

SCHEME OF EXAMINATION

&

SYLLABI

of

BBA (TOUR & TRAVEL MANAGEMENT)

for

**First to Sixth Semester
(w.e.f. 2005 – 2006 Academic Session)**



**GURU GOBIND SINGH
INDRAPRASTHA
UNIVERSITY**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006**

SCHEME OF EXAMINATION

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

First Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-101	Principles of Management	4	-	4
BBA (T&TM)-103	Business Economics-I	4	-	4
BBA (T&TM)-105	Business Mathematics	4	-	4
BBA (T&TM)-107	Computer Fundamentals-I	4	-	4
BBA (T&TM)-109	Financial Accounting	4	-	4
BBA (T&TM)-111	Personality Development and Communication Skills-I	4	-	4
BBA (T&TM)-113	Computer Lab	0	4	2
BBA (T&TM)-115	Fundamentals of Travel and Tourism	4	-	4
	TOTAL	28	4	30

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Second Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-102	Business Organization	4	-	4
BBA (T&TM)-104	Business Economics-II	4	-	4
BBA (T&TM)-106	Quantitative Techniques & Operation Research in Management	4	-	4
BBA (T&TM)-108	Data Base Management System	4	-	4
BBA (T&TM)-110	Cost Accounting	4	-	4
BBA (T&TM)-112	Personality Development and Communication Skills-II	3	-	3
BBA (T&TM)-114	DBMS Lab	0	6	3
BBA (T&TM)-116	Indian Cultural Heritage : Perspective for Tourism	4	-	4
	TOTAL	27	6	30

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Third Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-201	Organizational Behaviour	4	-	4
BBA (T&TM)-203	Indian Economy	4	-	4
BBA (T&TM)-205	Marketing Management	4	-	4
BBA (T&TM)-207	Computer Application-I	4	-	4
BBA (T&TM)-209	Management Accounting	4	-	4
BBA (T&TM)-211	Personality Development and Communication Skills-III (Minor Projects & Presentations)	-	-	6
BBA (T&TM)-213	Computer Application Lab-I	0	4	2
BBA (T&TM)-215	Management of Travel Agency	4	-	4
	TOTAL	24	4	32

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Fourth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-202	Human Resource Management	4	-	4
BBA (T&TM)-204	Business Environment	4	-	4
BBA (T&TM)-206	Marketing Research	4	-	4
BBA (T&TM)-208	Computer Application-II	4	-	4
BBA (T&TM)-210	Business Laws	4	-	4
BBA (T&TM)-212	Taxation Laws	4	-	4
BBA (T&TM)-214	Computer Application Lab-II	-	4	2
BBA (T&TM)-216	Ecology, Environment & Tourism	4	-	4
	TOTAL	28	4	30

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Fifth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-301	Values & Ethics in Business	4	-	4
BBA (T&TM)-303	Sales & Customer Relationship Management	4	-	4
BBA (T&TM)-305	Foreign Language-I (French – I)	4	-	4
BBA (T&TM)-307	Management of Information System	4	-	4
BBA (T&TM)-309	Financial Management	4	-	4
BBA (T&TM)-311	Summer Training Report & Viva-Voce	-	-	6
BBA (T&TM)-313	Computer Application Lab	-	4	2
BBA (T&TM)-315	Marketing in Service Industry- Airlines, Travel, Tours and Hotel	4	-	4
	TOTAL	24	4	32

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (T & TM)

Sixth Semester Examination

Paper Code	Paper	L	T/P	Credit
BBA (T&TM)-302	Trends in Travel & Tourism & Laws	4	-	4
BBA (T&TM)-304	Project Planning & Evaluation	4	-	4
BBA (T&TM)-306	Entrepreneurship Development	4	-	4
BBA (T&TM)-308	International Business Management	4	-	4
BBA (T&TM)-310	Project Report & Viva-Voce	-	-	6
BBA (T&TM)-312	Foreign Language-II (French-II)	4	-	4
BBA (T&TM)-314	Air Ticketing and Foreign Exchange Management	4	-	4
	TOTAL	24		30

NOTES:

I. MINOR PROJECT

Prior to the beginning of the End Semester Examination of the Second Semester the subjects on which each student shall be pursuing his / her Minor Project in relation to a business firm during Summer Vacation and the respective internal supervisors shall be finalized by the concerned Principal / Director of the Institute wherein BBA (T&TM) Programme is being run. After completion of the assigned Project a Project Report in respect of the same shall be submitted to the concerned Director/Principal within two weeks of the commencement of the Third Semester. The Minor Project shall carry 100 marks i.e., marks equivalent to one course and it shall be pursued by every student under the supervision of one internal supervisor to be appointed by the Principal / Director of the Institute from among the Faculty Members handling the various BBA courses. It shall be evaluated jointly by the Internal Supervisor and the External Examiner. The Internal Supervisor shall award marks out of 50 and the External Examiner shall award marks out of 50. The External Examiner shall be appointed by the University.

II. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved Travel Agencies/ Tour Operation Business, Air Lines, Travel Houses and Travel Trade Organizations and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.


III. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA (T&TM) Programmes is 184.

Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 174 credits.



**BBA T&TM
FIRST
SEMESTER**

BBA (T&TM)
GGs Indraprastha University
BBA (T&TM) 101: Principles of Management

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Course Contents:

Unit I

No. of Hrs.:- 12

Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.

Unit II

No. of Hrs.:- 12

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III

No. of Hrs.:- 12

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; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV

No. of Hrs.:-10

Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Text Books

1. Stoner, Freeman and Gilbert Jr., “ *Management*”, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B., “*Management Concepts and Practices*”, Sultan Chand and Sons, New Delhi, 2003.

Reference Books

- 1.O’Donnel, Koontz and Weirich,“*Management*”,Tata McGraw Hill Publishing Company, New Delhi, 2001.
- 2.Chopra, R.K,“*Principles&Praciticesof Management*”, Sun India Publication, 2005.
- 3.Tripathi, P.C and Reddy,P.N., “*Principles & Practices of Management*”,2nd edition, Tata McGrawHill.

BBA (T&TM)
GGs Indraprastha University
BBA(T&TM) 103: Business Economics-I

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

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 Contents:

Unit I

No. of Hrs.:-10

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.

Unit II

No. of Hrs.:-14

Consumer Behaviour 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 and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

Unit III

No. of Hrs.:-10

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 ISOQUANTS.

Unit IV

No. of Hrs.:-10-

Cost Analysis & Price Output Decisions

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. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text Books

1. Dwivedi, D.N., "Managerial Economics", Vikas Publishing House, 2003.
2. Chaturvedi, D.D., & Gupta, S.L., "Business Economics", Brijwasi Publishers, 2003.

Reference Books

1. Mehta, P. L., "Managerial Economics", Sultan Chand & Sons, 2003.
2. Koutsoyiannis, A., "*Modern Micro Economics*", Macmillan Press Ltd., 2003.
3. Salvator, Dominick, "*Managerial Economics*", McGraw-Hill Book Company, 2002.

BBA (T&TM)
GGS Indraprastha University
BBA(T&TM) -105 Business Mathematics

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

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

Course Contents:

Unit I

No. of Hrs.:-10

Principle of Counting: Permutations and Combination concept of factorial , Principle of Counting , Permutation with restriction Circular Permutation and Combination with restriction. Mathematics Induction: Principle, Sequences & Series -A.P.& G.P.

Unit II

No. of Hrs.:-12

Matrix Algebra: The inverse of a matrix. Properties of the inverse Solution to a system of equations by:

- (i) The adjoint matrix methods.
- (ii) The Gaussian Elimination method, Rank of a matrix, Rank of a system of equations. The Echelon matrix. Vectors: Types Optimization vector-Additions, suggestions & multiplication, Scaler Product, Vector Product. Linear dependence of vectors, Application of matrices to business problems input output analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis, and Inventory Flow Analysis.

Unit III

No. of Hrs.:-12

Differential Calculus: 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

Unit IV

No. of Hrs.:-10

.Integral Calculus & Differential Equations: Business application, Consumer's or Producer's surplus, Learning Curve. Differential Equations – variable, separable and Homogeneous type- Business applications.

Text Books

1. Thukral, J.K., "Mathematics for Business Studies," Mayoor Paperbacks, 2002.
2. Sancheti and Kapoor, "Business Mathematics," Sultan Chand & Sons, 2003

3. Soni,R.S. “*Business Mathematics with applications in Business & Economics,*” Pitamber Publishing Company,2003.

Reference Books

- 1.Bhardwaj, R.S., “ *Mathematics for Economics and Business*”, Excel Books, 2004.
- 2.Raghavachari, M., “ *Mathematics for Management-An Introduction*”, Tata McGraw Hill, 2004.

BBA (T&TM)
GGs Indraprastha University
BBA(T&TM) 107: Computer Fundamentals

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

Course Contents:

Unit I

No. of Hrs.:-14

Basics of Computer and its evolution

Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers **i) On the basis of technology** (Digital, Analog and Hybrid) **ii) On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), **iii. On the basis of Purpose**(General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

Data Representation:

Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

Unit II

No. of Hrs.:-10

Input and Output Devices:

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter

Computer Memory:

Primary Memory (ROM and it's type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory

Unit III

No. of Hrs.:-12

Operating System Concept:

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Introduction to GUI using Windows Operating System:

All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory

File Manipulation: Creating a file, deleting, coping, Renaming a file

Unit IV

No. of Hrs.:-8

Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies
Introduction to word processor and Spread Sheets

Text Books

1.Arora, Ashok & Bansal,Shefali, “*Computer Fundamentals*” Excel Books, 2001.

2 Courter, Gini & Marquis,Annette,. “*Microsoft Office-2000 Complete*”, BPB Publication, 1999.

Reference Books

1.Sinha, Kr. Pradeep & Sinha, Preeti, “*Foundations of Computing*”, BPB Publication, 2003.

2. Jain, V.K., “*Computers for Beginners*”.Pustak Mahal Publishers,1997.

3. Sinha, Kr. Pradeep, “*Computer Fundamentals*”, BPB Publication, 2002.

4. Ram.B, “*Computer Fundamentals-Architecture and Organization*”, New Age International (p) ltd. Publishers, 2000.

BBA (T&TM)
GGS Indraprastha University
BBA (T&TM) 109: Financial Accounting

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents:

Unit 1

No. of Hrs.:-12

Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting, Accounting Equation.

Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI.

Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance, Final Accounts of Sole Proprietorship and Firms.

Unit II

No. of Hrs.:-12

Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement, Expired Cost & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income.

Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Valuation of Inventories.

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, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect).

Unit III

No. of Hrs.:-10

Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

Debentures: Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

Unit IV

No. of Hrs.:-10

Joint Stock Company: Introduction, Meaning and Definition of a Company, Essential Characteristics of a Company, Kinds of Companies, Private and Public Limited Companies, Formation of Company.

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

Text Books

1. Maheshwari, S.N. & Maheshwari S.K., “ *An Introduction to Accountancy*”, Eighth Edition, Vikas Publishing House, 2003.
2. Gupta, R.L. & Gupta, V.K., “ *Financial Accounting: Fundamentals*”, Sultan Chand Publishers, 2003.
3. Monga, J.R., “ *An Introduction to Financial Accounting*”, First Edition, Mayoor Paperbooks, 2005.

Reference Books

1. Monga, J.R. & Ahuja, Girish, “ *Financial Accounting*,” Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Bhattacharya, S.K. & Dearden, J., “ *Accounting for Manager – Text and Cases*”, Third Edition, Vikas Publishing House, 2003.
3. Maheshwari, S.N. & Maheshwari, S.K., “ *Advanced Accountancy*,” Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.

BBA (T&TM)
GGs Indraprastha University
BBA(T&TM) 111: Personality Development &
Communication Skills - I

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

1. To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
2. The students should improve their personality, communication skills and enhance their self-confidence.
- 3.

Course Contents:

Unit-I

No. of Hrs.:-10

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective.

Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

Unit-II

No. of Hrs.:-12

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs.

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

Unit-III

No. of Hrs.:-12

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release.

Unit-IV

No. of Hrs.:-10

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Business Etiquettes

Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

Role play on selected topics with case analysis and real life experiences.

Text Books

- 1.Wren & Martin, “*English grammar and composition*”, 2003.
- 2.Sinha, K. K., “*Business Communication*”, Galgotia Publishers, 2003.
- 3.Robinson, David, “*Business Etiquette*”, Kogan Page.
- 4.Rogets Thesaurus.

Reference Books

1. Wrought, Chrissie, “*Hand Book of Practical Communication Skills*”, Jaico Publishing House.
2. Ray, Reuben, “*Communication today – Understanding Creative Skills*”, Himalaya Publishing House, 2001.

BBA (T&TM)
GGS Indraprastha University
BBA (T&TM) 113: Computer Lab

L-0, T-04 Credit-2

Lab would be based on the following topics:

1. All commands specified in unit III using Windows

2. Introduction to MS-Word:

Introduction to Word Processing, it's 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, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 115: Fundamentals of Tourism and Travel

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

This module is introduced to make students familiar with the subject. It provides an overview of the principle and the elements of Tourism, Travel insurance, career opportunities and the hospitality industry.

Course Contents:

Unit I:

No. of Hrs.: -10

Introduction to Tourism Management: Components of Tourism, Geographic Components of Tourism, Motivation for Travel, Elements of Tourism; Principles of Tourism, Investigating leisure & Tourism.

Unit II:

No. of Hrs.: -10

Tourism Industry Issues - Customer Services, career opportunities in Travel Trade, Travel Insurance, Travel Information Manual, Travel formalities: the passport and Visas, health certificates, Taxes, Custom and currencies.

Unit III:

No. of Hrs.: -10

Hospitality Industry: Organisation of Hotel, Front Office, House Keeping, Food & Beverage Department, Types of Accommodation, classification of hotels.

Unit IV:

No. of Hrs.: -10

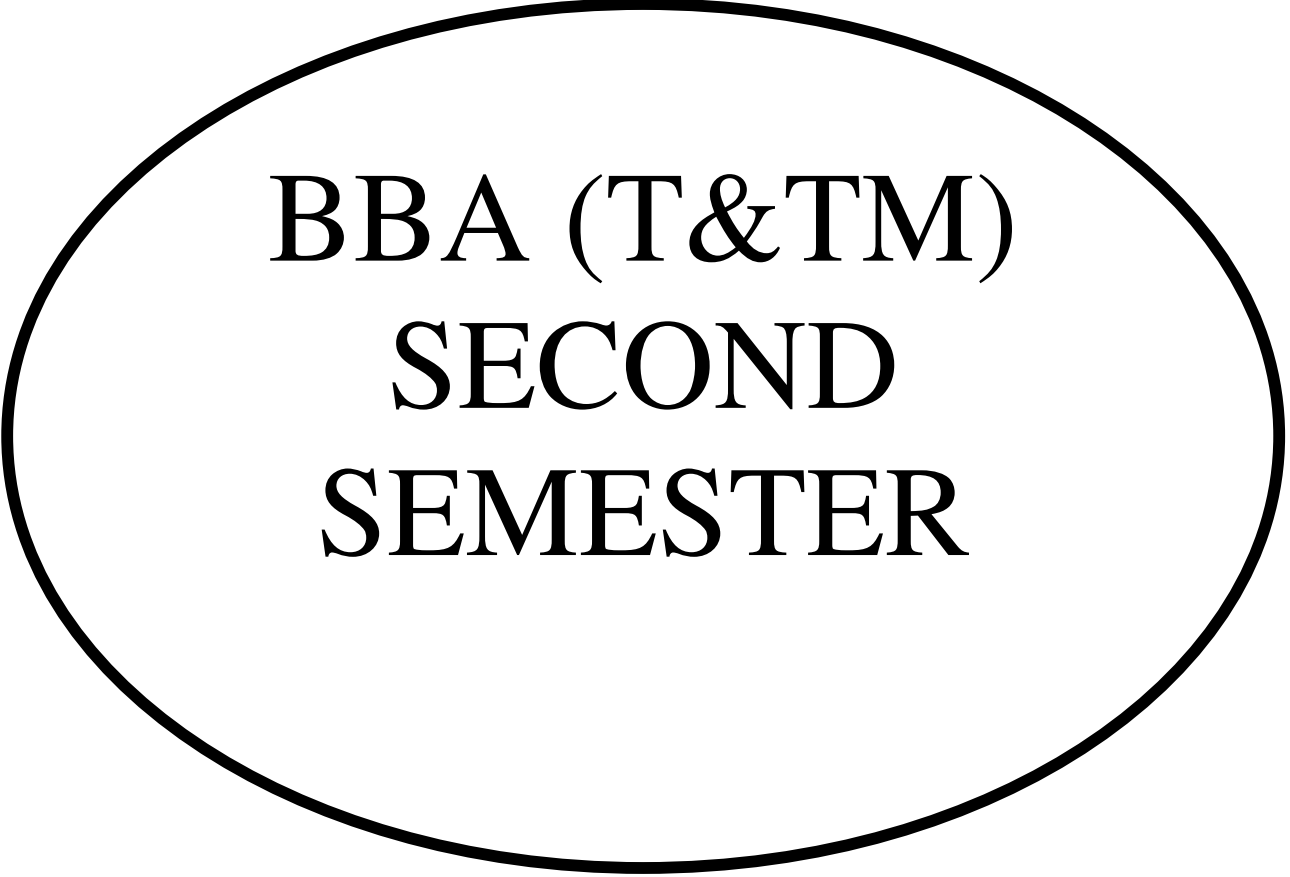
Airlines station Management, Airport Facilities, In-flight Services, Facilities provided to Special Passengers, Aviation Terminology, Airline codes, Domestic city codes.

Text Books

1. Sethi, Praveen “*Strategies for the Future of Travel and Tourism*”
Rajat Publication, 1999
2. Sethi, Praveen, “*Handbook of Effective Travel and Tourism*”, Rajat
Publication, 1999
3. Bhatia, A.K., “*International Tourism, Fundamentals and Practices*”,
Sterlings Publishers, 1991
4. Krishan, K., Kamra, Chand Mohinder, “*Basic of Tourism; Theory Operation and
Practice*”. Kanishka Publication New Delhi 2004,

Reference Books

1. Kandari, O.P. Chandra Ashish, “*Tourism Development; Principles and
Practices*”, Shree Publishers, 2004
2. Gill, S. Pushpinder, “*Tourism Planning and Management*”, Anmol
Publications, 2003



**BBA (T&TM)
SECOND
SEMESTER**

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 102: Business Organization

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

Course Contents:

Unit I

No. of Hrs.:-10

Introduction: Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Business objectives; Business Ethics and Values; Code of Conduct and Corporate Governance.

Unit II

No. of Hrs.:-12

Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber’s Theory); Government Policy on Industrial Location.

Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – stages in formation; documentation (MOA, AOA).

Unit III

No. of Hrs.:-10

Small Business: Scope and role; Government Policies.

Government & Business Interface: Rationale; Forms of Government and Business Interface.

Unit IV

No. of Hrs.:-12

Multinationals – Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

Business Combinations – Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.

Text Books

1. Gupta, C.B., “*Modern Business Organization*”, Mayoor Paper Works, 2001.
2. Chabra, T.N., “*Business Organisation*”, Dhanpat Rai & Sons, 2001.

Reference Books

1. Robert, “*Modern Business Administration*,” McMillan India, 1999.
2. Basu, C. R., “*Business Organization and Management*”, Tata McGraw Hill, Publishing House, New Delhi, 1998.

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 104: Business Economics - II

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents:

Unit I

No. of Hrs.:-10

Concepts of Macro Economics and National Income Determination

Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leak ages and injections in circular flow.

National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of national income & precautions in estimation of national income.

Unit II

No. of Hrs.:-14

Macro Market Analysis

Theory of full employment and income: classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.

Unit III

No. of Hrs.:-10

Money Market

Functions and forms of money, demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation and deflation.

Unit IV

No. of Hrs.:-10

Equilibrium of Product and Money Market

The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve. Application of IS-LM model in monetary and fiscal policy.

Text Books

1. Chaturvedi, D. D & Mittal, Anand, “*Business-Economics II*” (*GGSIPU Edition*), Brijwasi Book Distributors, 2005.
2. Dwivedi, D. N., “*Macro Economics*”, Tata McGraw Hill, 2005.

Reference Books

1. Mishra, S. K. & Puri V.K., “*Modern Macro-Economics Theory*” Himalya Publishing House, 2003.
2. Edward Shapiro, “*Macro-Economics Analysis*”, Tata McGraw Hill, 2003.

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) -106 Quantitative Techniques &
Operations Research in Management

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Contents:

Unit I

No. of Hrs.:-12

Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of variation – range, IQR, quartile, deciles and percentiles. Measures of variation – range, IQR, quartile deviation and standard deviation and Lorenz Curve.

UnitII

No. of Hrs.:-10

Correlation Analysis: Correlation Coefficient; Assumptions of correlation analysis; coefficients of determination and correlation; measurement of correlation- Karl Person's Methods; Spearman's rank correlation; concurrent deviation the correlation coefficient; Pitfalls and limitations associated with regression and correlation analysis; real world application using IT tools..

No. of Hrs.:-12

Unit III

Linear Programming: Concept a assumptions usage in business decision making linear programming problem: formulation, methods of solving: graphical and simplex, problems with mixed constraints: duality; concept, significance, usage & application in business decision making.

Unit IV

No. of Hrs.:-12

Transportation, assignment problems & Game Theory: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation on problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in an assignment, unbalanced assignment problem, restriction on assignment.

Decision analysis and Game Theory: Operations Scheduling: Scheduling problems, shop floor control, Gantt Charts, Principals of work center scheduling, principles of job shop scheduling, personnel scheduling, principles of job shop scheduling, personnel scheduling.

Text Books:

- 1.Gupta, S.P. & Gupta, P.K., “ *Quantitative Techniques and Operations Research*”, Sultan Chand & Sons, 2005.
- 2.Vohra, N.D., “ *Quantitative Techniques in Management*”, Tata McGraw Hill, 2004.
- 3.Gupta, S.P., “ *Statistical Methods*,” Sultan Chand & Sons, 2004.
- 4.Srivastava, U.K., Shenoy, G.V. and Sharma, S.C., “ *Quantitative Techniques for managerial Decisions*”, New Age International Pvt. Ltd., 2nd edition, 2002.

Reference Books:

1. Sharma, S.D., “ *Operations Research*,” Tata McGraw Hill, 2001.
- 2.Sharma, J.K., “ *Operations Research: problems & solutions*,” Macmillan India Ltd. , 2nd edition, 2004.
3. Sancheti , D.C. & Kapoor, V.K., “ *Statistics-Theory, Methods and Applications*,” Sultan Chand & Sons, 2004.

BBA (T&TM)
GGs Indraprastha University
BBA(T& TM) 108: Data Base Management System

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

To develop understanding of database management system and abilities to use DBMS packages.

Course Contents:

Unit I

No. of Hrs.:-10

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.

Unit II

No. of Hrs.:-14

Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.

Relational model: Introduction to Relational model, foreign key constraints, enforcing integrity constraints, Querying relational data, logical database design: ER to relation, introduction to views, destroying/altering tables and views, Codd rules

Unit III

No. of Hrs.:-10

Schema Refinement & Normal Forms: Introduction to schema refinement, functional dependencies, examples motivation schema refinement, reasoning about functional dependencies, normal forms, decompositions, normalization (Up to 3rd Normal Form)

Unit IV

No. of Hrs.:-10

Concept of Objects: objects, tables, queries, forms, reports, modules.

Database Creation and Manipulation.

SQL Queries: The form of a basic SQL query, Union, intersect, and except, introduction to nested queries, aggregate operators, Null values.

Text Books:

1. Ramakrishnan, R. & Gehrke, J., “*Database Management Systems*”, McGrawHill, Company, Higher Education, 2000.
2. Desai, Bipin C., “*An Introduction to Database Management System*”, Galgotia Publication Pvt. Ltd., 2001.

3. Bayross, Ivan, "*SQL, PL/SQL The Programming Language of Oracle*", 2nd revised edition, BPB Publication, 1999.

Reference Books:

1. Elmasri, R. & Navathe, S.B., "*Fundamentals of Database Systems*", Addison Wesley, 2000.
2. Date, C. J., "*An Introduction to Database System*", Vol. I & Vol. II, Addison Wesley Publishing Company, 2000.

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 110: Cost Accounting

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Course Contents:

Unit I

No. of Hrs.:-10

Meaning and Scope of Cost Accounting:

Basic cost concepts – Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing.

Materials Control:

Meaning – Steps involved – materials and inventory – techniques of material/inventory control – valuation of incoming & outgoing material – material losses.

Unit II

No. of Hrs.:-10

Labour Cost Control:

Direct and Indirect Labour, Steps involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labour turnover, methods of wage payment. Incentive plans.

Overheads:

Meaning and Classification of Overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads.

Unit III

No. of Hrs.:-12

Methods of Costing:

Single output costing, job costing, contract & batch costing.

Unit IV

No. of Hrs.:-12

Process costing (including joint products and By-products and inter-process profits), Operating/Service costing. (Transport & Power House only).

Reconciliation of cost and financial accounts.

Text Books:

1. Maheshwari, S. N. and S. N. Mittal, “ *Cost Accounting – Theory and Problems*”, 22nd Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Jain & Narang, “ *Cost Accounting*”, Kalyani Publishers, 2002.
3. Arora, M.N. “ *Cost Accounting*”, 2nd Edition, Vikas Publishing House Pvt. Ltd., 2001.

Reference Books:

1. Horngren, “ *Managerial Cost Analysis*”, 22nd revised edition, Prentice Hall, 2003.
2. Gowda, J. Made, “ *Advanced Cost Accounting*”, 1st Edition, Himalya Publishing House, 2001.

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 112: Personality Development and
Communication Skill-II

L-3, T-0, Credits: 03

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

1. To develop the project writing and presentation skills of the undergraduate students.
2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

Course Contents:

Unit I

No. of Hrs.:-10

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

Unit II

No. of Hrs.:-10

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

Unit III

No. of Hrs.:-12

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting positive and negative traits and dealing with people with face to face.

Unit IV

No. of Hrs.:-10

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism.

Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

Text Books:

1. Paul, Rajendra, “Essentials of Business Communication”,Sultan Chand & Sons.
2. Sehgal,D.D.,Mittal,V.K., & Garg,N.C., “Business Communication,”Ramesh Book Depot.
3. Reuben, Ray, “*Communication today – understanding creating skills*”, Himalaya Publishing House, 2001.

Reference Books:

1. McGraw,E.H., “ *Basic Managerial Skills for All,*”. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Covey,Stephen R., “*The seven habits of highly effective people*”,1999.
3. Rogets Thesaurus

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 114: Data Base Management System (Practical)

USING MS-ACCESS

L-0, P-06, Credits: 03

Course Contents:

1. Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules.
2. Creating Database: Creating database using wizards, documenting the database, creating own databases.
3. Creating Tables: Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. Creating Queries: Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. Creating forms: Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. Creating Reports: Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. Creating Labels and Mail-Merge Documents: Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

BBA (T&TM)

GGG Indraprastha University

BBA (T& TM) 116: Indian Cultural Heritage Perspective for Tourism

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

This module attempts to provide an integral view of Indian culture from the perspective of the tourism sector. This gives information about the culture and the history of India.

Course Content: -

Unit I:

No. of Hrs.: -10

Brief Account of history and culture: Indus Valley civilization, Heritage of India
Medieval Period, Indo- Islamic Architecture, Case Study of Red Fort.

Unit II:

No. of Hrs.: -10

Dynasties: Mauryan Empire, Marathas, Guptas, Western and Southern, British Period,
Temple Architecture; Hindu, Christian, Islamic, Jain and Sikh temples.

Unit III:

No. of Hrs.: -10

Tourism Products of India- I: India's Performing and Creative Art -paintings and
Handicraft, Indian Sculptures, Indian Cuisines, Indian Fairs and Festivals, Museums of
India,

Unit IV:

No. of Hrs.: -10

Tourism Products of India- II:

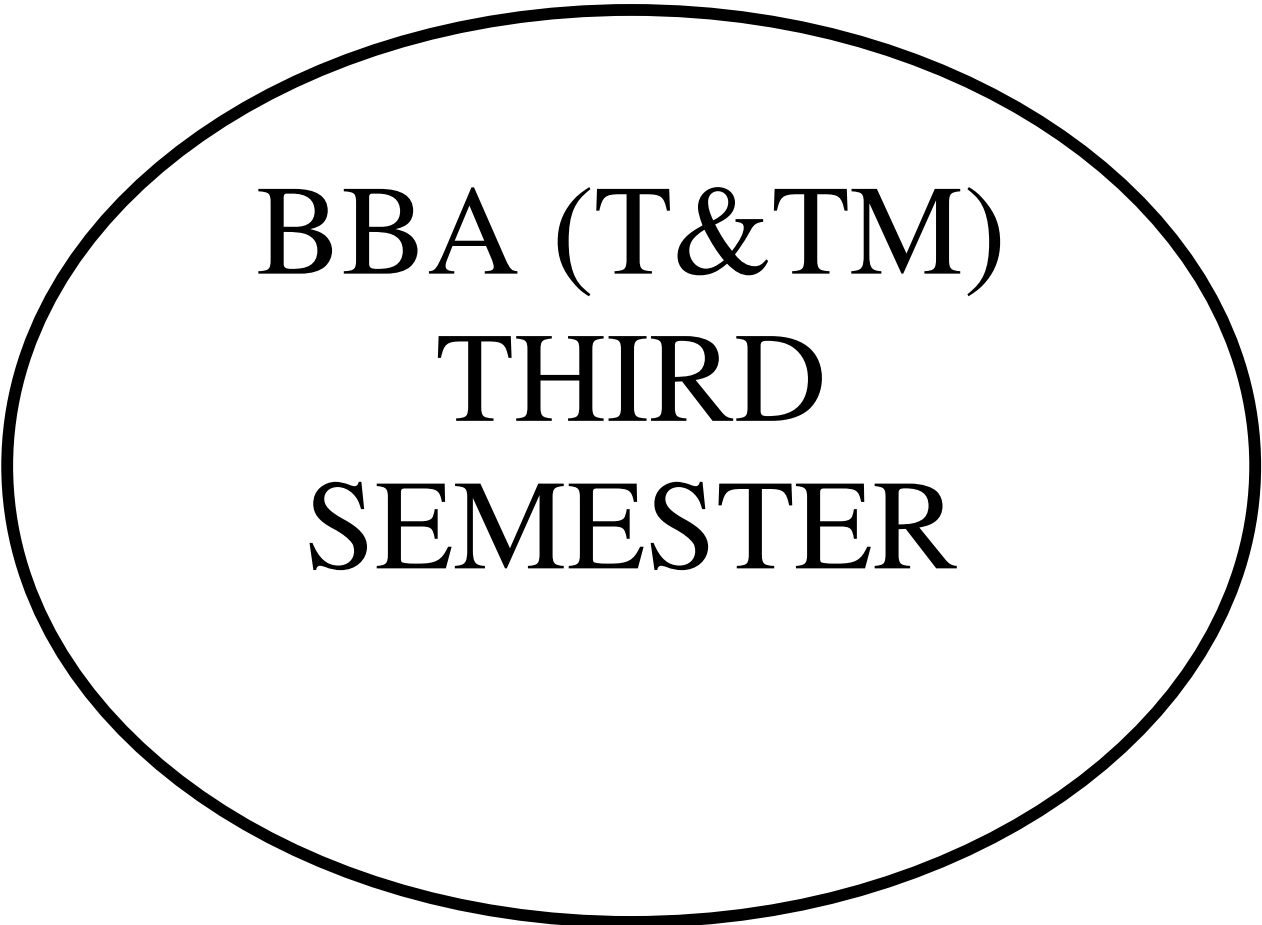
Buddhist Tourism, Adventure Tourism, Wild life Tourism, Beach Tourism, Health
Tourism, Ayurveda Yoga and Meditation Tourism, Policy issues and culture -
Government, Trade, Media.

Text Books:

1. *General Studies Mannual For the UPSC Civil Services Preliminary Examination*, Tata Mc Graw Hills Publication, 2001 New Delhi
2. Khan, Nafeez A “ *Development of Tourism in India*”, Anmol Publication., 2001

Reference Books:

1. Bhushan Kumar Ravi “ *Coastal Tourism and Environment*”, APH, Publicating Corporation New Delhi, 1995
2. Batra, G.S., & Chandra A.S. “ *Tourism Management: A Global Perspective*”, Deep & Deep Publishing Pvt. Ltd., 2001
3. *Travel Magazines: Traveller (Outlook), Incredible India, Tour Plus, Go Now* ,2004



**BBA (T&TM)
THIRD
SEMESTER**

BBA (T&TM)
GGs Indraprastha University
BBA(T& TM) 201: Organizational Behaviour

L-4 T-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory case study. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

Course Contents

Unit I

No. of Hrs.:-10

Introduction: Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

Unit II

No. of Hrs.:-12

Individual & Interpersonal Behaviour: Biographical Characteristics; Ability; Values; Attitudes-Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Personality – determinants and traits; Emotions; Learning-Theories and reinforcement schedules, Perception –Process and errors.

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Unit III

No. of Hrs.:-12

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Stages of Group Development, Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

Unit IV

No. of Hrs.:-10

Organization Culture and Conflict Management: Organizational Culture-Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

Text Books:

1. Robbins, Stephen P., “*Organizational Behaviour*,” Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
2. Prasad, L.M., “*Organizational Behaviour*,” Sultan Chand & Sons, 2003.

Reference Books:

1. Luthans, Fred, “*Organizational Behaviour*”, Tata McGraw Hill, New Delhi, 2003.
2. Chhabra, T.N. & Singh, B.P., “*Organization Behavior*”, Sultan Chand & Sons.
3. Khanka, S.S., “*Organizational Behaviour*”, Sultan Chand and Sons, New Delhi, 2004.
4. Joseph, Weiss, “*Organization Behaviour and Change*”, Vikas Publishing house, 2004.

BBA (T&TM)
GGs Indraprastha University
BBA (T& TM) 203: Indian Economy

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

Objective of this course is to acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

Course Contents

Unit I

No. of Hrs.:-10

Structure of Indian Economy

Concept of Economic Growth and Economic Development, Growth and Development. Basic Characteristics of Indian Economy Changes in structure of Indian Economy (Primary Sector, Secondary Sector & Tertiary Sector). Trends in National Income Occupational Distribution, Work Force Participation and Changes in Occupational Structure in India.

Unit II

No. of Hrs.:-14

Planning and Economic Development and Problems in Indian Economy

Objective of Economic Planning in India, Tenth Five Year Plan. Industrial Policy-1991, Disinvestments of Public Enterprises.

Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness.

Unit III

No. of Hrs.:-10

Indian Economy & Foreign Trade

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy (2002-2007), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

Unit IV

No. of Hrs.:-10

Indian Economy – Emerging Issues

WTO & Indian Economy (Emerging Areas), GATT, TRIMS, TRIPS, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors.

Text Books:

1. Dhingra, I.C., "*Indian Economy*," Sultan Chand, 2003
2. Aggarwal, A.N., "*Indian Economy*", Vishwa Prakashan, 2003.

Reference Books:

1. Mishra, S.K. & Puri, V.K., "*Problems of Indian Economy*", Himalaya Publishing House, 2003.
2. Datt, Ruddar & Sundhram, "*Indian Economy*", Sultan Chand, 2003.

BBA (T&TM)
Guru Gobind Singh Indraprastha University
BBA-(T& TM) 205: Marketing Management - I

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 will be compulsory case study of 4 P's of marketing. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Contents

Unit I

No. of Hrs.:-8

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

Unit II

No. of Hrs.:-10

Product: Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.

Pricing Decisions: Designing pricing strategies and programmes, pricing techniques.

Unit III

No. of Hrs.:-12

Place: Types of channels, meaning & importance, channels strategies, designing and managing value network and marketing channel, managing retailing, Physical distribution, marketing logistics and supply chain management.

Unit IV

No. of Hrs.:-12

Promotion: Advertising- meaning and importance, types, media decisions, promotion-mix, Personal Selling- Nature, importance and process, Direct Marketing Sales Promotion (push versus pull study).

Text Books:

1. Kumar, Ramesh, “ *Application Exercises in Management,*” Vikas Publishing House, 2004.
2. Varshney & Gupta, “ *Marketing Management,*” Sultan Chand & Sons, 2005.

3. Kotler & Armstrong, “ *Principles of Marketing Management*”, Prentice Hall India, 2003.

Reference Books:

1. Gandhi, T.C., “*Marketing A Managerial Introduction*”, 2003.
2. Gupta & Suri, “ *Case Studies in Marketing Management*”, Himalaya Publishing House, 2005.

BBA (T&TM)
GGs Indraprastha University
BBA(T& TM) 207: Computer Application – I
(Windows Programming Using Visual Basic)

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

To familiarize with Front-end concept for developing various IT Applications Project.

Course Contents

Unit I

No. of Hrs.:-10

1. **Introduction to GUI and Windows Programming**
 - 1.1 GUI: Concept & Tools
 - 1.1.1 The Title Bar
 - 1.1.2. Menu System, Menus and The Menu Bar5
 - 1.1.3. The Size Box
 - 1.1.4. System Menu Box
 - 1.1.5. Icons
 - 1.1.6. Cursors
 - 1.1.7. Scroll Bars
 - 1.1.8. Tool Bar
 - 1.1.9. Client Area
2. **Introduction to Visual Basic Environment**
 - 2.1 Features of Visual Basic
 - 2.2 Starting Visual Basic
 - 2.3 The Environment
 - 2.4 The Special Features of the Menu Bar
 - 2.5 Customizing the Visual Basic Environment

Unit II

No. of Hrs.:-12

3. **Concepts in Visual Basic**
 - 3.1 Events
 - 3.2 Modules
 - 3.3 Methods
 - 3.4 Procedure
 - 3.4.1 Function Procedures

- 3.4.2 SUB Procedures
- 3.5 Event Procedure
 - 3.5.1 Creating an Event Procedure
 - 3.5.2 Parts of an Event Procedure
- 3.6 General Procedures
 - 3.6.1 Creating a General Procedure

4. **Working with Forms**

- 4.1 Forms
- 4.2 Controls
- 4.3 Custom Controls
- 4.4 Properties
- 4.5 MDI Forms
 - 4.5.1 Create an MDI Application
 - 4.5.2 MDI Child Property
- 4.6 Menus
 - 4.6.1 The Menu Editor
 - 4.6.2 Creating a Menu
 - 4.6.3. Creating Popup Menus
 - 4.6.4. Growing Menus
 - 4.6.5 Sub Menu

Unit III

No. of Hrs.:- 14

5. **Programming in Visual Basic**

- 5.1 Data Types
- 5.2 Variables
- 5.3 Constants
- 5.4 Operators in Visual Basic
 - 5.4.1. Arithmetic Operations
 - 5.4.2. Comparison Operators
 - 5.4.3. Logical Operators
- 5.5 Array and the various Types
- 5.6 Control Arrays
 - 5.6.1 Setting up the control Array
 - 5.6.2 To remove a control Array
 - 5.6.3 To add and delete controls at run time
- 5.7 User Defined Data Types
- 5.8 Control Structures
- 5.9 Unconditional Branch Statement
- 5.10 The With Statement
- 5.11 The Built-in Procedures of Visual Basic
 - 5.11.1 Conversion procedure
 - 5.11.2 String Manipulation

6. Creating an Application

- 6.1 Defining the Problem
- 6.2 Designing the User Interface
- 6.3 Designing the Main Form
- 6.4 Writing the Code

7. Data Access

- 7.1 Data Access Overview
- 7.2 The Jet Database Engine
- 7.3 Bound Data Controls
- 7.4 Connectivity through DAO, RDO and ADO
- 7.5 Retrieving Data Using Structured Query Language (SQL)
- 7.6 Querying a Database

Text Books:

I.Perry.Grey, "Teach yourself Visual Basic 6.0 in 21 Days", Techmedia Publication, 1998.

Reference Books:

- 1. Petroutsos.Evangelos, "*Beginning in Visual Basic 6.0*", Wrox Publication, 2002.
- 2. Petroutsos.Evangelos, "*Mastering in Visual Basic 6.0*," BPB Publication, 2002.
- 2. Silver,Brain & Spotts.Jeff, "*Using Visual Basic 6.0*," PHI, 2001.

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 209: Management Accounting
Course Code: BBA 209

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision-making.

Course Contents

Unit I

No. of Hrs.:-12

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

Financial Analysis: Financial Statements and their Limitations, Concepts of Financial Analysis, Tools of Financial Analysis: Comparative Financial Statements, Common Size Financial Statements, Trend Percentages, Ratio Analysis, Fund Flow and Cash Flow Analysis.

Unit II

No. of Hrs.:-10

Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.

Funds & Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from Funds, Utility of Cash Flow Statement, Accounting Standard 3 (AS 3: Revised), Construction of Cash Flow Statement.

Unit III

No. of Hrs.:-11

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Budgets, Fixed and Flexible Budgeting, Performance

Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances.

Unit IV

No. of Hrs.:-11

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

Text Books:

- 1.Maheshwari, S.N., “ *Principles of Management Accounting*” Sultan Chand & Sons, Fourteenth Edition, 2003.
- 2.Khan & Jain, “*Management Accounting*”, Tata McGraw Hill Publishing House, Third Edition, 2002.

Reference Books:

- 1.Maheshwari, S.N., “ *Advanced Cost Accounting and Cost Systems*”, Shree Mahavir Book Depot, Second Edition, 2003.
- 2.Horngren, Charles, “*Introduction to Management Accounting*”, Prentice Hall of India, Eleventh Edition, 1999.
- 3.Pandey, I.M., “*Management Accounting*”, Vikas Publishing House, Third Edition, 2003.

BBA (T&TM)
GGs Indraprastha University
BBA (T& TM) 211: Personality Development
and Communication Skill – III
(Minor Project Report)

L-0 T-0 Credit-4

Objectives:

The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Presentation Project comprises of either of the following:

Project Presentation

OR

*Case Study Presentation

Suggested Topics for minor projects

- | | | |
|----|----|----------------------------|
| 1. | 1. | Goals of an organization. |
| 2. | 2. | Work Values |
| 3. | 3. | Character Ethics |
| 4. | 4. | Working Conditions |
| 5. | 5. | Decision making Strategies |
| 6. | 6. | Goal Setting |
| 7. | 7. | Customer Satisfaction |

** Case study can be chosen by the students in their respective areas of interest.*

Text Book:

1. Gupta and Gupta, “ *Simplified approach to Report Writing*”, Wisdom Publications, 2005.

Reference Book:

1. Gupta, S.L., Gupta, Sunil & Mittal, Anurag, “*Case Studies in Management*”, Wisdom Publications, 2004.

BBA (T&TM)
GGs Indraprastha University
BBA(T& TM) 213: Computer Application Lab-I

L-0 P-4 Credit-2

The Computer Applicable Lab. will be based on Computer Applicable-I Course (BBA 207)

BBA (T&TM)
GGs Indraprastha University
BBA (T& TM) 215: Management of Travel Agency

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

This course has been designed to familiarize the learners about the working of travel agency, its organization and management as well as different operations carried out by it.

Course Contents:

Unit I:

No. of Hrs.: -10

Travel Agency- Organisation: Types and Functions: Setting up Travel Agency: Principles: Commission Structure: Agency Recognition – Procedure and Formalities: Agency Management: Agency Financing: Agency Marketing: Tourist Conductors: Tourist Guides, important intermediary tourism industry, historical development and present status as commission agent or Tour Operator

Unit II:

No. of Hrs.: -12

Organisation and management of the Travel Agency--main departments, ticketing and reservations, information, tours, transport, administration.

Tour Operation Business: Itinerary Preparation, Tour Costing, Hotel/ Transportation Booking, and Ground Arrangement.

Unit III:

No. of Hrs.: -12

Organization of a travel agency for sale of complete travel services. Managing Promotion, Public Relations. Prospection, planning and promotion of new travel destination. Maintenance of up-to-date travel information about domestic and international travel destinations, schedules, time and fare tables of all networks of carriers by sea, land and air, weather conditions, currency exchange restrictions, passport, visa, health and immigration regulations

Unit IV:

No. of Hrs.: -10

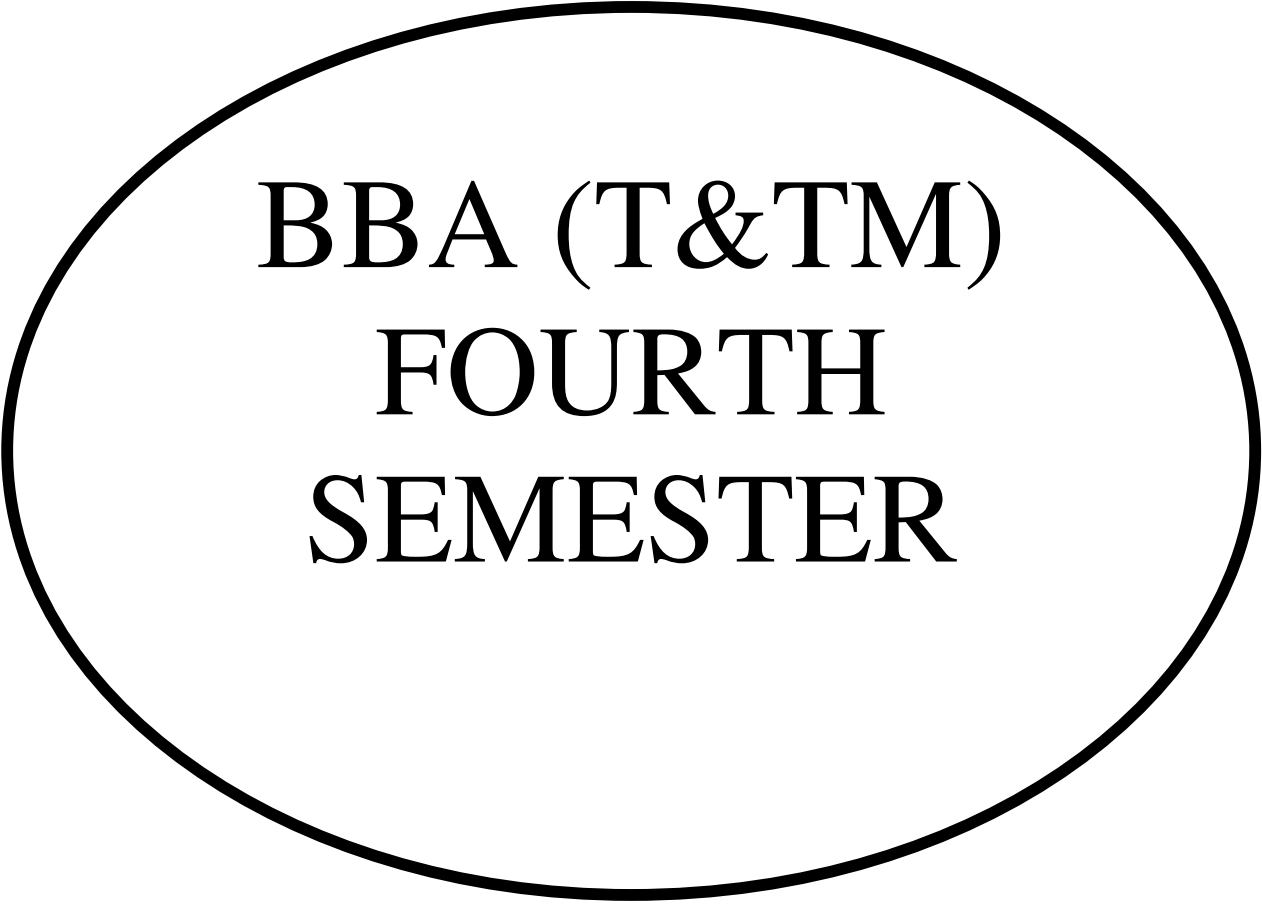
Organization, role and functions of (i) World Travel Organisation (WTO), (ii) Pacific Area Travel Association (PATA), (iii) Universal Federation of Travel Agent (UFTA), (iv) Indian Association of Tour Operator (IATO) (v) Travel Agents Association of India (TAAI), (vi) International Civil Aviation Organisation(ICAO) (vii) International Air Transportation Association (IATA)

Text Books:

1. Chand Mohinder., “*Travel Agency Management: An Introductory Text.*” Anmol Publication Pvt. Ltd. New Delhi 2000
2. Jagmohan S. Negi “*Tourist Guide and Tour Operation; Planning and Management,* Kanishka Publication.2004
3. Dennis L. Foster: “*The Business Of Travel Agency; Operation and Admission*” Mc Graw Hill, Singapore. 1990

Reference Books:

1. Sethi, Praveen., “*Strategies for the future of Travel & Tourism*” Rajat Publication,. New Delhi.P.P. 190-261, 1999
2. Kreishan K Kamra, Mohinder Chand, “*Basics of Tourism, Theory, operations & Practices*” Kanishka Publication, 2004, New Delhi
3. Lehmann,A.D. “*Travel Agency , Policies and Procedures Manual*”, Delmar Publication Inc. New York. 1998.



**BBA (T&TM)
FOURTH
SEMESTER**

BBA (T&TM)
GGs Indraprastha University
BBA(T& TM) 202: Human Resource Management

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Course Contents:

Unit I

No. of Hrs.:-10

Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM. Strategies for the New Millennium: Role of HRM in strategic management; human capital; emotional quotient; mentoring; ESOP; flexi-time; quality circles; Kaizen TQM and Six Sigma.

Unit II

No. of Hrs.:-12

Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.

Unit III

No. of Hrs.:-8

Training and Development: Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development.

Unit IV

No. of Hrs.:-12

Compensation and Maintenance: Compensation: components of employee remuneration – base and supplementary; job evaluation – concept, process and significance; Performance and Potential appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance : overview of employee welfare, health and safety, social security.

Text Books:

1. Chhabra, T. N., “ *Human Resource Management*”, Dhanpati Rai and Co. Pvt. Ltd, New Delhi, 2003.
2. Gupta, C. B., “*Human Resource Management*”, Sultan Chand and Sons, New Delhi, 2003.

Reference Books:

1. Flippo, Edwin B., “*Personnel Management*”, Tata McGraw Hill.
2. Rao, V S P, “*Human Resource Management, Text and Cases*”, Excel Books, 2004.
3. Aswathappa, K., “*Human Resource and Personnel Management (Text and Cases)*”, Tata McGraw Hill Publishing Company, New Delhi, 2003.
4. Dessler, Gary, “ *Human Resource Management*”, Prentice Hall, 2002.

BBA (T&TM)
GGS Indraprastha University
BBA(T& TM) 204: Business Environment

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents:

Unit I

No. of Hrs.:-12

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study of environment. Process and limitations of environmental analysis.

Unit II

No. of Hrs.:-12

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

Unit III

No. of Hrs.:-10

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Unit IV

No. of Hrs.:-10

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

Text Books:

1. Dhingra, C., "*The Indian Economy Environment and Policy*", Sultan Chand and Sons, 17th Edition , 2003.
2. Cherunilam, Francis, "*Business Environment - Text and Cases*", Himalaya Publishing House, 12th revised edition, 2002.

Reference Books:

1. Aswathappa, K., "*Essentials of Business Environment*", Himalaya Publishing House, 7th edition, 2000.
2. Rangarajan, C.A., "*Perspective in Economics*"-S.Chand & Sons.

BBA (T&TM)
Bachelor of Business Administration
Guru Gobind Singh Indraprastha University
BBA(T& TM) -206 Marketing Research

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory case study covering basic concepts of all units of Marketing Research. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.

Course Contents:

Unit I

No. of Hrs.:-10

Introduction of Marketing Research: Define marketing, research, aims and objectives of marketing research. Applications of marketing research, marketing information system, evaluation and control of marketing research, value of information in decision making, steps in marketing research.

Research Design: Formulating the research problem, choice of research design, types of research design, sources of experimental errors.

Unit II

No. of Hrs.:-10

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit III

No. of Hrs.:-14

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit IV

No. of Hrs.:-12

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis 1, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).

Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Text Books:

1. Beri, G.C., “*Marketing Research*,” Tata McGraw Hill, 2003.
2. Gupta, S.L., “*Marketing Research*”, Excel Books, 2004.

Reference Books:

1. Aaker, “*Marketing Research*”, John Willey & Sons, 2001.
2. Tull & Hawkins, “*Marketing Research*”, Prentice Hall of India, 2000.

BBA (T&TM)
GGs Indraprastha University
BBA (T& TM) 208: Computer Application – II
(Web Technology, HTTP and HTML concepts)

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

To familiarize the students with various Web based packages to develop customize web site.

Course Contents:

UNIT-I

No. of Hrs.:- 10

1. An Introduction to the World Wide Web

- 1.1 Concepts of Web Technology
- 1.2 Web Browsers
 - 1.2.1 Internet Explorer
 - 1.2.2 Netscape Navigator
- 1.3 Internet and Intranet
- 1.4 Windows NT Server (IIS) Versus Linux (Apache) as a Web Server

2. Planning your Web Site

- 2.1 Doing Business on the Web
- 2.2 An Overview of Internet Service Providers (ISP)
- 1.3 A Search Engine
 - 2.3.1 Types of search engine
 - 2.3.2 Working of a basic search engine
 - 2.3.3 Searching Techniques
- 2.4 Making a Web Site Plan
 - 2.4.1 Forming a Project Team
 - 2.4.2 Setting Goals and Objectives
 - 2.4.3 Developing the Right Business Strategy

UNIT-II

No. of Hrs.:-10

3. Designing and constructing your Web site

- 3.1 Developing Content
- 3.2 Designing Individual Pages
- 3.3 Designing & Constructing your Web site

- 3.4 Implementing your Web Site
- 3.5 Netscape Extensions and HTML
- 3.6 HTML Tools
- 3.7 CGI Concepts

4. Creating your Web Site with FrontPage

- 4.1 Introducing FrontPage
- 4.2 Editing Documents in the FrontPage Editor
- 4.3 Formatting Pages
- 4.4 Linking Pages to the World
- 4.5 Displaying Images in Pages

UNIT-III

No. of Hrs.:- 12

5. HTML

- 5.1 What is HTML?
- 5.2 HTML Basics
- 5.3 Document Tags
- 5.4 Container and Empty Tags
- 5.5 Entering Paragraph Text on your Web page
- 5.6 The
 Tag
- 5.7 The Comment Tag

6. Working with HTML Text

- 6.1 Working with HTML Text
- 6.2 Emphasizing Text Implicitly And Explicitly
- 6.3 The <BLOCKQUOTE> Element
- 6.4 Pre-formatting Text
- 6.5 The <DIV> Tag
- 6.6 The Tag
- 6.7 The <BASEFONT> Tag
- 6.8 Using Lists in Web Document
- 6.9 Nested Ordered
- 6.10 Unordered Lists
- 6.11 Menu List
- 6.12 Directory Lists
- 6.13 Definition Lists

UNIT-IV

No. of Hrs.:- 12

7. Graphics for web pages

- 7.1 Choosing the correct Graphics File Format
 - Color in images
 - Loss of image quality due to compression
 - Adding inline image to web page
 - Scaling down an image
- 7.2 Alternative Text for the tag
- 7.3 Understanding Imagemaps

- 8. Working with Links**
 - 8.1 Working with links
 - 8.2 Relative and absolute links
 - 8.3 Providing links for internet services
 - 8.4 Link tag

- 9. Tables, Frames and Forms**
 - 9.1 Creating Borderless Tables
 - 9.2 Frames
 - 9.3 Forms

- 10. Cascading Style sheets**
 - 10.1 What is style sheet
 - 10.2 Types of style sheets
 - 10.3 Using style sheet with HTML**

Text Books:

1. Xavier, C., “ *World Wide Web Design with HTML*”, Tata Mcgraw Hil, 2000.
2. HTML-4.0 Complete Reference-BPB Publication
3. Farrar, Edward & Smith, Norman E., “*The HTML Example Book*”, BPB Publications, 1999.

Reference Books:

1. Internet Complete Reference, Tata McGraw Hill.
2. Darnell, Rick, et al., “*HTML-4.0 unleashed*”, Techmedia Publication, 1999.
3. Bayross, Ival, “HTML .DHTML”

BBA (T& TM)
GGS Indraprastha University
BBA (T& TM) 210: Business Law

L-4, T-0, Credits: 04

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Objectives

The course aims to acquaint the student with a basic and elementary knowledge of the business and corporate laws.

Course Contents:

Unit I

No. of Hrs.:-12

Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, Discharge of contract, Remedies for Breach of Contract. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit II

No. of Hrs.: 10

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Unit III

No. of Hrs.:-8

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

Unit IV

No. of Hrs.:-14

The Companies Act 1956 (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

Text Books:

1. Maheshwari, S.N. & Maheshwari, S.K., “*A Manual of Business Law*” 2nd Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., “*Modern Indian Company Law*”, Shree Mahavir Book Depot, 2004.
3. Kuchhal, M. C., “*Business Law*”, Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D., “*Elements of Mercantile Law*”, Sultan Chand & Sons, New Delhi, 2003.

Reference Books:

1. Gulshan S.S. & Kapoor G.K., “*Business Law including Company Law*”, New Age International Private Limited Publishers, 2003.
2. Aggarwal S.K., “*Business Law*”, Galgotia Publishing Company, 2003.
3. Bagriyal, Ashok, “*Company Law*”, Vikas Publishing House, 2004.
4. Kapoor, N. D., “*Elements of Company Law*”, Sultan Chand & Sons, New Delhi, 2003.
5. Singh, Avtar, “*Company Law*”, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2004.

BBA (T& TM)
GGS Indraprastha University
BBA (T& TM) 212: Taxation Laws

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

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Note: Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Objectives:

The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes.

Course Contents:

Unit I

No. of Hrs.:-12

Introduction to Income Tax Act 1961

Salient Features and Basic Concepts – Previous year, assessment year, person, gross total income and agricultural income. Residential status and incidence of tax, fully exempted incomes, Income from Salary Head.

Unit II

No. of Hrs.:-12

Heads of Income –House Property, Business or Profession, capital gains, other sources.

Unit III

No. of Hrs.:- 10

Clubbing of income, Deductions under Chapter VI (related to individuals and firms)Assessment of individuals and firms (simple problems).

Rebates and Relief's, Set off and carry forward of losses, deduction of tax at sources. Payment of advance tax, law relating to maintenance of books, accounts and vouchers.

Unit IV

No. of Hrs.:-10

Central Sales Tax Act 1956 – Salient features, definition of sale and its different categories, dealer, sale price, inter state sale, registration of dealers, levy and collection of tax and penalties.

Service Tax (Finance Act 1994) – Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.

Text Books

1. Singhanian, V. K& Singhanian, Monica, “*Students Guide to Income Tax*,” Taxman Publications.
2. Ahuja, Girish & Gupta, Ravi, “*Systematic Approach to Income Tax*”, Bharat Law House, 2004.

Reference Books

1. Datey V.S., “*Indirect Taxes-Law and Practice*”,Taxmann Publications.
2. Government of India,Bare Acts(Income Tax,Service Tax,Excise and Customs)
3. ICAI,*Service Tax*, Guidelines.

BBA (T& TM)
GGSI Indraprastha University
BBA (T& TM) 214: Computer Application Lab - II

L-0, T/P-4, Credits: 02

FRONT PAGE

Orientation to the Front Page environment and building web sites

1. Create a new site. Start with a web page using Your Name to name the page. Make it the home page and view the web in navigation and folder. View record your observation.
2. On the home page, give a brief description about yourself & type the following sub heading “qualification”, “Hobbiew”, & “Interest”, “Future Plans”, & “Address for communication”
3. Apply the most appropriate theme at the web page and the web site.
4. Apply font and color styles on to your web page and preview.
5. Create a new web paged using the Front Page explorer and write your academic and professional qualification. Places a bookmark at an appropriate place and save the page as “qualification”.
6. Link the page, qualification.htm, with the sub-heading “qualification” in the home page.
7. Create a new page using the front page editor and write your hobbies and interest on it. Save the page as “Hobbies.htm”.
8. Link the page, Hobbies.htm, with the sub-heading “hobbies” & “interest” in the home page.
9. Create a new page and write a few lines on your future plans and save the page as “future plan”.
10. Link the page. Future-plan.htm, with the sub heading “future plan” in the home page.
11. Create a new page, write your address for communication & save the page as “address”
12. Link the page, “address.htm” to the sub-heading “address” for communication page in the page.
13. Interest a navigation bar in the page.
14. Test all hyperlink in the front page editor and record your observation.

Adding Images and special feature to web

15. Import an image, if it is not available on the local drive. Use clipart on each page and use image to link to the home page.
16. Make the image brighter and lower the contrast.
17. Make the color transparent and assign alternate text with a suitable caption to the image.
18. Open the web page “future.htm” and insert a background sound file into the page.
19. Open the web page “hobbies.htm” and apply animation (as animated GIF) to the image or clipart (if inserted)

Working with tables and frame

20. Open the page, “hobbies.htm” and insert a table of at least column and fire rows, with column and fire rows, with column heading as Name, Address, Phone no and date of Birth. Align the table to the center of the webpage and text flow at center.
21. Enter data into the table and adjust the font as book antiqua and font size as “12”.
22. Insert “Address Book” as caption for the table.
23. Split the column named cell phone no into two and name them as “off” and “Resi”

Creating Forms and connecting to the database

24. Open the page, bearing your name and insert a form. Assign the base name as “personal details” and save the file as “personal.txt” format.
25. The form should contain the following fields as mentioned below

Personal Profile
Name:
Address:
Phone_Off:
Phone_Resi:
Mobile:
E_Mail:
Fax:
Passport no.:
Driving License No.:
Insurance Policy No:
Blood Group:
Credit Cards:

26. Assign a drop down menu for the credit cards fields.

27. Assign a one line text driving license No.

Advanced Topics

28. Open the page, bearing your name and insert marque to display the message “Welcome to my site”.

29. Open each and every page “apply suitable page transitions and animations.

BBA (T&TM)
GGs Indraprastha University
BBA (T& TM) 216: Ecology, Environment And Tourism

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

This course aims to sensitize students, tourists and professionals in the tourism sector to the issues pertaining to the problems of ecology and environment today. It also attempts to make students familiar with the impact of tourism on ecology of various tourism resources.

Course Contents: -

Unit I:

No. of Hrs.: -10

Environment- An Introduction: Our Environment, Environment changes with time, The Eco System, Environment pollution,

Unit II:

No. of Hrs.: -10

Environment issues and Tourism Development: Relationship between Environment and Development, Conceptualizing Tourism's place in development, Preservation, Conservation and development, Sustainable Tourism - culture, social, physical, Man made; Responsible Tourism Benefits

Unit III:

No. of Hrs.: -10

Environmental Impact: Impact of Tourism on wildlife, Impact of Tourism on wetland, Island, Beaches and on Mountains, Eco tourism, Environment, Conservation through Ages, Identifying pressure and understanding threshold areas.

Unit IV:

No. of Hrs.: -12

Environment, Community and Tourism: Access, Infrastructure and Land Use- Basic Issue, Community and Regional Assets, Multiplier Effect - Benefits and Consequences, Resort planning.

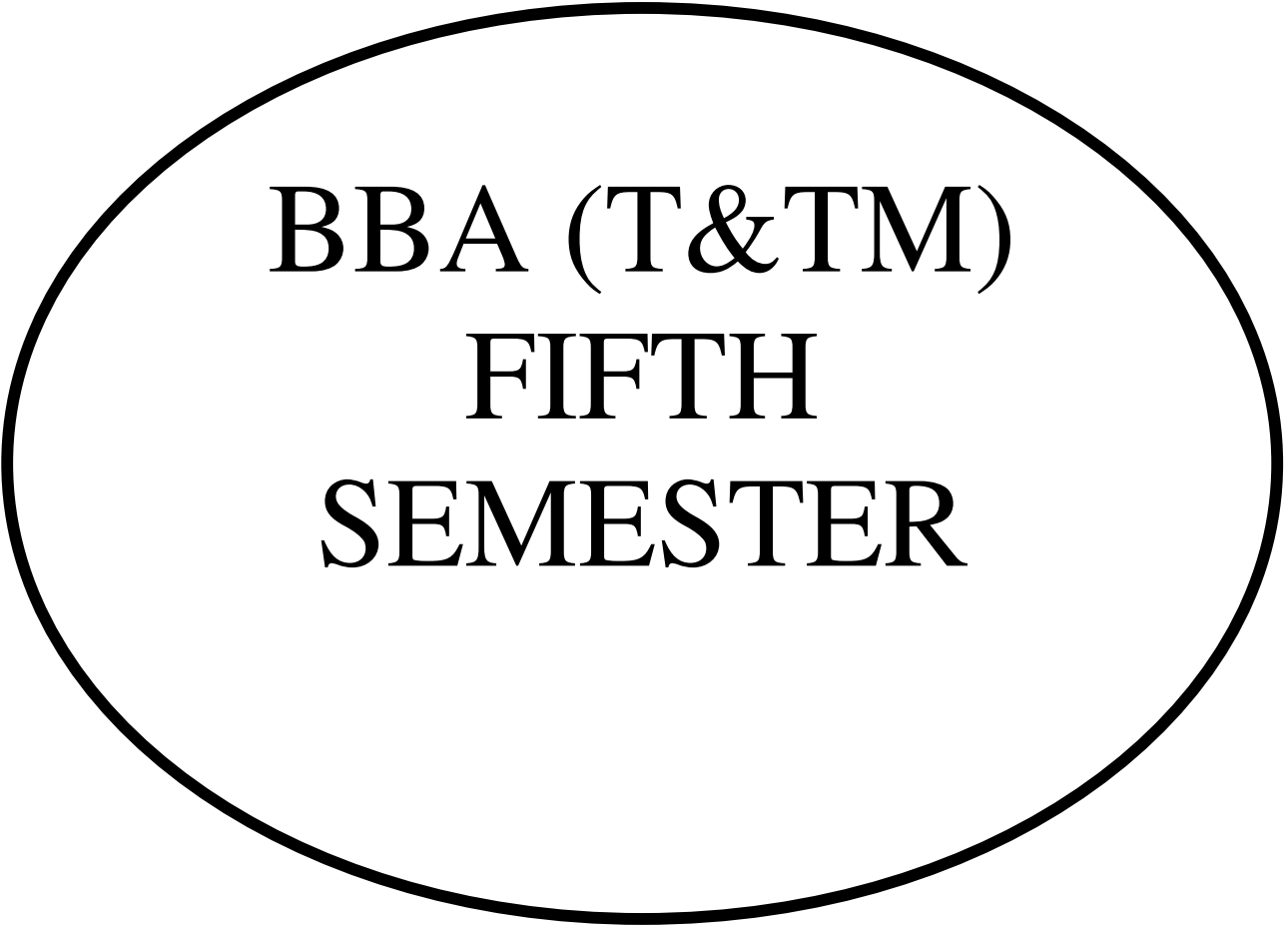
Text Books:

1. Kandari O.P., & Chandra Ashish, "Tourism and Sustainable Development," Shree Publishers New Delhi, 2004
2. Ratandeep, Singh, *Handbook of Environmental guidelines for Tourism*", 2004, Kanishka Publication New Delhi

3. Hall, C. Michael, Alan A eds. *Sustainable Tourism: A Geography Perspective*. London Addison Wesley Longman. 1998
4. Dhulasi, V. Birunda, “*Environmental Challenges Towards Tourism*” Kanishka Publication. New Delhi. 2003

Reference Books:

1. Ravi Bhushan Kumar., “*Coastal Tourism & Environment*” APH Publishing Corporation, New Delhi
2. S. S. Negi “*Wild Life Conservation & Habitat*”, Indus Publication.
3. Croall, Jonathan “*Preserve or Destroy; Tourism and the Environment*” Calouste Gulbenkian Foundation. 1995
4. Inskip Edward: “*Tourism Planning: An Integrated and Sustainable development Approach*” New York: Van Nostrand Reinhold 1991



**BBA (T&TM)
FIFTH
SEMESTER**

BBA (T& TM)
GGs Indraprastha University
BBA (T& TM) 301: Values & Ethics in Business

L-4 P-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Course Contents:

Unit-I

No. of Hrs.:-10

Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.

Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value.

Unit-II

No. of Hrs.:-10

Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

Unit-III

No. of Hrs.:-12

Understanding Progress, Results & Managing Transforming: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation.

Understanding Success: Definitions of success, Principles for competitive success, pre-requisites to create blue print for success. Successful stories of business gurus.

Unit-IV

No. of Hrs.:-13

Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.

Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement.

Concept of Dharma & Karma Yoga: Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.

Text Books:

1. Kaur, Tripat, "*Values & Ethics in Management*", Galgotia Publishers, 2004.
2. Chakraborty, S.K., "*Human values for Managers*", 1998.

Reference Books:

1. Chakraborty, S.K., "*Ethics in Management: A Vedantic Perspective*", Oxford University Press, 2000.

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 303: Sales And Customer Relationship Management

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives: -

The primary objective of the course is to familiarize the student with the sales operations, sales management functions and customer relationship management and to provide them both theoretical and practical inputs.

Course Contents: -

Unit I:

No. of Hrs.: -10

Introduction: The Field of Sales Management: Concept, Evolution of professional setting, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle, Choice of basic selling style, New Approaches in Selling, Market Analysis, Setting Sales Objectives, Designing Sales Strategy,

Unit II (a): -

No. of Hrs.: -12

Personal Selling: Personal selling Concepts, Situation conducive to personal selling, Diversity of Personal Selling Situations, Strategies Used by Salesmen, Process Selling, AIDAS Theory of Selling, “Right set of Circumstances Theory”, “Buying Formula Theory”, “Behavioral Equations Theory”.

Salesmanship and Sales Personnel: Concept, Essential Qualities of a successful Salesman.

Sales Meetings & Contest: Planning & Staging of Sales Meetings, Sales Contests, Specific Objectives, Contest Prize.

Motivation of Sales Personnel- Importance, Financial Motivational Techniques, Non-Financial Motivational Techniques,

Unit II (b): -

Sales Budgeting and Control: - Preparation of sales Budget, Budget implementation & feedback mechanism, Sales Control.

Unit III: -

No. of Hrs.: -12

Customer Relationship Management: Importance of Customer Relationship Management in Tourism Industry, Developing the Service Strategy to achieve excellence, Importance of Negotiation Skills in CRM, Environment and Customer Relation in Tourism, Ethics in Sales Management and Customer Relations, Quality Management of Customer Care.

Understanding Consumer- Determinants of Consumer behaviour, Models of Consumer behaviour, Indian Consumer Market.

Unit IV: -

No. of Hrs.: -10

E-Customer Relationship Management: Meaning of E-CRM, Analysis of E-Commerce customer needs, Satisfaction of E-Customer in E-World, Application of CRM in E-Commerce Environment of Tourism, Internet Marketing.

Text Books:

1. STILL CUNDIFT GOVONI (SCG), "*Sales Management Decision, Strategies and Cases*" Prentice Hall,2003
2. S.L.Gupta (SLG) "*Sales & Distribution Management*" Excel Books,2005.

Reference Books:

1. Dr. Matin Khan (MK) "*Sales & Distribution Management*"- Excel Books,2002

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 305: French Language- I (Hospitality Oriented)

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

The main purpose of this paper is to make students familiar with the French Language by providing basic knowledge of French, in the field of Travel and Tourism.

Course Contents: -

Unit I: -

No. of Hrs.: -10

Vocabulary: Build up Vocabulary of 200 words, Days, Months, Colours, Fruits, Vegetables, Parts of Body

Unit II: -

No. of Hrs.: -10

Grammar: Basic Grammar , Gender, Plurals

Unit III: -

No. of Hrs.: -10

Mathematical Application: Timings, Counting, Plus, Minus, Multiplication, Division.

Unit IV: -

No. of Hrs.: -10

Translations, English & French, Sentence and Passage.

Reference Books:

- 1 Michele Verdelhex Philip Dominique., “*Sans Frontiers: Part I*”
- 2 *French made easy- Beginner* (with 2 Audio cassette) , Hachette Livre
- 3 G. Mauger., “*Course de langue*” Part - I, Hachette Livre
- 4 *Webster French Grammer*

BBA (T& TM)
GGS Indraprastha University
BBA (T& TM) 307: Management Information System

L-4 T-0 Credit-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives

The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents:

Unit I

No. of Hrs.:-10

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design. Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS.

Unit II

No. of Hrs.:-12

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

Unit III

No. of Hrs.:-12

Information Concepts: Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

Unit IV

No. of Hrs.:-10

Information Technology: Recent Developments in the Field of Information Technology:

Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

Choice of appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing.

Text Books:

1. Javadekar, W.S., “*Management Information System*”, Tata MacGraw Hill Publication, 2003.
2. Davis,B.Gordon, “*Management Information System*”, Tata MacGraw Hill Publication, 2002.
3. Gupta,A.K, “*Management Information System*”,*S Chand Puplications*,2003.

Reference Books:

1. Arora,Ashok & Bhatia,Akshaya, “*Management Information System*”, Excel Books,New Delhi, 2001.
2. Basandra,Suresh K., “*Management Information System*”, Wheeler Publishing,New Delhi, 1999.
3. O’Brien, James A., “*Management Information System*”, Tata McGraw Hill, 2003.
4. Murthy, C.S.V., “*Management Information System*”, Himalaya Publishing House, 2003.

BBA (T& TM)
Bachelor of Business Administration
Guru Gobind Singh Indraprastha University
BBA (T& TM) 309: Financial Management

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Contents:

Unit I

No. of Hrs.:-12

Financial Management: Meaning, Scope, objectives of Financial Management --- Profit Vs. Wealth Maximization. Financial Management and other Areas of Management --- Liquidity Vs Profitability, Methods of Financial Management, Organization of Finance Function.

Sources of Financing: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments(**in brief**)viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

Unit II

No. of Hrs.:-12

Concept in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference shares and Equity Shares.

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

Unit III

No. of Hrs.:-12

Capital Budgeting: Concept, Importance And Appraisal Methods: Pay back period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk, Incorporation of

Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree.

Unit IV

No. of Hrs.:-11

Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, over and under Trading.

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Text Books:

1. Maheshwari S.N., “*Financial Management*”, Principles and Practice, Sultan Chand & Sons, 9th Edition, 2004.
2. Khan, M.Y, Jain, P.K., “*Financial Management*”, Tata McGraw Hill, 3rd Edition, 2001.
3. Pandey I. M., “*Financial Management*”, Vikas Publishing House, Revised Ed., 2003

Reference Books:

1. Hampton, Joh. J, “*Financial Decision Making*”, Prentice Hall of India, 4th Edition, 1998.
2. Van Horne, C. & Wachowich, M., “*Fundamentals of Financial Management*”, Prentice Hall of India, 11th Edition, 2002.

BBA (T& TM)
GGS Indraprastha University
BBA (T& TM) 311: Summer Training Report & Viva Voce

L-0 T-0 Credit-6

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

BBA (T& TM)
GGs Indraprastha University
BBA (T& TM) 313: Computer Applications Lab

L-0 P-4 Credit-2

- A group of 4 students would be allotted with any IT Application Database Project.
- The Project would be based on any Front-end and Backend Concept.

BBA (T& TM)
GGS Indraprastha University
**BBA (T& TM) 315: Marketing In Service Industry- Airlines, Travel, Tours
& Hotel**

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

The main objective of this course is to familiarize the student with the basic concept of service marketing and equip them with tools and techniques for applications of these concepts in Travel and Tourism in Indian and global context.

Course Contents: -

Unit I:

No. of Hrs.: -14

Definitions of Marketing, Goods and Services, Types of Services, Special characteristics in Marketing of Services and Leisure activities.

Modern Marketing Concepts: Marketing approaches, Difference between Sales and Marketing.

Tourism Marketing: - Special features- definitions

Marketing Mix: Tradition 4 P's, extended 3 P's of Services, Tourism Product: Pricing: Strategies, Tourism Promotion and Distribution strategies, role of people, process, physical evidence.

Unit II:

No. of Hrs.: -10

Marketing Segmentations: Types of Tourists

Market Survey and Research, Tourist Demand and Forecasting

Tourist Promotions & Marketing Abroad- Role of public and private sector,

Incentive and Subsidies, Profile of Tourists: Americans: Japanese: U.K., Russians, French, Domestic- N.R.I.

Unit III:

No. of Hrs.: -10

Tourism Promotion- marketing Tools: Tourism Communications.

Advertising: Publicity: V.C.R: Coupons Fam Tours: Picture Post Cards

Public Relations: Personal Selling: Salesmanship: Sales Promotions: Press and Media Public Relations and Communications.

Unit IV:

No. of Hrs.: -10

Guide to Marketing of Leisure Activities

Marketing of Fairs & Festivals.

Marketing of Congress: Conventions: Incentive Travel: Workshops: Seminars

Marketing Techniques of a Travel Agency.

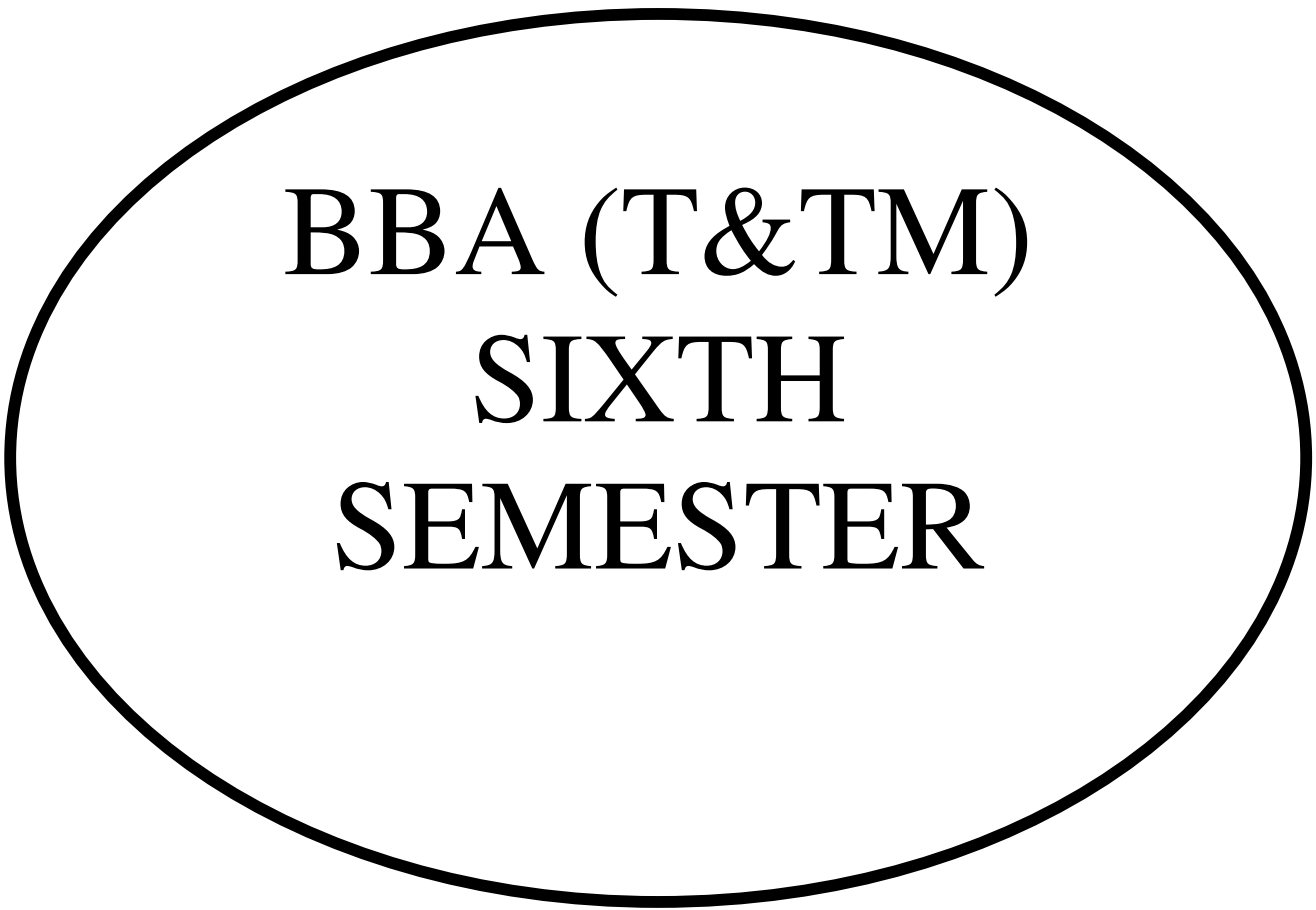
Consumers Mix.

Case Studies in Marketing of Airlines: Travel Agencies: Tour Operations.

Text Books

1. Ratandeep Singh, “ Tourism Marketing” Deep & Deep Publishing Company, New Delhi. 2004
2. Philip Kotlar, “ Marketing Management”, Prentice Hall, New Delhi. 2004.
3. Jafferson, A. Lickorish, “Marketing Tourism : A Practical Guide”,Longmann Hallow, London

Reference Books:



**BBA (T&TM)
SIXTH
SEMESTER**

BBA (T&TM)
GGS Indraprastha University
BBA (T & TM) 302: Trends In Travel And Tourism And Laws

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

This module is prescribed to appraise students about the emerging trends in travel and tourism and to make them to understand the regulatory laws for tourism business in India.

Course Contents: -

Unit I:

No. of Hrs.: -10

Tourism: an emerging phenomenon Eco Tourism: concept, Need, Eco Tourism Planning, Sustainable Tourism Strategies, Social Reforms and Tourism, Tourism and Globalization

Unit II:

No. of Hrs.: -10

a) Concept and development of: Medical Tourism, Agro Tourism, Event Tourism,
b) Conference and Convention Tourism, Mass Tourism.

Unit III:

No. of Hrs.: -10

Regulatory Laws for Tourism Business in India-I: Need for Tourism Laws and Regulations, Legislation and Regulations for Travel Agencies, Regulations for Accommodation sector, GATS

Unit IV:

No. of Hrs.: -10

Regulatory Laws for Tourism Business in India-II: Legislation related to Wildlife Preservation, Legislation related to Airline Sector, Consumer Protection Act-1986-Salient Feature, Definitions of Consumers, Grievance redressal machinery.

Text Books

1. Burkart & Medlik “*Tourism in Past, Present & Future*” , Heinmann, London,1974
2. Sanjnani, Manohar “*Tourism Business: A legal Perspectives*”, Gyan Publishing House Pvt. Ltd. New Delhi, 1999

Reference Books:

3. Kandari, O.P. & Chandra Ashish “*Tourism Development Principles Practice*”, 2004

BBA (T& TM)
GGs Indraprastha University
BBA(T& TM) -304 PROJECT PLANNING AND EVALUATION

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents:

UNIT I

No. of Hrs.:-14

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Common Weaknesses in Capital Budgeting.

Capital Allocation Framework: Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting.

Financing of Projects: Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets.

Financial Estimates and Projections: Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.

UNIT-II

No. of Hrs.:-10

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning

Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

UNIT-III

No. of Hrs.:-14

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation.

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System.

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive NPV, On being an Entrepreneur.

Unit IV

No. of Hrs.:-8

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

Text Books: -

1. Desai, Vasant, “*Project Management*”, Himalaya Publishing House, 2003.
2. Chandra, Prasanna, “*Projects: Planning, Analysis, Financing, Implementation and Review*”, Tata McGraw Hill Publishing Company Limited, Fifth Edition, 2002.
3. Nagarajan, K., “*Project Management*”, New Age International (P) limited, Publishers, 2001.

Reference Books: -

1. Maheshwari, S.N., “*Management Accounting & Financial Control*”, Sultan Chand & Sons, Fourteenth Edition, 2003.

BBA (T& TM)
GGs Indraprastha University
BBA(T& TM) 306 Entrepreneurship Development

L-4 T-0 Credits –4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents:

Unit I

No. of Hrs.:-12

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning.

Unit II

No. of Hrs.:-12

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit III

No. of Hrs.:-12

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility.

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

Unit IV

No. of Hrs.:-12

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

Text Books:

1. Vasant, Desai, “*Entrepreneurship*”, Himalaya Publishing House, 2003.
2. Taneja & Gupta S.L., “*Entrepreneurship Development*”, 2003.
3. Pandey, I.M., “*Venture Capital –The Indian Experience*”, Prentice Hall of India, 2003.
4. Tandon B.C., “*Environment and Entrepreneur*”, Chug Publications, Allahabad.

Reference Books:

1. Srivastava S.B., “*A practical guide to industrial entrepreneurs*”, Sultan Chand & Sons, New Delhi, 2003.
2. Chandra, Prasana, “*Project Preparation, Appraisal, Implementation*”, TMH, New Delhi, 2000.
3. Holt, “*Entrepreneurship-New Venture Creation*”, Prentice Hall of India, 2002.

BBA (T& TM)
GGs Indraprastha University
BBA-(T& TM) 308 INTERNATIONAL BUSINESS MANAGEMENT

L-4 T-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Course Contents:

UNIT I

No. of Hrs.:-12

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial **Perspectives-** International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

No. of Hrs.:-10

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

No. of Hrs.:-12

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

No. of Hrs.:-12

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

Text Books:

1. Bhalla, V.K. & Shivaramu,S., “*International Business: Environment and Management*”, Anmol Publication Pvt. Ltd., Seventh Revised Edition, 2003.
2. Rao, P. Subba, “*International Business*”, Himalaya Publishing House,Second Revised Edition, 2002.

Reference Books:

- 1.Goldsmith, Arthur A., “*Business Government Society*”, Erwin Book Team.
2. Berry, Brian J L, Conkling, Edgar C & Ray, D Michael, “*The Global Economy in Transition*”, Prentice Hall International Ltd.

BBA (T& TM)
G.G.S.INDRAPRASTHA UNIVERSITY
BBA(T& TM) -310 PROJECT REPORT AND VIVA VOCE

L-0 T-0 Credits-6

During the sixth semester each student shall undertake a project to be pursued by him / her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a floppy will be submitted at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. These shall be evaluated by an External Examiner appointed by the University for 50 marks and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 312: French Language- II (Hospitality Oriented)

L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS

MAXIMUM MARKS: 75

- Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.
- Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.

Objectives:

The main purpose of this paper is to enable the students to speak, write and understand the French Language in their Travel and Tourism operations.

Contents Contents: -

Unit I: -

No. of Hrs.: -10

Dealing with the Client: Reception at a Hotel, Travel Agency, Tour Operation, Car Hire, Tourist handling at Airport, Railway Station, Shopping, Bazaars.

Unit II: -

No. of Hrs.: -10

Written Communication: Comprehension, Letter Writings. Phrases and sentences

Unit III: -

No. of Hrs.: -10

Conversation : Greetings, Entertainment, Conversational Phrases & Sentences, Emphasis on Spoken Language, Hospitality Oriented Conversational Language

Unit IV: -

No. of Hrs.: -10

Interview and Introduction: Self Introduction, Home, Family, How to face an Interview

BOOKS

1. Michele Verdelhex Philip Dominique “*Sans Frontiers: Part II*”
2. G. Mauger., “*Course de langue*” Part - II, Hachette Livre
3. *French made easy- Intermediate (with 2 Audio cassette)*, Hachette Livre

BBA (T&TM)
GGS Indraprastha University
BBA (T& TM) 314: Air Ticketing And Foreign Exchange Management
L-4 T/P-0 Credits-4

INSTRUCTIONS TO PAPER SETTERS	MAXIMUM MARKS: 75
<ul style="list-style-type: none">➤ Question no. 1 should be compulsory and cover the entire syllabus. The question should have objective or short answer type questions. It should be of 15 marks.➤ Every unit should have two questions. Students may be asked to attempt only 1 question from each unit. Each question should be of 15 marks.	

Objectives:

This module is introduced to prepare the students to work within Airline or Travel Agency, where they are required to be fully aware of Air Ticketing Fare Calculation and Foreign Exchange Management.

Contents Contents: -

Unit I: -

No. of Hrs.: -10

Air Travel Process and Practices Air Travel; International Carriers, Domestic Carriers, Air Transport Regulations; Five Freedom of Air, Airport Handling Procedure.
Reservation practices- children and infants, Restricted and disable passengers, Changes alterations in Schedules, Stand by Travel, Passenger Check In, Cancellation and Delays, Checked Baggage- The weight / piece system, Excess Baggage Charge, Special Charge, Pet Transport Policy, Special Meals, Excess Mileage Percentage.

Unit II -

No. of Hrs.: -12

Basic Elements of Air Fares and Constructions: Class of Service, Fare basis customs user fees, Airport Taxes, Miscellaneous Charges, Fare Rules, Calculation, Special Air Fares, Ticket Issuance, Travel Related Terminology, Mileage Principles: Fare construction with extra mileage allowance and extra mileage principle, highest intermediates point (HIP), circle trip minimum (CTM), Back Haul Check, Addon, Fare Construction Terminology, Fare calculation on a hand ticket, Sector mileages, Basic principles of international air fares and ticketing, How to use neutral unit of constructions to calculate fares.

Unit III -

No. of Hrs.: -12

Air Ticketing Techniques- Domestic & International: - Airline Tickets, Tickets coupons, Air ticket information, Air Ticket related traffic documents PTA, REN, Chartered and group travel, Ticket revalidation, Booking a tour, How to procure traffic documents, Tour order, Ticket exchange notice, Cash refund notice, Credit card refund notice, Reservation sheets/ cards, Airline Reservation

Unit IV: -

No. of Hrs.: -10

Foreign Exchange Management: - Forex Management for Enterprise, familiarization Travel related Foreign exchange regulations, currency conversions, FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry.

TEXT BOOKS

1. Negi, Jagmohan., “ *Air Travel Ticketing & Fare Construction*” Kanishka Publishers
2004, New Delhi

REFERENCE BOOKS

1. Sethi, Praveen., “*Strategies for Future of Travel & Tourism*”. Rajat Publication, 1999
New Delhi.
2. *ABC Worldwide Airways Guide (Red/Blue)*
2. *FEMA Act-2000*

