

**SCHEME OF EXAMINATION**

**&**

**SYLLABI**

**of**

**BACHELOR OF BUSINESS ADMINISTRATION**

**for**

**First to Sixth Semester (w.e.f. 2017 – 2018 Academic Session)**



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

**PROF. SANJIV MITTAL**  
DEAN

University School of Management Studies  
Guru Gobind Singh Indraprastha University  
Sector-16C, Dwarka, New Delhi-110078

w.e.f. Academic Session 2017-2018

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, 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 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** - **15 marks**  
Written Test Compulsory (to be conducted on the date communicated by the University)
2. **Individual Presentation/Viva-Voce/Group Discussion/ Class Participation** - **10 marks**

**Note: 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 Programme is **140**.

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 **132** credits.

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

**SCHEME OF EXAMINATIONS**

**I. SUMMER TRAINING PROJECT**

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 before the commencement of the end-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

**II. 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. The project should preferably be based on primary data. 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 CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project 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 Examiner to be appointed by the Director / Principal of the Institution.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**INSTRUCTIONS FOR PREPARATION OF THE PROJECT REPORTS**

Students are required to follow the mentioned pattern in preparing the project:

**Format of the report:**

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:
  - Chapter I: Introduction
    - Objectives of the study
    - Review of Literature
    - Research Methodology
    - Limitations of the study
  - Chapter II: Profile of the Organization (in case of Summer Training Project)
  - Chapter III: Analysis and Interpretation of Data
  - Chapter IV: Conclusions and Recommendations

***Format for Bibliography***

Follow APA style of Referencing (8<sup>th</sup> edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

***Annexures***

Questionnaire (if applicable)



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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**  
**B.B.A. (Three-Years)**

*First Semester Examination*

Code No.	Paper	Discipline	L	T/P	Credits
BBA 101	Management Process & Organizational Behaviour	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 103	Business Mathematics	Core Discipline	4	-	4
BBA 105	Financial Accounting & Analysis	Core Discipline	4	-	4
BBA 107	Business Economics	Core Discipline	4	-	4
BBA 109	Computer Applications	Skill Enhancement Course	4	-	4
BBA 111	Computer Applications Lab	Skill Enhancement Course	-	4	2
		<b>Total</b>	<b>20</b>	<b>4</b>	<b>22</b>

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

*Second Semester Examination*

Code No.	Paper	Discipline	L	T/P	Credits
BBA 102	Cost Accounting	Core Discipline	4	-	4
BBA 104	Quantitative Techniques	Core Discipline	4	-	4
BBA 106	E-Commerce	Core Discipline	4	-	4
BBA 108	E-Commerce Lab	Skill Enhancement Course	-	4	2
BBA 110	Business Communication	Ability Enhancement - Compulsory	4	-	4
BBA 112	Business Environment	Core Discipline	4	-	4
		<b>Total</b>	<b>18</b>	<b>4</b>	<b>22</b>

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BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

**Third Semester Examination**

Code No.	Paper	Discipline	L	T/P	Credits
BBA 201	Business Laws	Core Discipline	4	-	4
BBA 203	Marketing Management	Core Discipline	4	-	4
BBA 205	Business Ethics and Corporate Social Responsibility	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 207	Management Accounting	Core Discipline	4	-	4
BBA 209	Indian Economy	Core Discipline	4	-	4
BBA 211	Environmental Science* (NUES)	Ability Enhancement - Compulsory	2	-	2
		<b>Total</b>	<b>22</b>	<b>-</b>	<b>22</b>

\*NUES: Non University Examination System

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

**Fourth Semester Examination**

Code No.	Paper	Discipline	L	T/P	Credits
BBA 202	Human Resource Management	Core Discipline	4	-	4
BBA 204	Financial Management	Core Discipline	4	-	4
BBA 206	Research Methodology	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 208	Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA 210	Information Systems Management	Core Discipline	4	-	4
BBA 212	Information Systems Management Lab	Skill Enhancement Course	-	4	2
BBA 214	Managerial Skill Development (NUES)*	Skill Enhancement Course	2	-	2
		<b>Total</b>	<b>18</b>	<b>8</b>	<b>22</b>

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

\*NUES: Non University Examination System

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*(Handwritten signatures and initials)*

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

*Fifth Semester Examination*

Code No.	Paper	Discipline	L	T/P	Credits
BBA 301	Income Tax Law and Practice	Core Discipline	4	-	4
BBA 303	Production & Operations Management	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 305	Services Marketing	Core Discipline	4	-	4
BBA 307	Entrepreneurship Development	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 309	Goods & Services Tax (GST)	Core Discipline	4	-	4
BBA 311	Summer Training Report	Skill Enhancement Course	-	-	6
		<b>Total</b>	<b>24</b>	<b>-</b>	<b>26</b>

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

*Sixth Semester Examination*

Code No.	Paper	Discipline	L	T/P	Credits
BBA 302	Project Management	Core Discipline	4	-	4
BBA 304	Digital Marketing	Core Discipline	4	-	4
BBA 306	International Business Management	Core Discipline	4	-	4
BBA 308	Business Policy & Strategy	Core Discipline	4	-	4
BBA 310	Sales & Distribution Management	Core Discipline	4	-	4
BBA 312	Project Report	Skill Enhancement Course	-	-	6
		<b>Total</b>	<b>16</b>	<b>-</b>	<b>26</b>

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