**SEMESTER V**

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

**BBA (B&I) 301: Goods & Services Tax (GST)**

**L-3, T-0 Credits —3**

**Objective:** The course aims to provide understanding of the latest provisions and implications of GST Law.

**Course Outcomes:**

CO1: Understand the concept of GST.

CO2: Undertake Assessment of GST.

CO3: Recognize the steps to file GST returns.

CO4: Understand offences and penalties under GST.

CO5: Comprehends the role of GST Practitioner

**Course Content**

**Unit I**

**GST in India**: Constitutional provisions of Indirect Taxes: Basic concepts-Supply, Composite and Mixed Supplies, Services under GST, Levy and charge of GST, Rationale for GST, GST Council, GST Network, Procedure for Registration, Person and 'Taxable Person, Payment of Tax. **(10 Hours)**

**Unit II**

**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. **(12 Hours)**

**Unit III**

**Returns and provisions:** 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. **(10 Hours)**

**Unit IV**

**Other Procedures under GST:** 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. **(10 Hours)**

**Note: Latest Provisions to be taught.**

**Suggested Readings (Latest Editions):**

1. Haidia, A., GST made Easy, Taxmann.
2. Ahuja, G., & Gupta, R., Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
3. Mehrotra, H.C., & Agarwal, V. P., Goods and Services Tax GST. Uttar Pradesh: Sahitya Bawan Publications.
4. Singhania, V. K., & Singhania, M., Students’ Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
5. Prasad, L.V.R. &Kumar,'G.J.K., GST- A Brief Introduction, PK Publishers.
6. Singh, A., GST Made Simple, CENTEX Publications.

**CO-PO MAPPING**

**BBA B&I 301 Goods and Services Tax**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 |
| AVG | 3 | 2.4 | 3 | 2.6 | 3 | 2.4 | 2 | 2.4 | 3 | 3 | 2.2 | 3 |

**GURU GOBIND SINGH 1NDRAPRASTHA 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**

**Objective:** The course aims to impart the students an understanding of the various products of Life and General Insurance.

**Course Outcomes:**

CO1: Describe the different life and Non-life Insurance Products.

CO3: Acquire the skills to deal with Physical and Moral Hazards loss prevention.

CO4: Explain General Insurance Business Act,1972.

CO5: Describe the conceptual framework of life Insurance

**Course Contents**

**Unit I**

**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. **(10 Hours)**

**Unit II**

**Group Health Insurance and Special Purpose Schemes.** Group Insurance Characteristic; Difference between Individual and Group Insurance, GI Schemes in India. **(12 Hours)**

**Unit III**

**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. **(10 Hours)**

**Unit IV**

**Physical and Moral Hazards Loss Prevention:** Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy. **(10 Hours)**

**Suggested Readings (Latest Editions):**

1 Roger J. Gray and Susan M. Pitts, Risk Modelling in General Insurance: From Principles to Practice, Cambridge University Press.

2 .Sharma, K. C, General Insurance in India: Principles and Practices, Regal Publications.

1. Nagpal, Sushant, General Insurance in India Principles and Practices, Regal Publication.
2. National Insurance Academy, General Insurance: Principles & Practice, Cengage Learning.
3. Pietro Parodi, Pricing in General Insurance, Chapman and Hall/CRC.
4. Saaty, Abdalelah S. and Ansari, Zaid Ahmad , Insurance Principles and Practices, LAP Lambert Academic Publishing.

**CO-PO MAPPING**

**BBA B&I 303 Practice of Life and General Insurance**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |

**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**

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

**Course Outcomes:**

CO1: Defining the concept of Business Policy, its evolution and strategic management.

CO2:Perform the SWOT analysis.

CO3: Develop skills to formulate various strategies in different Business portfolio models.

CO4: Discover the issues in Strategy Implementation.

**Course Contents**

**Unit I**

**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.

**(10 Hours)**

**Unit II**

**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. **(12 Hours)**

**Unit III**

**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. **(10 Hours)**

**Unit IV**

**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. **(10 Hours)**

**Suggested Readings (Latest Editions):**

**1.** Kazmi, Azhar, Strategic Management, McGraw Hill Education Company.

2. Kachru U, Strategic Management, McGraw Hill Education Company.

3. Dhir S, Cases in Strategic Management, McGraw Hill Education Company.

4. Walker, Gordon, Marketing Strategy, McGraw Hill Education Company.

5. Weelen, Concepts in Strategic Management and Business Policy, Pearson Education.

6. Fred, David, Strategic Management: Concepts and Cases, Prentice hall of India.

**CO-PO MAPPING**

**BBA B&I 305 Business Policy and Strategy**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

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

**BBA (B&I) 307: Business Laws**

**L-4, T -0** **Credits-4**

**Objective:** The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships

**Course Outcomes:**

CO1: Examine various aspects of contract and implications of various types of contract.

CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.

CO3: Understand and analyse Companies Act 2013 with latest amendments.

CO4: Examine the concepts of Negotiable Instrument Act, 1881.

CO5: Comprehend the concepts of valid contract regarding business transactions.

**Course Contents:**

**Unit I**

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

**Unit** **II**

**The 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.

**Limited Liability Partnership Act, 2008:** Formation and Incorporation of LLP, Partners and their

relations, Financial Disclosures, Conversion into LLP, Foreign LLP. **(14 Hours)**

**Unit III**

**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 company, Doctrine of Ultra Vires and Doctrine of Indoor Management, Winding up of Companies. **(14 Hours)**

**Unit IV**

**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. **(14 Hours)**

***Note: Case Studies are to be covered relevant to the concepts.***

**Suggested** **Readings: (Latest Editions)**

1. Kuchhal, M.C and Kuchhal, Vivek, Business Law, Vikas Publishing House, New Delhi.
2. Pathak A, Legal Aspect of Business, McGraw Hill Education Company.

3. Maheshwari, S.K & Maheshwari S.N , A Manual of Business Law ,Himalayan Publishing House.

4. Singh, Avtar, Business Law, Eastern Book Company, Lucknow.

5. Kapoor N.D, Business Law, Sultan Chand, New Delhi.

6.Bulchandani K. R, Business Law for Management, Himalaya Publishing House, New Delhi.

**CO-PO MAPPING**

**BBA B&I 307 Business Laws**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 309: 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 Outcomes:**

CO1: Examine the role of investment banking.

CO2: Explore the framework used in the investment banking process: financial analysis, valuation and the mechanics of deal structuring.

CO3: Analyze the value of a Mergers & Acquisition deal and a deal through a Leveraged Buy Out.

CO4: Explore the significance of corporate governance, ethics and legal factor in investment banking deals.

**Course Content**

**Unit I**

**Introduction to Investment Banking:** 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. **(14 Hours)**

**Unit II**

**Corporate Valuation Analysis - Income Approach :** 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). **(14 Hours)**

**Unit III**

**Leveraged Buy-Out :** 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. **(14 Hours)**

**Unit IV**

**Mergers and Acquisitions :** 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. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Pratap, Subramanyam, Investment Banking: Concepts, Analyzes and Cases, Mc Graw Hill Education Company.

2. Pratap, Giri, Investment Banking: Concepts, Analyzes and Cases, Mc Graw Hill Education Company.

3. Rosenbaum, Joshua Pearl and Joshua Harris, Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions, Wiley Finance.

4. Matthew, Krantz, Robert R. Johnson, Investment Banking, Publisher: For Dummies.

5. Michel Fleuriet,   Investment Banking Explained: An Insider's Guide to the Industry, Mc Graw Hill Education Company.

6. Jones, C.P., Investment Analysis and Management, Wiley Publishing Company.

**CO-PO MAPPING**

**BBA B&I 309 Investment Banking**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATIION (BBA)**

**BBA (B&I) 311 Marketing Analytics**

**L-4, T/P-0 Credits- 4**

**Objective:** Acquire knowledge to understand marketing analytics and applying the skills in measuring consumer responses.

**Course Outcomes:**

CO1: Assess Market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.

CO2: Evaluating consumers’ requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives

CO3: Measure the effectiveness of marketing efforts.

CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.

**Course Contents**

**Unit I**

**Introduction to Marketing Analytics:** Meaning, nature, Data Collection, Predictive analysis, Summarizing Market data using Excel or R software- Pivot table, charts, Exploratory data analytics.  **(14 Hours)**

**Unit II**

**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. **(14 Hours)**

**Unit III**

**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. **(14 Hours)**

**Unit IV**

**Measuring Consumer Responses:** Measuring customer satisfaction (Regression analysis), loyalty, trust, Calculating consumer value, analyzing customer reviews, understanding consumer sentiments and emotions. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Hartman, Kevin, Digital Marketing Analytics in Theory and Practice, Ostmen Bennetsbridge Publishing Services.

2. Ramaswamy V. S. & Namakumari S, Marketing Management , Sage Publication India Private Ltd.

3. Baines, P., Fill, C., Page, K. and Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.

4. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision-Focused Approach, Mc Graw Hill Education Company.

5. Naresh Malhotra, Marketing Research: An Applied Orientation, Pearson Prentice Hall.

6. Moutusy Maity, Marketing Analytics, Oxford University Press.

**CO-PO MAPPING**

**BBA B&I 311 Marketing Analytics**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 |  |  | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATIION (BBA)**

**BBA (B&I) 313 Performance Management**

**L-4 T/P-0 Credits- 4**

**Objective:** The course aims to provide an understanding of managing performance through training, Systems and Formats and to familiarize students with the reward systems and legal issues.

**Courses Outcomes:**

CO1: Identify the essential characteristics of accurate performance management.

CO2: Analyze the problems associated with the performance appraisal process.

CO3: Compare and contrast different organizational performance.

CO4: Identify the attributes of effective performance management system.

**Course Content**

**Unit I**

**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. **(14 Hours)**

**Unit II**

**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.   **(14 Hours)**

**Unit III**

**Performance Management and Employee Development:** Performance Management Skills, performance Management Framework, Employee Assessment system, Role of HR Professionals in Performance management. **(14 Hours)**

**Unit IV**

**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.

**(14 Hours)**

**Suggested Readings (Latest Editions):**

1.       Bagchi, Soumendra Narian, Performance Management, Cengage Learning.

2.       Herman Aguinis, Performance Management, Pearson Prentice Hall.

3.       Kohli, A. S, Deb,T., Performance Management, Oxford Higher Education.

4.       Chadha, Prem, Performance Management, Macmillan Publishers.

5.       Ghanekar, Anjali, Essentials of Performance Management, Everest Publishing House.

6.      Varma, Arup, Pawan S. Budhwar, Angelo S. DeNisi, (Editors), Performance Management Systems: A Global Perspective, Routledge.

**CO-PO MAPPING**

**BBA B&I 313: Performance Management**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

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

**BBA (B&I) 315: Summer Training Report**

**L-0, T-0 Credits-4**

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.

**Course Outcomes:**

CO1: Work & gain practical experience of working in a real business setting and environment.

CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios.

CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.

CO4: Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.

**CO-PO MAPPING**

**BBA (B&I) 315: Summer Training Report**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |