

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

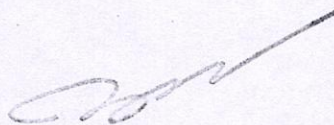
DWARKA, NEW DELHI-110078

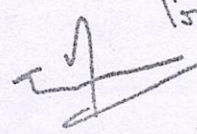
BBA

Scheme and Syllabus

2021-22 onwards

(Approved by AC Sub Committee)



 **Pravin Chandra**
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Background Note:

BBA Graduate Attributes

Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

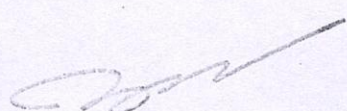
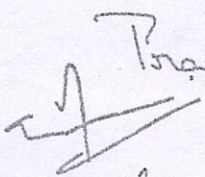


1. Effective Communication and Professional Presentation Skills
2. Comprehensive Knowledge on concepts of Business Management
3. Proficiency in Technological skills necessary for business decision making
4. Critical thinking and Analytical Skills for business problem solving
5. Innovation and Creativity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

Need for Syllabus Revision:

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

The whole syllabus of BBA is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) Generic Electives
- f) Skill Enhancement (NUES)
- g) Major and Minor Projects
- h) MOOC Courses
- i) Summer Internship Projects



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SCHEME OF EXAMINATION

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SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)

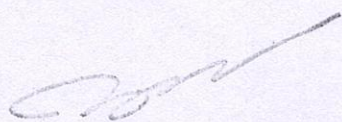
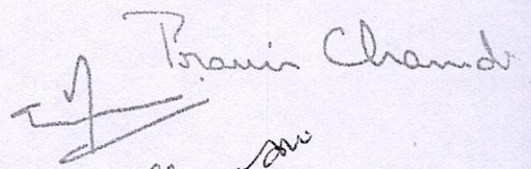
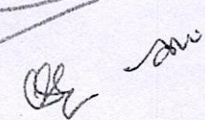
for

First and Second Semesters

(w.e.f. 2021 – 2022 Academic Session)



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
DWARKA, NEW DELHI-110078



Pravin Chandra


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

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 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 25 marks) shall be as per the criteria given below:

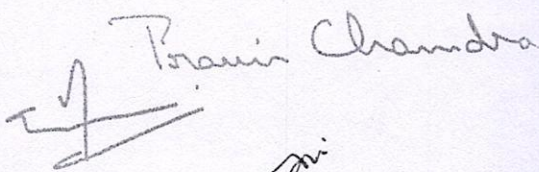


1. Class Test - 15 marks
Written Test Compulsory (to be conducted as per Academic Calendar of the University)
2. Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation - 10 marks

Note: Record should be maintained by faculty and made available to the University, if required.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programme is 142.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least 134 credits.


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SCHEME OF EXAMINATIONS

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

B.B.A. (Three-Years)

First Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA 103	Business Mathematics	Core	4	-	4
BBA 105	Financial Accounting and Analysis	Core	4	-	4
BBA 107	Business Economics	Core	4	-	4
BBA 109	IT applications in Business	Skill Enhancement	3	-	3
BBA 111	IT applications in Business-Lab	Skill Enhancement	-	2	1
BBA 113	Entrepreneurial Mindset (NUES)	Ability Enhancement	2	-	2
		Total	21	2	22

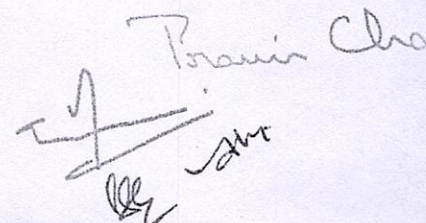
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Second Semester Examination

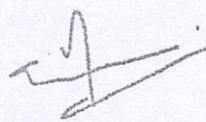
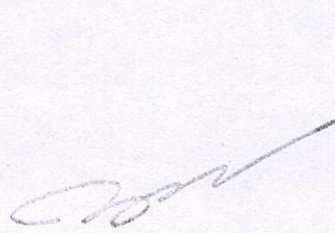
Code No.	Paper	Type	L	T/ P	Credits
BBA 102	Cost Accounting	Core	4	-	4
BBA 104	Decision Techniques for Business	Core	4	-	4
BBA 106	Business Environment	Core	4	-	4
BBA 108	E-Commerce	Skill Enhancement	3	-	3
BBA 110	Business Communication	Ability Enhancement	3		3
BBA 112	E-Commerce Lab	Skill Enhancement	-	2	1
BBA 114	Minor Project-I	Skill Enhancement	-		3
BBA 116	MOOC*	Ability Enhancement	-		3
		Total	18	2	25

* The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution.

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.

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



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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Third Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 201	Business Laws	Core	4	-	4
BBA 203	Marketing Management	Core	4	-	4
BBA 205	Human Resource Management	Core	4	-	4
BBA 207	Management Accounting	Core/Skill Enhancement	4	-	4
BBA 209	Production and Operations Management	Core/Interdisciplinary	3	-	3
BBA 211	Business Research Methodology	Skill Enhancement	3	-	3
BBA 213	Business Research Methodology Lab	Skill Enhancement	-	4	2
BBA 215	NSS/NCC/NSO/others as notified by the university (NUES*)	Ability Enhancement	2		2
BBA 217	Environmental Studies	Interdisciplinary	4	-	4
		Total	28	4	30

*NUES: Non University Examination System

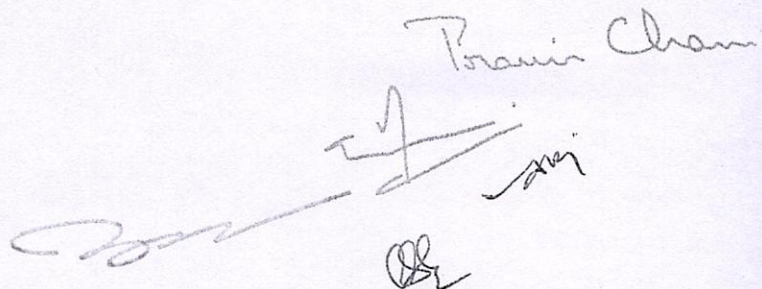
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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fourth Semester

Code No.	Paper	Type	L	T/ P	Credits
BBA 202	Business Analytics	Ability Enhancement	4	-	4
BBA 204	Financial Management	Core/Skill Enhancement	4	-	4
BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core/ Interdisciplinary	4	-	4
BBA 208	Income Tax Law and Practice	Skill Enhancement /Interdisciplinary Course	4	-	4
BBA 210	MOOC*	Ability Enhancement	-	-	3
	Elective I (one paper to be selected from the list of electives)	Discipline Specific Electives	4	-	4
BBA 218	Minor Project -II	Skill Enhancement	-	-	3
		Total	20		26

List of Elective-I:

- BBA-212 Training and Development
- BBA-214 Sales Management
- BBA-216 Financial Markets and Institutions



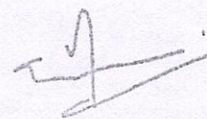
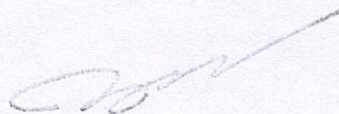
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* The student is required to choose one MOOC course of 3 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution.

At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.



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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Fifth Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 301	Goods and Services Tax	Skill Enhancement	3	-	3
BBA 303	Business Policy and Strategy	Core	3	-	3
BBA 305	Information Systems Management	Skill Enhancement	3	-	3
BBA 307	Information Systems Management Lab	Skill Enhancement	-	4	2
	Elective II (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 315	Summer Training Report	Skill Enhancement	-	-	4
		Total	13	4	19

List of Elective-II

- BBA-309 Marketing Analytics
- BBA-311 Performance Management
- BBA-313 Financial Modeling

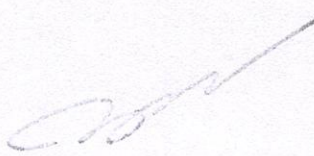
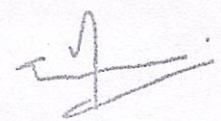
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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

Sixth Semester Examination

Code No.	Paper	Type	L	T/ P	Credits
BBA 302	Project Management	Core	3	-	3
BBA 304	Digital Marketing	Skill Enhancement	4	-	4
	Elective III* (one elective to be selected from the list of electives)	Discipline Specific Elective	4	-	4
BBA 312	Entrepreneurship Development	Interdisciplinary	3	-	3
BBA 314	Major Project	Skill Enhancement	-	-	6
		Total	14	-	20

List of Electives-III

- BBA-306 HR Analytics
- BBA-308 Advertising and Sales Promotion
- BBA-310 Investment Analysis and Portfolio Management



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