**SEMESTER -VI**

**Objective:** 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.

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

**BBA (B&I) 302: Project Management**

**L-3/T-0 Credits —3**

**Course Outcomes:**

CO1: Explain the concept of Project Management and Techniques to manage the projects

CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas

CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.

CO4: Explore various sources of projects financing

CO5: Understand the skills required to evaluate and control the projects

CO6: Analyse the emerging concepts in project management.

**Course Contents**

**Unit 1**

**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. **(10 Hours)**

**Unit II**

**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. **(12 Hours)**

**Unit III**

**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.

**(10 Hours)**

**Unit IV**

**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. **(10 Hours)**

**Suggested Readings (Latest Editions):**

1. Chandra, Prasanna, Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education Company.
2. Panneerselvam, R., Senthilkumar, R, Project Management, PHI Learning, (P) limited, Publishers.
3. Gray C.F., Project Management, McGraw Hill Education Company.
4. Jeffrey K. Pinto, Project Management: Achieving Competitive Advantage, Pearson Education.
5. Desai, Vasant, Project Management, Himalaya Publishing House.
6. Gido, J., & Clements, J. P. Project Management*,* New Delhi: Cengage Learning Pvt. Ltd.

**CO-PO MAPPING**

**BBA (B&I) 302-Project Management**

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|  | 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 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO6 | 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) 304: Human Resource Management**

**L-4, T-0 Credits: 04**

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

**Course Outcomes:**

CO1: Examine the concepts and relevance of HRM vs Strategic HRM.

CO2: Explore the various dimensions of Human resource Planning.

CO3: Analyze the needs, methods and designing of training and development programmes.

CO4: Exhibit the career planning and career development.

CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.

**Course Content:**

**Unit I**

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

**(14 Hours)**

**Unit II**

**Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention. **(14 Hours)**

**Unit III**

**Training and Development:** Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, cultural shock. **(14 Hours)**

**Unit IV**

**Performance Appraisal and Compensation Management:** Performance appraisal- Nature, objectives, process, methods. Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource managementemerging job opportunities, Introduction and approaches to Global HRM, Expatriate management-mobility challenges and developing global leaders and expatriates. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.
2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, Wiley India Private Limited.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa,K, Human Resource Management, McGraw Hill Education Company.
5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books, Delhi

**CO-PO MAPPING**

**BBA (B&I) 304: Human Resource Management**

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|  | | 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 | |
| CO5 | 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 (BBA)**

**BBA (B&I) 306: HR Analytics**

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

**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 Outcomes:**

CO1: Explain the concept of HR analytics and strategic role of HR manager

CO2: Examine the different HR metrics and HR valuation being followed.

CO3: Assess the work force planning and its use in analyzing HR.

CO4: Understand, analyse and communicate the theories of HR analytics.

**Course Contents**

**Unit I**

**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, LAMP Framework, HCM 21 Framework. **(14 Hours)**

**Unit II**

**HR Practices and Benchmarking:**Understanding Important HR Metrics tracked across the Overall Employee Journey , HR Valuations , Benchmarking ,Dashboarding of KPIs (Tableau, Excel ) , Performance and Goal Setting , Performance Analysis, Providing Performance Feedback, Developing HR Score Card. **(14 Hours)**

**Unit III**

**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 Metrices - Types of Job Redesign - Concepts and Metrices. **(14 Hours)**

**Unit IV**

**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.

**(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Diez, F., Bussin, M., & Lee, V., Fundamentals of HR Analytics: A Manual on Becoming HR Analytical, Emerald Group Publishing.
2. Waters, S. D., Streets, V. N., McFarlane, L., & Johnson-Murray, R., The Practical Guide to HR Analytics: Using Data to Inform, Transform, and Empower HR Decisions, Society for Human Resource Management.
3. Jac, F. E., The New HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments. Amacom Publisher.
4. Walsh, M., HR Analytics Essentials You Always Wanted To Know, Vibrant Publishers.
5. Bhattacharyya, D. Kumar, HR Analytics, Sage Publications India Pvt. Ltd.
6. Soundararajan, R., Singh, K., Winning on HR Analytics: Leveraging Data for Competitive Advantage, Sage Publications India Pvt. Ltd.

**CO-PO MAPPING**

**BBA (B&I) 306: HR Analytics**

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|  | | 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 (BBA)**

**BBA (B&I) 308 Elective: Advertising and Sales Promotion**

L-4 T-0 Credits-4

**Objective:**The course acquaints the students with fundamentals of advertising, role and scope of sales promotion and emerging importance of discipline in various areas.

**Course Outcomes:**

CO1: Connect the importance and role of advertising in Marketing Mix.

CO2: Evaluate the advertising effectiveness.

CO3: Analyse the different sales promotion strategies and their evaluation

CO4: Appraise various means of testing effectiveness of sales promotion.

**Course Contents**

**Unit I**

**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. **(14 Hours)**

**Unit II**

**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. **(14 Hours)**

**Unit III**

**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. **(14 Hours)**

**Unit IV**

**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. **(14 Hours)**

**Suggested Readings (Latest Editions):**

1. Cummins, J., and Mullin, R., Sales Promotion: How to Create and Implement Campaigns that Really Work, Kogan Page.
2. Shah, K. and D’Souza, A., Advertising and Promotion: An IMC Perspective, McGraw-Hill Education Company.
3. Shimp, T.A., Advertising and Promotion: An IMC Approach, Cengage Learning.
4. Belch, G.E. and Belch, M.A., Advertising and Promotion: An Integrated Marketing Communication Perspective, New York, McGraw Hill.
5. Shimp, T.A., Advertising and Promotion: An IMC Approach, Cengage Learning.
6. Obiageli P. Ohiagu, Fundamental of Advertising and Public Relations, Pinnacle Publications.

**CO-PO MAPPING**

**BBA (B&I) 308: Advertising & Sales Promotion**

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|  | | PO1 | | PO2 | | PO3 | | PO4 | | PO5 | | PO6 | | PO 7 | | PO 8 | | PSO1 | | PSO 2 | | PSO3 | | PSO4 | |
| CO1 | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |
| CO2 | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |
| CO3 | 3 | | 3 | | 3 | | 3 | | 3 | | 2 | | 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 | | 2.25 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |

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

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

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

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

**Course Outcomes:**

CO1: Application of knowledge of how the marketing of financial services are done.

CO2: Explore the working of retail banking

CO3: Comprehend the regulatory framework of mutual funds.

CO4: Understand the concept and impact of globalization on financial services

**Course Contents**

**Unit I**

**Marketing of Financial Services:** A Conceptual Framework, Types of Financial Markets in India-An Overview; Concept of Marketing and Marketing Mix in Banking. **(14 Hours)**

**Unit II**

**Retail Banking:** Concept and Importance, Retail Banking Products- Housing Loan, Conveyance   
Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money; Types of Saving Accounts and Barter Card; Attracting and Retaining bank customers. **(14 Hours)**

**Unit III**

**Mutual Funds in India and the Marketing Strategies Involved:** Marketing of Insurance Products- Life and Non Life Products, Marketing of Pension Funds, National Pension Scheme. **(14 Hours)**

**Unit IV**

**Concept of Distribution:** Multiple Delivery Channels; Bancassurance, Marketing Information &Research in Banking, Public Relations and Publicity, Image Building, Globalisation and its Impact on Financial Services. **(14 Hours)**

**Suggested Readings (Latest Editions):**

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

**CO-PO MAPPING**

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

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|  | | PO1 | | PO2 | | PO3 | | PO4 | | PO5 | | PO6 | | PO 7 | | PO 8 | | PSO1 | | PSO 2 | | PSO3 | | PSO4 | |
| CO1 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| CO2 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |
| CO3 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| CO4 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| AVG | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1.5 | |

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

**L-3 T/P-0 Credits-3**

**Objective:** The course aims to acquaint the student with a basic and elementary knowledge of the Banking Laws and Practice.

**Course Outcomes:**

CO1: Explore the recent developments in marketing of Financial Products & Services.

CO2: Examine Reserve Bank of India Act, 1934.

CO3: Explore the legal aspect of Negotiable Instrument Act 1860.

CO4: Comprehend the cyber laws relating to banking.

CO5: Explaining the SARFAESI Act, 2002.

**Course Contents**

**Unit I**

**Reserve Bank of India Act 1934:** Overview, Banking Management, Composition of the central board & term of office of directors, Local Boards, Meetings of the central board; Business when the Bank may & may not transact Right & issue base notes, issue department, denominations of notes, forms of bank notes, legal tender character of notes, cease, reissue, recovery of cost, stolen, mutilated notes, provision for issue of special bank notes, powers of central Govt. to supersede central board. Issue department, assets, liabilities, Provisions related to cash reserves, collection and furnishing of credit information. Powers of bank to collect information from non-banking institutions, Power of bank to file winding up petition. **(12 Hours)**

**Unit II**

**Banking Regulation Act 1949:** Overview, Business of banking companies, Disposal of non -banking assets, Prohibition of trading, employment of managing agents, provisions related to Board of directors. Powers of RBI to appoint Chairman of banking companies. Provisions regarding as to minimum paid up capital & reserves, voting rights of share holders, restrictions on commission, brokerage, discount etc. on sale of shares, Restrictions as to payment of dividends. Reserve Fund, cash reserve, Restriction on nature of subsidiary companies, Powers of RBI to control advances by banking companies licensing of banking co., Restrictions on opening of new & transfer of existing place of business. **Insolvency and Bankruptcy Code 2016:** An overview **(12 Hours)**

**Unit III**

**Cyber Laws relating to Banking:** Introduction to IT Act 2000, various terms related to communications networks in banking system. Electronic Fund Management, Electronic commerce & banking, International payment systems, role of central banks in payment mechanism, Integrated communication network for banks, security control system, electric governance, Regulation of certifying authorities, Digital signature certificates, duties of subscribers, penalties & adjudication, offences, cyber regulations appellate Tribunal. **(10 Hours)**

**Unit IV**

**SARFAESI Act 2002,** important aspects, salient features, applicable & non -applicability, incorporation & registration of special purpose vehicles, securitization of financial assets, funding of securitization, enforcing security interest, assets reconstruction establishments of central registry. Offences & penalties, boiler plate provisions exempted translations, legal remedies & borrower/banks/Fls. **(8 Hours)**

**Suggested Readings (Latest Editions):**

1. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons.
2. Chhabra, T.N, Elements of Banking Law, Dhanpat Rai & Company, Delhi.
3. Purohit, Ashok, Banking Law and Practice, Wisdom Press.
4. Mishra, Sukhvinder, Banking Law and Practice, S Chand & Co. Ltd.
5. RBI Act- Reserve Bank of India Act, 1934- Bare Act, Commercial Law Publishers (India) Pvt. Ltd.
6. Banking Regulation Act 1949, Eastern Book Company.

**CO-PO MAPPING**

**BBA (B&I) 312 (Elective):Banking Laws and Practice**

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|  | | PO1 | | PO2 | | PO3 | | PO4 | | PO5 | | PO6 | | PO 7 | | PO 8 | | PSO1 | | PSO 2 | | PSO3 | | PSO4 | |
| CO1 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |
| CO2 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| CO3 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | |
| CO4 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| CO5 | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1 | |
| AVG | 3 | | 3 | | 3 | | 2 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 3 | | 1.8 | |

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

**BBA (B&I) 314: Major Project**

**L-0, T-0** **Credits-6**

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 60 marks by an External Examiner to be appointed by the University and for the rest of the 40 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

**Course Outcomes:**

CO1: Apply all theoretical concepts learned in research methodology.

CO2: Articulate a clear research objective with accurate scope and limitations of the study.

CO3: Identify an appropriate sample size for a study.

CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection.

CO5: Study the data using techniques appropriate to the Research Design.

CO6: Analyze data using parametric techniques and conduct Univariate analysis.

CO7: Draw conclusions based on the results from the analysis.

**CO-PO MAPPING**

**BBA (B&I) 314: Major Project**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 1 | 3 | 1 | 1 | 2 | 1 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 1 | 2 |
| CO4 | 3 | 2 | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 3 |
| CO5 | 1 | 3 | 3 | 3 | 1 | 1 | 2 | 1 | 2 | 2 |
| CO6 | 1 | 1 | 1 | 3 | 1 | 1 | 3 | 1 | 1 | 3 |
| CO7 | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 3 |
| AVG | 2.42 | 2.57 | 2.71 | 3 | 2.14 | 2.14 | 1.42 | 1 | 1.42 | 2.42 |