

SEMESTER V

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

BBA-301: Goods & Services Tax (GST)

L-3, T-0

Credits —3

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: (12 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: (10 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 Provisions to be taught and latest edition of book to be used.

SUGGESTED READINGS:

1. Haidia, A.. GST made Easy, Taxmann.9th-Ed,2021.
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 (BBA)**

BBA 303: Business Policy & Strategy

L-3 T-0

Credits-3

External Marks: 75

Objective: 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 II (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.

Suggested Readings:

1. Kazmi, Azhar, Strategic Management and Business Policy, McGraw Hill Education. 5th-Ed, 2020.
2. Kachru U., Strategic Management, McGraw Hill Education, 2015.
3. Hill, Charles W. L. and Jones Gareth R., An Integrated Approach to Strategic Management, Cengage Learning. 12th-Ed, 2009.
4. Dhir S., Cases in Strategic Management, McGraw Hill Education, 2016.
5. Weelen, Concepts in Strategic Management and Business Policy, Pearson Education. 15th-Ed.
6. Fred, David, Strategic Management: Concepts and Cases, Prentice Hall of India 6th-Ed, 2013

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

BBA-305: Information Systems Management

L-3, T-0

Credit-3

External Marks: 75

Objective: The objective of the course is to acquaint the students about the concept of information systems and their components specially databases in business organizations.

Course Contents

Unit I

(10 Hours)

Introduction to MIS: Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, components of MIS, MIS Applications in Business.

Information in Decision Making: Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making.

Unit II

(12 Hours)

Introduction to Database Systems: File System versus DMBS, Structure of a DBMS, People who deal with database, Introduction to Data Models, Concept of normalization, Introduction to Entity relationship model, Overview of Database Design, Entities, attributes and relationships, Introduction to Relational Model, Integrity Constraints, Querying Relational Data using SQL: DDL and DML commands, aggregate functions.

Unit III

(12 Hours)

Cost Benefit Analysis: Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

System Development: Concept of System, Types of Systems — Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.

Unit IV

(10 Hours)

Types of Information Systems: Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System.

Information Technology: Recent Developments in the Field of Information Technology, Impact of IT on Organization, Multimedia Approach to Information Processing, Centralized and Distributed Processing.

Suggested Readings:

1. Laudon and Laudon, Management Information Systems, Pearson Education. 16th-Ed,2018.
2. Elmsari R. and NavatheS., Fundamentals of Database Systems, Pearson Education.7th-Ed,2017.
3. O'Brien, James A., Management Information Systems, McGraw Hill,2013.
4. Davis,B.Gordon, Management Information Systems, McGraw Hill,2012.
5. Goyal D.P., Management Information Systems, Macmillan Publication.4th-Ed ,2014.
6. M Azam, Management Information Systems, McGraw Hill,2012.

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

BBA-307: Information Systems Management Lab

L-0, T/P-4

Credit-2

External Marks: 60

Lab would be based on the Paper 305: Information Systems Management Lab. The objective of this lab is to help the students to understand the various aspects and components of Information Systems specially data bases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL Commands, DML commands and aggregate functions.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 309 (Elective 2): Marketing Analytics
Credits-04

L-4, T-0

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.

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

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
3. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing Asian Edition, Oxford University Press, New Delhi.1st-Ed.2013
4. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: Approach, Mc Graw Hill Education.
5. Naresh Malhotra, Marketing Research: an Applied Orientation, , Pearson Prentice Hall.
6. Kothari C. R Research Methodology. New Age International.
7. G. C Statistics for Management,Tata Mc Graw Hill Education, New Delhi.

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

BBA 311 (Elective 2): Performance Management

Credits-04

L-4, T-0

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 (BBA)

BBA 313 (Elective 2): Financial Modeling

Credits: 4

L-4, T-0

External Marks: 75

Objective: This course aims at equipping students with basics of excel and applying various tools of advanced excel in relation to financial management concepts. This would further help students in learning the core concept of financial modeling and creation of certain financial models and templates.

Course Contents:

Unit I **(14 Hours)**

Excel as a basic tool of Financial Modeling: Basics of Excel, commands of Excel, conditional formatting, formulas, macros, what if analysis- goal seek, data table and scenario manager, pivot table and charts, data analysis .

Unit II **(14 Hours)**

Financial Modeling Basic Concepts: Introduction, advanced functions of MS-Excel as a tool in financial modeling, steps and components of a financial model.

Unit III **(14 Hours)**

Financial Analysis: Various approaches to valuation- discounted cashflow method- FCFE and FCFE, dividend discount model, precedent transaction analysis, relative valuation model, financial ratios and company analysis, market-based methods- EPS and multiples, sensitivity analysis, probabilistic analysis-best and worst case.

Unit IV **(14 Hours)**

Other Modeling Techniques: Time value of money, capital budgeting models, cost of capital calculation, leverage, EPS calculation.

Note: Theory part must be taught practically as well, however no lab viva exam will be conducted.

Suggested Readings:

1. Proctor, Scott (Latest Edition), Building Financial Models with Microsoft Excel: A Guide for Business Professionals, Edition, Wiley.
2. Day, Alastair (Latest Edition), Mastering Financial Modeling in Microsoft Excel: A practitioner's guide to applied corporate finance, FT Publishing International.
3. Soubeiga Eric (Latest Edition), Mastering Financial Modeling: A Professional's Guide to Building Financial Models in Excel, McGraw-Hill Professional.
4. Sengupta Chandan (Latest Edition), Financial Analysis in Modeling using Excel and VBA, Wiley.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 315: SUMMER TRAINING REPORT

CREDITS: 04

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.

SEMESTER - VI

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-302: Project Management

L-3, T-0

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.

Suggested Readings:

1. Chandra, Prasanna, ,Projects: Planning, Analysis, Financing, Implementation and Review,McGraw Hill Education 9th-Ed,2017.
2. Nagarajan, K., , Project Management, New Age International (P) limited, Publishers,2015.
3. R. Panneerselvam. R, Senthilkumar. P Project Management, PHI Learning, (P) limited, Publishers.,2013.
4. Gray C.F., Project Management, McGraw Hill Education,2014.
- 5.Jeffrey K. Pinto, , Project Management: Achieving Competitive Advantage, Pearson Education,,2012.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA-304: Digital Marketing

L-4, T-0

Credits —4

External Marks: 75

Objective: This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities

Course Contents

Unit I (14 Hours)

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

Unit II (14 Hours)

Online buyer behavior and Models: The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication

Unit III (14 Hours)

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR., Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing,

Unit IV (14 Hours)

Digital Promotion Techniques II: Social Media Marketing - Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing — advertising on mobile devices, mobile apps, tracking mobile marketing performance. Introduction to Web Analytics — Meaning, types, Key Metrics and tools. Legal and Ethical Issues in Digital Marketing.

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.3rd-Ed,2008.
2. Strauss, Judy and Frost, Raymond, E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.5th-Ed,2013..
3. Roberts, M.L. Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.3rd-Ed,2016.
4. Hanson, W. and Kalyanam, (1st Ed. 10th International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi,2010
5. Shainesh G. and Jagdish N Sheth. Customer Relationship Management- A strategic perspective, Macmillan India Ltd.1st-Ed,2017.
6. Mohammed, Rafi., Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill,2004.

Guru Gobind Singh Indraprastha University, Delhi
Bachelor of Business Administration (BBA)
BBA 306 Elective 3-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 like 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 ,Dash boarding 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 .

Suggested Readings:

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

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
BBA 308 Elective 3- Advertising and Sales Promotion
Credits: 04

L-4, T-0

External Marks: 75

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.

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, Delhi
Bachelor of Business Administration (BBA)
BBA 310 Elective 3- Investment Analysis and Portfolio Management

L-4 T/P-0

Credits- 4

External Marks: 75

COURSE CONTENTS:

Unit 1: Introduction to Investment and Portfolio Management

(14 Hours)

Investment Process; Investment Vs Speculation, Avenues for investment- securities, features and classes; Risk Tolerance, Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis - individual security and portfolio; Measurement of Portfolio Risk; Diversification- Markowitz Theory; Creation of Minimum risk portfolio

Unit 2: Valuation Models

(14 Hours)

Factors influencing valuation and prices of securities; Capital Asset Pricing Model. Value of Equity - Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Multiples based Valuation. Value of Bonds & Debentures- Current Yield, YTM, YTC ; Government Securities returns. Introduction to derivatives – Forwards, options, futures.

Unit 3: Fundamental and Technical Analysis

(14 Hours)

Economy, Industry and Company Analysis, Fundamental Analysis, Technical Analysis – Charts types, techniques and importance. Dow Theory, Efficient Market Hypothesis – Strong, Weak and Semi Strong Efficiency in Markets

Unit 4: Recent Trends in Investments

(14 Hours)

Mutual Fund- concept and types; Debt, Equity, Balanced, Tax Saving, Offshore Fund, Regulation of Mutual Fund, Money market mutual funds. Assets Under Management, Net Asset Value. Exchange Traded Funds, Real Estate Investment Trust, Value Investing, Green Investing, Environmental Social Governance based Investing, Socially Responsible Investing, Behavioural Finance

Suggested Readings:

1. Reilly and Brown (2012) *Investment Analysis and Portfolio Management*, Mc Graw Hill Education
2. Fisher and Jordan (6th Edition) *Security Analysis and Portfolio Management*, Pearson Education
3. Chandra, P. (2008). *Investment Analysis & Portfolio Management*. New Delhi: Tata McGraw Hill Education.
4. Kevin, S. (2015). *Security Analysis and Portfolio Management*. New Delhi: PHI Learning.
5. Ranganatham M., & Madhumathi R. (2nd Edition) *Security Analysis and Portfolio Management*. Noida: Pearson (India) Education
6. Pandian, P. (2012). *Security Analysis and Portfolio Management*. New Delhi: Vikas Publishing House.
7. Bodie, Alex, Marcus and Mohanty, Investments, McGraw Hill Publishing Co

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

BBA-312 Entrepreneurship Development

L-3, T-0

Credits —3

External Marks: 75

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

Course Contents

Unit I (10 Hours)

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship. Introduce role of Entrepreneurship in Economic Development, Myths about Entrepreneur and Agencies in Entrepreneurship Management

Unit II (12 Hours)

Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required, Forms of Ownership. *Introduce recent methods to raise funds for ventures.*

Unit III (12 Hours)

Entrepreneurial Behaviour: Innovation and Entrepreneur; Entrepreneurial Behaviour and Psycho- theories, Social responsibility. Relevance and
Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

Unit IV (10 Hours)

Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings. Concept of Start ups to be introduced.

Suggested Readings:

1. Charantimath, , Entrepreneurship Development and Small Business Enterprise, Pearson Education. 3rd-Ed, 2018.
2. Bamford C.E., Entrepreneurship: A Small Business Approach, McGraw Hill Education., 2015
3. Balaraju, Theduri, , Entrepreneurship Development: An Analytical Study, Akansha Publishing House, 2012
4. David, Otes, , A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi, 2014
5. Kaulgud, Aruna, , Entrepreneurship Management, Vikas Publishing House, Delhi., 2012
6. Chhabra, T.N., Entrepreneurship Development, Sun India., 2014.

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

BBA-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, 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.