

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA(CAM)

SEMESTER – 5th

ACADEMIC YEAR – 2022-2023(AUG)

Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (55 Min. each)	Tutorials/ Practicals/ Projects/Labs (Per Week)	Credits
19	Web Designing and Development	BBA(CAM) - 309	4	2 Labs	4

Marks Assessment Distribution As per GGSIP University norms

- Continuous Assessment: 25 (Class Test + Viva Voce/ Class Presentations/Class Interaction/Group Discussion)
- End Term Examination: 75

Learning Objective The object of this paper is to familiarize students in the various Web based packages to develop customize web site.

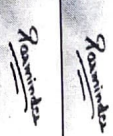
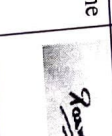


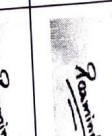
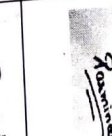


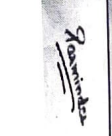
TEXT BOOKS (T)/Self Instructional Material/Websites

Sr No	Title	Author	Publisher Name
T-1	HTML, DHTML & Javascript	Evan Bayross	BPB Publications
T-2	ASP.NET		BPB Publications

REFERENCE BOOKS (R)

R-1	Dreamweaver in 24 hours	Betsy Bruce	Technmedia
R-2	HTML 4.0 unleashed	Darnell	Technmedia
R-3	Computer Applications – II	Anuradha Aggarwal	Mayur Paperbacks

DETAILED PLAN FOR LECTURES

Lecture No.	Date	Unit/ Topic	Sub-Topic/ Lecture Description	Learning Outcomes	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc.	Signature of Faculty
1.	1/8/2022	UNIT – I	Introduction of Web Designing and Development	Getting familiar with the Web Technology. Creating a web design and accordingly developing web pages and hence developing static websites.	Self Compiled instructional material using the text book T-1, reference book R-3	
2.	3/8/2022	Introduction to World Wide Web, Planning A website, HTML, Graphics for Web Pages, Tables, Frames, Forms	www, Web Technology, Internet, History and development of Internet, Intranet, Extranet, Internet Service Providers, Gateways, Web Server, Different Web Servers: Apache, IIS; Web Clients, Web Browsers, Various Web Browsers: IE, Firefox, Chrome, Safari etc. Protocols: TCP/IP suite, FTP, SMTP, MIME, HTTP		Self Compiled instructional material PPT using Text Book T-1 and reference Book R-3	
3.	5/8/2022		Introduction to HTML, Tags, Singular tags, Container Tags, Attributes, Document Structure, Attributes of <head> <body>		Self Compiled instructional material using the source www.w3schools.com as accessed on 5th August, 2022	
4.	6/8/2022		Explicit tags, Implicit tags, heading tags, <hr>, , comment tag, <p>, , <i>, <u>, <big><small>, <sup>, <sub>, , 		Self Compiled instructional material using the source www.w3schools.com as accessed on 5th August, 2022	
5.	8/8/2022		, <ins>, <marquee>		Self Compiled instructional material using the source www.w3schools.com as accessed on 10 th August, 2022	
6.	16/8/2022		<cite>, <blockquote>, <address>, <div>, <basefont>, <pre> tags along with their properties		Self Compiled instructional material using the source www.w3schools.com as accessed on 11 th August, 2022	
7.	22/8/2022		Lists used in HTML:		Self Compiled instructional material using the source www.w3schools.com as accessed on 12 th August, 2022 and using the text book T-1	
8.	23/8/2022		1. Ordered List 2. Unordered List 3. Definition List		Self Compiled instructional material using the source www.w3schools.com as accessed on 12 th August, 2022 and using the reference	
9.	26/8/2022		Graphics in web Document, Including image in HTML			

book R-3

PLAN FOR PRACTICAL: (Please do not use these time slots for syllabus coverage)

Lab Practical	Topic	Type of pedagogical tool(s) planned (Case Study/ Group Discussion/ Mock Trial/ Moot Court etc.) or (case analysis, problem solving test, role play, business game etc.)
Practical -1	Introduction to HTML	Computer practical (lab)
Practical-2	Show the working of basic HTML tags	Computer practical (lab)
Practical-3	Show the working of a. Br tags b. Comment tag c. Marquee tag d. Hr tag	Computer practical (lab)
Practical-4	Show the working of formatting tags: a. Font tag b. Pre tag c. Superscript tag d. Subscript tag, e. P tag f. B, I, U tags.	Computer practical (lab)
Practical-5	Display Nested list(UL and OL)	Computer practical (lab)
Practical-6	Show the working of: a. Menu list b. Directory list c. Definition list	Computer practical (lab)
Practical-7	Insert an inline hyperlink image in different frames	Computer practical (lab)

REMARKS BY HOD:

Seema Nath
good.

Dr. Seema Nath Jain
(HOD, BBA 2nd shift)

REMARKS BY DIRECTOR:

Pass

Prof. (Dr.) Anil Parkash Sharma
(Director)

Xiii

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA CAM

SEMESTER – 5th

ACADEMIC YEAR – 2022-2023 (AUGUST' 2022)

Course Code

Course Title

**Course/ Lesson
Planner**

**Lectures/ week (50
Min. each)**

**Tutorials/
Practicals/
Projects/Labs (Per
Week)**

Credits

019

FINANCIAL MANAGEMENT

BBA CAM 303

5

Nil

4

**Marks Assessment
Distribution**

As per GGSIP University norms

- Continuous Assessment: 25 (Class Test + Viva Voce/ Class Presentations/Class Interaction/Group Discussion)
- End Term Examination: 75

Learning Objective

The objective of the course is to acquaint the students with the overall framework of financial decision making in a business unit

Sr No

Title

TEXT BOOKS (T)/Self Instructional Material/Websites

Author

Publisher Name

T-1

FINANCIAL MANAGEMENT

R. P. RUSTOGI

TAXMAN

REFERENCE BOOKS (R)

R-1

FINANCIAL MANAGEMENT

S. N Maheshwari

SULTAN CHAND

DETAILED PLAN FOR LECTURES

1	2	3	4	5	6	7
Lecture No.	Date	Unit/ Topic	Sub-Topic/ Lecture Description	Learning Outcomes	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc.	Signature of Faculty
1	1.8.2022	UNIT - I	Meaning, Scope, Objectives of Financial Management	<ul style="list-style-type: none"> ● Its gives knowledge of the financial management ● It gives knowledge of various tools of FM ● Various fund based system are explained. ● Role of financial management to calculate profits. 	Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
2	5.8.2022		Profit Vs. Wealth Maximization, Liquidity Vs. Profitability		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
3	6.8.2022		Financial Management and other Areas of Management		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
4	8.8.2022		Methods of Financial Management,		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
5	16.8.2022		Organization of Finance Function.		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
6	22.8.2022		Concepts in Valuation: Time Value of Money, Valuation Concepts,		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
7	23.8.2022		Concepts in Valuation: Time Value of Money, Valuation Concepts,		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
8	29.8.2022		Valuation of Securities viz., Debentures,		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>
9	30.8.2022		Preference Shares and Equity Shares		Self compiled instructional material and Pedagogical Tool Demonstration from Text Book(T-1)	<i>Nain</i>

REMARKS BY HOD:

Good work

Seema Nath Jain
6/19/2022

Dr. Seema Nath Jain

HOD, BBA 2nd Shift

REMARKS BY DIRECTOR: _____

Nice

[Signature]

Prof. (Dr.) Anil Parkash Sharma
(Director, IIMT)





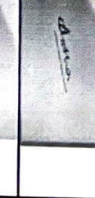
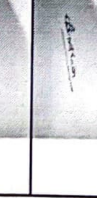



Xiii. N. Xiii

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA CAM		SEMESTER -5 th		ACADEMIC YEAR – August’ 2022-23	
Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (55 Min. each)	Tutorials/ Practical/ Projects/Labs (Per Week)	Credits
019	Consumer Behaviour	BBA (CAM) 305	4	NIL	4
Marks Assessment Distribution As per GGSIP University norms > Continuous Assessment: 25 (Class Test + Viva Voice/ Class Presentations/Class Interaction/Group Discussion) > End Term Examination: 75					
Learning Objective The object of this paper is to identify the customer satisfaction & customer delight it is very important to understand the behaviour of the customers .The course is designed to enable the various individual and organisational aspects that influence the buying decisions of the customer.					

TEXT BOOKS (T)/Self Instructional Material/Websites					
Sr No	Title	Author	Publisher Name		
T-1	Consumer Behaviour	Dr. S.L. Gupta & Sumitra Paul	Sultan Chand & Sons ,New Delhi.		
T-2	Consumer Behaviour	Leon G. Schiffman, Leslie Laser Kanuk	Prentice Hall of India Private Limited.		
REFERENCE BOOKS (R)					
R-1	Consumer Behaviour	Henry Assael (HA)	Asian Books Private Ltd.		
R-2	Marketing Management	T. N.Chhabra	Dhanpat Rai & Co.(Pvt.) Ltd. Delhi.		

Lecture No. (1)	Date (2)	Unit/ Topic (3)	Sub-Topic/ Lecture Description (4)	Learning Outcomes (5)	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc. (6)	Signature of Faculty (7)
1.	1/ Aug/2020	UNIT – I Introduction to Consumer Behaviour	Concept of Consumer Behaviour	<ul style="list-style-type: none"> Students were made aware of the concept related to Nature and importance of marketing in today's environment Micro and Macro environment relationship with reference to marketing Basic Model of Consumer Behaviour 	Self compiled instructional material from (R1)	
2.	2/Aug/2020		Nature, Definition of Consumer Behaviour		Material given from text book (T1)	
3.	3/Aug/2020		Importance of Consumer Behaviour		Power Point Presentation made from (R1, T1)	
4.	8/Aug /2020		Stages of Buying Process		Self compiled notes from Text Book(T1)	
5.	10/Aug/2020		Current Trends in CB, Consumer Behaviour from Consumer Perspective		Self compiled notes from Text Book(T1)	
6.	16/Aug/2020		Approaches of Consumer Behaviour		Self compiled notes from Text Book(T1)	
7.	23/Aug/2020		Industrial Buying /Organisational Buying		Self compiled notes from Text Book(T2)	
8.	29/Aug/2020		Consumer Buying Process, Basic Model of Consumer Behaviour		Self compiled notes from Text Book(T1)	
9.	31/Aug/2020		Kotler Model of Consumer Behaviour		Self compiled notes from Text Book(T1,2)	

REMARKS BY HOD: _____

well done!

Dr. Seema Nath Jain

(HOD BBA 2nd Shift)

Seema Nath Jain
19/1/2025

REMARKS BY DIRECTOR: _____

AST

Prof.(Dr.)Anil Parkash Sharma
(Director)

Anil Parkash Sharma

Xii. IX. XXiii














IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA CAM		SEMESTER -6 th		ACADEMIC YEAR – 2022-2023 (March,2023)	
Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (55 Min. each)	Tutorials/ Practical/ Projects/Labs (Per Week)	Credits
019	Entrepreneurship Development & Corporate Ethics	BBA (CAM) 302	4	NIL	4
Marks Assessment Distribution	As per GGSIP University norms > Continuous Assessment: 25 (Class Test + Viva Voice/ Class Presentations/Class Interaction/Group Discussion) > End Term Examination: 75				
Learning Objective	The objective of this subject is to acquaint the students with the growth of Entrepreneurship & its role in Industrial Development of country and impact knowledge of the basic problems of management of small business unit.				

TEXT BOOKS (T)/Self Instructional Material/Websites					
Sr. No	Title	Author	Publisher Name		
T-1	ED & CE	C.B. Gupta.	Sultan Chand & Sons ,New Delhi.		
T-2	ED & CE	Dr. S. Moharamana & Dr. C.R. Das	R.B. S.A Publisher , Jaipur.		
REFERENCE BOOKS (R)					
R-1	Srimadbhagwad Gita	Srimadbhagwad Gita	Gita Press, Ghorakhpur.		
R-2	Value & Ethics	T. N. Chhabra	Dhanpat Rai & Co.(Pvt.) Ltd. Delhi.		

DETAILED PLAN FOR LECTURES

Lecture No. (1)	Date (2)	Unit/ Topic (3)	Sub-Topic/ Lecture Description (4)	Learning Outcomes (5)	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc. (6)	Signature of Faculty (7)
1.	9/03 /2023	UNIT – I	Concept of Enterprise, Entrepreneur & Entrepreneurship	Students were made aware of the concept related to	Self compiled instructional material from (R1)	
2.	14/03 /2023		Process of an Entrepreneurship Development	Needs and importance of Entrepreneur in today's environment	Material given from text book (T1)	
3.	15/03/2023		Needs & Significance of an Entrepreneurship Development		Power Point Presentation made from (R1, T1)	
4.	16/03/2023		Strategies of an Entrepreneurs		Self compiled notes from Text Book(T1)	
5.	17/ 03/2023	UNIT – II	Difference between Enterprise, Entrepreneur, Entrepreneurship and Manager.	Students were made aware of the concept related to	Self compiled instructional material from (R1)	
6.	21/ 03 /2023		Myths & Misconception	Nature and importance of Entrepreneur in today's environment	Material given from text book (T1)	
7.	22/ 03 /2023		Characteristics & Qualities	Role demanded of an Entrepreneur.	Power Point Presentation made from (R1, T1)	
8.	23/ 03/2023		Role demanded of an Entrepreneur.	Role demanded of an Entrepreneur	Self compiled notes from Text Book(T1)	
9.	24/03 /2023		Economic Role demanded of an Entrepreneur		Self compiled notes from Text Book(T1)	
10.	27/03/2023		Case study of an Entrepreneur		Self compiled notes from Text Book(T1)	
11.	28/ 03 /2023		Experiences of an Entrepreneurs		Self compiled notes from Text Book(T2)	
12.	29/ 03 /2023		Process of developing ED		Self compiled notes from Text Book(T1)	
13.	31/03/2023		Scanning Business Environment		Self compiled notes from Text Book(T1,2)	

REMARKS BY HOD: -

Seema Nath Jain
3/19/2023

Good work!

Dr. Seema Nath Jain
(HOD, BBA 2nd Shift)

REMARKS BY DIRECTOR: -

Good work!

Prof.(Dr.) Anil Parkash Sharma

(Director)

XIII. XXXIII



PROGRAMME: BBA

SEMESTER – II

ACADEMIC YEAR – 2022-23 (MAR 2023)

Course Code	Course Title	Lesson Planner	Lectures/ week (55 Min. each)	Tutorials/ Practicals / Projects/Labs (Per Week)	Credits
017	E-Commerce	BBA 106	4	2	4

Marks Assessment Distribution
As per GGSIP University norms
 > Continuous Assessment: 25 (Class Test + Viva Voce/ Class Presentations/Class Interaction/Group Discussion)
 > End Term Examination: 75

Learning Objective
 The object of this paper is to train students in the on Business Writing and to develop Presentation Skills

Sr No	Title	Author	Publisher Name
T-1	Electronic Commerce – from Vision to fulfilment	Elias M. Awad	PHI Learning
T-2	Electronic Commerce- Framework , Technologies and Applications	Bharat Bhaskar	McGraw Hill
REFERENCE BOOKS (R)			
R-1	E-Commerce and E-Commerce Management	Dave Chaffey	Pearson Education
R-2	Web Enabled Commercial Application Development using HTML DHTML Javascript	Ivan Bayross	BPB

DETAILED PLAN FOR LECTURES

1 Lecture No.	2 Date	3 Unit/ Topic	4 Sub-Topic/ Lecture Description	5 Learning Outcomes	6 References/ / Other Readings, Relevant Websites, Audio Visual Aids, software/ Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc.	7 Signature of Faculty

		UNIT - I			
1.	9/03/23	E-Commerce Introduction: Meaning, nature, Concepts	Students Learned the concept and various application issue of E-Commerce.	Self compiled instructional material from Text Book T1 and R1	
2.	10/03/23	Advantages of E-Commerce	Challenges and Barriers in E-commerce Environment	Self compiled instructional material from Text Book T1 and R1	
3.	13/03/23	Disadvantage of E-Commerce		Self compiled instructional material from Text Book T1 and R1	
4.	14/03/23	Reason for Transaction Online		Self compiled instructional material from Text Book T2 and R1	
5.	15/03/23	Types of Electronic Commerce		Self compiled instructional material from Text Book T2 and R1	
6.	16/03/23	Electronic Commerce Model		Self compiled instructional material from Text Book T2 and R1	
7.	18/03/23	Electronic Commerce Model		Self compiled instructional material from Text Book T2 and R1	
8.	20/03/23	Electronic Commerce Model		Self compiled instructional material from Text Book T2 and R1	
9.	21/03/23	Challenges and Barriers in E-commerce Environment		Self compiled instructional material from Text Book T1 and R1	
10.	23/03/23	Ecommerce in India: Transition to E-commerce in India		Self compiled instructional material from Text Book T1 and R1	
11.	27/03/23	Indian Readiness for Ecommerce		Self compiled instructional material from Text Book T1 and R1	
12.	28/03/23	E-Transition Challenges for Indian Corporate		Self compiled instructional material from Text Book T1 and R1	

REMARKS BY HOD: Good work!

Seema Nath Jain
14/03/2023

Dr. Seema Nath Jain
(HOD, BBA II Shift)

REMARKS BY DIRECTOR:

Prof. (Dr.) Anil Parkash Sharma
(Director)

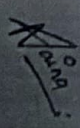
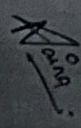
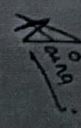
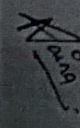
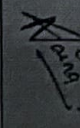
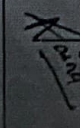

IDEAL INSTITUTE OF MANAGEMENT AND TECHNOLOGY



PROGRAMME: BBA GEN		SEMESTER - 2		ACADEMIC YEAR- 2022-23 (March, 2023)	
Course Code	Course Title	Course/ Lesson Planner	Lectures/ week (55 Min. each)	Tutorials/ Practicals/ Projects/Labs (Per Week)	Credits
17	BUSINESS COMMUNICATION	BBA 110	4	NIL	4
Marks Assessment Distribution	As per GGSIP University norms > Continuous Assessment: 25 (Class Test + Viva Voce/ Class Presentations/Class Interaction/Group Discussion) > End Term Examination: 75				
Learning Objective	To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This Course will help students in understanding the principles and techniques of business communication.				

TEXT BOOKS (T)/Self Instructional Material/Websites		REFERENCE BOOKS (R)	
Sr No	Title	Author	Publisher Name
T-1	BUSINESS COMMUNICATION	Dr. T.N Chhabra	SUN INDIA
R-1	BUSINESS COMMUNICATION	Dr. C.B Gupta	VIKAS PUBLISHING

DETAILED PLAN FOR LECTURES

Lecture No. (1)	Date (2)	Unit/ Topic (3)	Sub-Topic/ Lecture Description (4)	Learning Outcomes (5)	References/ Text Books/ Other Readings, Relevant Websites, Audio Visual Aids, software / Self compiled instructional material and Pedagogical Tool Demonstration/ Case Study / Group Discussion/Power Point Presentation etc. (6)	Signature of Faculty (7)
1.	20/03/2023	UNIT – I Fundamental of Communication	Communication- Meaning, Significance	After studying Students get the knowledge of the following: <ul style="list-style-type: none"> • Communication process • Feedback in communication • Channels of communication • How effective listening helpful for the learner. 	Self compiled instructional material from Textbook (T1)	
2.	22/03/2023		Process of communication		Self compiled instructional material from Textbook (T1)	
3.	23/03/2023		Principles of Effective Communication		Self compiled instructional material from Textbook (T1)	
4.	24/03/2023		7Cs of Communication		Self compiled instructional material from Textbook (T1)	
5.	27/03/2023		How to improve Command over spoken & written.		Self compiled instructional material from Textbook (T1)	
6.	29/03/2023		Effective Listening		Self compiled instructional material from Textbook (T1)	
7.	31/03/2023		Effective Listening		Self compiled instructional material from Textbook (T1)	

REMARKS BY HOD: _____

2/10/24

Dr. Seema Nath Jain

Seema Nath Jain

(HOD, BBA 2nd Shift)

REMARKS BY DIRECTOR: _____

Seema Nath Jain

Anil Parkash Sharma

Prof.(Dr.)Anil Parkash Sharma
(Director)

XIII. IX. XXIII