

# **Bachelor of Business Administration (Computer Aided Management)**

## **Scheme & Syllabus**

(NEP Based )

w.e.f Academic Session 2024-2025



**3 Year Degree/ 4 Year Hons /  
4 Year Hons. with Research**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**SECTOR-16C, DWARKA, NEW DELHI-110078**

**Background Note:**

BBA-CAM 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-CAM program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA-CAM 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.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA-CAM)**

**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 **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  
(atleast two activities to be considered) **25 marks**

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

**CREDIT REQUIREMENT OF THE PROGRAM**

<b>Degree/ Certificate</b>	<b>Duration (in years)</b>	<b>Specialization</b>	<b>Total Credits</b>	<b>Minimum Credits required</b>
<b>BBA(CAM) Degree in Major Specialization</b>	3	Single Major with single Minor	150	142
<b>BBA(CAM) Degree in Double Major Specialization</b>	3	Double Major	158	150
<b>BBA(CAM) (Hons.)</b>	4	Honours	BBA Degree Credits + 40	182(single Major) 190(Double Major)
<b>BBA(CAM) (Hons. with Research)</b>	4	Honours with Research		

**Distribution of Credits for 3year/4year BBA-CAM Programme with Multiple Entry-Exits**

Semester	Discipline Specific Course(DSC)/ Major	Inter-Disciplinary Course / Minor	Multi-disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			24
II	12	4		3	2	3	4		28
III	12	4	3	6	2				27
IV	12	7		4		3			26
V	12	8		4			4		28
VI	12	8		3		2			25
VII	12	8							20
VIII	12	8							20
VIII(Research)		8						12	20

Note: For Single Major, a student may leave 2 Inter-disciplinary course/Minor from third year(i.e. one paper each from semester V & VI

<b>Summary of Credits Year Wise(Single Major Specialization with single Minor Specialization)</b>									
Year/Programme	Discipline Specific Course(DSC)/ Major	Inter-Disciplinary Course / Minor	Multi-disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Semester wise Total
1 year Certificate	24	8	0	7	4	5	4	0	52
2 Year Diploma	48	19	3	17	6	8	4	0	105
3 Year Degree	72	27	3	24	6	10	8	0	150
4 Year Hons.	96	43	3	24	6	10	8	0	190
4 Year Hons with Research	84	43	3	24	6	10	8	12	190

<b>Summary of Credits Year Wise (Double Major Specialization)</b>									
<b>Year/Programme</b>	<b>Discipline Specific Course(DSC)/Major</b>	<b>Inter-Disciplinary Course / Minor</b>	<b>Multi-disciplinary Course (MDC)</b>	<b>Skill Enhancement Course (SEC)</b>	<b>Ability Enhancement Course (AEC)</b>	<b>Value Added Course (VAC)</b>	<b>Internship/Vocational/Inhouse Industrial/Work Based Training</b>	<b>Dissertation/Seminar/Research Project</b>	<b>Semester wise Total</b>
1 year Certificate	24	8	0	7	4	5	4	0	<b>52</b>
2 Year Diploma	48	19	3	17	6	8	4	0	<b>105</b>
3 Year Degree	72	35	3	24	6	10	8	0	<b>158</b>
4 Year Hons.	96	51	3	24	6	10	8	0	<b>198</b>
4 Year Hons with Research	84	51	3	24	6	10	8	12	<b>198</b>

## SCHEME OF EXAMINATION

<b>FIRST SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 101	Management Process & Organizational Behaviour	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 103	Software Engineering	Discipline Specific Course / Major	4		4
3.	BBA-CAM 105	Financial Accounting & Analysis	Discipline Specific Course / Major	4		4
4.	BBA-CAM 107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM 109	Entrepreneurial Mindset (NUES)	Ability Enhancement Courses	2	-	2
6.	BBA-CAM 111	Life Skills & Personality Development (NUES)	Value- Added Courses	2		2
7.	BBA-CAM 113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA-CAM 115	IT Applications in Business Lab	Skill Enhancement Course		2	1
<b>Total Credits</b>				<b>23</b>	<b>2</b>	<b>24</b>

<b>SECOND SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
9.	BBA-CAM 102	Business Mathematics	Discipline Specific Course / Major	4		4
10.	BBA-CAM 104	Object Oriented Programming using C++	Discipline Specific Course / Major	4		4
11.	BBA-CAM 106	E-Commerce	Discipline Specific Course / Major	4		4

12.	BBA-CAM 108	Business Environment	Inter- disciplinary Course /Minor	4	-	4
13.	BBA-CAM 110	Business Communication	Ability Enhancement Courses	2		2
14.	BBA-CAM 112	*MOOC / Indian Knowledge Management	Value- Added Courses	3		3
15.	BBA-CAM 114	Object Oriented Programming using c++ lab	Skill Enhancement Course		4	2
16.	BBA-CAM 116	E-Commerce-Lab	Skill Enhancement Course		2	1
17.	BBA-CAM 118	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
		<b>Total Credits</b>		<b>21</b>	<b>6</b>	<b>28</b>

\*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 during the first semester.

## **UNDER GRADUATE CERTIFICATE IN BBA-CAM**

### **Exit Criteria after First Year of BBA-CAM Programme:**

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration Total 48 Credits to be earned from 1st Year BBA-CAM curriculum

### **Re-entry Criteria in to Second Year (Third Semester):**

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA-CAM Program within a period of maximum 3 years, subject to the condition with the total term for completing the degree course should not exceed 7 years.



<b>THIRD SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 201	Database Management System	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 203	Decision Techniques for Business	Discipline Specific Course / Major	4		4
3.	BBA-CAM 205	Environmental Studies	Multi-Disciplinary Course	3		3
4.	BBA-CAM 207	Business Research Methodology	Skill Enhancement Course	3	-	3
5.	BBA-CAM 209	Computer Networks	Discipline Specific Course / Major	4		4
6.	BBA-CAM 211	Business Research Methodology Lab	Skill Enhancement Course		2	1
7.	BBA-CAM 213	Database Management System Lab	Skill Enhancement Course		4	2
8.	BBA-CAM ***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
9.	BBA-CAM 225	NSS/NCC/ Club Activities(NUES)	Ability Enhancement courses		-	2
		<b>Total Credits</b>		<b>22</b>	<b>6</b>	<b>27</b>

<b>FOURTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 202	Business Law	Discipline Specific Course / Major	4		4
2.	BBA-CAM 204	Operating System	Discipline Specific Course / Major	4	-	4
3.	BBA-CAM 206	Python Programming	Discipline Specific Course / Major	4		4

4.	BBA-CAM 208	MOOC/ Disaster Management	Value- Added Courses	3		3
5.	BBA-CAM 210	Business Ethics and Corporate Social Responsibility	Inter- disciplinary Course /Minor	3		3
6.	BBA-CAM- ***	Minor Elective 2	Inter- disciplinary Course /Minor	4		4
7.	BBA-CAM 222	Operating System Lab	Skill Enhancement Course		4	2
8.	BBA-CAM- 224	Python Programming Lab	Skill Enhancement Course		4	2
		Total Credits		22	8	26

Note: \*\*\* will be replaced with respective paper code from the Discipline Specific/ Major Course and Inter-disciplinary / Minor Course

### **UNDER GRADUATE DIPLOMA IN BBA-CAM**

The students shall have an option to exit after 2<sup>nd</sup> year of Business Administration Program and will be awarded with **UG Diploma in Business Administration**.

#### **Eligibility Criteria to get UG Diploma in BBA-CAM:**

Total 100 Credits to be earned till 2nd Year BBA-CAM curriculum.

#### **Re-entry Criteria in to Third Year (Fifth Semester):**

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter in to Fifth Semester for completion of the BBA-CAM Degree Program within a period of 3 years subject to the condition with the total term for completing the course should not exceed 7 years.

#### **Summer Internship Project Report and Viva Voice:**

At the end of the Fourth Semester **every student shall undergo Summer Training for Eight Weeks** in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voice. This component will be evaluated during the fifth semester.

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

**INTER DISCIPLINE COURSE (IDC)**  
**FOR THIRD SEMESTER (Select any one paper)**

<b>Specialization</b>	<b>Paper ID</b>	<b>Paper Title</b>
<b>HR</b>	215	Human Resource Management
<b>Marketing</b>	217	Marketing Management
<b>Finance</b>	219	Financial Management
<b>International Business</b>	221	Management of International Business
<b>Entrepreneurship Development</b>	223	Foundation of Entrepreneurship and Startups

**INTER DISCIPLINE COURSE (IDC)**  
**FOR FOURTH SEMESTER (Select any one paper)**

<b>Specialization</b>	<b>Paper ID</b>	<b>Paper Title</b>
<b>Specialization: HR</b>	212	Talent Management
<b>Specialization: Marketing</b>	214	Sales and Channel Management
<b>Specialization: Finance</b>	216	Cost Accounting
<b>Specialization: International Business</b>	218	International Business Environment and Strategy
<b>Entrepreneurship Development</b>	220	Opportunity & Feasibility Analysis

<b>FIFTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 301	Entrepreneurship Development	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 303	Web Designing & Development	Discipline Specific Course / Major	4		4
3.	BBA-CAM 305	Data Analytics with R Programming	Discipline Specific Course / Major	4		4
4.	BBA-CAM ***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM ***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA-CAM 323	Web Designing & Development Lab	Skill Enhancement Course		4	2
7.	BBA-CAM 327	R Programming Lab	Skill Enhancement Course		4	2
8.	BBA-CAM 329	Summer Training/ Internship	Internship	4	-	4
		<b>Total Credits</b>		<b>24</b>	<b>8</b>	<b>28</b>

<b>SIXTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM</b>						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 302	Business Policy and Strategy	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 304	Block Chain Technology	Discipline Specific Course / Major	4		4
3.	BBA-CAM 306	Data Warehousing & Data Mining	Discipline Specific Course / Major	4		4
4.	BBA-CAM 308	Cyber Crime and Law	Value Added Course	2		2

5.	BBA-CAM 310	India's Diversity and Business	Skill Enhancement Course	3		3
6.	BBA-CAM ***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
7.	BBA-CAM ***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		25		25

### Rules Regarding Selection of Elective Course (DSC/IDC):

Following Five areas of Specializations/Disciplines are offered by Department of Management for selection of combination of electives for BBA-CAM students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business
5. Entrepreneurship Development

**BBA-CAM Degree is offered with Major-Minor scheme and BBA Degree with Double Major. For this, a student has to choose electives as per the following combination.**

**The specializations (Major and Minor) will be decided as follows:**

1. Major area means total six papers from one area of specialization (One elective each in 3<sup>rd</sup> and 4<sup>th</sup> semester, two elective papers each in 5<sup>th</sup> and 6<sup>th</sup> semester i.e. 4 credits in each semester of second year, 8 credits in each semester of third year, total 24 credits) and minor area means total two papers from another area of specialization in second year (One elective paper each in 3<sup>rd</sup> and 4<sup>th</sup> semester with 4 credits each) and Minimum two papers in third year (i.e. One elective paper each in 5<sup>th</sup> and 6<sup>th</sup> semester with 4 credits each)
2. Minimum six electives from any one specialization leads to **“Major Specialization”**. Minimum four electives from any one specialization leads to **“Minor Specialization”**.
3. Choosing at least two specializations is mandatory to fulfil the requirements for BBA Degree-CAM, that is, choosing minimum ten electives.
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be **“BBA-CAM with Double Major Specialization”**.

**INTER DISCIPLINE COURSE (IDC)**  
**FOR FIFTH SEMESTER (Select any one paper)**

<b>Specialization</b>	<b>Paper ID</b>	<b>Paper Title</b>
<b>HR</b>	307	Negotiation skills
	309	Leadership, Power and Politics
<b>Marketing</b>	311	Services Marketing
	313	Rural Marketing
<b>Finance</b>	315	Management Accounting
	317	Merchant Banking & Financial Services
<b>International Business</b>	319	Export, Import Policies, Procedures and Documentation
	321	International Business Negotiation
<b>Entrepreneurship Development</b>	323	Legal & Regulatory Framework of Startup
	325	Global Entrepreneurship

**INTER DISCIPLINE COURSE (IDC)**  
**FOR SIXTH SEMESTER (Select any one paper)**

<b>Specialization</b>	<b>Paper ID</b>	<b>Paper Title</b>
<b>HR</b>	312	Organization effectiveness and change
	314	Strategic HRM
<b>Marketing</b>	316	Advertising & Brand Management
	318	Digital & Social Media Marketing
<b>Finance</b>	320	Financial Market & Institutions
	322	Corporate Accounting
<b>International Business</b>	324	Global Competitiveness
	326	WTO and Intellectual Property Rights
<b>Entrepreneurship Development</b>	328	Sustainable Entrepreneurship
	330	Entrepreneurial Finance

<b>SEVENTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours)</b>						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 401	Project Management	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 403	Cloud Computing	Discipline Specific Course / Major	4		4
3.	BBA-CAM 405	Operations Research	Discipline Specific Course / Major	4		4
4.	BBA-CAM 407	Fundamentals of Data Science	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM 409	Digitalization and E-Governance	Inter- disciplinary Course /Minor	4	-	4
<b>Total Credits</b>				<b>20</b>		<b>20</b>

<b>EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours)</b>						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA-CAM 404	Data Visualization & Analytics	Discipline Specific Course / Major	4		4
3.	BBA-CAM 406	Innovations in Technology & management	Discipline Specific Course / Major	4		4
4.	BBA-CAM 408	Cyber Security & Ethical Hacking Practices	Discipline Specific Course / Major	4		4
5.	BBA-CAM 410	AI and ML in Business	Inter- disciplinary Course /Minor	4		4
<b>Total Credits</b>				<b>20</b>		<b>20</b>

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours with Research)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA-CAM 410	AI and ML in Business	Inter- disciplinary Course /Minor	3	1	4
3.	BBA-CAM 412	Research Project/ Dissertation	Research Project/ Dissertation			12
	Total Credits			7	1	20

The Dissertation work will start from the beginning of fourth year/(seventh semester) of BBA(CAM) (Hons. with Research) Program. The research project / dissertation report shall be assessed by Viva –Voce examination as per the University guidelines. The student should produce one research article from his/her dissertation which shall be communicated to a journal of repute before the Viva-voce examination

**Eligibility for BBA(CAM) (Hons. with Research):** A student aspiring for BBA (Hons. with Research) Degree will have to secure atleast **75% aggregate marks till 6<sup>th</sup> semester.**

The student has to pursue three Discipline Specific Elective Courses from Major/minor specialization (already undertaken during second and third year).



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**

**BBA-CAM 101: Management Process and Organizational Behavior**

**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.

**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.

**(14 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.

**(14 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.

**(14Hours)**

**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.

**(14 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**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 103: Software Engineering**

**L-3,T-1,Credits-4**

**Objective:** The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.

**Course Content**

**Unit-I**

**Introduction to Software Engineering:** The evolving role of software, changing nature of software, software myths.

**A Generic view of process:** Software engineering- a layered technology, a process framework, the capability maturity model integration (CMMI), process patterns, process assessment, personal and team process models.

**Process models:** The waterfall model, incremental process models, evolutionary process models, the unified process **(14 Hours)**

**Unit-II**

**Software Requirements:** Functional and non-functional requirements, user requirements, system requirements, interface specification, the software requirements document.

**Requirements engineering process:** Feasibility studies, requirements elicitation and analysis, requirements validation, requirements management.

**System models:** Context models, behavioral models. data models, object models, structured methods. **(14 Hours)**

**Unit-III**

**Design Engineering:** Design process and design quality, design concepts, the design model. Creating an architectural design: software architecture, data design, architectural styles and patterns, architectural design, conceptual model of UML, basic structural modeling, class diagrams, sequence diagrams, collaboration diagrams, use case diagrams, component diagrams. **(14 Hours)**

**Unit-IV**

**Software Testing & Software maintenance:** Functional testing, structural testing, test activities, debugging. Categories of maintenance, the maintenance process, maintenance models, reverse engineering, software reengineering, estimation of maintenance cost, configuration management, documentation. **(14 Hours)**

Suggested Reading: (All latest editions)

1. Software Engineering. A Practitioner's Approach Fifth Edition by Roger S pressman. McGraw Hill International Editions.
2. K.K. Aggarwal & Yogesh Singh. Software Engineering. New Age International Publishers.
3. Elias. M. Awad. System analysis and design, Homewood III
4. Pankaj Jalote. A Concise Introduction to Software Engineering, Springer.
5. Rajib. Fundamentals of Software Engineering, PHI.
6. Paul C. Jorgensen. Software Testing: A Craftsman's Approach. Auerbach Publications

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 105: Financial Accounting and Analysis**

**L-3, T-1 ,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.

**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). **(14 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. **(14 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. **(14 Hours)**

**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. **(14 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**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 107: Business Economics**

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

**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.

**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. **(14 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. **(14 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. **(14 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). **(14 Hours)**

#### **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**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 109: Entrepreneurial Mindset (NUES)**

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

**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.

**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) **(7 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.** **(7 Hours)**

**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**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 111: Life Skills and Personality Development**

**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.

**Course Contents**

**Unit I :Introduction**

Communication Basics & Concepts: Communication sessions will be focusing on the need for good oral communication & its basic aspects, communication tree, verbal & non verbal communication, communication rights & responsibilities, communication styles, communication techniques for problem solving, hurdles to effective communication, listening & speaking, behaviour that support & hinder effective listening, common communication errors.

**(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 organisation 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.

**(06 Hours)**

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

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.

Jam Session: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to talk on different unrelated issues in a short span of time. It is intended to develop general awareness on the current issues and talk about them.

**(08 Hours)**



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 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.

**Course Contents**

**Unit 1**

**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.  
**(8 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.  
**(10 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.  
**(12 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)**

**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.

**GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 115: IT Applications in Business- Lab**

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

This Lab would be based on the **course BBA-109: IT Applications in Business**

**Mapping the Course Outcomes with Programme Outcomes**

Program level Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explore the utility of applications provided by MS Office	3	3	2	1	1	1	1	2
CO2	Proficiency in MS Advanced Excel and Powerpoint	3	3	3	1	1	1	1	2
CO3	Effective and professional presentation and communication skills	3	3	3	1	1	1	1	2
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	3	3	3	2	1	1	1	2
AVG		3	3	2.75	1.25	1	1	1	2

**1. Knowledge of all commands of using Windows to be taught.**

**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 etc

**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.

**4. Introduction to MS PowerPoint:**

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

# **SEMESTER II**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM -102 Business Mathematics**

**L-3, T-1 ,Credits -4**

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

**Course Contents**

**Unit I**

**Principle of Counting:** Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function. **(14 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. **(14 Hours)**

**Unit III**

**Differential Calculus:** Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflection 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.

**(14**

**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.

**(14 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

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM -104: Object Oriented Programming Using C++**

**L-3,T-1,Credits-4**

**Objective:** The objective of this course is to introduce object oriented programming concepts through C++.

## **Course Content**

### **Unit I**

#### **Introduction to C++ & Control Structures:**

Basic ideas about languages and program development platforms, High and low level languages, Assemblers, compilers and interpreters, Programming principles: Identifiers, Keywords, Constants, User defined data types, Derived data types, Declaration and definition of variables, Preprocessor directives and comments. C++ operators, Implicit and explicit type conversions. If, If..else, switch, ternary operator (?:) Do..while, while and for loop. Goto statement, Advantages and disadvantages. **(14 Hours)**

### **Unit II**

#### **Arrays and Modular Programming**

**Arrays and Pointers.** Introduction to arrays, multi dimensional arrays. Introduction to Pointers and pointer arithmetic. String manipulation, array of strings. Defining a function, function prototypes, Call and return by value, call and return by reference, Default and Const arguments, Overloading, Inline functions, Structures. Unions and enumerations. **(14 Hours)**

### **Unit III**

**Classes and Objects:** Declaration of classes and objects. Declaration of member functions and data types: Constructors and destructors: Copy constructor; Static class member, friend functions; Operator Overloading: Overloading unary and binary operator; Data and type conversions;

**Inheritance and polymorphism:** Derived classes, overriding member functions; Base classes, types of base classes. types of derivation: Multiple inheritance; Polymorphism: early binding and late binding, virtual functions. **(14 Hours)**

### **Unit IV**

**File Handling:** C++ streams and stream classes; Hierarchy of file stream classes, Opening and closing of files. File modes, Detecting end of files, binary files

**Exception handling:** Fundamentals of exception handling, Exception types, Termination or resumptive models, Uncaught exceptions, using try and catch, multiple catch clauses, nested try statements, throw, throws and finally, built-in exceptions, creating own exception sub classes. **(14 Hours)**

Suggested Reading: (All latest editions)

1.E.Balaguruswamy. Object Oriented Programming with C++ Tata McGraw Hill.

2. Venugopal K.R. Mastering C++. Tata McGraw Hill
3. Stanley Lippmann B and Jossee Lajoi et.al. The C++ Primer, Addison Wesley
4. Stroustrup B. The C++ Programming Language, Addison Wesley
5. Lafore. R:[LR] Object Oriented Programming in Turbo C++, Galgotia Publications
6. Herbert Schildt. CH: The complete reference.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 106: E-Commerce**

**L-3, T-1, Credits: 04**

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.

### **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**

**HTML:** Elements. Tags and basic structure of HTML files, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls.

**(10 Hours)**

#### **Unit III**

**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.

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

**(12 Hours)**

#### **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.

**(12Hours)**

#### **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**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 108: Business Environment**

**L-3, T-0, Credits: 03**

**Objective:** To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India context.

### **Unit 1**

#### **Course Contents**

**An Overview of Business Environment:** Type of Environment-Internal, External, Micro and Macro Environment, Socio-cultural environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis.

**(14 Hours)**

### **Unit II**

**Planning and Economic Development and Problem's in Indian Economy:** Economic Problems: Magnitude, Causes, effects, and Unemployment, Concentration of Economic Power, Low Capital Formation and Industrial measurement tool, Poverty, Inequality, Sickness.

**Ease of doing business reforms like Startup India, Swachh Bharat Abhiyan.**

**(14 Hours)**

### **Unit III**

**Concepts of Macro Economics and National Income Determination: Definitions, Importance,** Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

**National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

**Macro Economic Framework:** Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and Consumption, Investment function.

**(14 Hours)**

### **Unit IV**

**Economic Environment:** Nature of Economic Environment, Economic, Monetary and Fiscal Policies. FEMA, FDI, WTO, GATT, **Occupational structure and contribution of various sectors in GDP of the country.**

**(14 Hours)**

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

1. Paul J., Business Environment, McGraw Hill Education.
2. Cherunilam, Francis, Business Environment - Text and Cases, Himalaya Publishing House.
3. Dhingra, I C., Indian Economy, Sultan Chand & Son.

4. Aswathappa, K., Essentials of Business Environment, Himalaya Publishing House.
5. Gupta C. B, Business Environment, Sultan Chand.
6. Dwivedi, D. N. Macro Economics, McGraw Hill Education.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 110: Business Communication**

**L-2, 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.

**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.

**(8 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.

**(10 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,

**(12 Hours)**

**Unit IV**

**Departmental Communication:** Barriers of Communication, Meaning, Need and Types, News Letters, 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.

**(12 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.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 112: Indian Knowledge Management**

**L-3, T-0, Credits: 03**

**Objective:** This course will help students in understanding the principles of knowledge management.

**Course Contents**

**Unit I: Indian Ethos**

Multiplicity and variety – yet has commonness, Focus on the ultimate Principles or Intelligence to whom (or which) man seeks recourse. **(06 Hours)**

**Unit II: Personality**

Personality development through yoga – the three paths/marga – Bhakti, Karma and Jnana The three gunas – sattva, rajas, tamas.

Individual – a being with infinite capabilities and potentials – is a result of your own actions

Koshas: the concept of man

Meditation – the technique for development of self

Leadership: qualities of leaders with special reference to Indian thoughts. Motivation – Indian approach vis-à-vis American and Japanese approaches. **(9 Hours)**

**Unit III: Society and Social Groups:**

Society – combination of individuals of diversity – values that reflect on social practices and customs – impact on individual and collective behaviors – uses coercion to enforce compliance – societal values.

Significance of festivals – harmony with nature. Indian concept of learning – gurukul system of learning. **(12 Hours)**

**Unit IV: Spirituality:**

The core teachings of all founders of religions., 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 **(9 Hours)**

**Suggestive Readings:**

1. Management by Values, S.K. Chakraborty, Oxford Press
2. Management Theory, Rao M. & Rao S., Kanishka Publishers Distributor
3. Indian Ethos in Management, P.K. Ghosh, –
4. Ethics, Indian Ethos and Management, S. Balachandran and others, Shroff Publishers and Distributors Pvt. Ltd.
5. Introduction To Indian Knowledge System : Concepts And Applications by B. Mahadevan, Vinayak Raj Bhatt and Nagendra Pavan RN
6. Yoga For Personality Development by Dr. Sanjeev Arora And Nirupama Arora
7. The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen
8. "India: A Sacred Geography" by Diana L. Eck

9. Corporate Karma by Peggie Pelosi
10. Karmic Management: What goes around comes around in your business and your life by Geshe Michael Roach, Lama Christie McNally, Michael Gordon

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 114: E-Commerce Lab**

**L-0, P-2 , Credit: 01**

**Objective:**

Lab would be based on the Paper BBA-108: E-Commerce and will cover the following: 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.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT**  
**BBA-CAM 116: C++ LAB**

**P-4,Credits-2**

**Objective:** The objective of this course is to introduce object oriented programming concepts through C++

**Course Contents**

**Unit-1**

**Using the C++ Editor**

1. Setting up the C++ editor
2. Using the editor
3. Tour of File. Edit. Search, Run, Compile, Debug, Project, Options, Window and Help menus

**Introduction to C++**

**1. Basic Program Construction**

2. Identifiers. Keywords. Constants. User defined data types. Derived data types
3. Declaration and definition of variables
4. Preprocessor directives and comments
5. Escape sequences
6. C++ operators, Precedence Summary
7. Implicit and explicit type conversions

**Control structures**

1. If. If..else, switch, ternary operator (?:), nesting
2. Do..while, while and for loop. break and continue

**Unit-II**

**Structures and functions**

1. Structures, Unions and enumerations
2. Accessing structure members
3. Function declaration and definition
4. Passing arguments. Call and return by value, call and return by reference
5. Default and Const arguments. Overloading
6. Inline functions

**Classes and objects**

1. Declaration of classes and objects
2. Declaration of members and data types
3. Differences between structure and classes
4. Constructors and destructors
5. Copy constructor
6. Static class member, Static class data, friend functions

**Unit-III**

**Operator Overloading**

1. Operator Keyword
2. Operator return values
3. Overloading unary and binary operator
4. Overloading Arithmetic Operators

## **Arrays and Pointers**

1. Introduction to arrays. Initializing arrays, multi dimensional arrays
2. introduction to pointers.
3. Pointer arithmetic

## **Unit-IV**

### **Inheritance and polymorphism**

1. Derived classes, overriding member functions
2. Base classes, types of base classes, types of derivation, access control 3. Multiple inheritance
4. Polymorphism. early binding and late binding
5. Abstract base classes. Virtual functions
6. Virtual constructors and destructors

### **I/O operations and working with files**

1. C++ streams and stream classes
2. Opening and closing of files
3. Detecting end of files, binary files