



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**FIVE YEAR INTEGRATED  
BBA-MBA**

**w.e.f. 2024 – 2025 Academic Session**



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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Five Year Integrated BBA-MBA**

**Program Outcomes**

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

**Program Specific Outcomes**

**After the program the students will be able to:**

- PSO 1. Apply reflective thinking and research skills using latest technological tools
- PSO 2. Assimilate technical functional knowledge of operations in business organizations
- PSO 3. Demonstrate strategic and proactive thinking towards business decision making
- PSO 4. Illustrate negotiation skills and networking abilities

**Mapping of PO's and PSO's**

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



## **SCHEME OF EXAMINATIONS**

### **Criteria for Internal Assessment**

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

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

- 1. Class Test-I** - **15 marks**  
A written test compulsorily to be conducted on the date communicated by the University as per the Academic Calendar for class tests.
- 2. Individual Assignments/Presentation/Viva-Voce/Group Discussion/Class Participation**  
(Any two activities to be considered) - **25 marks**  
Record to be maintained by faculty and made available to the University, if required.
- 3. The Assessment of Summer Training Report, Project Dissertation, Minor Project, Internship, Apprenticeship shall be as follows.**  
Internal Assessment - **40 Marks**  
External Assessment (Viva Voce) - **60 Marks**



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**Guidelines for multi-level exits in Five Year Integrated BBA-MBA programme**

Five Year Integrated BBA-MBA programme of Guru Gobind Singh Indraprastha University is an integrated programme of BBA & MBA which is based on flexible learning, multiple entry & exit options for students at different levels. The students will be awarded certificate, diploma, and degree as per the credit requirements designed for the programme.

The multiple entry and exit options for students is facilitated at the undergraduate and Master's levels. It would facilitate credit accumulation through the facility created by the Academic Bank of Credits (ABC) scheme for students across the country to transfer and consolidate credits earned by them by taking courses in any of the eligible Higher Educational Institutions (HEI). The ABC allows for credit redemption through the process of commuting the accrued credits in the Academic Bank Account maintained in the ABC for the purpose of fulfilling the credits requirements for the award of certificate/diploma/degree by the authorized HEIs. Upon collecting a certificate, diploma or degree, all the credits earned till then, in respect of that certificate, diploma or degree, shall stand debited and deleted from the account concerned. HEIs offering programmes with the multiple entry and exit system need to register in the ABC to enable acceptance of multidisciplinary courses, credit transfer, and credit acceptance.



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**Operational Details**

A detailed explanation of various exits and subsequent award of Certificate, Diploma, and Degree are presented in following table:-

**Multi-Level Exit Option for 5 year integrated BBA-MBA programme**

Exit/Level	Award	Required No. of credits	Total Credits
1	Undergraduate Certificate	40	47
2	Undergraduate Diploma	80	90
3	Undergraduate Bachelor's Degree	120	135

4	Post Graduate Diploma	165	175
5	Post Graduate Degree	210	219
<b>Total Credits</b>		<b>375</b>	<b>392</b>

Minimum credits required for the Undergraduate bachelor's degree 120 credits.

Minimum credits required for the Post Graduate Degree 375 credits.

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



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**SCHEME OF EXAMINATION**

<b>FIRST SEMESTER EXAMINATION</b>						
<b>PROGRAMME: MBG</b>						
<b>S. No</b>	<b>Paper Code</b>	<b>Subject Title</b>	<b>Course Category</b>	<b>L (Hours)</b>	<b>T/P (Hours)</b>	<b>Credit</b>
1.	MBG101	Business Organization	Discipline Specific Course	4	-	4
2.	MBG103	Business Mathematics	Discipline Specific Course	4	-	4
3.	MBG105	Financial Accounting	Discipline Specific Course	4	-	4
4.	MBG107	Business Economics	Discipline Specific Course	4	-	4
5.	MBG109	Business Communication	Ability Enhancement	2	-	2
6.	MBG111	Life Skills & Personality Development (NUES)	Value-Added Course	2	-	2
7.	MBG113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	MBG115	IT Applications in Business Lab	Skill Enhancement Course		2	1
<b>Total Credits</b>				<b>23</b>	<b>2</b>	<b>24</b>



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<b>SECOND SEMESTER EXAMINATION PROGRAMME: MBG</b>						
<b>S. No.</b>	<b>Paper Code</b>	<b>Subject Title</b>	<b>Course Category</b>	<b>L (Hours)</b>	<b>T/P (Hours)</b>	<b>Credit</b>
1.	MBG 102	Business Statistics	Discipline Specific Course	4	-	4
2.	MBG 104	Entrepreneurial Mindset (NUES)	Ability Enhancement Course	2	-	2
3.	MBG 106	Marketing Management	Discipline Specific Course	4	-	4
4.	MBG 108*	Indian Knowledge Systems	Value-added course	2	-	2
5.	MBG110	Principles of Management	Discipline Specific Course	4		4
6.	MBG 112	E-Commerce	Skill Enhancement Course	2	-	2
7.	MBG 114	E-Commerce-Lab	Skill Enhancement Course	-	2	1
8.	MBG 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	MBG 118*	MOOC	Value-added course	2	-	2
		<b>Total Credits</b>		<b>18</b>	<b>2</b>	<b>23</b>

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

**Note: The students shall have an option to either study the paper of (MBG 108) Indian Knowledge Management or (MBG 118) MOOC as Value-added course.**



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**MBG-101: Business Organization**

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

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

**Introduction**

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

**(15 Hours)**

**Unit II**

**Planning and Organizing**

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

**(15 Hours)**

**Unit III**

**Introduction to Organizational Behavior**

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

**(15 Hours)**





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**Unit IV**

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

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

**(15 Hours)**

**Suggested Readings: (All latest editions)**

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



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)

MBG-103 Business Mathematics

L-4, T-0, Credits -4

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

Mapping the Course Outcomes with Programme Outcomes

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

Course Contents

Unit I

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

Unit II

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

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation & Combination. (15 Hours)

Unit III

**Differential Calculus:** Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities. (15 Hours)

Unit IV

**Integral Calculus:** Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability, Distribution. (15 Hours)

Suggested Readings: (All latest editions)

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



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**MBG 105: Financial Accounting**

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

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

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

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

**Unit II**

**Journalizing Transactions:** Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account. Balance Sheet as per schedule- III of the new Companies Act 2013. **(15 Hours)**

**Unit III**

**Depreciation, Provisions and Reserves:** Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting. **(15 Hours)**



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**Unit IV**

**Shares and Share Capital:** Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries. Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures. **(15 Hours)**

**Suggested Readings: (All latest editions)**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
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**MBG 107: Business Economics**

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

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

**Introduction to Business Economics and Fundamental concepts:** Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Forces and Equilibrium, Risk, Return and Profits. Introduction to Behavioural Economics: Nudge theory. **(15 Hours)**

**Unit II**

**Consumer Behavior 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. Demand Forecasting: Need, Objectives and Methods in brief. **(15 Hours)**

**Unit III**

**Theory of Production:** Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. **(15 Hours)**

**Unit IV**

**Cost Analysis & Price Output Decisions:** Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model). **(15 Hours)**



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**Suggested Readings: (All latest editions)**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
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**MBG 109: Business Communication**

**L-02, T-0, Credits - 02**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

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

**Unit II**

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

**Unit III**

**Business letter writing and Presentation Tools:** Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters **(8 Hours)**



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**Unit IV**

**Departmental Communication:** Barriers of Communication, Meaning, Need and Types, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation.

(7

**Hours)**

**Suggested Readings: (All latest editions)**

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





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**MBG 111: Life Skills and Personality Development (NUES)**

**L-2, T-0, Credits -2**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I: Introduction**

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

**Unit II: Team Spirit: Exercises**

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

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

**Unit III: Confidence and Personality: Exercises**

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

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

**Unit IV: Personality Development**

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

**One to One interview:** Students be subjected to interviews before an internal technical panel to develop



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confidence and interview handling skills.

**(08 hours)**



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**Suggested Readings:**

1. Boove, C.L., Thill, J.V. &Chaturvedi, M. Business Communication Today, Pearson.
2. Master The Group Discussion & Personal Interview: Sheetal Desarda
3. Wiley's Examxpert: Acing WAT, Gds& Interviews Forlims
4. The Hard Truth About Soft Skills: Peggy Klaus
5. Steal The Show From Speeches To Job Interviews To Deal Closing Pitches: Michael Port



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**MBG 113: IT Applications in Business**

**L-3, T-0, Credits-3**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

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

**(12 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Suggested Readings: (All latest editions)**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 115: IT Applications in Business - Lab**

**L-0, P-02, Credit-1**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

1. **Knowledge of all commands of using Windows to be taught.** (2 hours)
2. **Introduction to MS-Word:**  
Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging. (4 hours)
3. **Introduction to MS-Excel:**  
Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, analyze data with Pivot tables, create and manage scenarios and summaries. (18 hours)
4. **Introduction to MS PowerPoint:**  
PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting. (6 hours)



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

# **SEMESTER - II**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 102: Business Statistics**

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

**Objective:**

To provide students with a comprehensive understanding of statistical methods and their applications in business. This course aims to equip students with the necessary skills to collect, analyze, and interpret data for informed decision-making in a business context.

**Mapping the Course Outcomes with Programme Outcomes:**

COs	Detailed Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	Understand and apply fundamental statistical concepts and techniques in business scenarios.	3	1	1	1	1
CO2	Develop the ability to organize, summarize, and present business data effectively.	1	2	1	1	2
CO3	Perform and interpret statistical analyses to support business decision-making.	1	1	3	1	3
CO4	Gain proficiency in using statistical software for data analysis.	1	1	3	1	3
<b>AVG</b>		<b>1.5</b>	<b>1.25</b>	<b>2</b>	<b>1</b>	<b>2.25</b>

**Course Contents:**

**Unit I: Introduction to Business Statistics**

Definition, Scope, and Importance of Statistics: Understanding the role of statistics in business, types of statistics (descriptive and inferential), and the importance of statistical thinking in decision-making. Data Collection and Presentation: Methods of data collection, classification of data, and techniques for presenting data (tabulation, graphical representation). Measures of Central Tendency: Calculation and interpretation of mean, median, and mode. Measures of Dispersion: Understanding range, variance, standard deviation, and their applications.

**(15 Hours)**

**Unit II: Probability and Probability Distributions**

Basic Probability Concepts: Definitions, rules, and applications of probability in business contexts. Discrete and Continuous Probability Distributions: Characteristics and applications of important distributions, including binomial, Poisson, and normal distributions. Statistical Inference: Introduction to sampling methods, sampling distributions, and the central limit theorem.

**(15 Hours)**

**Unit III: Hypothesis Testing and Estimation**

Hypothesis Testing: Formulating null and alternative hypotheses, type I and type II errors, and significance levels. Tests for Means and Proportions: Z-test, t-test, and chi-square test for different sample sizes and data types. Confidence Intervals: Constructing and interpreting confidence intervals for population parameters.

**(15 Hours)**

**Unit IV: Correlation and Regression Analysis**

Correlation Analysis: Understanding the strength and direction of relationships between variables using correlation coefficients. Simple Linear Regression: Estimation of the regression line, interpretation of coefficients, and prediction. Multiple Regression Analysis: Extension of simple regression to include multiple predictors, model building, and diagnostics. Time Series Analysis and Forecasting: Basics of time series data, components of time series, and simple forecasting techniques.

**(15 Hours)**





**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Suggested Readings:**

1. Levin, R. I., & Rubin, D. S. Statistics for Management. Pearson Education.
2. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. Basic Business Statistics: Concepts and Applications. Pearson Education.
3. Anderson, D. R., Sweeney, D. J., & Williams, T. A. Statistics for Business and Economics. Cengage Learning.
4. Keller, G. Statistics for Management and Economics. Cengage Learning.
5. Gupta, S. P., & Gupta, M. P. Business Statistics. Sultan Chand & Sons.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 104: Entrepreneurial Mindset (NUES)**

**L-2, T-0, Credits-2**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit I**

**Introduction:** The Entrepreneur; Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship; entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation). **(6 Hours)**

**Unit II**

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

**Unit III**

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

**Unit-IV Practicals:**

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

**(10 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Suggested Readings: (All Latest editions)**

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
5. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
6. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 106: Marketing Management**

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

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Content**

**Unit I**

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

**(15 Hours)**

**Unit II**

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

**(15 Hours)**

**Unit III**

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

**(15 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Unit IV**

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

**(15 Hours)**

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

**Suggested Readings:(Latest Editions)**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 108: Indian Knowledge Systems**

**L-2, T-0, Credits-2**

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

**Mapping the Course Outcomes with Programme Outcomes**

COs	Detailed Course Outcomes	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	Students will be able to understand the context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.	1	1	1	1	1
<b>CO2</b>	Students will be able to understand the knowledge, skills and values in ancient Indian system	1	1	1	1	3
<b>CO3</b>	Students will be able to analyze the enriched scientific Indian heritage	1	3	1	1	2
<b>CO4</b>	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	2	1	1	1	2
<b>AVG</b>		<b>2.5</b>	<b>1.5</b>	<b>1</b>	<b>1</b>	<b>2</b>

**Course Contents**

**Unit I:**

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

**(8 Hours)**

**Unit II:**

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

**(8 Hours)**

**Unit III:**

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

**(8 Hours)**

**Unit IV:**

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

**(6 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Suggestive Readings:**

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



**MBG-110 Principles of Management**

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

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

**Mapping the Course Outcomes with Programme Outcomes**

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	Students will be able to understand the fundamental concepts and theories of management	3	1	3	1	2
<b>CO2</b>	Students will be able to develop effective plans while understanding organizational structures and delegation principles.	3	2	2	1	2
<b>CO3</b>	Students will apply motivational theories and leadership styles to enhance team performance and organizational effectiveness.	2	2	3	2	2
<b>CO4</b>	Students will be able to design effective control systems to monitor and align organizational performance with goals	2	2	3	2	2
<b>AVG</b>		<b>2.5</b>	<b>1.75</b>	<b>2.75</b>	<b>1.5</b>	<b>2</b>

**Course Contents**

**Unit I**

**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. Integration of IT in traditional management approaches. **(16 hours)**

**Unit II**

**Planning:** Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions Bounded Rationality.

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

**(16 hours)**

**Unit III**

**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.

**(16 hours)**





**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Unit IV**

**Coordination:** Meaning and Significance, Types, Principles, Techniques for achieving coordination, Role of managers in Coordination.

**Controlling:** Nature and Scope of Control; Types of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System. **(12 hours)**

**Suggested Readings**

1. Stephen P R. and Mary C..Fundamentals of Management: Essential Concepts and Applications. Pearson Education.
2. James A.F. Stoner, R Edward Freeman and Daniel R Gilbert, Management. Pearson Education
3. Harold Koontz, Heinz Wehrich, Mark V. Cannice. Essentials of Management. McGraw Hill Education.
4. C B Gupta. Management Concepts and Practices. Sultan Chand & Sons
5. Ghillyer, Andrews W. Management: A Real World Approach. McGraw Hill Education
6. G.hillyer, Andrews W. Principles of Management. McGraw Hill Education.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 112: E-Commerce**

**L-2, T-0, Credits-2**

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

**Mapping the Course Outcomes with Programme Outcomes**

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

**Course Contents**

**Unit 1**

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

**Hours)**

**Unit II**

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

**Unit III**

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

**(8 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**Unit IV**

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

**Suggested Readings: (All latest editions)**

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 114: E-Commerce Lab**

**L-0, P-2, Credits-1**

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

Lab would be based on the following:

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

**Mapping the Course Outcomes with the given Programme Outcomes**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 116: Online / Inhouse Industrial Skill-Based Training / Apprenticeship**

**Credits-4**

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

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

**Guidelines for Internal Assessment**

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

**Note:**

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



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI  
FIVE YEAR INTEGRATED BBA-MBA (MBG)**

**MBG 118: MOOC**

**L-2, T-0, Credits-2**

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

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

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