

SEMESTER V

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 301: Goods & Services Tax (GST)

L-3, T-0,

Credits: 03

External Marks: 75

Objectives: To provide understanding of latest provisions of Indirect Taxes viz. The Central CST Act 2017, The Integrated GST Act 2017, The Union Territory GST Act 2017 and The GST (Compensation to States) Act 2017

UNIT I: (10 Hours)

GST in India- Constitutional provisions of indirect Taxes: Basic concepts-Supply, Composite and Mixed Supplies, Services under CST, Levy and charge of GST, Procedure for Registration, Person and Taxable Person, Payment of Tax.

UNIT II: (12 Hours)

Assessment of Tax, Tax Invoice, Credit and Debit Notes, Accounts and Records, Input Tax Credit, Place and Time of Supply, Valuation and Exemptions, Job Work.

UNIT III: (12 Hours)

Steps to file returns and their due dates, Tax collection at source, Demands and recovery, Inspection, Search, Seizure and Arrest, Advance Ruling, Appeals and Revisions

UNIT IV: (10 Hours)

Audit, Offences and penalties, Refunds, Activities or transactions which shall be treated as neither supply of goods nor as supply of services, Role of GST Practitioner

Note: Latest edition of books to be used and Latest Provision to be taught

Suggested Readings:

1. Haidia, A.. GST made Easy, Taxmann.
2. Prasad, L.V.R. & Kumar, G.J.K.. GST- A Brief Introduction, PK Publishers.
3. Singh, A.. GST made simple, CENTEX Publications.

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

BBA (B&I) 303: Practice of Life and General Insurance

L-3 T/P-0

Credits-3

External Marks: 75

Objective: The main objective of this course is to make the students understand about various classes of General Insurance, Underwriting and Claims Management.

Course Contents

Unit I (10 Hours)

Different Non-Life Insurance Products: Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance Products Pertaining to Rural Market.

Unit II (12 Hours)

Forms Used in General Insurance: Appraisal of Risk, Tariff and Non-Tariff Rates, Use of Credibility Theory for Rate Making, Experience Rating.

Unit III (12 Hours)

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

Unit IV (10 Hours)

Group Health Insurance and Special Purpose Schemes. Group Insurance Characteristic; Difference between Individual and Group Insurance; GI Schemes in India.

Note: Latest edition of book to be used.

(14 Hours)

Suggested Readings:

- 1 Roger J. Gray and Susan M. Pitts (1st Ed., 2012), Risk Modelling in General Insurance: From Principles to Practice, Cambridge University Press.
- 2 .Sharma, K. C. (2nd Ed., 2013), General Insurance in India: Principles and Practices, Regal Publications.
3. Nagpal, Sushant (2013). General insurance in India Principles and Practices, Regal Publication.
4. National Insurance Academy (1st Ed., 2009), General Insurance: Principles & Practice, Cengage Learning.
5. Pietro Parodi (1st Ed.,2014), Pricing in General Insurance, Chapman and Hall/CRC.
6. Saaty, Abdalelah S. and Ansari, Zaid Ahmad (2014), Insurance Principles and Practices, LAP Lambert Academic Publishing.

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

BBA (B&I) 305: Business Policy & Strategy

L-3 T-0

Credits-3

External Marks: 75

Objectives: The course aims to acquaint the students with the **nature, scope** and dimensions of Business Policy and Strategy Management Process.

Course Contents

Unit I **(10 Hours)**

Introduction: Nature, Scope and Importance of Business Policy; Evolution; Forecasting, Long-Range Planning, Strategic Planning and Strategic Management.

Strategic Management Process: Formulation Phase - Vision, Mission, Environmental Scanning, Objectives and Strategy; Implementation phase - Strategic Activities, Evaluation and Control.

Unit H **(12 Hours)**

Environmental Analysis: Need, Characteristics and Categorization of Environmental Factors; Approaches to the Environmental Scanning Process - Structural Analysis of Competitive Environment; ETOP a Diagnosis Tool.

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of Analysis and Diagnosing Corporate Capabilities - Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. McKinsey's 7S Framework.

Unit III **(12 Hours)**

Formulation of Corporate Strategies: Approaches to Strategy formation; Major Strategy options - Stability, Growth and Expansion: Concentration, Integration, Diversification, Internationalization. Cooperation and Digitalization, Retrenchment, Combination Strategies.

Unit IV **(10 Hours)**

Choice of Business Strategies: BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution - Matrix and Profit Impact of Market Strategy (PIMS) Model.

Major Issues involved in the Implementation of strategy: Organizational Cultural and Behaviour factors, Organization Structure; Role of Leadership, Resource Allocation.

Note: Latest edition of book to be used.

Suggested Readings:

1. Kazmi, Azhar, , Strategic Management, McGraw Hill Education, 5th-Ed.2020
2. Kachru U., Strategic Management, McGraw Hill Education, 2015.
3. Dhir S. , Cases in Strategic Management, McGraw Hill Education, 2009.
4. Walker, Gordon, Marketing Strategy, McGraw Hill Education, 2016.
5. Weelen, Concepts in Strategic Management and Business Policy, Pearson Education, 15th-Ed. 2018
6. Fred, David, Strategic Management: Concepts and Cases, Prentice hall of India 13th-Ed. 2010

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 307: Business Laws

L-4 T-0

Credits-4

External Marks : 75

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Course Contents

Unit I

(14 Hours)

Unit 1: Indian Contract Act, 1872

Nature of contract and its essentials, Void, valid and voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of trade, Performance, breach of contract and remedies, revocation and termination of contract, Agency and bailment contracts, Contract of Indemnity, Contract of Guarantee and Pledge. Arbitration, Mediation, **Commercial Courts Act 2016**

Unit II

(14 Hours)

Sale of Goods Act, 1930

Objective, Definition of Contract of sale, Sale and Agreement to Sell, definition of goods, conditions and warranties, implied conditions and implied warranties, Performance of contract of sale and right of unpaid seller, rights of sellers and buyers, transfer of property. Unpaid seller and rights of unpaid seller.

Indian Partnership Act, 1932: Definition of Partnership, Registration of Partnership Firm, Rights and duties of Partners, Dissolution of Partnership and Partnership firm.

Unit III:

(14 Hours)

The Companies Act 2013 with up-to-date amendments

Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, 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, Introduction to lifting of corporate veil, conceptual framework of formation of companies, doctrine of ultra vires and doctrine of indoor management, winding up of companies.

Limited Liability Partnership Act, 2008: Formation and incorporation of LLP, Partners and their relations, financial disclosures, conversion into LLP, Foreign LLP, Winding up and dissolution.

Unit IV:

(14 Hours)

Consumer Protection Act, 2019

Important definitions – Consumer, Complainant, Consumer Dispute, Unfair trade practices , Rights of consumers, Consumer Disputes Redressal Mechanisms , Offences and Penalties, RBI Guidelines on KYC.

Negotiable Instruments Act Meaning and types of negotiable instruments- Cheques, Promissory Notes, Bills of Exchange, holder and holder in due course, types of endorsements, types of crossing of cheques, dishonor of cheques and consequences.

Note: Latest edition of book to be used.

Suggested Readings:

1. Kuchhal, M.C. and Vivek Kuchhal, Business Lens, Vikas Publishing House, New Delhi.4th-Ed,2017
2. Pathak A. , Legal Aspect of Business, McGraw Hill Education.7th-Ed.2018
3. Dr. Maheshwari,S.K& Dr. Maheshwari S.N , A Manual of Business Law Himalaya Pub. House.6th-Ed.2018
4. Singh, Avtar, Business Law, Eastern Book Company, Lucknow,2015
5. N.D.Kapoor, , "Business Law" Sultan Chand, New Delhi.,2013
6. Bulchandani K R, , Business Law for Management, Himalaya Pub.House-New Delhi.8th-Ed,2014

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA (B&I) 309: ELECTIVE: Investment Banking

L-4, T/P-0

Credits: 04

Objective: The main objective of the course is to provide students with the necessary theoretical and conceptual tools used in investment banking.

COURSE CONTENT

Unit 1 - Introduction to Investment Banking (14 Hours)

Definition and Roles in Investment Banking, Private Equity, Hedge Funds and Venture Capital Firms. Investment Banking Industry Overview, Role of an Investment Bank in Initial Public Offerings, Book Building and Valuation of IPO

Unit 2 - Corporate Valuation Analysis - Income Approach (14 Hours)

Discounted Cash Flow Analysis (DCF) Valuation Method, The Forecast Period & Forecasting Revenue Growth, Free Cash Flows. Calculating The Discount Rate, Determining Fair Value, Pros & Cons Of DCF, Determining Corporate Value, Modeling Debt and Revolvers, Debt and Interest Schedule, Industry Accepted Assumptions (COGS, EBITDA, Working Capital and Capital Expenditures),

Unit 3 - Leveraged Buy-Out (14 Hours)

Understanding Leveraged Buyouts (LBO), Discussion of Returns Analysis - Internal Rate of Return (IRR), Cash Return, Construction of an LBO Model, How to Calculate Goodwill, Modeling LBO Financial Structure, Analyzing and Testing the LBO Model, Strategies for Exit and Monetization

Unit 4 - Mergers and Acquisitions (14 Hours)

Introduction to Mergers and Acquisitions, M&A Market Overview, Various M&A Approaches, The Sale Process in Detail, Construction of an M&A Model, Preparation of Key Acquisition Data, Valuation of Target Company, Building Funding Structure, Modeling Acquisition Adjustments, Calculating Accretion / Dilution Effects.

Note: Latest edition of book to be used.

Suggested Readings

1. Pratap Subramanyam, (2007) Investment Banking: Concepts, Analyzes and Cases, Mc Graw Hill Education
2. Pratap Giri (2017) Investment Banking: Concepts, Analyzes and Cases Mc Graw Hill Education
3. Rosenbaum, Joshua Pearl and Joshua Harris (2003) Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions, Wiley Finance
4. Matthew Krantz , Robert R. Johnson, (2014) Investment Banking For Dummies
5. Michel Fleuriet (2008), Investment Banking Explained: An Insider's Guide to the Industry, Mc Graw Hill Education
6. Jones, C.P., Investment Analysis and Management, Wiley
7. Investment Banking

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA (B&I) 311 Elective: MARKETING ANALYTICS

L-4 T/P-0

Credits- 4

External Marks: 75

Course Objectives

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon their commendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

Course Contents

Unit I

(14 Hours)

Introduction to Marketing Analytics: Meaning, nature, Data Collection, Predictive analysis, Summarizing Market data using Excel or R software- Pivot table, charts, Exploratory data analytics

Unit II

(14 Hours)

Product Analytics: Meaning, Product Design (Conjoint Analysis), Deciding the attributes of product (Regression), Test Marketing (Moving Average), Demand Forecasting (Naïve Method, least square, regression, time series analysis)

Price Analytics: Linear and Non linear pricing, Price Optimization, Price Bundling, Discounted Pricing, Price Skimming, Revenue Management, Markdown Pricing.

Unit III

(14 Hours)

Place Analytics: Designing retail outlet, Online Product Assortment, Allocating Retail Space and Sales Resources, Distribution channels, Catalog/Email marketing

Promotion Analytics: Media selection model, measure the effect of advertisement, Digital Advertisement, Viral marketing

Unit IV

(14 Hours)

Measuring Consumer Responses: Measuring customer satisfaction (Regression analysis), loyalty, trust, Calculating consumer value, analyzing customer reviews, understanding consumer sentiments and emotions

Note: Latest edition of book to be used.

Suggested Readings:

1. Hartman Kevin, Digital Marketing Analytics in theory and practice- Ostmen Bennetsbridge Publishing Services,
2. Marketing Management - Ramaswamy V. S. & Namakumari S, , Sage Publication India Pvt Ltd.6th-Ed.2009
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing Asian Edition, Oxford University Press, New Delhi.1st-Ed.2013
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: Approach, Mc Graw Hill Education.
6. Naresh Malhotra, Marketing Research: an Applied Orientation, , Pearson Prentice Hall.
7. Kothari C. R Research Methodology. New Age International.
8. . G. C Statistics for Management, Tata Mc Graw Hill Education, New Delhi.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA (B&I) 313 Elective: Performance Management

L-4 T/P-0

Credits- 4

External Marks: 75

Course Objective: The students will be able to acquire knowledge about Performance Management.

Unit 1: (14 Hours)

Performance Management: Scope and Significance – Advantages of Performance Management – Perspectives to Performance Management System; Systems and Formats including Graphic Rating System, Behavioural Anchor System, Balanced Score Card System, and 360-Degree system; Identifying, defining, and measuring performance metrics and competencies (KRAs, KPAs, and KPIs); Formats for scaling and measurement; Designing Appraisal Form; Performance Feedback and Counselling; Potential Assessment and Performance Planning.

Unit 2: (14 Hours)

Performance Management perspective to training sub-system: Designing Training Needs Assessment (TNA) tools; Developing Training Modules including training objectives, lesson plan, and learning climate; Effective delivery of training; Evaluating training outcomes.

Unit 3: (14 Hours)

Performance Management and Employee Development: Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management.

Unit 4: (14 Hours)

Reward Systems and Legal Issues: Reasons for introducing contingent Pay Plan, Problems associated with contingent pay plans- Selecting a contingent pay plan- Pay Structures- Job Evaluation- Broad Banding- Legal Principles affecting Performance Management.

Note: Latest edition of book to be used.

Suggested Readings:

1. Soumendra Narian Bagchi, Performance Management, 2e, Cengage Learning.
2. Herman Aguinis, Performance management, 3e, Pearson,.
3. A S Kohli, T. Deb, Performance Management, Oxford Higher Education,.
4. Prem Chadha, Performance Management, Macmillan,.
5. Anjali Ghanekar, Essentials of Performance Management, Everest Publishing House,.
6. Arup Varma, Pawan S. Budhwar, Angelo S. DeNisi, Performance Management Systems: A Global Perspective, Routledge.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 315: Summer Training Report

L-0, T-0

Credit-4

External and Internal Marks: 100

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 along with CD 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 60 marks by an External Examiner to be appointed by the University and for the rest of the 40 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

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SEMESTER - VI

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

L-3,

BBA (B&I) 302: Project Management

Credits—3

External Marks: 75

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 1

(10 Hours)

Introduction: Projects, Project Management, Objectives and Importance of Project Management, Tools and Techniques for Project Management, Project Team, Roles and Responsibilities of Project Manager, Determinants of Project Success. **Project Life Cycle:** Phases of Project Life Cycle, Classification of Projects. **Generation and Screening of Project Ideas:** Generation of Ideas, Monitoring the Environment, Preliminary Screening.

Unit II

(12 Hours)

Technical Analysis: Factors Considered in Technical Analysis, Factors Affecting Selection of Locations, Need for Considering Alternatives, Technology Selection, Sources of Technology, Appropriate Technology. **Market Analysis:** Conduct of Market Survey, Characterization of Market, Market Planning (Introductory aspects only). **Network Techniques:** Network Analysis, Programme Evaluation and Review Technique (**PERT**), Critical Path Method (**CPM**), identifying critical path, Probability of Completing the project **within** given time.

Unit III

(12 Hours)

Financing of Projects: Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity Shares, Retained Earnings, Short-term Sources for Working Capital, Newer Sources of Finance, Venture Capital.

Unit IV

(10 Hours)

Project Evaluation and Control: Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis.

Social Cost Benefit Analysis: Social Cost, Social Benefit.

Emerging Concepts and Issues in Project Management: Role of Information Technology in Project Management, Future of Project Management.

Note: Latest edition of book to be used.

Suggested Readings:

1. Chandra, Prasanna, Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education 9th Ed. 2017
2. R. Panneerselvam. R, Senthilkumar. Project Management, PHI Learning, (P) limited, Publishers..
3. Gray C.F., Project Management, McGraw Hill Education. 6th-Ed. 2019
4. Jeffrey K. Pinto, , Project Management: Achieving Competitive Advantage, Pearson Education, 5th-Ed. 2018
5. Desai, Vasant, , Project Management, Himalaya Publishing House. 5th-Ed. 2019

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

BBA (B&I) 304: Human Resource Management

L-4, T-0

Credits: 04

External Marks: 75

Objectives: The objective of this course is to make students familiarize with basic concepts of human resource management and people related issues.

Course Content:

Unit I:

(14 Hours)

Unit 1: Introduction to Human Resource Management

Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM

Unit 2: Acquisition of Human Resource

(14 Hours)

Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention.

Unit 3: Training and Development

(14 Hours)

Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, cultural shock.

Unit 4: Performance Appraisal and Compensation Management

(14 Hours)

Performance appraisal- Nature, objectives, process, methods. Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management emerging job opportunities, Introduction and approaches to Global HRM, Expatriate management-mobility challenges and developing global leaders and expatriates.

Note: Latest edition of book to be used.

Suggested Readings:

1. Gary Dessler. A Framework for Human Resource Management. Pearson.7th-Ed.2012
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, , Human Resource Management",WileyIndia Private Limited.8th-Ed.2020
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.16th-Ed.2017
4. K. Aswathappa, Human Resource Management, McGraw Hill Education.9th-Ed.2017
5. Chhabra, T.N. Essentials of Human Resource Management DhanpatRai& Sons, Delhi. ,2014
6. Robert L. Mathis and John Jackson, Human Resource Management South-Western Publisher,2014

Guru Gobind Singh Indraprastha University, Delhi
Bachelor of Business Administration (BBA)
BBA (B&I) 306 Elective: HR Analytics

L-4 T/P-0

Credits- 4

External Marks: 75

Objective: This course aims to introduce the concepts of HR Analytics and familiarize students with different dimensions of HR analytics. This course will help students to use analytics as a tool to develop a deeper understanding of data and people management and find appropriate solutions to real life people challenges.

Course Contents

Unit I

(14 Hours)

Introduction to HR Analytics: Fundamentals of HR - Strategic Role of HR ,People Analytics - Basics , Basics of Statistics , Framework for Problem Solving - Define Problem, Collect Data, Build the Model, Evaluate and Critique the Model, Present Results and Benefits, Deploy Model - Critical Stages of Talent Life Cycle - Case Study - HR Decision Making: Issue Identification and Problem Solving.

Unit II

(14 Hours)

HR Practices and Benchmarking: Understanding Important HR Metrics tracked across the Overall Employee Journey , HR Valuations , Benchmarking ,Dashboarding of KPIs (Tableau, Excel) , Performance and Goal Setting , Providing Performance Feedback.

Unit III

(14 Hours)

Workforce Planning and Talent Sourcing Analytics: Workforce Planning and its Use - Steps to Workforce Planning- Supply, Demand, Gap and Solution Analysis (Markov Chain, Scatter Plot, Trend Analysis) - Job Analysis - Steps to come out with JD - Types of Job Evaluation - Concepts and Metrics - Types of Job Redesign - Concepts and Metrics

Unit IV

(14 Hours)

Induction and Culture Fit - Value Congruence, Talent Engagement Analytics, Collaboration Analytics - Building Effective Teams. Talent Analytics - Performance, Potential and Rewards: Understanding Organizational Culture; Types of Cultures - Socialization Process; Stages of Onboarding - Create an Onboarding Predictive Model - Value Congruence. - Importance of Employee Engagement - Major Drivers of Employee Engagement - Employee Engagement Surveys - Variations in Employee Engagement across Days - Employee Engagement Levels in Teams. - What is Collaboration.Importance of Collaboration - Analysing Collaboration - Organizational Network Analysis - Intervening in Organizational Networks. Jobs, Roles and Competencies - Quantifying Competencies and Strengths - Performance vs Potential - Key Decision Dilemmas - Rewards .

Note: Latest edition of book to be used.

Suggested Readings:

1. Bhattacharyya Dipak Kumar, HR Analytics, , Sage Publications India Pvt. Ltd.1st-Ed.2017
2. Soundararajan.Ramesh , Singh.Kuldeep, Winning on HR Analytics: Leveraging Data for Competitive Advantage .Paperback

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA (B&I) 308 Elective: Advertising and Sales Promotion

L-4 T-0

Credits-4

Objectives:

The course teaches the fundamental of advertising which helps to deliver Promotional marketing messages to consumers.

It takes the students through the role and scope of Sales Promotion in management, its various tools and emerging importance of discipline in various areas.

Course Contents

Unit I

(14 Hours)

Advertising: Meaning and Importance of Advertising, Role of Advertising in Marketing Mix, Stimulation of Demand, Effects of Advertising. Determining Advertising Goals- Defining Advertising Objectives, DAGMAR Approach, Hierarchy-of-Effects Model. **Building Advertising Programmes-** Determination of Target Audience, Message Decisions-Content, Structure, Source and Format, Appeals in Advertising, Message tactics: copy writing.

Unit II

(14 Hours)

Media Planning and Budgeting- Determining Media Plan, Media decisions Analyzing various Types of Media; Reach, Frequency and Impact, Factors influencing the choice of media, Methods of setting Advertising Budget. **Evaluating Advertising Effectiveness-** Need and Importance of Measuring Advertising Effectiveness, Legal, Ethical and Social Aspects of Advertising in India.

Unit III

(14 Hours)

Sales Promotion: Meaning and Importance, Nature and Scope of Sales Promotion, Advantages and Limitations. Sales Promotion and Marketing Mix, Relationship between Advertising and Sales Promotion Strategy, Target Audience, Setting Objectives, Impact of Sales Promotion.

Unit IV

(14 Hours)

Tools and Techniques- Designing Sales Promotion Strategies, Consumer-Oriented Tools and Techniques of Sales Promotion, Trade Dealings and Retail Promotions, Analysis of various Schemes, sales promotion in b2c, b2b and service settings. **Planning, Implementation and Evaluation-** Manufacturer Promotion Planning Process, Retail Promotion Planning Process, Strategic Issues in Designing Promotional Strategies, Testing the Programme, Review and Evaluation of Sales Promotion Strategies.

Note: Latest edition of book to be used.

Suggested Readings:-

1. Cummins, J., and Mullin, R. (2010). Sales Promotion: How to Create and Implement Campaigns that Really Work. Kogan Page.
2. Shah, K. and D'Souza, A. (2010). Advertising and Promotion: An IMC Perspective (5th ed.). New Delhi: McGraw-Hill.
3. Shimp, T.A. (2013). Advertising and Promotion: An IMC Approach (9th ed). New Delhi: Cengage.
4. Belch, G.E. and Belch, M.A. (2018). Advertising and Promotion: An Integrated Marketing Communication Perspective (11th ed.). New York: McGraw Hill.
5. Shimp, T.A. (2013). Advertising and Promotion: An IMC Approach (9th ed). New Delhi: Cengage.
6. Obiageli P. Ohiagu (Latest Edition.) ,Fundamental of Advertising and Public Relations , Pinnacle Publications

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)**

BBA (B&I) 310 Elective: Marketing of Financial Products and Services

L-4 TIP-0

Credits-4

External Marks: 75

Objectives: The basic objective of this course is to acquaint the students about the various types of financial services and products and how these are to be marketed. It will also develop an understanding among the students regarding recent developments in marketing of Financial Products & Services.

Course Contents

Unit I

(14 Hours)

Marketing of Financial Services: A Conceptual Framework, Types of Financial Markets in India-An Overview; Concept of Marketing and Marketing Mix in Banking.

Unit II

(14 Hours)

Retail Banking: Concept and Importance, Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money; Types of Saving Accounts and Barter Card; Attracting and Retaining bank customers.

Unit III

(14 Hours)

Mutual Funds in India and the Marketing Strategies Involved: Marketing of Insurance Products- Life and Non Life Products, Marketing of Pension Funds, National Pension Scheme.

Unit IV

(14 Hours)

Concept of Distribution: Multiple Delivery Channels; Bancassurance. Marketing Information & Research in Banking, Public Relations and Publicity, Image Building. Globalisation and its Impact on Financial Services.

Note: Latest edition of book to be used.

Suggested Readings:

- I. James B Bexley., Selling Financial Products, Prentice Hall.
1. Evelyn Ehrlich and Duke Fanelli, The Financial Services Marketing Handbook: Tactics and Techniques That Produce Results, John Wiley & Sons. 2nd-Ed. 2012
2. Zeithaml V. A., Bitner M. J. and Pandit, A., Services Marketing, McGraw Hill Education. 7th-Ed. 2017
3. Nargundkar, Rajendra, , Services Marketing Text and Cases, McGraw Hill Education.
4. Hoffman, K. D. & Bateson, J. E.G., Marketing of Services, Cengage Learning. 5th-Ed. 2016
5. Keith Pond, , Retail Banking, Global Professional Publishing Ltd

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (B&I)
BBA (B&I) 312: Banking Law and Practice

L-3 T/P-0

Credits-3

External Marks: 75

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

Course Contents

Unit I

(12 Hours)

Reserve Bank of India Act 1934: Overview, Banking Management, Composition of the central board & term of office of directors, Local Boards, Meetings of the central board; Business when the Bank may & may not transact Right & issue base notes, issue department, denominations of notes, forms of bank notes, legal tender character of notes, cease, reissue, recovery of cost, stolen, mutilated notes, provision for issue of special bank notes, powers of central Govt. to supersede central board. Issue department, assets, liabilities, Provisions related to cash reserves, collection and furnishing of credit information. Powers of bank to collect information from non-banking institutions, Power of bank to file winding up petition.

Unit II

(12 Hours)

Banking Regulation Act 1949

Overview, Business of banking companies, Disposal of non -banking assets, Prohibition of trading, employment of managing agents, provisions related to Board of directors. Powers of RBI to appoint Chairman of banking companies. Provisions regarding as to minimum paid up capital & reserves, voting rights of share holders, restrictions on commission, brokerage, discount etc. on sale of shares, Restrictions as to payment of dividends. Reserve Fund, cash reserve, Restriction on nature of subsidiary companies, Powers of RBI to control advances by banking companies licensing of banking co., Restrictions on opening of new & transfer of existing place of business.

Insolvency and Bankruptcy Code 2016: An overview

Unit III

(10 Hours)

Cyber Laws relating to Banking: Introduction to IT Act 2000, various terms related to communications networks in banking system. Electronic Fund Management, Electronic commerce & banking, International payment systems, role of central banks in payment mechanism, Integrated communication network for banks, security control system, electric governance, Regulation of certifying authorities, Digital signature certificates, duties of subscribers, penalties & adjudication, offences, cyber regulations appellate Tribunal.

Unit IV

(10 Hours)

SARFAESI Act 2002, important aspects, salient features, applicable & non -applicability, incorporation & registration of special purpose vehicles, securitization of financial assets, funding of securitization, enforcing security interest, assets reconstruction establishments of central registry. Offences & penalties, boiler plate provisions exempted translations, legal remedies & borrower/banks/Fls.

Note: Latest edition of book to be used.

Suggested Readings:

1. Varshney P.N., , Banking Law and Practice; Sultan Chand and Sons, 2013.
2. Chhabra, T.N., , Elements of Banking Law, Dhanpat Rai & Sons, Delhi, 2014.
3. Purohit, Ashok, , Banking Law and Practice, Wisdom Press, 2013.
4. Mishra, Sukhvinder, Banking Law and Practice, S Chand & Co Ltd, 2014.

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5. Bare Acts on RBI Act 1934, Professional Publishers, 2014.
6. Banking Regulation Act 1949.

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

BBA (B&I) 314: Major Project Report

L-0 T-0

Credits-6

External and Internal Marks : 100

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 60 marks by an External Examiner to be appointed by the University and for the rest of the 40 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.