

LLDIMS NEWSLETTER DEPARTMENT OF MANAGEMENT



LINGAYA'S
L D I M S

2024
EDITION



Volume-1

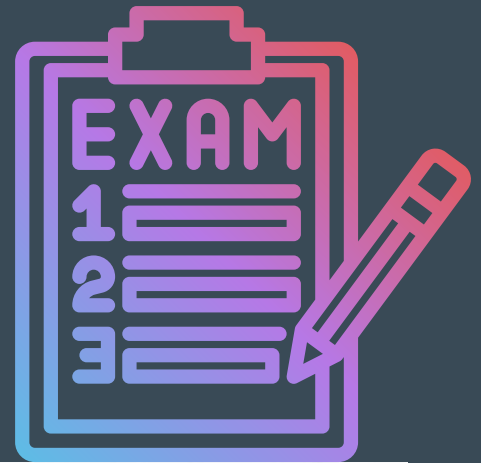
Issue-3

Lingaya's Lalita Devi Institute of Management and Sciences
(Approved by Delhi Govt.& Affiliated to GGSIP University)

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External Examination Datesheet - BBA Sem 1st, 3rd and 5th



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Sector 16-C, Dwarka, New Delhi - 110078



EXAMINATION DIVISION

Conduct Branch-I

FINAL PRACTICAL DATE SHEET FOR END TERM EXAMINATIONS (DECEMBER 2023-JANUARY 2024)

Programme: BBA (G)/BBA (B&I)/BBA (CAM)

Time: 09:00 AM Onwards

Date & Day	I Semester	III Semester	V Semester
21.12.2023 (Thursday)			BBA (G) 307: Information Systems Management Lab. (Batch: 2021 Onwards) BBA (B&I) 311: E-Commerce Lab. (upto Batch 2020) BBA (CAM) 307: Web Designing and Development Lab (Batch 2021 onwards) BBA (CAM) 351: Web Designing and Development Lab (upto Batch 2020)
22.12.2023 (Friday)		BBA (G) 213: Business Research Methodology Lab. (Batch: 2021 Onwards) BBA (B&I) 211: Business Research Methodology Lab. (Batch: 2021 Onwards) BBA (CAM) 211: Database Management System Lab. (Batch: 2021 Onwards) BBA (CAM) 251: Oracle Lab. (upto Batch 2020)	
23.12.2023 (Saturday)		BBA (CAM) 213: Summer Training Report (upto Batch 2020)	BBA (G) 315: Summer Training Report (Batch: 2021 Onwards) BBA (G) 311: Summer Training Report (upto Batch 2020) BBA (B&I) 315: Summer Training Report (Batch: 2021 Onwards) BBA (B&I) 313: Summer Training Report (upto Batch 2020) BBA (CAM) 309: Summer Training Report (Batch: 2021 Onwards) BBA (CAM) 313: Industrial Training / Project (upto Batch: 2020)



Education is not about
passing an examination.
education is about
Learning.

Sadhguru

Date & Day	I Semester	III Semester	V Semester
26.12.2023 (Tuesday)			BBA (CAM) 327: R Programming Lab. (Batch: 2021 Onwards)
27.12.2023 (Wednesday)	BBA (G) 111: IT Applications in Business Lab. (Batch: 2021 Onwards) BBA (G) 111: Computer Applications Lab (upto Batch 2020) BBA (B&I) 113: IT Application in Business Lab. (Batch: 2021 Onwards) BBA (B&I) 111: Computer Applications Lab (upto Batch 2020) BBA (CAM) 111: IT Applications in Business Lab. (Batch: 2021 Onwards) BBA (CAM) 151: Introduction to Computers Lab. (upto Batch: 2020)		

Examination Centre: Practical Examinations will be held at respective Institutes

BOOKS, ANY OTHER PRINTED /HANDWRITTEN/ COURSE MATERIAL ETC., BAGS , MOBILE PHONES, PROGRAMMABLE CALCULATORS & OTHER ELECTRONIC GADGETS ARE NOT PERMITTED INSIDE THE PREMISES OF THE EXAMINATION CENTRE, IF SUCH MATERIAL(S) FOUND, THE SAME MAY BE BOOKED UNDER UNFAIR MEANS CASE.

For any clarification and query please contact:

Section Officer (Conduct-I)	011-25302259
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Dr. Deepak Chauhan

(Dr. Deepak Chauhan)
Deputy Registrar (Conduct)
Dated: 20.11.2023

Prof. Gulshan Kumar

(Prof. Gulshan Kumar)
Controller of Examinations



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Sector 16-C, Dwarka, New Delhi - 110078



EXAMINATION DIVISION

Conduct Branch-I

FINAL THEORY DATE SHEET FOR END TERM EXAMINATIONS (DECEMBER 2023-JANUARY 2024)

Programme: BBA (G)/BBA (B&I)/BBA (CAM)

Time: 10:00 AM to 01:00 PM

Date & Day	I Semester	III Semester	V Semester
03.01.2024 (Wednesday)			BBA (G) 301: Goods and Services Tax (GST) (Batch: 2021 Onwards) BBA (G) 301: Income Tax Law Practice (upto Batch 2020) BBA (B&I) 301: Goods and Services Tax (GST) (Batch: 2021 Onwards) BBA (B&I) 301: Income Tax Law Practice (upto Batch 2020) BBA (CAM) 301: Entrepreneurship Development (Batch: 2021 Onwards) BBA (CAM) 301: Sales and Distribution Management (upto Batch 2020)
04.01.2024 (Thursday)		BBA (G) 201: Business Laws (Batch: 2021 Onwards) BBA (G) 201: Business Laws (upto Batch 2020) BBA (B&I) 201: Marketing Management (Batch: 2021 Onwards) BBA (B&I) 201: Quantitative Techniques (upto Batch 2020) BBA (CAM) 201: Business Law (Batch: 2021 Onwards) BBA (CAM) 201: Business Environment (upto Batch 2020)	

Date & Day	I Semester	III Semester	V Semester
05.01.2024 (Friday)	BBA (G) 101: Management Process and Organizational Behaviour (Batch: 2021 Onwards) BBA (G) 101: Management Process and Organizational Behaviour (upto Batch 2020) BBA (B&I) 101: Management Process and Organizational Development (Batch: 2021 Onwards) BBA (B&I) 101: Management Process and Organizational Behaviour (upto Batch 2020) BBA (CAM) 101: Management Process and Organizational Behaviour (Batch: 2021 Onwards) BBA (CAM) 101: Principal of Management (upto Batch 2020)		
06.01.2024 (Saturday)			BBA (G) 303: Business Policy and Strategy (Batch: 2021 Onwards) BBA (G) 303: Production & Operations Management (upto Batch 2020) BBA (B&I) 303: Practice of Life and General Insurance (Batch: 2021 Onwards) BBA (B&I) 303: Practice of Life Insurance (upto Batch 2020) BBA (CAM) 303: Web Designing & Development (Batch: 2021 Onwards) BBA (CAM) 303: Financial Management (upto Batch 2020)
08.01.2024 (Monday)		BBA (G) 203: Marketing Management (Batch: 2021 Onwards) BBA (G) 203: Marketing Management (upto Batch 2020) BBA (B&I) 203: Marketing Accounting (Batch: 2021 Onwards) BBA (B&I) 203: Marketing Management (upto Batch 2020) BBA (CAM) 203: Operations Research (Batch: 2021 Onwards) BBA (CAM) 203: Mercantile Law (upto Batch 2020)	

Date & Day	I Semester	III Semester	V Semester
09.01.2024 (Tuesday)	BBA (G) 103: Business Mathematics (Batch: 2021 Onwards) BBA (G) 103: Business Mathematics (upto Batch 2020) BBA (B&I) 103: Principles of Banking (Batch: 2021 Onwards) BBA (B&I) 103: Financial Accounting & Analysis (upto Batch 2020) BBA (CAM) 103: Business Mathematics (Batch: 2021 Onwards) BBA (CAM) 103: Business Economics (upto Batch 2020)		
10.01.2024 (Wednesday)			BBA (G) 305: Information Systems Management (Batch: 2021 Onwards) BBA (G) 305: Services Marketing (upto Batch 2020) BBA (B&I) 305: Business Policy and Strategy (Batch: 2021 Onwards) BBA (B&I) 305: Human Resource Management (upto Batch 2020) BBA (CAM) 305: Data Analytics with R Programming (Batch: 2021 Onwards) BBA (CAM) 305: Computer Behaviour (upto Batch 2020)
11.01.2024 (Thursday)		BBA (G) 205: Human Resource Management (Batch: 2021 Onwards) BBA (G) 205: Business Ethics and Corporate Social Responsibility (upto Batch 2020) BBA (B&I) 205: Management of Commercial Banks (Batch: 2021 Onwards) BBA (B&I) 205: Regulatory Framework of Insurance Sector (upto Batch 2020) BBA (CAM) 205: Database Management System (Batch: 2021 Onwards) BBA (CAM) 205: Production Management & TQM (upto Batch 2020)	

Date & Day	I Semester	III Semester	V Semester
12.01.2024 (Friday)	BBA (G) 107: Business Economics (Batch: 2021 Onwards) BBA (G) 107: Business Economics (upto Batch 2020) BBA (B&I) 107: Business Economics (Batch: 2021 Onwards) BBA (B&I) 107: Business Economics (upto Batch 2020) BBA (CAM) 107: Business Economics (Batch: 2021 Onwards) BBA (CAM) 107: Financial Accounting (upto Batch 2020)		
13.01.2024 (Saturday)			BBA (G) 309: Marketing Analysis (Batch: 2021Onwards) (Elective-II) BBA (G) 311: Performance Management (Batch: 2021 Onwards) (Elective-II) BBA (G) 313: Financial Modeling (Batch: 2021 Onwards) (Elective-II) BBA (G) 307: Entrepreneurship Development (upto Batch 2020) BBA (B&I) 307: Business Laws (Batch: 2021 Onwards) BBA (B&I) 307: Marketing of Financial Products and Srevices (upto Batch 2020) BBA (CAM) 311: Data Mining and Warehousing (Batch: 2021 Onwards) BBA (CAM) 313: Multimedia Technology (Batch: 2021 Onwards) BBA (CAM) 315: Block Chain Technology (Batch: 2021 Onwards) BBA (CAM) 317: E-Commerce (Batch: 2021 Onwards) BBA (CAM) 307: Management Information System (upto Batch 2020)
15.01.2023 (Monday)		BBA (G) 211: Business Research Methodology (Batch: 2021 Onwards)	BBA (CAM) 311: Business Policy & Strategic Management (upto Batch 2020)



Date & Day	I Semester	III Semester	V Semester
16.01.2024 (Tuesday)	BBA (G) 109: IT Applications in Business (Batch: 2021 Onwards) BBA (G) 109: Computer Applications (upto Batch 2020) BBA (B&I) 109: Business Communication (Batch: 2021 Onwards) BBA (B&I) 109: Computer Applications (upto Batch 2020) BBA (CAM) 109: IT Application in Business (Batch: 2021 Onwards) BBA (CAM) 109: Introduction to Computers (upto Batch 2020)		
17.01.2024 (Wednesday)			BBA (B&I) 309: Investment Banking (Batch: 2021 Onwards) BBA (G) 309: Goods and Services Tax (GST)(upto Batch 2020) BBA (B&I) 311: Marketing Analytics (Batch: 2021 Onwards) BBA (B&I) 313: Performance Management (Batch: 2021 Onwards) BBA (B&I) 309: E-Commerce (upto Batch 2020) BBA (CAM) 319: Financial Markets and Institutions (Batch: 2021 Onwards) BBA (CAM) 321: Talent Management (Batch: 2021 Onwards) BBA (CAM) 323: Sales and Distribution Management (Batch: 2021 Onwards) BBA (CAM) 325: Consumer Behaviour (Batch: 2021 Onwards) BBA (CAM) 309: Web Designing & Development (upto Batch 2020)

Date & Day	I Semester	III Semester	V Semester
18.01.2024 (Thursday)		BBA (G) 207: Management Accounting (Batch: 2021 Onwards) BBA (G) 207: Management Accounting (upto Batch 2020) BBA (B&I) 207: Decision Techniques in Business (Batch: 2021 Onwards) BBA (B&I) 207: Management Accounting (upto Batch 2020) BBA (CAM) 207: Computer Networks (Batch: 2021 Onwards) BBA (CAM) 207: RDBMS (upto Batch 2020)	
19.01.2024 (Friday)	BBA (B&I) 111: IT Application in Business (Batch: 2021 Onwards)		
20.01.2024 (Saturday)		BBA (G) 209: Production and Operations Management (Batch: 2021 Onwards) BBA (G) 209: Indian Economy (upto Batch 2020) BBA (B&I) 209: Business Research Methodology (Batch: 2021 Onwards) BBA (B&I) 209: Business Environment (upto Batch 2020) BBA (CAM) 209: Business Communication (Batch: 2021 Onwards) BBA (CAM) 209: Computer Networks (upto Batch 2020)	




Date & Day	I Semester	III Semester	V Semester
22.01.2024 (Monday)	BBA (G) 105: Financial Accounting and Analysis (Batch: 2021 Onwards) BBA (G) 105: Financial Accounting & Analysis (upto Batch 2020) BBA (B&I) 105: Financial Accounting and Analysis (Batch: 2021 Onwards) BBA (B&I) 105: Principles of Banking (upto Batch 2020) BBA (CAM) 105: Financial Accounting and Analysis (Batch: 2021 Onwards) BBA (CAM) 105: Business Mathematics (upto Batch: 2020)		
23.01.2024 (Tuesday)		BBA (G) 217: Environmental Studies (Batch: 2021 Onwards) BBA (B&I) 215: Environmental Studies (Batch: 2021 Onwards) BBA (CAM) 213: Environmental Studies (Batch: 2021 Onwards)	

Examination Centre: Intimation regarding Examination Centre will be communicated later on.

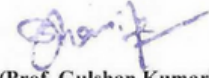
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(Dr. Deepak Chauhan)
Deputy Registrar (Conduct)
Dated: 20.11.2023



(Prof. Gulshan Kumar)
Controller of Examinations

Wishing you the
confidence and focus
you need to do your
Best

Assignment Title: Analysis of External Business Environment
Course: BBA Semester 1

Objective: The objective of this assignment is to assess your ability to analyze and understand the external environment in which businesses operate. This involves identifying and evaluating various factors that can influence a business's performance and decision-making.

Instructions:

1. Answer all questions thoroughly and demonstrate a comprehensive understanding of the external business environment.
2. Use relevant examples to illustrate your points.
3. Provide proper citations and references for any external sources used.

Part 1: Theoretical Understanding (20 marks)

Question 1: Definition and Components of the External Environment (10 marks)

Define the external business environment and elaborate on its various components. Discuss how each component can impact the operations and strategic decisions of a business. Provide real-world examples to support your explanation.

Question 2: PESTLE Analysis (10 marks)

Perform a PESTLE analysis for a business of your choice. Identify and analyze the political, economic, social, technological, legal, and environmental factors that could influence the chosen business. Evaluate the significance of each factor and its potential impact on the business.

Part 2: Practical Application (30 marks)

Question 3: Industry Analysis (15 marks)

Choose an industry of interest and conduct an industry analysis. Identify key external factors affecting the industry, such as market trends, competitive forces, and regulatory influences. Assess how these factors shape the competitive landscape within the chosen industry.

Question 4: SWOT Analysis (15 marks)

Select a specific company and perform a SWOT analysis. Identify the company's strengths, weaknesses, opportunities, and threats based on the external factors you've identified in the industry analysis. Discuss how the company can leverage its strengths and opportunities while addressing its weaknesses and mitigating threats.

Submission Guidelines:

Submit a typed document with clear headings for each section.

Use a standard font size, line spacing, and margins.

Include relevant diagrams, charts, or graphs to enhance your analysis.

Provide a list of references for any external sources used.

Note: Plagiarism will not be tolerated. Any instances of plagiarism will result in a penalty as per the university's academic integrity policy.

Assignment Title: Managing Workforce Diversity in Contemporary Organizations

Course: BBA Semester 3

Objective: The objective of this assignment is to explore the concept of workforce diversity and its implications for organizations. Students are expected to analyze the challenges and opportunities associated with a diverse workforce and propose strategies for effective management.

Instructions:

Respond to all questions thoughtfully, incorporating relevant theories and real-world examples. Demonstrate a deep understanding of workforce diversity concepts and their application in organizational settings.

Provide proper citations and references for any external sources used.

Part 1: Theoretical Foundation (20 marks)

Question 1: Definition and Dimensions of Workforce Diversity (10 marks)

Define workforce diversity and identify its key dimensions. Discuss how factors such as gender, ethnicity, age, and cultural background contribute to a diverse workforce. Provide examples to illustrate the importance of recognizing and managing these dimensions.

Question 2: The Business Case for Diversity (10 marks)

Examine the business case for workforce diversity. Discuss how a diverse workforce can contribute to organizational success, innovation, and competitive advantage. Provide examples of companies that have effectively leveraged diversity for business growth.

Part 2: Practical Implications and Challenges (30 marks)

Question 3: Challenges of Managing a Diverse Workforce (15 marks)

Identify and analyze the challenges associated with managing a diverse workforce. Discuss issues such as communication barriers, stereotypes, and resistance to diversity initiatives. Provide recommendations for overcoming these challenges.

Question 4: Inclusive Leadership and Organizational Culture (15 marks)

Explore the role of leadership in fostering an inclusive organizational culture. Discuss the traits and behaviors of inclusive leaders and how they can positively impact a diverse workforce. Provide examples of organizations with inclusive leadership practices.

Part 3: Strategies for Effective Management (20 marks)

Question 5: Diversity Training and Development (10 marks)

Evaluate the role of diversity training and development programs in organizations. Discuss how such programs can enhance cultural competence and mitigate biases. Provide recommendations for designing effective diversity training initiatives.

Question 6: Policies and Practices for Diversity and Inclusion (10 marks)

Examine organizational policies and practices that promote diversity and inclusion. Discuss the importance of diversity metrics, flexible work arrangements, and mentorship programs. Provide examples of companies with successful diversity and inclusion initiatives.

Submission Guidelines:

Submit a typed document with clear headings for each section.

Use a standard font size, line spacing, and margins.

Provide a list of references for any external sources used.

Note: Plagiarism will not be tolerated. Any instances of plagiarism will result in a penalty as per the university's academic integrity policy.

Assignment Title: Strategic Analysis using the BCG Growth-Share Matrix

Course: BBA Semester 5

Objective: The objective of this assignment is to apply the Boston Consulting Group (BCG) Growth-Share Matrix to analyze the strategic position of a company's business portfolio. Students are expected to assess the implications of the matrix for resource allocation and strategic decision-making.

Instructions:

Answer all questions thoroughly, providing a detailed analysis of the BCG Growth-Share Matrix. Use relevant examples to illustrate your points.

Demonstrate a deep understanding of strategic management concepts and their practical application.

Provide proper citations and references for any external sources used.

Part 1: Theoretical Foundation (10 marks)

Question 1: Introduction to the BCG Growth-Share Matrix (5 marks)

Define the BCG Growth-Share Matrix and explain its purpose in strategic management. Discuss the key elements of the matrix, including the four quadrants and the criteria for categorizing business units.

Question 2: Characteristics of BCG Matrix Quadrants (5 marks)

Examine each quadrant of the BCG Matrix (Stars, Question Marks, Cash Cows, and Dogs). Discuss the characteristics of businesses in each quadrant and explain the strategic implications for managing and investing in these categories.

Part 2: Practical Application (20 marks)

Question 3: Case Analysis – Applying the BCG Matrix (10marks)

Select a company and analyze its business portfolio using the BCG Growth-Share Matrix. Identify and discuss the products or business units in each quadrant, and evaluate the strategic decisions that the company should consider based on the matrix analysis.

Question 4: Limitations and Criticisms of the BCG Matrix (10 marks)

Critically evaluate the limitations and criticisms of the BCG Growth-Share Matrix as a strategic tool. Discuss scenarios in which the matrix may not accurately reflect the strategic position of businesses and propose alternative strategic analysis models.

Part 3: Strategic Decision-Making (20 marks)

Question 5: Resource Allocation Strategies (10 marks)

Discuss the resource allocation strategies suggested by the BCG Matrix for each quadrant. Explain how organizations can allocate resources to maximize growth and profitability based on the matrix analysis.

Question 6: Long-Term Strategic Planning (10 marks)

Examine the role of the BCG Matrix in long-term strategic planning. Discuss how companies can use the matrix to inform their overall strategic direction and adapt their business portfolios to changing market conditions.

Submission Guidelines:

Submit a typed document with clear headings for each section.

Use a standard font size, line spacing, and margins.

Include relevant diagrams or charts to enhance your analysis.

Provide a list of references for any external sources used.

Note: Plagiarism will not be tolerated. Any instances of plagiarism will result in a penalty as per the university's academic integrity policy.

Cheers

TO THE NEW YEAR 2024

Dear BBA Students,

We are excited to welcome you to the upcoming Induction Day for BBA Semesters 2, 4, and 6 scheduled on 29th January 2024 at 10:30 am in Auditorium. This event is designed to provide essential insights into the upcoming semester, covering key aspects such as the marking scheme, discipline-related briefings, and emphasizing the mandatory requirement of 75% attendance.

During the orientation, you can expect a comprehensive overview of the semester, including important dates and milestones. Our faculty members will discuss the marking scheme to help you navigate and excel in your courses. Additionally, there will be discipline-specific briefings to ensure you are well-informed about the unique requirements and expectations of your field of study.

We would like to stress that attendance at this Induction day is mandatory for all students. In line with academic policies, maintaining a 75% attendance throughout the semester is crucial for academic success. Your active participation in this event is not only an obligation but also a valuable opportunity to kickstart the semester with the knowledge and connections needed for a successful academic Journey.

We look forward to seeing you there and sharing the excitement for the semester ahead.



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