

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

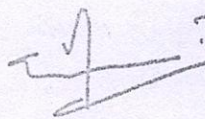
DWARKA, NEW DELHI-110078

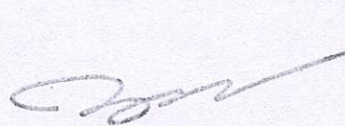
# BBA (CAM)

Scheme and Syllabus

2021-22 onwards

(Approved by AC Sub Committee)

 Pravin Chandra

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## 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

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*Pravin Chavan*

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### 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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SCHEME OF EXAMINATION

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION  
(Computer Aided Management)

for

First and Second Semester (w.e.f. 2021 - 22 Academic Session)



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

*Pravin Chandra*  
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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-**

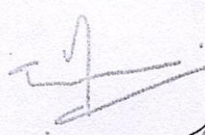

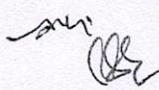
1. Written Test Compulsory (to be conducted on the date communicated by the University. 15 marks
2. Individual Assignments/Presentation/Viva-Voce/Group Discussion/Class Participation 10 marks

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.

Pravin Chandra  
  
  


# Scheme and Syllabus

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

## BBA (CAM)

### First Semester

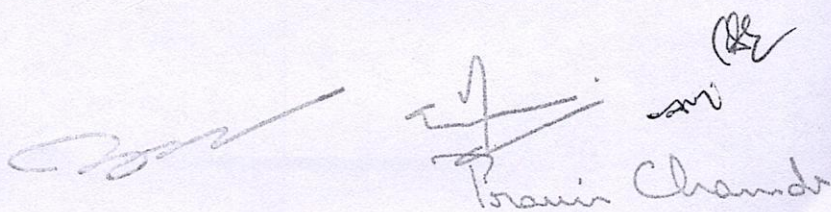
Code No.	Paper	Type	L	T/P	Credits
BBA CAM 101	Management Process and Organizational Behaviour	Core	4	-	4
BBA CAM 103	Business Mathematics	Core	4	-	4
BBA CAM 105	Financial Accounting and Analysis	Core	4	-	4
BBA CAM 107	Business Economics	Core	4	-	4
BBA CAM 109	IT Applications in Business	Skill-Enhancement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

### 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
<b>Total</b>			<b>18</b>	<b>4</b>	<b>26</b>

\*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.


  
 Pravin Chandra

A Student having qualified in Under-Graduate Certificate from GGSIP University can join the BBA (CAM) programme in 3<sup>rd</sup> 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 Chandra  
  


### 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
<b>Total</b>			<b>24</b>	<b>2</b>	<b>25</b>

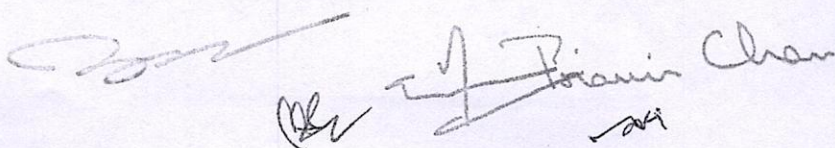
### Fourth Semester

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
<b>Total</b>			<b>16</b>	<b>12</b>	<b>26</b>

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.

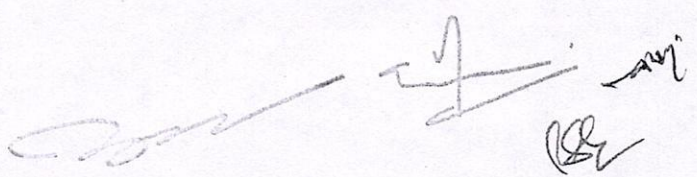




An Under-Graduate Diploma will be awarded, if a student wishes to exit at the end of second year/four semesters upon successful completion.

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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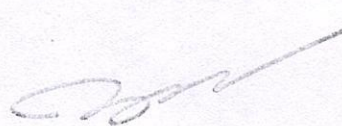
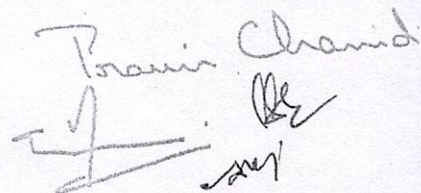
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**Fifth Semester**

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
<b>Total</b>			<b>17</b>	<b>6</b>	<b>24</b>

**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

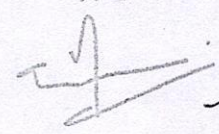
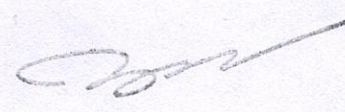



Sixth Semester

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
<b>Total</b>			<b>13</b>	<b>-</b>	<b>19</b>

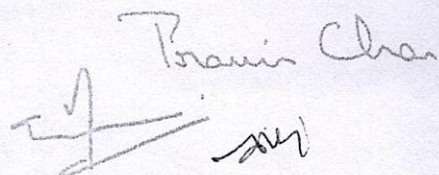

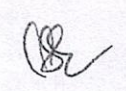
**DISCIPLINE SPECIFIC ELECTIVE-III:** Students would be free to choose any ONE paper from the already selected stream in previous semester: i.e. Management or IT.

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

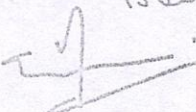
*Pravin Chandra*  
  


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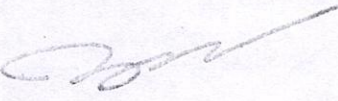
Types of Courses	Number of Courses	Credits Per Course	Sem. I	Sem. II	Sem. III	Sem. IV	Sem. V	Sem. VI	Total Credits
Core Courses – Theory and Classroom based	19	3/4	4	3	3	4	2	3	73
Discipline Specific Elective – Theory and Classroom based (DSE)	3	3	-	-	-	-	2	1	9
Skill Enhancement Courses Including Lab 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
<b>Total Credits</b>	<b>49</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>6</b>		<b>142</b>

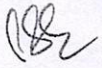
  
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# SEMESTER I

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

**BBA(CAM) 101: Management Process and Organizational Behaviour**

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 Content

**Unit I**

**Management:** Concept, Nature, Process, Significance; Managerial levels, skills, Functions and Roles; Management vs. Administration; Coordination as Essence of Management.

**Planning:** Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Process and Techniques of Decision-Making; Bounded Rationality. **Organising:** Concept, Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Delegation and Decentralization. (14 Hours)

**Unit II**

**Staffing:** Concept, Nature and Importance of Staffing.

**Motivating and Leading:** Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z.

**Controlling:** Nature and Scope of Control; Types of Control; Control Process; Control Techniques — Traditional and Modern. (14 Hours)

**Unit III**

**Organisational Behaviour-1:** Concept and nature of Organizational behavior, Importance, Challenges and Opportunities,


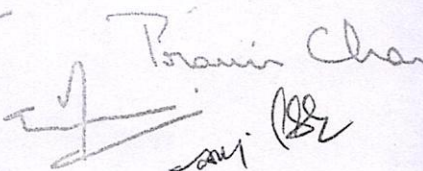
**Individual Behaviour:** Personality — Determinants and Traits; Learning-Theories and Process, Perception — Process and Errors, Attitudes- Formation, relationship between individual determinants like personality, learning, perception and attitude with behaviour. (14 Hours)

**Unit IV**

**Group Behaviour & Team Development:** Concept of Group and Group Dynamics, Stages of Group Development, Theories of Group Formation; Concept of Team v/s. Group; Types of Teams, Building and Managing Effective Team. (14Hours)

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

1. Robbins, Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi. Organizational Behaviour; Pearson Education.
3. Koontz, H. Essentials of Management, McGraw Hill Education.
4. Ghillier, 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.

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

**BBA(CAM) -103 Business Mathematics**

L-4, T-0

Credits-4

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

**Course Content**

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

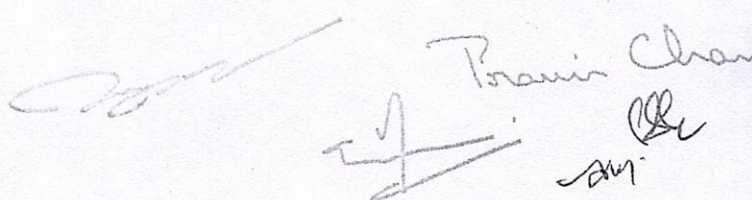
**Differential Calculus:** Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local-Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a 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. Applied Mathematics for Business, McGraw Hill Education.
5. Tuttle, Michael, D. Practical Business Math: An Applications Approach, Prentice Hall.
6. Hazarika, P., A text book of Business Mathematics, S. Chand Publication.

  
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**BACHELOR OF BUSINESS ADMINISTRATION**  
**(COMPUTER AIDED MANAGEMENT)**

**BBA(CAM) 105: Financial Accounting and Analysis**

L-4 T-0

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 Content

**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**

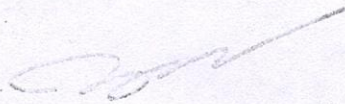
**Depreciation, Provisions and Reserves:** Concept of Depreciation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation 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. **(14Hours)**

**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 Edition.
5. Bhattacharya, S.K. and Dearden, J., Accounting for Manager - Text and Cases, Vikas Publishing House.
6. Rajasekran, Financial Accounting, Pearson Education.

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

**BBA(CAM) 107: Business Economics**

L-4, T-0

Credits-4

**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 Content

**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.

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

**BBA(CAM)-109: 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 I

**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. **(12Hours)**

**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. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning
4. Tanenbaum, A. S, Computer Networks, Pearson Education.
5. Goyal, Anita, Computer Fundamentals, Pearson Education.
6. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.

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

**BBA (CAM) 111: IT Applications in Business - LAB**

L-0, P-2

Credits-1

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

1. Knowledge of all commands of using Windows to be taught.
2. **Introduction to MS-Word:**  
Introduction to Word Processing, its 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.

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

**BBA(CAM) 113: Entrepreneurial Mindset(NUES)**

L-2

**Credits: 2**

**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)**

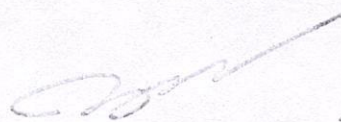
**Unit-IV**

**Practicals :**

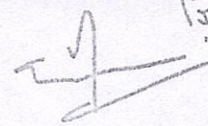
- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.
- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs. **(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 House, Delhi.

  
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# SEMESTER -II

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

**BBA(CAM) 102: Marketing Management**

L-4 / T-0

**Credits-4**

**Objective:** To provide students with an understanding of the basic concepts and principles in the area of marketing management and to inculcate in them an awareness of the importance of understanding consumer needs and the processes involved in conceptualizing, creating, communicating and delivering products aimed at fulfilling these needs.

**Course Content**

**Unit I**

**Introduction to Marketing:** Nature, Scope and Importance of Marketing; Basic Concepts, Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Steps in Consumer Decision Making, Characteristics of Industrial Markets ; Market Segmentation, Targeting and Positioning. **(14 Hours)**

**Unit II**

**Product & Pricing:** Product Levels, Product Mix, Product Lines, Product Strategy, Branding Decisions, New Product Development, Product Lifecycle; Pricing Decisions: Pricing Objectives, Pricing Methods, Price Adjustment Strategies. **(14 Hours)**

**Unit III**

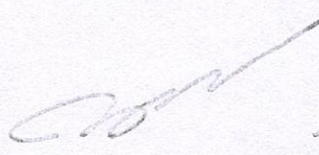
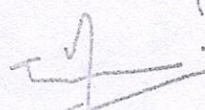
**Place:** Role and Importance of Intermediaries, Types of Channels, Major Channel Design Decisions; Selecting, Motivating and Evaluating Channel Intermediaries; Physical Distribution, Logistics and Supply Chain Management. **(14 Hours)**

**Unit IV**

**Promotion:** Promotional Objectives; Factors Influencing Choice of Promotional Mix; Push vs. Pull Strategy; Advertising-Definition and Importance; Comparison of Advertising Media; Personal Selling-Importance and Process, Transaction versus Relationship Selling; Sales Promotion — Purpose, Types, Limitations; Publicity and Public Relations- Definition, Importance and Tools; Direct Marketing; Digital Marketing-Types, Advantages & Challenges. **(14 Hours)**

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

1. Kotler, P., Keller, K.L., Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education.
3. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C, Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing: Asian Edition, Oxford University Press, New Delhi.
5. Walker O. C., Mullins J. & Boyd Jr. H. W, Marketing Strategy: A Decision Focused Approach, McGraw Hill Education.
6. Saxsena, R., Marketing Management, McGraw Hill Education.

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

**BBA(CAM) 104: BUSINESS STATISTICS & RESEARCH METHODOLOGY**

L-4 /T-0

Credits-4

**Objective:** The objective of this course is to provide in-depth knowledge of statistical tools to the students to enable them to make statistical analysis in business/industry, which are also highly important for further studies in management. As it is an application oriented course so derivation/ proofs can be omitted. Questions based on concept, understanding & application of some results/definitions to a particular situation are to be set.

Course Contents

**Unit I**

**Measures of Central Tendency & Dispersion: Measures of Central Tendency:** Introduction; Arithmetic mean; Combined mean; Weighted mean; Median; Mode; Geometric mean; Harmonic mean; Combined variation and weighted variation.

**Measures of Dispersion:** Absolute and relative measures of dispersion; Range; Mean deviation; Standard deviation; Coefficient of variation. **Sampling :** Introduction; Census and Sampling method; Basis of sampling; Essentials of sampling; Methods of sampling; Simple random sampling; Restricted random sampling; Stratified sampling; Systematic sampling; Multistage sampling; Merits and limitation of sampling; Sampling and non sampling errors; Reliability of samples. Brief explanation of the Central limit theorem. **(14 Hours)**

**Unit II**

**Probability Theory and Distributions:** Concept; Addition and multiplication theorems of probability; conditional probability & independent events; Bayes' theorem; Expected Values. Binomial distribution; Poisson distribution; Normal distribution and their applications. **(14 Hours)**

**Unit III**

**Hypothesis Testing & Analysis of Variance: Hypothesis testing:** Introduction; Level of Significance; Process of testing; Normal test (Z test) & t – test for single mean and difference of means, Chi- Square Test, F- test.

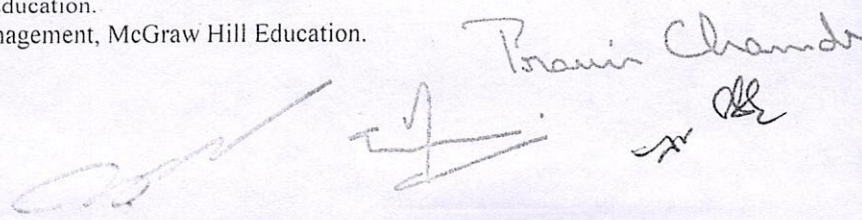
Brief description of non-parametric tests. **Analysis of Variance:** Introduction; Assumptions and technique of Analysis of variance (ANOVA); One-way Classification model; Two-way Classification model. **Statistical Inference:** Theory of estimation; Point estimation (Properties of good estimators); Interval estimation; Test of hypothesis; Test of hypothesis concerning Mean; Test of hypothesis concerning Proportion; Test of hypothesis concerning Standard Deviation. **(14 Hours)**

**Unit IV: Correlation, Regression & Time Series Analysis:**

**Correlation:** Introduction; Importance; Types; Karl Pearson's coefficient of linear correlation and Spearman's Rank correlation. **Regression Analysis:** Introduction; Two lines of Regression; Regression Coefficient in a bi-variate frequency distribution; Standard error of the estimate. **Time Series:** Introduction; Objectives of Time Series analysis; Components of a Time Series; measurement of secular trend; method of least squares (fitting of linear trend only). **(14 Hours)**

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

1. R.I. Levin and David Rubin. Statistics for Management, Prentice Hall of India, New Delhi.
2. I.R. Miller, J.E. Freund and R. Johnson. Probability and Statistics for Engineers. Prentice Hall of India, New Delhi.
3. R.S. Bhardwaj. Business Statistics. Excel Books, New Delhi.
4. S.P. Gupta. Statistical Methods. Sultan Chand & Sons.
5. Bajpai, Naval. Business Statistics, Pearson Education.
6. Vohra, N.D. Quantitative Techniques in Management, McGraw Hill Education.

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

**BBA(CAM) 106: Software Engineering**

L-4 / T-0

**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.

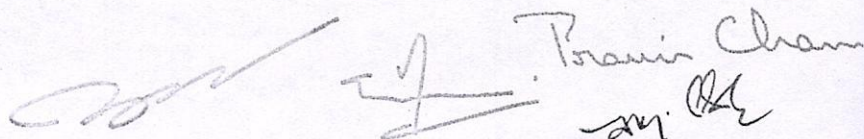
**Creating an architectural design:** software architecture, data design, architectural styles and patterns, architectural design, conceptual model of UML, basic structural modeling, class diagrams, sequence diagrams, collaboration diagrams, use case diagrams, component diagrams.  
**(14 Hours)**

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

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

**BBA(CAM) 108: Object Oriented Programming Using C++**

L-4 /T-0

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. C++: The complete reference.

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

**BBA(CAM) 110: Managerial Personality Development (NUES)**

L-2 / T-0

**Credits-2**

**Objective:** To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.

Course Content

**Unit I**

Self introduction, Highlight your positive and negative personality traits, goal in life and how you are preparing yourself for the goal. Accentuate the positive aspects of your peer group, list down the positive attributes to highlight the positive traits of your personality **(7 Hours)**

**Unit II**

Cassette recording of the dialogue sessions on any current happening, modes of entertainment, weather, Politics, Economy, Family, Education System, Women Education, Fundamental Rights, Environmental Pollution.

Role Plays on Conflict Management, Negotiation and Complaint Handling.

**(7 Hours)**

**Unit III**

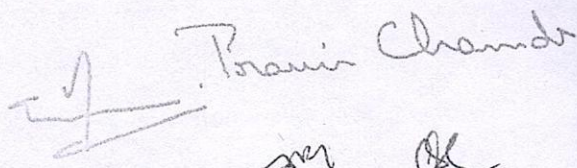
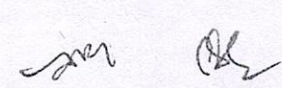
Find out how you think, Determine what you value, be clear what drives you, audit your skills, describe your personality. Take a process view of your life, Paint your future, Define your goals, Make choices, identify your development needs, overcome resistance. **(7 Hours)**

**Unit IV**

Use the mentor, Build your Network, Learn how to learn, increase your professionalism, empowerment, develop a positive self image, Brief introduction of Group discussion techniques, Group Discussion on current Social, cultural and popular topics and practice sessions **(7 Hours)**

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


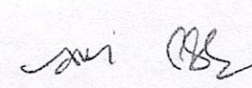
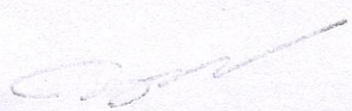
1. E.H McGrath. Basic Managerial Skills for all, Prentice Hall of India Pvt. Ltd., New Delhi
2. F.T Wood. Remedial English Grammer for foreign students, Macmillan, New Delhi.
3. Meribeth Bunch. Creating Confidence, Kogan Page.
4. Wadkar, Alka. Life Skills for Success. Sage Publications
5. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change. Simon and Schuster
6. Joshi, Gangadhar. *Campus to Corporate: Tour Roadmap to Employability.* Sage Publications

  
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**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(COMPUTER AIDED MANAGEMENT)**  
**BBA(CAM) 112: Minor Project -I**

**Credits-3**

During the second 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 or software development. Both the title and the name of the Supervisor will be approved by the Director / Principal of the Institution.

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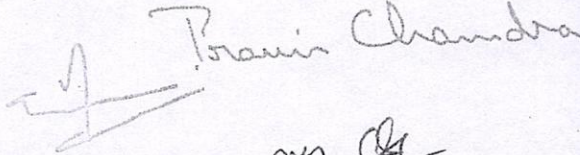
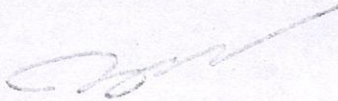
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(COMPUTER AIDED MANAGEMENT)**

**BBA (CAM):114 MOOC**

**Credits: 03**

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 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 is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

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

**BBA(CAM) 116: C++ LAB**

**Credits-2**

**P-4**

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

**Course Contents**

**Unit-I**

**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

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## 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





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## 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

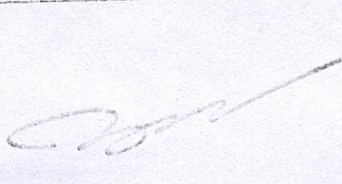
### Program Specific Outcomes for BBA (CAM)

After the program the students will be able to:

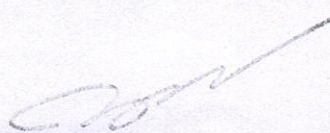
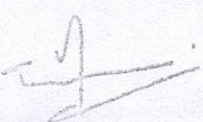
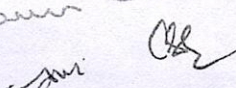
- PSO 1. Develop understanding of software, hardware and network components
- PSO 2. Demonstrate reflective thinking and research skills using latest technological tools
- PSO 3. Apply functional programming and object-oriented programming techniques using databases to develop computer programs
- PSO 4. Exhibit problem solving ability using software based solutions

The course outcomes of various courses of BBA (CAM) are:

Paper/ Subject	Course Outcome
<b>First Semester</b>	
BBA CAM -101 Management process and Organizational Behaviour	CO1. Explore the evolution of the concepts of management CO2: Examine the relevance of the theories of Motivation CO3: Analyze the significance of Organization and Individual Behavior CO4: Analyse and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective teams CO6: Comprehend dynamics of human behavior
BBA CAM -103 Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA CAM 105- Financial Accounting and Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation CO5 : Comprehension about accounting for shares and debentures CO6: Explore the role of Stock exchanges and SEBI as a regulator

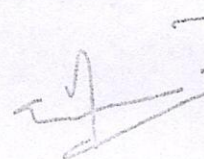
  
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BBA CAM 107- Business Economics	<p>CO7: Conduct comprehensive financial analysis of companies</p> <p>CO1: Understand the fundamental concepts of Business Economics</p> <p>CO2: Analyze the relationship between consumer behavior and demand</p> <p>CO3: Explore the theory of production and through the use of ISO-QUANTS</p> <p>CO4: Understand the concept and relevance of short term and long term cost</p> <p>CO5: Examine pricing decisions under various market conditions</p> <p>CO6: Analyse economic challenges posed to businesses</p>
BBA CAM 109- IT Applications in Business	<p>CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).</p> <p>CO2: Analyze the usage of IT product and services.</p> <p>CO3: Use internet web services and resources for learning and discovery.</p> <p>CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems.</p> <p>CO5: Comprehend the role of databases in IT applications.</p>
BBA CAM 111- IT Applications in Business (Lab)	<p>CO1: Explore the utility of applications provided by MS Office</p> <p>CO2: Proficiency in MS Advanced Excel and Powerpoint</p> <p>CO3: Effective and professional presentation and communication skills</p> <p>CO4: Use Tables and Charts from Excel to create interactive and animated presentations</p>
BBA CAM -113- Entrepreneurial Mindset (NUES)	<p>CO1: Exhibit entrepreneurial skills and abilities</p> <p>CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects</p> <p>CO3: Explore the laws and government assistance available for new entrepreneurs.</p> <p>CO4: Explore ways to achieve entrepreneurial success</p>
<b>Second Semester</b>	
BBA CAM 102- Marketing Management	<p>CO 1. Evaluate the market and environmental conditions affecting marketing decisions of a firm</p> <p>CO 2. Identify Target Market Segment for the Product and strategize its Positioning</p> <p>CO 3. Apply technological tools and techniques to predict and satisfy consumer demand</p> <p>CO 4. Analyze the process of value creation through marketing decisions</p>
BBA CAM 104 - Decision making Techniques in Business	<p>CO1: Understand the basic concepts of Statistics</p> <p>CO2: Apply Correlation and Regression concepts in business and research problems</p> <p>CO3 : Explore the use of linear programming in business problem solving</p> <p>CO4: Analyze transportation and assignment problems</p> <p>CO5: Evaluate alternatives before taking business decisions</p>
BBA CAM -106-Software Engineering	<p>CO 1. Comprehensive understanding of the system development lifecycle; software process methodologies, choice of algorithm,</p>



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	<p>language, software libraries and user interface technique;</p> <p>CO 2. Apply the principles of object-oriented software construction; software-development process, including requirements analysis, design, programming, testing and maintenance;</p> <p>CO 3. Model object-oriented software systems; investigate and improve the specification of a software system;</p> <p>CO 4. Design and plan software solutions to problems using an object-oriented strategy;</p> <p>CO 5. Identify a range of solutions and critically evaluate and justify proposed design solutions;</p> <p>CO 6. Evaluate systems in terms of general quality attributes and possible trade-offs presented within the given problem;</p> <p>CO 7. Develop and apply testing strategies for software applications</p>
BBA CAM 108: Object Oriented Programming Using C++	<p>CO 1. Describe the meaning of the object-oriented paradigm, and create class hierarchies using the object-oriented design process</p> <p>CO 2. Design and implement C++ programs for complex problems, making good use of the features of the language such as classes, inheritance and templates</p> <p>CO 3. Design object oriented solutions for small systems involving multiple objects.</p> <p>CO 4. Implement, test and debug solutions in C++</p> <p>CO 5. Comprehend Polymorphism</p> <p>CO 6. Develop proficiency in File and Exception Handling</p>
BBA CAM 110- Managerial Personality Development	<p>CO1: Define their own personality in terms of strengths and weaknesses</p> <p>CO2: Develop communication ability and professional presentation skills</p> <p>CO3: Explore negotiation skills and develop ability to motivate</p> <p>CO4: Articulate and express with self confidence in a Group Discussion</p>
BBA CAM 112- Minor Project - I	<p>CO1: Identify a business problem or a field of study</p> <p>CO2: Explore the environment to identify potential research areas</p> <p>CO3: Crystallize a business concern into a concrete business research problem</p> <p>CO4: Explore alternative ways to resolve a business problem</p>
BBA CAM 116- C++ Lab	<p>CO 1. Comprehend advantages of a high level language like C/C++, the programming process, and the compilation process</p> <p>CO 2. Develop proficiency in the use software tools in the programming process</p> <p>CO 3. Apply good programming principles to the design and implementation of C/C++ programs</p> <p>CO 4. Design, implement, debug and test programs using the fundamental elements of C/C++</p> <p>CO 5. Demonstrate an understanding of primitive data types, values, operators and expressions in C/C++</p>

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