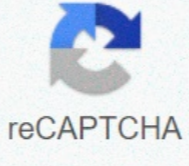




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systems, Introduction: Definition, Purpose, Objectives and Role of MIS in Organization and Development, Location of MIS in Organization - concept and design, Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS. 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. 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, Information Technology: Recent Developments in the Field of Information Technology: Hardware and Software, Data Communication Concepts, Generation of Computers, Centralized and Distributed Processing, Multimedia Approach to Information Processing, Decision of Appropriate Information Technology for proper MIS. Choice of appropriate IT Systems - Database, Data warehousing & Data Mining Concepts. MIS TOOLS: Overview of Internet, Rules for Good Web Design, Introduction to HTML, Building HTML Documents. Suggested Readings: 1. Kumar, Muneesh; Business Information Systems, Vikas Publishing, 2004. 2. MIS- EJJY 02, Vikas Publishing, 2004. 3. Javadekar, W.S.; Management Information System, Tata MacGraw Hill Publication, 2003. 4. Arora, Ashok and Akshaya Bhatia; Information Systems for Managers, Excel Books, New Delhi. 5. Basandra, Suresh K.; Management Information Systems, Wheeler Publishing, New Delhi. 6. Murdick, Robert G. et. Al; Information System for Modern Management, Prentice Hall of India Pvt. Ltd. New Delhi. 7. Brien, James A.O.; Management Information System, Galgotia Publishers, New Delhi. 8. Dranel, Rick; HTML 4 unleashed, Technedia Publication. BBA GGS Indraprastha University BBA 309: Financial Management L-4 T-0 Credit-4 Objective 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 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, Concepts in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference Shares and Equity Shares. Unit II Capital Budgeting: Concept, Importance, 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. Cost of Capital: Concept, Importance, Classification, and Determination of Cost of Capital. Leverages: Concept, Types of Leverages and their significance. Unit III 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. Unit IV Sources of Finance: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments viz., Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts. Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India. Unit V Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, Over and Under Trading. Suggested Readings: 1. Maheshwari, S.N.; Financial Management, Vikas Publishing House, 8th Edition, 2001. 5. Pandey, I.M.; Financial Management, Vikas Publishing House, 8th Edition, 2001. 5. Khan, M.Y. & P.K. Jain; Financial Management, Tata McGraw Hill, 2001 3rd Edition. 6. Hampton, John. J.; Financial Decision Making, Prentice Hall of India, 4th Edition, 1998. BBA GGS Indraprastha University BBA 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 GGS Indraprastha University BBA 313: Computer Applications Lab L-0 P-4 Credit-2 The Lab would be based on Case Studies. A sandwiched case study of an industry as per the requirements of the concerned managements. Students may be deputed to visit the industry during Weekened/Holidays to get the data for System Development using MIS. BBA G. S. Indraprastha University BBA 302 : Business Policy & Strategy L-4 T-0 Credits-4 Objective: This course is intended to acquaint the students with the nature Business Policy and Strategy. I. Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course - Forecasting, Long-range planning, strategic planning and strategic management. II. Strategic Management Process: Formulation Phase - vision, mission, environmental scanning, objectives and strategy; implementation phase - Strategic Activities, Evaluation and Control. III. Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process - structural analysis of competitive environment; ETOP a diagnosis tool. IV. Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities - Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis. V. Formulation of Strategy: Approaches to Strategy formation; major strategy options - Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy - BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model. Product/Market Evolution - Matrix and Profit Impact of Market Strategy (PIMS) Model. VI. Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation. Suggested Readings: 1. Wheelen, Thomas L. and J. David Hunger; Strategic Management and Business Policy: Emerging, 21st Century Global Society, 7th ed., Prentice Hall, New Jersey, 2000. 2. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi, 8th ed., 2000. 3. Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi, 2000. 4. Thompson, Arthur A. and A. J. Strickland; Strategic Management, McGraw Hill, New York, 1999. 5. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill. 6. Rao, P. Subba; Business Policy and Strategic Management, Himalaya Publishing House, 1st ed., 1999. 7. McCarthy, Minichiello & Curran; Business Policy and Strategy: Concepts and Readings, Richard D. Irwin and AITBS, Delhi, 4th ed., 1996. 8. Ansoff, H. Igor; Corporate Strategy, Penguin. BBA GGS Indraprastha University BBA-304 PROJECT PLANNING AND EVALUATION L-4 T-0 Credits -4 Objective: 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, financial, selection, implementation and review. Course Contents: UNIT I 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. 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-II Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Agency Problem, Evaluating the Capital Budgeting System of an Organization. Suggested Readings: Desai, Vasant; Project Management, Himalaya Publishing House, 2003. Pandey, I.M.; Venture Capital - The Indian Experience, Prentice Hall of India, 2003. Tandon B.C.; Environment and Entrepreneur, Chug Publications, Allahabad Siner A david; Entrepreneurial Megahubs- John Wiley and Sons, New York Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi, Chandra, Prasanna; Project Preparation, Appraisal, Implementation, TMH, New Delhi, New Venture Creation; Holt: Entrepreneurship, Prentice Hall of India. BBA GGS Indraprastha University BBA-308 INTERNATIONAL BUSINESS MANAGEMENT L-4 T-0 Credits-4 Objective: The basic objective of this course is to students with the global dimensions of management. Course Contents: UNIT I 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 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 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 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. UNIT V Global Human Resource Management: Selection, Design Development, Performance Appraisal and compensation. Motivating employees in the global context and managing groups across cultures, Multicultural management, Books Recommended: 1. Bhalla, V.K. and S. Shivaramu; International Business: Environment and Management, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition. 2. Rao, P. Subba; International Business, Himalaya Publishing House, 2002 Second Revised Edition. 3. Radriques, Corl; International Management - A, Cultural Approach, South West College Publishers, 2001. 4. Francis, Cherunilam; International Marketing, Himalaya Publication House, 1998. 5. Hibbert, Edgar P.; International Business: Strategy and Operations, MacMillan Press Ltd. 6. Goldsmith, Arthur A.; Business Government Society, Erwin Book Team. 7. Berry, Brian J. L, Edgar C Conkling & Michael Ray; The Global Economy in Transition, Prentice Hall International Ltd. BBA G.G.S.INDRAPRASTHA UNIVERSITY BBA-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 GGS Indraprastha University BBA-312 ENVIRONMENTAL SCIENCE L-4 T-0 Credits-4 Course Objectives: - To gain an understanding of the concepts fundamental to environmental science - To understand the complexity of ecosystems and possibly how to sustain them - To understand the relationships between humans and the environment. - To understand major environmental problems including their causes and consequences. - To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons. - To understand how social issues and politics impact the environment. COURSE OUTLINE Introduction and public opinion: PIL, Role of NGOs and Environmental Activism. Ecosystems and how they work: Types of Eco-Systems, Geosphere - Biosphere and Hydrosphere introduction. Major issues of Biodiversity, Biosphere reserves, National Parks and sanctuaries, Natural Resources. Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues, Stockholm Conference on Environment, 1972 and Agenda 21, International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management. Human Population Growth and its effects on the environment: Problem of Population growth, poverty and environment, Population Explosion, Family Welfare Programme, Women & Child Welfare. Renewable and non-renewable resources: Defining resources, classification of resources, soil and land degradation, economic development and resources use, natural resources accounting, Energy needs, renewable and nonrenewable energy resources, introduction to solar energy and its availability, wind power and its potential, hydropower as a clean source of energy, coal, oil, natural gas etc. introduction to biofuel. Pollution and Public Policy Water Pollution: Water resources of India, Hydrological Cycle, methods of water conservation and management, river action plan, ground and surface water pollution. Recycling and management of water and wastewater (domestic and industrial). Water borne diseases and health related issues. Steps taken by Govt. to control water pollution. Air Pollution: Air pollution and air pollutants, sources of air pollution and its effected on human health and vegetations. Green house effect, global warming and climate change. Ambient air quality standards, steps taken by Government to control air pollution. Noise pollution and its impacts on human health. Solid Waste: Municipal Solid Waste Management, segregation, disposal methods, composting, land fill sites etc. Hazardous waste management, biomedical waste management, Environmental Impact Assessment (EIA) and Environmental Management System (EMS): Introduction to EIA, its impact and case study, notification of MOEF, introduction to ISO 9000 and 14000 standards, environmental information system (EIS), role of information technology in environment. Natural Disasters: Floods, earthquakes, cyclones, land slides, disaster management. Forest / Dams: Forest degradation and management, hazard based environmental issues. Fast depletion of forest resources and their regeneration, environmental issues related to Mega Hydroelectric Projects / Dams, resettlement and rehabilitation of people; its problems and concerns. Indian Environmental laws: Legal framework: Constitutional provisions, the Indian Penal Code, Role of Judiciary in Environmental Protection, Wild Life (Protection) Act, 1972, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution ) Act, 1981, Delhi Environment Law. Field work / Case studies: - Visit to a local polluted site - river / urban / rural or industrial site. - Study of the common flora and fauna of Delhi / Biodiversity parks / sanctuaries. - Waste water treatment plants. - Water conservation techniques (Rain water harvesting and other techniques of water conservation). - Visit to a local area to document the study of empirical eco-systems i.e. lake, river, hill, grassland, agricultural land and mining areas. - Visit to Pollution Control Board (PCB). - Audio / Visual documentary on Environment. - Visit to environmental monitoring station Suggested Readings: 1. Gupta N.C.; Social Auditing of Environmental Law in India, edited book, New Century Publications, Delhi-2003. 2. Divan, Shyam and RosenCeran; Armin. Environmental Law and Policy in India, Cases, materials and statutes, second edition, Oxford University Press, 2001. 3. Uhero, N.K.; Environmental Management, Excel Books, New Delhi, 2000. 4. Agarwal, A. Narain; S. State of India's Environment, Published by Centre for Science and Environment, New Delhi, 1999. 5. Ambashit, R.S. and P.K. Ambashit; Environment and Pollution-An Ecological Approach, third edition, CBS Publishers, New Delhi, 1999. 6. Joseph, Casio, Woodside, Gayle and Mitchell, Philip.; ISO 14000 guide- The new Environmental Management Standards, McGraw Hill, New York, 1996. 7. Titenberg, Tom.; Environmental and Natural Resource Economics, Harper Collins College Publishers, 1996. 8. Cantor, Larry W.; Environmental Impact Assessment, second edition, McGraw Hill, New Delhi, 1996. 9. Chapman, J.L. and, M.J. Reiss; Ecology, Principles and Applications, Cambridge University Press, 1995. 10. Shaub, Krau, Jack J., Ristinén & Robert A.; Energy and Problems of a Technical Society, John Wiley & Sons, New York, 1993. 11. Sayre, Don.; Inside ISO 14000. The Competitive Advantage of Environmental Management, St Lucie Press Delray Beach, Florida.

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