human Resource Management

L-4, T-0, Credits: 04

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

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

Course Contents

Unit I

Lectures:-12

Introduction: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.

Unit II

Lectures:-14

Acquisition of Human Resources: HR Planning; Job analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job changes – Transfers, Promotions/Demotions, Separations.

Unit III

Lectures:-12

Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.

Unit IV

Lectures:-14

Compensation and Maintenance: Compensation: Job evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential appraisal – Concept and Objectives; Traditional and Modern methods, Limitations of Performance Appraisal methods, 360 degree Appraisal technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social security.

Text Books:

1. Aswathappa, K., (2010), *Human Resource Management*, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P., (2007), *Fundamentals of Human Resource Management*, 9th edition, John Wiley.

Reference Books:

1. Durai, Praveen, (2010), *Human Resource Management*, Pearson Education.
2. Monappa, A. and Saiyadain, M., (2001), *Personnel Management*, McGraw-Hill Education.
3. Dessler, Gary, (2004), *Human Resource Management*, Pearson Education.
4. Jyothi, P., and Venkatesh, D.N, (2006), *Human Resource Management*, Oxford Higher Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 204: Business Environment

L-4, T-0, Credits: 04

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

Objectives: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents

Unit I

Lectures:-13

An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.

Unit II

Lectures:-12

Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000.

Unit III

Lectures:-14

Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance.

Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention.

Unit IV

Lectures:-13

Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

Text Books

1. Shaikh, Saleem, (2010), *Business Environment*, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), *Business Environment - Text and Cases*, Himalaya Publishing House.

Reference Books

1. Aswathappa, K., (2000), *Essentials of Business Environment*, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), *Business Environment*, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), *Business Environment* Excel Book.
4. Ian Worthington, Chris Britton, (2009), *Business Environment*, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) -206 Marketing Research

L-4 T-0 Credits –4

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

Objectives:

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

Course Contents

Unit I

Lectures:-14

Introduction of Marketing Research: Define Marketing Research, Aims and Objectives of Marketing Research. Applications of Marketing Research, Marketing Information System, Evaluation and Control of Marketing Research, Value of Information in Decision Making, Steps in Marketing Research.

Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, Sources of Experimental Errors.

Unit II

Lectures:-12

Sample and Sampling Design: Some basic terms, Advantages and Limitation of Sampling, Sampling process, Types of Sampling, Types of Sample Designs, Determining the Sample Size, Sampling Distribution of the Mean.

Scaling Techniques: The concept of Attitude, Difficulty of Attitude Measurement, Types of Scales, Applications of Scaling in Marketing Research.

Unit III

Lectures:-14

Data Collection:: Secondary Data, Sources of Secondary Data, Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire.

Data Processing and Tabulation: Editing, Coding and Tabulation.

Unit IV

Lectures:-12

Data Analysis: Testing of Hypothesis, Measurement of Central Tendency, Dispersion, Univariate Analysis, Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis; Interpretation and Report Writing, Types of Research Reports, Guidelines for Writing a Report, Writing a Report Format, Evaluation of Research Report.

Text Books

1. Beri, G.C., (2007), *Marketing Research: Research Design*, 4th Edition, McGraw Hill Education.
2. Malhotra, Naresh, (2008), *Marketing Research*, 5th edition, Pearson education.

Reference Books

1. Nargundkar, Rajendra, (2008), *Marketing Research: Text and Cases*, 3rd Edition, McGraw Hill Education.
2. Sekaran, Uma, (2003), *Research Methods for Business*, 4th edition, Wiley.
3. Kumar, Ranjit, (2005), *Research Methodology: A step by step guide for Beginners*. Pearson Educaion.
4. Levin, Richard and Rubin, DS, (2009), *Statistics for Management*, 7th edition, Pearson Education.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 208: Computer Applications- II
(Web Technology, HTTP and HTML concepts)

L-4, T-0, Credits: 04

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

Objectives: To familiarize the students with various Web based packages to develop customize web site.

Course Contents

UNIT-I

Lectures:- 12

An Introduction to the World Wide Web: Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet and Intranet, Windows NT Server (IIS) Versus Linux (Apache) as a Web Server

Planning your Web Site: Doing Business on the Web, An Overview of Internet Service Providers (ISP), A Search Engine, Types of search engine, Working of a Basic Search Engine, Searching Techniques, Making a Web Site Plan, Forming a Project Team, Setting Goals and Objectives, Developing the Right Business Strategy

UNIT-II

Lectures:-12

Designing and constructing your Web site: Developing Content, Designing Individual Pages, Designing & Constructing your Web Site, Implementing your Web Site, Netscape Extensions and HTML, HTML Tools, CGI Concepts

Creating your Web Site with FrontPage: Introducing FrontPage, Editing Documents in the FrontPage Editor, Formatting Pages, Linking Pages to the World, Displaying Images in Pages

UNIT-III

Lectures:- 14

HTML: What is HTML?, HTML Basics, Document Tags, Container and Empty Tags, Entering Paragraph Text on your Web page, The
 Tag, The Comment Tag

Working with HTML Text: Working with HTML Text, Emphasizing Text Implicitly And Explicitly, The <BLOCKQUOTE> Element, Pre-formatting Text, The <DIV> Tag, The Tag, The <BASEFONT> Tag, Using Lists in Web Document, Nested Ordered, Unordered Lists, Menu List, Directory Lists, Definition Lists

UNIT-IV

Lectures:- 14

Graphics for web pages: Choosing the correct Graphics File Format, Color in images, Loss of image quality due to compression, Adding inline image to web page, Scaling down an image, Alternative Text for the tag, Understanding Imagemaps

Working with Links: Working with links, Relative and absolute links, Providing links for internet services, Link tag

Tables, Frames and Forms: Creating Borderless Tables, Frames, Forms

Cascading Style sheets: What is Style Sheet, Types of Style Sheets, Using Style Sheet with HTML

Text Books:

1. C. Xavier, World Wide Web Design with HTML, McGraw Hill Education.
2. HTML-4.0 Complete Reference-BPB Publication

Reference Books:

1. Internet Complete Reference- Tata McgrawHill
2. HTML-4.0 unleashed – Techmedia Publication
3. HTML,DHTML –Ivan Bayross

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 210: Business Law

L-4, T-0, Credits: 04

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

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

Objectives: To acquaint the student with a basic and elementary knowledge of the subject.

Course Contents

Unit I

Lectures:-18

Indian Contract Act, 1872 (Fundamental Knowledge): Essentials of Valid Contract, Discharge of Contract, Remedies for Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit II

Lectures:-8

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

Unit III

Lectures:-8

The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque.

Unit IV

Lectures: -18

The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Shares – Kinds, Allotment and Transfer, Debentures, Essential conditions for a valid Meeting, Kinds of Meetings and Resolutions; Directors and Remuneration, Directors, Managing Directors-their Appointment, Qualifications, Powers and Limits on their Remuneration, Prevention of Oppression and Mismanagement.

Text Books

1. Pathak, Akhileshwar, (2009), *Legal Aspects of Business*, 4th Edition, McGraw Hill Education.
2. Kuchhal, M. C., (2006), *Business Law*, Vikas Publishing House, New Delhi.

Reference Books:

1. Singh, Avtar, (2006), *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
2. Bagrial, Ashok, (2008), *Company Law*, Vikas Publishing House.
3. Kapoor, N. D., (2006), *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi.
4. A. Ramaiyya, *Guide to the Companies Act*, 16th edition, Lexis Nexis Butterworths

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 212: Taxation Laws

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

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

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

Course Contents

Unit I

Lectures:-12

Introduction to Income Tax Act 1961

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

Unit II

Lectures:-24

Heads of Income – Salary, House Property, Business or Profession, Capital Gains, Other Sources, Clubbing of Income, Deductions Under Chapter VI (related to individuals and firms) Assessment of Individuals and Firms (simple problems).

Unit III

Lectures:-6

Reliefs, Set off and Carry Forward of Losses, Deduction of Tax at Sources. Payment of Advance Tax.

Unit IV

Lectures:-10

Central Sales Tax Act 1956 – Introduction; VAT , Registration of Dealers, Levy and Collection of Tax and Penalties.

Service Tax (Finance Act 1994) –

Note: Assessment Year (Current) Introduction to procedure for Service Tax Return

Text Books

1. Lal, B.B., (2009), *Income Tax and Central Sales tax Law and Practice*, 30th edition, Pearson Education.
2. Singhania, V. K and Singhania, Monica, *Students Guide to Income Tax*, latest edition, Taxman Publications.

Reference Books

1. Ahuja, Girish and Gupta, Ravi, *Systematic Approach to Income Tax*, Latest Edition, Bharat Law House.
2. Datey, V.S., *Indirect Taxes-Law and Practice*, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), *Direct Taxes: Income Tax, Wealth Tax and Tax Planning*, 30th edition, Pearson Education.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 214: Computer Applications Lab - II
L-0, T/P-4, Credits: 02

FRONT PAGE

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbies”, & “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web page using the Front Page explorer and write your academic and professional qualification. Place a bookmark at an appropriate place and save the page as “qualification”.
6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page, Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Insert a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.
19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and five rows, with five rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.

22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.

25. The form should contain the following fields as mentioned below

Personal Profile

Name:

Address:

Phone_Off:

Phone_Resi:

Mobile:

E_Mail:

Fax:

Passport no.:

Driving License No.:

Insurance Policy No:

Blood Group:

Credit Cards:

26. Assign a drop down menu for the credit cards fields.

27. Assign a one line text driving license No.

Advanced Topics

28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.

29. Open each and every page “apply suitable page transitions and animations.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 216: Ecology, Environment and Tourism

L-4 T/P-0 Credits-4

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

Objectives: This course aims to sensitize students, tourists and professionals in the tourism sector to the issues pertaining to the problems of ecology and environment today. It also attempts to make students familiar with the impact of tourism on ecology of various tourism resources.

Course Contents: -

Unit I

Lectures: -12

Environment- An Introduction: Eco Tourism & Ecology The Eco System, Environment pollution,

Unit II

Lectures: -14

Environment issues and Tourism Development: Relationship between Environment and Development, Conceptualizing Tourism's place in development, Preservation, Conservation and development, Sustainable Tourism - culture, social, physical, Man made; Responsible Tourism Benefits

Unit III

Lectures: -12

Environmental Impact: Impact of Tourism on wildlife, Impact of Tourism on wetland, Island, Beaches and on Mountains, Eco Tourism, Environment, Conservation through Ages, Identifying Pressure and Understanding Threshold Areas.

Unit IV:

Lectures: -14

Environment, Community and Tourism: Access, Infrastructure and Land Use- Basic Issue, Community and Regional Assets, Multiplier Effect - Benefits and Consequences, Resort Planning.

Text Books

1. Hall, C. Michael, Alan A eds., 1998, *Sustainable Tourism: A Geography Perspective*, London Addison Wesley Longman.
2. Dhulasi, V. Birunda, (2003), *Environmental Challenges Towards Tourism*, Kanishka Publication, New Delhi.

Reference Books

1. Chandra, R., (2005), *Wildlife and Eco-Tourism: Trends, Issues and Challenges*, Akansha Publishing House.
2. Pruthi, R.K., (2006), *Tourism Industry and Environment Management*, Rajat Publications.
3. Kandari O.P., and Chandra Ashish, (2004), *Tourism and Sustainable Development*, Shree Publishers New Delhi.
4. Ratandeep, Singh, (2004), *Handbook of Environmental Guidelines for Tourism*, Kanishka Publication New Delhi

FIFTH SEMESTER

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 301: Values & Ethics in Business

L-4 P-0 Credit-4

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

Course Contents

Unit-I

Lectures:-12

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

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

Unit-II

Lectures:-16

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

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

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

Unit-III

Lectures:-12

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

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

Unit-IV

Lectures:-12

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

Text Books

1. Fernando, A.C., (2009), *Business Ethics*, 1st edition, Pearson education.
2. Hartman, Laura and Chatterjee, Abha, (2006), *Perspectives in Business Ethics*, 3rd Edition, McGraw Hill Education.

Reference Books:

1. Chakraborty, S.K., (2004), *Ethics in Management: A Vedantic Perspective*, Oxford University Press.
2. Kaur, Tripat, (2008), *Values & Ethics in Management*, Galgotia Publishers.
3. Rao, A.B., (2006), *Business Ethics and Professional Values*, Excel Book.
4. Manuel G.Velasquez, (2007), *Business Ethics Concepts*, Printice Hall of India.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 303: Sales Management

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

Course Contents

Unit I

Lectures :- 14

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

Unit II

Lectures :- 12

Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods.

Unit III

Lectures :- 16

Sales Force Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas.

Unit IV

Lectures :- 10

Evaluation of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management

Text Books

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P “*Sales Management – Decision Strategies and Cases.* 5th Ed ((2009) Impression), Pearson Education
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) *Sales Management*, Pearson Education, New Delhi

Reference Books

1. Donaldson Bill (2007) *Sales Management, Principles, Process and Practice* Palgrave Macmillan.
2. Havaladar.K.K. & Cavale V.M (2007) *Sales and Distribution Management. Text & Cases* Tata McGraw Hill Publishing company Ltd. New Delhi.
3. Jobber, David and Lancaster, Geoffery, (2006), *Selling and Sales Management*, 7th Edition, Pearson Education, New Delhi
4. Ingram, LaForge, Avila., Schwepker Jr, Williams (2007), *Sales Management-Analysis and Decision Making.* Thomson South – Western.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 305: French Language- I (Hospitality Oriented)

L-4 T/P-0 Credits-4

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

Objective:

The main purpose of this paper is to enable the students familiar with the French language by providing basic knowledge of French.

Course Contents:

Unit-I This unit deals with the introduction of alphabets and the accents of French language., The Alphabet (Les Alphabets), The Accent (Les accents), The other orthographic signs (Les autres signes orthographiques), Pronunciation of French (Prononciation du Francais), Punctuation marks (Les signes de punctuation)

Lectures : 12

Unit-II - This unit deals with basic vocabulary., The days of the week (Les jours de la semaine), The months of the year (Les mois de l'annee), The numbers (Les nombres)
2.4 The seasons (Les saisons), The Professions (Les professions), The family (La famille)
2.7 The face (Le visage), The body (Le corps), The places (Les lieux), The countries (Les pays), The nationalities (Les nationalities), The clothes (Les vatements), Fruits & Vegetables (Les legumes/Fruits), The colours (Les Couleurs), Time (L'heure)

Lectures : 14

Unit III This unit deals with grammar to enable the students to construct simple sentences., The articles (Les articles), Subject pronouns (Pronoms sujets), Introduction to all the 3 categories of the verbs (Les Verbes au Present), Conjugations (Conjugaisons)
3.5 Demonstrative adjectives (Adjectifs demonstratifs), Adjectives (Adjectifs), Possessive adjectives (Adjectifs possessifs), Prepositions (Prepositions), Pronouns after the prepositions (Pronoms apres les prepositions), Partitive articles (Articles partitifs), Imperative (Imperatif), Negatives (Negation), Interrogatives (Interogation), Comparative (Comparatif), Superlative (Superatif), Adverb (Adverbe)

Lectures : 14

Unit-IV This unit deals with written and verbal communication. : Self introduction, How to describe a person, place or a thing, Mathematical Application – Counting, Plus, Minus, Multiplication, Division., Festivals, monuments, and important cities of France.

Lectures : 12

Text Books

1. Mahitha Ranjit – Apprenons le Francais (Part 1-2)
2. Mathurin Dondo (Modern French Course)

Reference Books

1. Michele verdelhex phillipe Dominique – nouveau Sans frontiers (Part I).

2. G. Mauger – cours de langue (Part I)
3. After ego (methode de Français) (A I)
4. Larousse French grammar.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 307: Management Information System

L-4 T-0 Credit-4

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

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

Course Contents

Unit I

Lectures:-12

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

Unit II

Lectures:-14

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

Unit III

Lectures:-14

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

Unit IV

Lectures:-12

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

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

Text Books

1. Laudon and Laudon, (2010), *Management Information System*, 11th edition, Pearson Education.
2. Sadagopan, S., (2009), *Management Information Systems*, Prentice Hall of India.

Reference Books

1. LM Prasad, (2008), *Management Information System*, Sultan Chand.

2. Arora, Ashok and Akshaya Bhatia, (2009), *Information Systems for Managers*, Excel Books, New Delhi.
3. McLeod, Raymond, (2008), *Management Information System*, Pearson Education.
4. Goyal, D.P., (2008), *Management Information Systems-Managerial Perspectives*, 2nd Edition, Macmillan, New Delhi.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 309: Financial Management

L-4 T-0 Credits –4

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

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

Course Contents

Unit I

Lectures:-16

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

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(**in brief**) viz. Depositories, Factoring, Venture Capital, Credit

Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

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

Unit II

Lectures:-12

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

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

Leverages: Concept, Types of leverages and their significance.

Unit III

Lectures:-12

Capital Budgeting: Concept, Importance and Appraisal Methods: Pay Back Period, DCF Techniques, Accounting Rate of Return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk Adjusted Discount Return, Certainty Equivalent Coefficient and Quantitative Techniques: Sensitivity Analysis, Probability assignment, Standard Deviation, Coefficient of Variation, Decision Tree.

Unit IV

Lectures:-12

Working Capital Management: Operating cycle, Working Capital Estimation, Concept, Management of Cash, Inventory Management, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.

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

Text Books

- 1.Khan M.Y, Jain P.K., (2010), *Financial Management*, 3rd edition, McGraw Hill Education.
- 2.Maheshwari S.N., (2009), *Financial Management- Principles and Practice*, 9th Edition Sultan Chand & Sons.

Reference Books

- 1.Kapil, Sheeba, (2010), *Financial Management*, 1st edition, Pearson Education.
- 2.Burk Demazo, (2010), *Financial Management*, Pearson Education.
- 3.Ross, Stephen,Westerfield, R., and Jaffe, J.,(2004), *Corporate Finance*, 7th Edition, McGraw Hill Education.
- 4.Pandey I. M., (2007), *Financial Management*, Vikas Publishing House.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 311: Summer Training Report & Viva Voce

L-0 T-0 Credit-6

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

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 313: Computer Applications Project

L-0 Credit-4

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

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 315: Marketing In Service Industry- Airlines, Travel,
Tours & Hotel

L-4 T/P-0 Credits-4

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

Objectives: The main objective of this course is to familiarize the student with the basic concept of service marketing and equip them with tools and techniques for applications of these concepts in Travel and Tourism in Indian and global context.

Course Contents

Unit I

Lectures: -14

Definitions of Marketing, Goods and Services, Types of Services, Special characteristics in Marketing of Services and Leisure Activities.

Modern Marketing Concepts: Marketing Approaches, Difference between Sales and Marketing. Tourism Marketing: - Special Features- Definitions

Marketing Mix: Tradition 4 P's, extended 3 P's of Services, Tourism Product: Pricing: Strategies, Tourism Promotion and Distribution Strategies, Role of People, Process, Physical Evidence.

Unit II

Lectures: -12

Marketing Segmentations: Types of Tourists, Market Survey and Research, Tourist Demand and Forecasting, Tourist Promotions & Marketing Abroad- Role of public and private sector, Incentive and Subsidies, Profile of Tourists: Americans: Japanese: U.K., Russians, French, Domestic-N.R.I.

Unit III

Lectures: -12

Tourism Promotion- marketing Tools: Tourism Communications.

Advertising: Publicity: V.C.R: Coupons Fam Tours: Picture Post Cards

Public Relations: Personal Selling: Salesmanship: Sales Promotions: Press and Media Public Relations and Communications.

Unit IV

Lectures: -14

Guide to Marketing of Leisure Activities, Marketing of Fairs & Festivals., Marketing of Congress: Conventions: Incentive Travel: Workshops: Seminars

Marketing Techniques of a Travel Agency, Consumers Mix.

Case Studies in Marketing of Airlines: Travel Agencies: Tour Operations.

Text Books

1. Kandampully, J. A., (2002), *Services Management: The New Paradigm in Hospitality*, Pearson Education.
2. Rao, K.R.M., (2007), *Services Marketing*, Pearson Education.

Reference Books

1. Kotler, Philip, (2008), *Marketing Management*, Prentice Hall, New Delhi.
2. Jha, S.M., 1998, *Hotel Marketing*, Himalaya Publishing House.
3. Lovelock, C. and Wirtz J., (2004), *Services Marketing: People, Technology, Strategy*, Pearson Education.
4. O'Halloran, R.M., Ken J. and Chabot, A.A., (2008), *Cases in Hospitality and Tourism Management*, Pearson Education.

SIXTH SEMESTER

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 302: Trends In Travel And Tourism And Laws

L-4 T/P-0 Credits-4

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

Objectives: This module is prescribed to appraise students about the emerging trends in travel and tourism and to make them to understand the regulatory laws for tourism business in India.

Course Contents

Unit I

Lectures: -12

Tourism: An Emerging Phenomenon Eco Tourism: Concept, Need, Eco Tourism Planning, Sustainable Tourism Strategies, Social Reforms and Tourism, Tourism and Globalization

Unit II

Lectures: -12

Concept and Development of: Medical Tourism, Agro Tourism, Event Tourism, Conference and Convention Tourism, Mass Tourism.

Unit III

Lectures: -14

Regulatory Laws for Tourism Business in India-I: Need for Tourism Laws and Regulations, Legislation and Regulations for Travel Agencies, Regulations for Accommodation Sector, GATS

Unit IV

Lectures: -14

Regulatory Laws for Tourism Business in India-II: Legislation related to Wildlife Preservation, Legislation related to Airline Sector, Consumer Protection Act-1986- Salient Feature, Definitions of Consumers, Grievance Redressal Machinery.

Text Books

1. Burkart & Medlik,(1974), *Tourism in Past, Present & Future*, Heinmann, London.
2. Sanjnani, Manohar, (1999), *Tourism Business: A legal Perspectives*, Gyan Publishing House Pvt. Ltd. New Delhi.

Reference Books

1. Singh, L. K., (2008), *Trends In Travel And Tourism And Laws*, Isha Books..
2. Kandari, O.P. & Chandra Ashish, (2004), *Tourism Development Principles Practice*.

BBA (T& TM)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

BBA(T& TM) -304 PROJECT PLANNING AND EVALUATION

L-4 T-0 Credits –4

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

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

Course Contents

UNIT I

Lectures:-18

Project Planning Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, Feasibility Study, Objectives of Capital Budgeting, Techniques of Capital Budgeting.

Capital Allocation Framework: Financing of Projects: Capital Structure, Mean of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Requirement and its Financing, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

:Cost of Project, Estimates of Sales and Production, Cost of Production, Profitability Projections, Projected Cash Flow Statement, Projected Balance Sheet

UNIT-II

Lectures:-12

Market and Demand Analysis: Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, , Product Mix, Plant Capacity, Location and Site,

UNIT-III

Lectures:-16

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management,

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

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits,

Unit IV

Lectures:-6

Risk and Analysis Uncertainty: Using sensitivity, simulation, decision and other techniques

Text Books

1. Pinto, (2009), *Project Management*, 1st Edition, Pearson Education.

2. Maheshwari, S.N., (2009), *Management Accounting & Financial Control*, 14th edition, Sultan Chand & Sons.

Reference Books: -

- 1 Chandra, Prasanna, (2009), *Projects: Planning, Analysis, Financing, Implementation and Review*, 7th edition, McGraw Hill Education.
- 2 Choudhury, S, (2007). *Project Management*, 1st Edition, Tata Mc Graw Hill Publishing Company.
- 3 Bhavesh, M. Patel (2009). *Project Management: Strategic Financial Planning Evaluation and Control*, Vikas Publishing House Pvt. Ltd.
- 4 Panneerselvam, R., and Senthilkumar, P., (2007), *Project Management*, Prentice Hall of India.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) 306 Entrepreneurship Development

L-4 T-0 Credits –4

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

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

Course Contents

Unit I

Lectures:-12

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

Unit II

Lectures:-12

Promotion of a Venture: Opportunity analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and documentation required.

Unit III

Lectures:-14

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

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; Role of Government in organizing EDP's critical evaluation.

Unit IV

Lectures :-14

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

Text Books

1. Hisrich, Robert and Peters, Michael, (2002), *Entrepreneurship*, 5th Edition, McGraw Hill Education.
2. Charantimath, (2006), *Entrepreneurship Development and Small Business Enterprise*, 1st edition, Pearson Education.

Reference Books

1. Chandra, Ravi, (2003), *Entrepreneurial Success: A Psychological Study*, Sterling Publication Pvt. Ltd., New Delhi.
2. Balaraju, Theduri, (2004), *Entrepreneurship Development: An Analytical Study*, Akansha Publishing House, New Delhi.
3. David, Otes, (2004), *A Guide to Entrepreneurship*, Jaico Books Publishing House, Delhi.
4. Kaulgud, Aruna, (2003), *Entrepreneurship Management*, Vikas Publishing House, Delhi.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA-(T& TM) 308 INTERNATIONAL BUSINESS MANAGEMENT

L-4 T-0 Credits-4

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

Objectives: The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Course Contents

UNIT I

Lectures:-14

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

Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

Lectures:-12

Globalization: Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

Lectures:-12

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

UNIT IV

Lectures:-14

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

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

Text Books

1. Sharan, (2010), *International Business*, 2nd edition, Pearson Education.
2. Tamer, Cavusgil, Gary, Knight, (2010), *International Business: Strategy, Management and the New Realities*, 1st Edition, Pearson Education.

Reference Books:

1. Sinha P.K, (2008), *International Business Management*, Excel Books.
2. K. Aswathappa, (2008), *International Business*, McGraw Hill Education.
3. Hodgetts, R., Luthans, F., Doh, Jonathan., (2008), *International Management: Culture, Strategy and Behaviour*, Pearson Education.
4. Deresky, (2010), *International Management: Managing Across Borders and Culture*, Pearson Education.

BBA (T& TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA(T& TM) -310 PROJECT REPORT AND VIVA VOCE

L-0 T-0 Credits-6

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

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 312: French Language- II (Hospitality Oriented)

L-4 T/P-0 Credits-4

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

Objectives: The main purpose of this paper is to enable the students to speak, write and understand the French language in their Travel and Tourism operations.

Unit 1 This unit deals with usage of all categories of the verbes in different tenses.

- 1.1 Passe compose
- 1.2 Future
- 1.3 Passe recent
- 1.4 Future proche
- 1.5 Imparfait

Lectures- 12

Unit II This unit deals with basic conversation in the given situation.

On the phone with a friend, taking messages on telephone, on meeting a stranger on the road, reception at hotel, asking the way, at a restaurant, travel agency, tour operation, car hire, railway station.

Lectures- 12

Unit III Comprehension, translation (French English/English French, letter writing, message writing)

Lectures- 12

Unit IV This purpose of this unit is to enable the students to acquire the language skills in professions dealings with French speaking clients. How to welcome a client, describe a hotel or a place, advice on places to visit or dishes to try, give information about your country, inform tourist about the itinerary for a tour, describe a monument , handle requests for room or ticket reservation.

Lectures- 16

Text Books

1. Mahitha Ranjit – Apprenons le Francais (Part 1-2)
2. Mathurin Dondo (Modern French Course)

Reference Books

1. Michele verdelhex phillipe Dominique – nouveau Sans frontiers (Part I).
2. G. Mauger – cours de langue (Part I)
3. After ego (methode de Français) (A I)
4. Larousse French grammar.

BBA (T&TM)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BBA (T& TM) 314: Air Ticketing And Foreign Exchange
Management

L-4 T/P-0 Credits-4

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

Objectives: This module is introduced to prepare the students to work within Airline or Travel Agency, where they are required to be fully aware of Air Ticketing Fare Calculation and Foreign Exchange Management.

Contents Contents

Unit I

Lectures: -14

Air Travel Process and Practices Air Travel; International Carriers, Domestic Carriers, Air Transport Regulations; Five Freedom of Air, Airport Handling Procedure. Reservation practices- children and infants, Restricted and disable passengers, Changes alterations in Schedules, Stand by Travel, Passenger Check In, Cancellation and Delays, Checked Baggage- The weight / piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II

Lectures: -14

Basic Elements of Air Fares and Constructions: Class of Service, Fare basis customs user fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Principles: Fare construction with extra mileage allowance and extra mileage principle, highest intermediates point (HIP), circle trip minimum (CTM), Back Haul Check, Addon, Fare Construction Terminology, Fare calculation on a hand ticket, Sector mileages, Basic principles of international air fares and ticketing, How to use neutral unit of constructions to calculate fares.

Unit III

Lectures: -14

Air Ticketing Techniques- Domestic & International: - Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Chartered and group travel, Ticket revalidation, Booking a tour, How to procure traffic documents, Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice, Reservation sheets/cards, Airline Reservation

Unit IV

Lectures: -10

Foreign Exchange Management: - Forex Management for Enterprise, familiarization Travel related Foreign exchange regulations, currency conversions, FEMA Act (2000),

Tariff Terminology, FDI in Tourism Industry.

Text Books

1. Negi, Jagmohan, (2004), *Air Travel Ticketing & Fare Construction*, Kanishka Publishers.

2. Davidoff, P.G., and Davidoff, D.S., 1995, *Air Fares and Ticketing*, 3rd Edition, Prentice Hall, New Jersey.

Reference Books

1. Sethi, Praveen, 1999, *Strategies for Future of Travel & Tourism*, Rajat Publication.
2. *ABC Worldwide Airways Guide (Red/Blue)*
2. *FEMA Act-(2000)*