**SEMESTER IV**

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

**BBA (B&I) 202: Business Analytics**

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

**Objective:** The course aims to impart understanding of business analytics which include the use of data, statistical and quantitative analysis, descriptive and predictive models.

**Course Outcomes:**

CO1: Demonstrate skills for computation and aggregation of data using different software.

CO2: Present data with the help of charts etc.

CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.

CO4: Analyze data and interpret the results.

**Course Contents**

**Unit I**

**Introduction:** Concept ,Evolution of Business Analytics, Analytics Process, Overview of Data Analysis, Data Scientists Vs Data Engineer Vs Business Data Analyst, Roles and Responsibilities, Business Analytics in Practice, Career in Business Analytics, Introduction to R.  **(14 Hours)**

**Unit II**

**Big Data:**Overview of using Data , Types of data ,Data Collection, Data Management, Big Data, Data Quality, Missing or Incomplete Data, Data profiling - Data Preparation, Exploration, ETL Concept, Data Warehousing

**Data Mining:**Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis-, Data cubes, Stars, snowflakes and fact constellations Defining Schemas,  Basic concept of Association Analysis and Cluster Analysis. Application and Trends in Data Mining, Data Mining for Retail Industry, Health Industry, Insurance and Telecommunication Sector.  **(14 Hours)**

**Unit III**

**Data Visualization-Definition, Visualization Techniques –**Tables, Cross Tabulations, Charts, Tableau, Data Modeling-Concept, Role and Techniques. **(12 Hours)**

**Unit IV**

**Types of Analytics:** Descriptive: Central Tendency, Mean, Median, Mode, Standard Deviation, variance: Prescriptive-Graph Analysis, Simulation, Optimization: – Predictive – Linear Regression, Multi Variate regression, KNN, Hand on skills to be imparted. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Camm,J., Cochran, J., Fry, M., Ohlmann, J., Anderson, D., Sweeney, D. Williams, T., Essentials of Business Analytics, South-Western College Publishing.

2. Evans, James, Business Analytics: Methods, Models and Decisions, Pearson.

3. Winston, Albright, Business Analytics- Data Analysis and Decision Making, Cengage Learning.

4. Raj, Sahil, Business Analytics, Cengage Learning.

5. Prasad. R. N and Acharya S., Fundamentals of Business Analytics, Wiley India.

6. Banerjee,T., Business Analytics: Text and Cases, Sage Publications India Pvt. Ltd.

**CO-PO MAPPING**

**BBA (B&I) 202-Business Analytics**

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

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

**BBA (B&I) 204: Financial Management**

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

**Objective:** The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

**Course Outcomes:**

CO1: Explain the nature and scope of Financial Management.

CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.

CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions.

CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.

CO5: Acquire skills to manage profitability and take sound financial decision for a business.

**Course Contents**

**Unit I**

**Introduction :** Nature, scope, and objectives of Financial Management- Profit Maximization Vs Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money. **(14 Hours)**

**Unit II**

**Capital Budgeting :** Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk- Adjusted Discount Rate Method. Responsible Investment-Environmental, Social and governance (ESG) factors affecting investment decisions for sustainable returns. **(14 Hours)**

**Unit III**

**Cost of Capital and Financing Decision :** Sources of long-term financing, Components of Cost of Capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach), EBIT-EPS Analysis. Cost-Benefits Analysis including social cost. Determinants of Optimum Capital Structure. **(14 Hours)**

**Unit IV: Managing Profit and Working Capital: T**heories for relevance and irrelevance of Dividend Decision for Corporate Valuation- Walter’s Model, Gordon’s Model, MM Approach, Forms of Dividend Payment, Types of Dividend Policies and Determinants of Dividend policy. **( 14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Khan, M.Y, Jain P.K., Financial Management, McGraw Hill Education Company.
2. Pandey I. M., Financial Management, Vikas Publishing House.
3. Kapil, Sheeba, Financial Management, Pearson Education.
4. Chandra, Prasanna, Financial Management, McGraw Hill Education Company.
5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
6. Tulsian, P.C., Financial Management: A self study textbook, S. Chand**.**

**CO-PO MAPPING**

**BBA (B&I) 204: Financial Management**

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| CO1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO5 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |

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

**BBA (B&I) 206: Corporate Governance, Ethics & Social Responsibility of Business**

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

**Objective:** The course aims to develop an understanding of corporate governance, human values and ethics in business and to apply them in business.

**Course Outcomes:**

CO1: Exhibit the relevance of Corporate Governance in present times.

CO2: Examine the concept of Human values and their relevance in Business.

CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business.

CO4: Discuss the issues related to whistle blowing and moral issues in business.

**Course Contents**

## Unit I

**Corporate Governance** - Meaning, significance and principles, Management and corporate governance; Theories and Models of corporate governance; Whistle blowing, Class Action; Role of Institutional investors. Codes and Standards on Corporate Governance. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability, Consumer Protection Act, Investor Protection Act.

**(14 Hours)**

## Unit II

## Human Values: Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma. (14 Hours)

## Unit III

## Business Ethics: Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance. (14Hours)

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## Unit IV

## Ethical and Moral Issues in Business: Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection. (14 Hours)

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

1. Fernando, A.C, Business Ethics, Pearson Education.
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI.
3. Mandal, S.K., Ethics in Business and Corporate Governance, Mc Graw Hill Education Company.
4. Kumar, S., Corporate Governance, Oxford, England: Oxford University Press.
5. Sherlekar, S. A., Ethics in Management, Himalaya Publishing House.
6. Cullen, John G., Business, Ethics and Society: Key Concepts, Current Debates and Contemporary Innovations, Sage Publications Ltd.

**CO-PO MAPPING**

**BBA (B&I) 206: Corporate Governance, Ethics and Responsibility of Business**

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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 (B&I)**

**BBA (B&I) 208: Income Tax Law and Practice**

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

**Objective:** The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals.

**Course Outcomes:**

CO1: Comprehend the concepts of taxation and determine the residential status of person.

CO2: Compute income and deductions under different heads.

CO3: Examining the provisions of clubbing of income and set off and carry forward of losses.

CO4: Determine the Tax liability.

CO5: Ability to file income tax return.

**Course Content**

**Unit I:**

**Basic Concepts:** Income Tax: Need, features and basis of charges. Income Tax (as per Income Tax Act 1961 and amendments), Residential status; Scope of Total Income, Heads of Income; Income which do not form a part of Total Income; Agriculture Income and its taxability. **(14 Hours)**

**Unit II:**

**Income from Salary and House Property:** Meaning of salary, Basis of charge, conditions of chargeability, Allowances, Perquisites, Deductions and exemptions, Computation of taxable Income from Salary, Income from House Property Basis of charge, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property. **(14 Hours)**

**Unit III:**

**Profits and gains from business or profession, capital gains and income from other sources:** Meaning of business income, methods of accounting, Deductions, Computation of presumptive income under Income-tax Act, Computation of taxable income from Business and Profession, Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain, Income from Other Sources Basis of charge - Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc. **(14 Hours)**

## Unit IV:

**Computation of Total income and Tax Liability of individual :** Income of other persons included in assessee’s total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Advance Payment of Tax, Tax Deduction at Source, Computation of total income and tax liability of individuals. **(14 Hours)**

**Note: Latest provisions to be taught. Exposure to e-filing of Income Tax Return.**

**Suggested Readings: (Latest Editions)**

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax, Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M., Student’s Guide to Income Tax including GST-Problems & Solutions, Taxmann Publications Pvt. Ltd.
3. Study material of ICAI Intermediate Paper 4A: Income-tax Law, https://www.icai.org.
4. Dinkar, Pagare, Law and Practice of Income Tax, Sultan Chand and Sons.
5. Lal, B.B, Income Tax Law and Practice, Konark Publications.
6. Taxman’s Direct Taxes Manual, Taxmann.

**CO-PO MAPPING**

**BBA (B&I) 208: Income Tax Law and Practice**

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|  | 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 INDRAPRASTHA UNIVERSITY**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 210: Financial Markets & Institutions**

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

**Objective:** The course aims to provide students an overview of Financial Markets & Institutions in India.

**Course Outcomes:**

CO1: Analyze the functioning of financial markets and Institutions in India.

CO2: Examine the functioning of money market and capital market.

CO3: Assess the impact of initiatives on financial inclusion.

CO4: Understand the Role and Functions of Financial Institutions.

**Course Contents**

**Unit I:**

**Introduction:** An Introduction to Financial System, Components, Financial System and Economic Development, Financial Intermediaries, An overview of Indian Financial System, Financial Sector Reforms. **(14 Hours)**

**Unit II:**

**Money Market:** Money Market – concept, role, functions and importance; Components of Money Markets; Money market instruments. The Reserve Bank of India (RBI)- structure and role; Money market operations Monetary Policy Committee (MPC)-structure and role; Policy Rates. Impact of Monetary policy on Inflation and liquidity. **(14 Hours)**

**Unit III:**

**Capital market :** Capital Markets –concept, role, functions and importance. Components of Capital market. Cash markets- Equity and Debt, Depository, Primary and Secondary Markets, Derivatives and commodity markets; Role of Stock Exchanges in India. Securities and Exchange Board of India (SEBI) – Role in capital market development and Investor Protection and Awareness. **(14 Hours)**

**Unit IV:**

**Banking and Other Financial Institutions :** Commercial banks-classification and reorganization; Payment Banks, Small Banks, Co-operative Banks; Recent initiatives like MUDRA financing scheme, Financial Inclusion; Non-Performing Assets (NPA)-Meaning, causes, computation, assessment, and Impact of NPAs on Banking Sector; Prediction of industrial sickness; Insolvency and Bankruptcy Code, 2016. Development Financial Institutions (DFIs), Investment banking, Financial Intermediaries; Non-banking financial companies (NBFCs). Housing Finance Institutions-National Housing Bank, HUDCO; Microfinance and Rural Credit-NABARD, Post Office Banks. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Gordon, E. & Natarajan, K., Financial Markets and Services, Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann’s Publications.
3. Khan M. Y., & Jain, P. K., Financial Services, McGraw Hill Publishing Company.
4. Khan, M. Y., Indian Financial System –Theory and Practice, Vikas Publishing House.
5. Pathak, Bharati, Indian Financial System, Pearson Education.
6. Annual Reports: Reserve Bank of India, Ministry of Finance, Government of India.

**CO-PO MAPPING**

**BBA (B&I) 210 (Elective): Financial Market and Institutions**

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| CO1 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 212: Sales Management**

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

**Objective:** To acquaint the students with the process of personal selling and the strategies and methods for effective sales management.

**Course Outcomes:**

CO1: Explore the nature and importance of sales management, types and skills of sales manager.

CO2: Demonstrate the personal selling process.

CO3: Analyze the ethical and legal issues in sales management.

CO4: Designing the Motivational and Compensation Plans of Sales Personnel.

**Course Contents**

**Unit I**

**Introduction to Sales Management**: Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management. **(14 Hours)**

**Unit II**

**Personal Selling**: Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods. **(14 Hours)**

**Unit III**

**Sales Force**: Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas and contest. **(14 Hours)**

**Unit IV**

**Appraisal**: Appraisal of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Still. K.R., Cundiff, E.W & Govoni. N.A.P, Sales Management-Decision Strategies and Cases, Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C., Sales Management, Pearson Education.
3. Donaldson, Bill, Sales Management, Principles, Process and Practice, Palgrave Macmillan.
4. Havaldar, K.K. & Cavale, V.M, Sales and Distribution Management-Text & Cases, Tata McGraw Hill Education Pvt. Ltd.
5. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education.
6. Ingram, Thomas N., LaForge, Raymond W., Avila. Raman A., Schwepker, Jr., Williams M.R., Sales Management-Analysis and Decision Making, Routledge.

**CO-PO MAPPING**

**BBA (B&I) 212 (Elective): Sales 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 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 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 | 3 |
| AVG | 3 | 3 | 3 | 2.25 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 214: Training and Development**

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

**Objective:** The course aims at equipping the learners with the concept and practice of Training

and Development in the modern organizational setting.

**Course Outcomes:**

CO1: Examine the concepts of training and development.

CO2: Analyse the trends in employees and organization development programmes.

CO3: Identify training needs of an individual by conducting training need analysis.

CO4: Evaluate and assess the cost and benefits of a training and development programme.To show insights into evaluating a training programme.

**Course Content**

**Unit-I:**

**Introduction:** Concepts and Rationale of Training and Development; overview of training and development systems; organizing training department; training and development policies; linking training and development to company’s strategy; Requisites of Effective Training; Role of External agencies in Training and Development. **(14 Hours)**

**Unit II:**

**Training Need Analysis (TNA):** Meaning and purpose of TNA, TNA at different levels, Approaches for Training Needs and Analysis, output of TNA, methods used in TNA, Assessment of Training Needs. **(14 Hours)**

**Unit III:**

**Training and Development Methodologies :** Overview of Training Methodologies- Process of Learning; Principles of Learning; Individual differences in Learning, Learning Curve, Learning Management System; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in Training. **(14 Hours)**

**Unit IV:**

**Designing Training & Development Programme:** Organization of Training and Development Programmes, Training Design, Kinds of Training and Development Programmes- Competence Based and Role-Based Training; Orientation and Socialization; Diversity Training, Choice of Training and Development Methods, Preparation of Trainers; Developing Training Materials; E-Learning Environment; Flexible Learning Modules; Self Development; Training Process Outsourcing, Evaluation of Training and Development:Meaning and Problems. **(14 Hours)**

**Suggested Readings: (Latest Editions)**

1. Blanchard, N. P., & Thacker, J. W., Effective Training: Systems, Strategies and Practices, New York: Pearson Education.

2. Noe, R. A., & Kodwani, A. D., Employee Training and Development, New York: McGraw Hill Education.

3. Lynton, R. P., & Pareek, U., Training for Development. New Delhi: SAGE India.

4. Phillips, J. J., & Phillips, P. P., Handbook of Training Evaluation and Measurement Methods, Houston: Gulf Publishing Company.

5. Prior, J. (Edited), Handbook of Training and Development, Mumbai: Jaico Publishing House.

6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

**CO-PO MAPPING**

**BBA (B&I) 214 (Elective): Training and Development**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PSO1 | PSO 2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 |
| CO2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 1 |
| CO4 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| AVG | 3 | 3 | 2.25 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 216: Minor Project- II**

**Credits-3**

During the fourth 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 / secondary data. The project title and the supervisor will be approved by the Director / Principal of the Institution. It shall be evaluated by an External Examiner to be appointed by the University.

**Course Outcomes:**

CO1: Identify a field of study or a business problem

CO2: Examine the environment to identify the potential research areas

CO3: Crystallize a business concern into a concrete business research problem.

CO4: Explore alternative ways to resolve a business problem

**CO-PO MAPPING**

**BBA (B&I) 216 (Elective): Minor Project Report**

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| 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 | 3 |
| AVG | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**BBA (B&I) 218: MOOC**

**Credits-3**

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India’s Nation Massive Open Online Course(MOOC) platform. Massive Open Online Courses (MOOCs) are [free online courses](https://www.edx.org/?hs_analytics_source=referrals&utm_campaign=Mooc.org&utm_source=mooc.org&utm_medium=referral&utm_content=Free-Online-Courses)  which are designed to achieve the three cardinal principles of India’s education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 3 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.

For August session, tentative list of programmes will be available on the platform from May- August and for January session, tentative list of programmes will be available on the platform from October to January.