SCHEME OF EXAMINATION

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION
(Computer Aided Management)

for

(w.e.f. 2021 — 2022 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DWARKA, NEW DELHI-110078

Background Note:

BBA Graduate Attributes

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

Program Outcomes
After the program the students will be able to:

PO 1. Apply knowledge of various functional areas of business

PO 2. Develop communication and professional presentation skills

PO 3. Demonstrate critical thinking and Analytical skills for business decision making

PO 4. Illustrate leadership abilities to make effective and productive teams

PO 5. Explore the implications and understanding the process of starting a new venture

PO 6. Imbibe responsible citizenship towards sustainable society and ecological environment

PO 7. Appreciate inclusivity towards diverse culture and imbibe universal values

PO 8. Foster Creative thinking to find innovative solutions for diverse business situations

Program Specific Outcomes for BBA (CAM)
After the program the students will be able to:

PSO 1. Develop understanding of software, hardware and network Components

PSO 2. Demonstrate reflective thinking and research skills using latest technological tools

PSO 2. Apply functional programming and object-oriented programming techniques using databases to develop computer programs

PSO 3. Exhibit problem solving ability using software based solutions

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 years with flexible entry and exit.

The whole syllabus of BBA is divided into following types:

a) Core Papers
b) Ability Enhancement Papers
c) Skill Enhancement Papers
d) Discipline Specific Elective Papers
e) Generic Electives
f) Skill Enhancement (NUES)
g) Major and Minor Projects
h) MOOC Courses
i) Summer Internship Projects

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION
(COMPUTER AIDED MANAGEMENT)
SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 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 25 marks) shall be as per the criteria given below:

Class Test-

1. Written Test Compulsory (to be conducted on the date communicated by the University.

15 marks

2. Individual Assignments/Presentation/Viva-Voce/Group Discussion/Class Participation

10 marks

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

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA(CAM) programme is 142.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least **134 credits**.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA (CAM) programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

Pravin Chand

Scheme and Syllabus

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

BBA (CAM)

First Semester

Code No.	Paper	Type	L	T/P	Credits
BBA CAM 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA CAM 103	Business Mathematics	Core	4	-	4
BBA CAM 105	Financial Accounting and Analysis	Core	4	-	4
BBA CAM 107	Business Economics	Core	4	-	4
BBA CAM 109	IT Applications in Business	Skill-Enhancement	3	-	3
BBA CAM 111	IT Application in Business - Lab	Skill-Enhancement	-	2	1
BBA CAM 113	Entrepreneurial Mindset(NUES)	Ability Enhancement	2	-	2
Total			21	2	22

Second Semester

Code No.	Paper	Type	L	T/P	Credits
BBA CAM 102	Marketing Management	Core	4	-	4
BBA CAM 104	Business Statistics & Research Methodology	Core	4	-	4
BBA CAM 106	Software Engineering	Core	4	-	4
BBA CAM 108	Object oriented Programming using C++	Skill Enhancement	4	-	4
BBA CAM 110	Managerial Personality Development (NUES)	Ability Enhancement – Compulsory	2	-	2
BBA CAM 112	Minor Project – I	Skill-Enhancement	-	-	3
BBA CAM 114	MOOC*	Ability Enhancement	-	-	3
BBA CAM 116	C++ Lab	Skill-Enhancement	-	4	2
Total			18	4	26

*Note: During the semester, the student has 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. After completing the course, the student has to produce a successful course completion certificate for claiming the credit.

An Under-Graduate Certificate will be awarded, if a student wishes to exit at the end of first year/two semesters upon successful completion.

A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA (CAM) programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

Third Semester

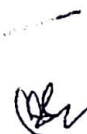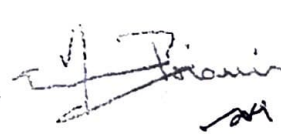| Code No.	Paper	Type	L	T/P	Credits
BBA CAM 201	Business Law	Core /Interdisciplinary	4	-	4
BBA CAM 203	Operations Research	Core	4	-	4
BBA CAM 205	Database Management System	Skill Enhancement	3	-	3
BBA CAM 207	Computer Networks	Core/Skill Enhancement	4	-	4
BBA CAM 209	Business Communication	Ability Enhancement	3	-	3
BBA CAM 211	Database Management System - Lab	Skill-Enhancement	-	2	1
BBA CAM 213	Environmental Studies	Ability Enhancement	4	-	4
BBA CAM 215	NSS/NCC/NSO/others notified by the university (NUES)	Ability Enhancement	2	-	2
Total			24	2	25

Fourth Semester

Code No.	Paper	Type	L	T/P	Credits
BBA CAM 202	Human Resource Management	Core	4	-	4
BBA CAM 204	Financial Management	Core/Skill Enhancement	4	-	4
BBA CAM 206	Operating System	Core	4	-	4
BBA CAM 208	Python Programming	Core	4	-	4
BBA CAM 210	Minor Project-II	Skill-Enhancement	-	-	3
BBA CAM 212	Operating System - Lab	Skill-Enhancement	-	4	2
BBA CAM 214	Python Programming - Lab	Skill-Enhancement	-	4	2
BBA CAM 216	MOOC*	Ability Enhancement	-	-	3
Total			16	12	26

Note: After Fourth Semester all the students shall have to undergo Summer Training for Six to Eight Weeks.

*Note: During the semester, the student has 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. After completing the course, the student has to produce a Successful course completion certificate for claiming the credit.

• At the end of the Fourth Semester all the students shall have to undergo Summer Training for six to eight weeks.

An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

A Student having qualified in Under-Graduate Diploma from GGSIP University can join the BBA (CAM) programme in 5th Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

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Fifth Semester

Code No.	Paper	Type	L	T/P	Credits
BBA CAM 301	Entrepreneurship Development	Core	3	-	3
BBA CAM 303	Web Designing & Development	Skill Enhancement	4	-	4
BBA CAM 305	Data Analytics with R Programming	Core/Ability Enhancement	4		4
BBA CAM 307	Web Designing & Development Lab	Skill-Enhancement	-	4	2
BBA CAM 309	Summer Training Report	Skill-Enhancement		-	4
	Discipline Specific Elective-I	Discipline Specific Elective	3	-	3
	Discipline Specific Elective-II	Discipline Specific Elective	3	-	3
BBA CAM 327	R Programming Lab	Skill Enhancement	-	2	1
Total			17	6	24

DISCIPLINE SPECIFIC ELECTIVE-I and II: Students are required to select specific stream and choose both the electives I and II from the selected stream only i.e. Management & IT.

S. N.	DSE – I (Information Technology)	DSE - II (Management)
1.	BBA CAM 311 Data Mining and Warehousing	BBA CAM 319 Financial Markets and Institutions
2.	BBA CAM 313 Multimedia Technology	BBA CAM 321 Talent Management
3.	BBA CAM 315 Block Chain Technology	BBA CAM 323 Sales and Distribution Management
4.	BBA CAM 317 E-Commerce	BBA CAM 325 Consumer Behaviour

Sixth Semester

Code No.	Paper	Type	L	T/P	Credits
BBA CAM 302	Business Policy & Strategy Management	Core	4	-	4
BBA CAM 304	Digital Marketing	Core	3	-	3
BBA CAM 306	Introduction to Artificial Intelligence	Core	3	-	3
BBA CAM 308	Major Project	Skill-Enhancement	-	-	6
	Discipline Specific Elective-III	Discipline Specific Elective	3	-	3
Total			13	-	19

DISCIPLINE SPECIFIC ELECTIVE-III: Students would be free to choose any ONE paper from the already selected stream in previous semester: i.e. Management or IT.

S. No.	DSE – III (Information Technology)	DSE – III (Management)
1.	BBA CAM 310 Cloud Computing	BBA CAM 314 Investment Analysis & Portfolio Management
2	BBA CAM 312 Cyber Security	BBA CAM 316 Organizational Development

CREDIT DISTRIBUTION

Types of Courses	Number of Courses	Credits Per Course	Sem. I	Sem. II	Sem. III	Sem. IV	Sem. V	Sem. VI	Total Credits
Core Courses – Theory and Classroom based	19	3/4	4	3	3	4	2	3	73
Discipline Specific Elective – Theory and Classroom based (DSE)	3	3	-	-	-	-	2	1	9
Skill Enhancement Courses Including Lab Based	15	4/3/2/1	2	3	2	3	4	1	41
Ability Enhancement Course	6	2/3/4	1	2	3	1	-	-	19
Minor Project	2	3		1		1			6
Internship Project Report	1	4					1		4
Major Research Project	1	6						1	6
Online Courses (MOOCs)	2	3		1		1			6
Total Credits	49		7	9	8	10	9	6	142