

**Scheme of BBA Programme**

**Semester 3**

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
<b>Discipline Specific Courses (DSC)</b>											
243BBADSC1	Cost and Management Accounting	240/BBA/CC301	3	-	1	4	50	25	20	5	100
243BBADSC2	Marketing Management	240/BBA/CC302	4	-	-	4	70	30	-	-	100
243BBADSC3	Business Laws	240/BBA/CC303	3	-	-	3	50	25	-	-	75
<b>MIC/Vocational Courses (VOC)</b>											
243BBAMIC4	Retail Management	240/BBA/MI301	4	-	-	4	70	30	-	-	100
<b>Multidisciplinary Courses (MDC)</b>											
243BBAMDC5	Entrepreneurship & Start ups	240/BBA/MD301	3	-	-	3	50	25	-	-	75
<b>Ability Enhancement Course (AEC)</b>											
243BBAAEC6	To be selected from the pool		2	-	-	2	35	15	-	-	50
<b>Total Credits</b>						<b>20</b>	<b>Total Marks</b>			<b>500</b>	

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

**Semester 4**

Course Code	Course Title	Course ID	L	T	P	Credits	TE	TI	PE	PI	Total
<b>Discipline Specific Courses (DSC)</b>											
244BBADSC1	Financial Management	240/BBA/CC401	3	-	1	4	50	25	20	5	100
244BBADSC2	E-Commerce	240/BBA/CC402	3	-	1	4	50	25	20	5	100
244BBADSC3	Production and Material Management	240/BBA/CC403	4	-	-	4	70	30	-	-	100
<b>MIC/Vocational Courses (VOC)</b>											
244BBAVOC4	Business Research Methods	240/BBA/MI401	4	-	-	4	70	30			100
<b>Ability Enhancement Course (AEC)</b>											
244BBAEC5	To be selected from the pool		2	-	-	2	35	15			50
<b>Value Addition Course (VAC)</b>											
244BBAVAC6	Goods and service Tax	240/BBA/VA402	2	-	-	2	35	15	-	-	50
<b>Total Credits</b>						<b>20</b>	<b>Total Marks</b>			<b>500</b>	

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## Semester 4

Name of Subject: Financial Management	Maximum Theory Marks: 100 (TE+TI+PE+PI=50+25+20+5)
Course Code :244BBADSC1	Time Allowed: 3 Hrs
Credits 4 (L-T-P=3-0-1)	Core Course: DSC

**Instructions for Paper Setter:** The question paper shall be divided into two sections. Section 'A' shall comprise Five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of ten marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

**Course Outcomes:** - After completing the course, students will be able:

CO1: To understand finance manager roles, financial management objectives, and time value.

CO2: To solve capital budgeting problems using ARR, PBP, NPV, and IRR.

CO3: To analyse leverage impacts and capital structure theories on financing decisions.

CO4: To evaluate dividend policies and working capital management.

Unit 1: Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization, time value of money.
Unit 2: Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods).
Unit 3 Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis.
Unit 4 Dividend decision- determinants of dividend policy; Dividend Models; Management of working capital.

**Practical practice**

- Excel or financial calculators can simplify calculations like NPV, IRR, and operating cycle.
- Look for case studies or real company data to apply theoretical concepts.
- Discuss solutions with classmates to gain different perspectives and deepen understanding.
- After completing each exercise, reflect on the implications of your findings for financial decision-making.

**SUGGESTED READINGS:**

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

**MAPPING MATRIX OF COURSE: 244BBADSC1****Table 1: CO-PO & CO-PSO Matrix for the Course: FINANCIAL MANAGEMENT**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	1	2	1	2	2	1	2	2
CO2	3	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	3	3
CO4	3	2	2	2	3	2	2	3	3
Average	2.75	2.0	2.25	2.0	2.75	2.00	1.75	2.75	2.50

  
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Name of Subject: E commerce	Maximum Theory Marks: 100 (TE+TI+PE+PI=(50+25+20+5))
Course Code:244BBADSC2	Time Allowed: 3 Hrs
Credits 4 (L-T-P =3-0-1)	Core Course: DSC

**Instructions for Paper Setter:** The question paper shall be divided into two sections. Section 'A' shall comprise Five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of ten marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

**Course Outcomes:** - After completing the course, students will be able :

CO1: To understand E-commerce evolution, types, business models, and technologies.

CO2: To implement secure payment gateways, logistics, and digital marketing strategies in E-commerce.

CO3: To analyse legal, ethical, and regulatory issues in E-commerce operations.

CO4: To evaluate emerging trends such as AI, VR, AR, and blockchain in E-commerce.

#### COURSE CONTENTS:

Unit1: Introduction to E-commerce: - Definition and Evolution of E-commerce, Types of E-commerce: B2B, B2C, C2C, and Others, E-commerce Business Models, E-commerce Platforms and Technologies
Unit 2: E-commerce Infrastructure: - Payment Gateways and Security, Logistics and Supply Chain Management, E-commerce Website Design and User Experience, Digital Marketing Strategies for E-Commerce
Unit 3: Legal and Ethical Considerations: -Regulatory Framework for E-commerce, Intellectual Property Rights and Copyright Issues, Privacy and Data Protection Laws, Ethical Issues in E-commerce
Unit 4: Emerging Trends and Future Directions: - Mobile Commerce (M-commerce), Artificial Intelligence and Machine Learning in E-commerce, Virtual Reality (VR) and Augmented Reality (AR) Shopping Experiences, Blockchain Technology and Cryptocurrency in E-commerce

#### Practical Exercises:

- Analyze and compare different e-commerce platforms (Shopify, WooCommerce, Magento, BigCommerce) in terms of features, ease of use, cost, and scalability.
- Conduct case studies of successful e-commerce businesses and identify the business models they use (B2B, B2C, C2C).
- Implement basic security measures (SSL, secure passwords, two-factor authentication).
- Create a digital marketing plan for an e-commerce website.
- Draft a privacy policy and terms of service for an e-commerce website.
- Explore the use of blockchain for supply chain transparency.

**Note:** These practical exercises will provide hands-on experience and a deeper understanding of the various aspects of e-commerce covered in the syllabus.

#### SUGGESTED READINGS:

- Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
- Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
- Kosior, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
- Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

#### MAPPING MATRIX OF COURSE:244BBADSC2

Table 1: CO-PO & CO-PSO Matrix for the Course: E-COMMERCE

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	1	2	1	2	2	1	2	2
CO2	3	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	3	3
CO4	3	2	2	2	3	2	2	3	3
Average	2.75	2.0	2.25	2.0	2.75	2.00	1.75	2.75	2.50

  
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<b>Name of Subject: PRODUCTION AND MATERIALS MANAGEMENT</b>	<b>Maximum Theory Marks: 100 (TE+TI+PE+PI= (70+30+0+0))</b>
<b>Course Code:244BBADSC3</b>	<b>Time Allowed: 3 Hrs</b>
<b>Credits 4 (L-T-P=4-0-0)</b>	<b>Core Course: DSC</b>

**Instructions for Paper Setter:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of fourteen marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

**Course Outcomes:** - After completing the course, students will be able:

CO1: To understand production economics, systems, and factors influencing plant location.

CO2: To implement production planning, inventory control techniques, and quality control.

CO3: To analyse materials management, standardization, value analysis, and logistics.

CO4: To evaluate stores management, inventory control, logistics, and materials handling practices.

#### COURSE CONTENTS:

Unit 1 introduction, Meaning and objectives of production and material management, types of production systems: production to order and production to stock. Plant Location: factors affecting location and evaluating different locations.
Unit 2 Plant layout: Meaning and objectives of plant layout, factors affecting plant layout, types of plant layout. Production planning and control, objectives, principles, main functions. Quality control: quality management, quality circle and TQM(concepts only).
Unit 3 Materials Management: meaning, objectives, importance, functions, industrial purchasing and process of purchasing, standardization, simplification and variety reduction, inventory cost and inventory control techniques.
Unit 4 Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials.

#### SUGGESTED READINGS:

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi

#### MAPPING MATRIX OF COURSE:244BBADSC3

Table 1: CO-PO & CO-PSO Matrix for the Course: PRODUCTION AND MATERIAL MANAGEMENT

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	1	2	1	2	2	1	2	2
CO2	3	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	3	3
CO4	3	2	2	2	3	2	2	3	3
Average	2.75	2.0	2.25	2.0	2.75	2.00	1.75	2.75	2.50

  
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