



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(GENERAL) Semester: III

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(General)	<ol style="list-style-type: none">1. Acquire conceptual clarity of all the functional areas of management2. Analyze and interpret data for better decision making3. Demonstrate effective communication skills and ability to work in groups4. Apply ethical practices and sustainability issues in business5. Understand the ecosystem of start up in the country and will be able to prepare business plans6. Prepare better for competitive exams in Management such as CAT, CMAT, etc.
To Pass	<ol style="list-style-type: none">(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment.(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.





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Course Type	Course Code	Name of Course	T/P	Credit	Contact Hrs/ Week	Exam Duration An hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
Ability Enhancement Course (Any One)	UM03ABBA71	Corporate Communications-I	T	3	3	3	30	70	100
Core Courses (Any THREE)	UM03CBBA71	Human Resource Management-I	T	3	3	3	30	70	100
	UM03CBBA72	Marketing Management-I	T	3	3	3	30	70	100
	UM03CBBA73	Financial Management-I	T	3	3	3	30	70	100
	UM03CBBA74	Logistic Management	T	3	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM03DBBA71	Cost Accounting	T	3	3	3	30	70	100
	UM03DBBA72	Statistics for Management-I	T	3	3	3	30	70	100
	UM03DBBA73	Supply Chain Management	T	3	3	3	30	70	100
Generic Elective	UM03GBBA71	Economic Analysis-I	T	3	3	3	30	70	100
Skill Enhancement (Any One)	UM03SBBA71	Industry Exposure	P	3	3	3	30	70	100





Programme: BBA (General) Semester: III

Course Code	UM03ABBA71	Title of the Course	Corporate Communication- I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To acquaint the learners with creative use of the English language and make them attain excellent command of the English language, and imbibe core values that build strength of character• To acquaint the learners with reading comprehension strategies and skills that facilitate their understanding and analyzing of written texts effectively and easily• To explain the facets of various formal communication channels operating in different business models; the various methods of communication and the barriers to effective communication• To develop skills in drafting effective business letters in the area of Sales Promotion.
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Course Content		
	Description	Weightage
1.	Text: A short novel or a play (not more than 200 pages- unabridged) Name of the Text: Lord of the Flies – by William Golding (OUP) (Two text-based essay type questions may be asked)	25%
2.	A. Text-based short note B. Comprehension (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)	08% 17%
3.	Communication Methods of Communication (Written / Oral/ Face-to-Face/ Audio-Visual/ Computer-based/ Silence) and Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Diagonal/ Consensus–Informal Communication: The Grapevine) Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio-psychological) (General questions / short notes may be asked)	25%
4.	Sales Promotion letters: (Including theory) (Questions on Theory, Drafting of letters to promote the sales of products and services)	25%





Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation Pattern	Weightage
1.	Internal (Written)	10 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	20 marks
3.	University Examination	70 marks

Course Outcomes: After completion of the course, the learner will be able to	
1.	<ul style="list-style-type: none">• Understand and appreciate creative English and is able to refine his/her oral and written expressions• Actively think about what is happening in a text while reading it, and mentally interacts and constructs meaning from the text• Use formal channels and methods of communication, and is able to overcome the barriers to effective communication for effective operation of a business organization• Draft effective Sales Promotion letters.





Sr. No.	References
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)

On-line resources to be used as and when required.





Bachelor of Business Administration
B.B.A (Gen) Semester-III

Course Code	UM03CBBA71	Title of the Course	Human Resource Management-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> 1. To develop understanding of how to effectively manage people and basics of human resource management 2. To make the students aware regarding different managerial and operative functions of HRM. 3. To make learner conversant with recruitment, selection and employee training. 4. To make students familiar with concept of promotion, transfer, absenteeism, compensation and performance appraisal.
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Course Content		
Unit	Description	Weightage*(%)
1.	Human Resource Management <ul style="list-style-type: none"> • Introduction, Meaning, Objectives, Importance, Functions. Human Resource Planning <ul style="list-style-type: none"> • Concept, Process of HRP, Job Analysis, Job Description and Job Specification (content), Job Design – Meaning & Methods 	25%
2.	Recruitment, Selection and Employee Training <ul style="list-style-type: none"> • Recruitment: Concept, Process, Sources • Selection: Definition, Procedure • Employee Training: Meaning, Importance, Techniques-On-the-Job and Off-the Job 	25%
3.	Promotion, Transfer and Absenteeism <ul style="list-style-type: none"> • Promotion: Meaning, Policy, Types and Basis • Transfer: Meaning, Types, Policy • Demotion: Meaning, Causes • Absenteeism: Concept, Causes • Separation: Meaning, Forms 	25%
4.	Compensation and Performance Appraisal <ul style="list-style-type: none"> • Compensation: Concept, Objectives, Factors • Performance Appraisal: Meaning, Process, <ul style="list-style-type: none"> ➤ Traditional Methods: Ranking Method, Paired Comparison, Checklist Method ➤ Modern Method: MBO and 360 Degree Method, BARS 	25%





Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand how to manage people effectively at workplace.
2.	Learn concepts of human resources management and human resources planning.
3.	Explain how human resource managers align the recruitment and selection process and employee training process.
4.	Explain the concepts of promotion, transfer and absenteeism.
5.	Explain the concepts of compensation and process of performance appraisal.

Suggested References:	
Sr. No.	References
1.	Personnel Management: C B Memoria & S V GAnkar, Himalaya Publishing House
2.	Human Resource Management: S S Khanka, S Chand
3.	Human Resource Management: C B Gupta, Himalaya Publishing House
4.	Text and Cases of Human Resource Management: P Subba Rao, Himalaya Publishing House
5.	Human Resource and Personnel Management: K Aswathappa





Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM03CBBA72	Title of the Course	MARKETING MANAGEMENT-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about marketing management.• To outline key marketing concepts and its application to different markets.• To analyse and examine the implementation of marketing concepts and strategy to firms.• To attain of organisational marketing goals.
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual Foundation: <ul style="list-style-type: none">• Nature and Concept of marketing Management,• Core Concepts,• Philosophies of Marketing,• Importance of Marketing,• Marketing Environment	25%
2.	Product Mix <ul style="list-style-type: none">• Concept,• Product Planning,• Significance, Packaging,• Product Mix,• Product Life Cycle & strategies ,• New product development process	25%
3.	Price Mix <ul style="list-style-type: none">• Concept,• Significance of price,• Objectives of pricing decision,• Factors affecting pricing Decision,• Methods	25%
4.	Promotion & Distribution Mix <ul style="list-style-type: none">• Types &tools of promotion,• Kinds of media of advertising,• Meaning of distribution,• Types of channels of distribution,• Factors affecting channels of distribution.	25%





Teaching- Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the scope and significance of marketing in domain industry
2.	Examine marketing concepts and phenomenon to current business events in the industry
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

Suggested References:	
Sr.No.	References
1.	Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
2.	Marketing Management by Philip Kotler.
3.	Marketing Management by S.A.Sherlekar ,Himalaya Publication





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Bachelor of Business Administration [General]
Semester – III

Course Code	UM03CBBA73	Title of the course	Financial Management I
Total Credits of the course	3	Hours per week	3

Course Objectives:	<ul style="list-style-type: none"> To offer students relevant and actual knowledge of Financial Management.
	<ul style="list-style-type: none"> To make students aware about taking financial decisions.
	<ul style="list-style-type: none"> To expose the students for the financial issues of determining the monetary resources, the sources and uses of funds.
	<ul style="list-style-type: none"> To understand the benefits, risks and costs associated with different types of resources and financing.
	<ul style="list-style-type: none"> To understand fundamental concepts and tools to the decisions faced by a manager in investment decisions.

Course Content			Weightage
Units	Description		
1	Introduction (Only theory)	Meaning Importance of financial management Finance Decision -Investment decisions -Financing decision -Dividend decisions - liquidity decision Goals/Objectives of Financial Management -Profit Maximization -Wealth Maximization Organization of the finance function Role and Responsibilities of Modern Financial Manager	25%
2	Financial Planning	Meaning and Nature of Financial Planning Characteristics of sound financial plan Importance of financial planning Factors affecting Financial planning, limitations of financial planning	25%
3	Capital Budgeting (Theory and examples)	Meaning, Nature, Significance Capital Budgeting process Types of Capital Budgeting Decision Rationale Techniques of Capital Budgeting:(Examples) Pay Back period technique (PBP) Accounting rate of return technique(ARR) Discounted cash flow techniques: Net Present Value(NPV) Profitability Index(PI) Internal Rate of Return (IRR)	25%



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4	Management Working Capital (Theory and examples)	Meaning, Types of Working Capital, Significance, Factors affecting working capital requirement Two dimensions of working capital Management Relative assets liquidity and Relative financing liquidity Examples: Computation of Operating cycle, Estimation of working capital requirement, Determining Maximum Permissible Bank Finance	25%
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Teaching-Learning Methodology	➤ White Board, Presentation, Video, Case Study
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COURSE OUTCOMES: The learners will be able to

1	Understand how to make optimum use of Funds for the growth of the firm.
2	Understand the process of Financial Mix and assessment of Price Earnings Ratio.
3	Learn how to maximize shareholders wealth.
4	Gain the knowledge about different stages of financial planning.

Suggested References:

1	Financial Management by Khan & Jain
2	Financial Management & Management Accounting by S.N.Maheshwari
3	Financial Management by I.M. Pandey
4	Financial Management by M.R.Agrawal
5	Financial Management BY T.J.Rana



Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM03CBBA74	Title of the Course	Logistic Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about logistic management.• To outline key logistic management concepts and its application to market.• To analyse and examine the implementation of logistic management concepts and strategy to firms.• To attain organisational goals using logistic management techniques in proper way.
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Course Content

Unit	Description	Weightage*(%)
1.	Introduction of Logistic Management <ul style="list-style-type: none">• Definition,• Objectives,• Components,• Significance,• Role of Logistic Management,• Use of IT in Logistic	25%
2.	Logistics Management <ul style="list-style-type: none">• Logistical operation,• Integration,• Logistical performance cycle,• Customer service global logistics,• Logistical resources (Information & Forecasting)	25%
3.	Warehouse and Transport Management <ul style="list-style-type: none">• Concept of strategic storage,• Warehouse functionality,• Warehouse operating,• Material handling and packaging in warehouse,• Types of Warehouses.• Transportation management,• Transport functionality and principles,• Transport Infrastructure,• Transport decision making.	25%





4.	Inventory Management <ul style="list-style-type: none">• Introduction,• Basic Concepts of Inventory,• Classification of Inventory,• Concept of EOQ (Including examples),• Material planning and Controlling Techniques (ABC Analysis, FSN, VED, HML Analysis)	25%
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Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the significance of Logistic Management.
2.	learn Logistic Management concepts and phenomenon to current business events in the industry
3.	Coordinate the various Logistic Management variables and apply them for designing marketing strategy for business firms





Suggested References:

Sr. No.	References
1.	Donald J. Bowersox & David J. Closs “Logistics Management – The Integrated Supply Chain Process”, TATA mcGREW-HILL EDITION
2.	Chopra, “Supply Chain Management”, Pearson Education Asia, New Delhi
3.	Christopher, “Logistics and Supply Chain Management”, Pearson Education Asia, New Delhi
4.	Taylor and Brunt, “Manufacturing Operations and Supply Chain Management (The Lean Approach)”, Business Press Thomson Learning, NY.
5.	Arjan J. Van Weele, “Purchasing and Supply Chain Management (Analysis Planning and Practice)”, Engineering, Business Press, Thomson Learning NY.
6.	Donald B, “Logistic Management - The Integrated Supply Chain process”, McGraw Hill, NY





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(BBA) (GENERAL) Semester (III)

Course Code	UM03DBBA72	Title of the Course	STATISTICS FOR MANAGEMENT - I
Total Credits of the Course	03	Hours per Week	0 3

Course Objectives:	<ul style="list-style-type: none"> This course aims to furnish the students with the Mathematical and Statistical requirements for business management and to know the function of Mathematics and Statistics in the Management field. To provide students with reinforcement of Mathematical and Statistical computations.
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Course Content		
Unit	Description	Weightage* (%)
1.	Correlation: (a) Introduction and meaning, interpretation and types of correlation, (b) Method to study Correlation: Scatter Diagram, Karl Pearson's Product Moment Methods, Spearman's Rank correlation (C) Properties of Correlation and Example based on Probable Error	25%
2.	Regression (a) Introduction and meaning (b) Regression Lines, Regression Coefficients, Regression Equations (c) Properties of Regression, examples based on regression line equations, regression co-efficients.	25%
3.	Index Numbers (a) Introduction and Meaning and Importance of Index Numbers. (b) Construction of wholesale Price Index Number (c) Time Reversal Test and Factors Reversal Test (d) Cost of Living Index Number. and related examples.	25%
4.	Time series Analysis (a) Meaning, importance and components (b) Methods to study trend: Free hand curve, Moving average (3,4,5 yearly), Least square method (Linear Trend) (c) Seasonal indices by Simple average method	25%

Teaching-Learning Methodology	Lecture, Assignment, Quiz, Seminars, Content- Focused Methods and Interactive / Participative Methods.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand how to process and interpret information to arrive at logical conclusions to common business mathematical and statistical applications.
2.	Apply the knowledge of mathematics and statistics in solving business problems.
3.	Analyse and demonstrate mathematical and statistical skills required in intensive areas in Economics and business

Suggested References:	
Sr. No.	References
1.	Sancheti&Kapoor: Statistic: Theory, Methods and Applications, Sultan Chand & Sons, New Delhi
2.	Kapoor, V. K.: Business Mathematics, Sultan Chand and Sons, New Delhi
3.	Soni, R. S.: Business Mathematics, Pitamber Publishing House
4.	Trivedi and Trivedi: Business Mathematics, Pearson India Limited. New Delhi

On-line resources to be used if available as reference material

On-line Resources: <https://www.investopedia.com/terms/correlation>
<https://www.investopedia.com/terms/timeseries>





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Programme: BBA (GENERAL) Semester: III

Course Code	UM03DBBA71	Title of the course	Cost Accounting
Total Credits of the course	3	Hours per week	3

Course Objectives:	<ul style="list-style-type: none">To provide students relevant and actual knowledge of cost accounting.
	<ul style="list-style-type: none">Get foundational understanding and clarity of basic principles and core concepts of cost accounting.

Course Content			Weightage
Units	Description		
1	Essential of Cost Accounting: (Theory Only)	Introduction & Definition and Concept of Cost Accounting. Advantages & Objectives of Cost Accounting. Financial Accounting and Cost Accounting. Methods and Techniques of Cost Accounting. Installation of Costing System.	25%
2	Material and Labour Cost:	Material Cost: Meaning of Material; Material Control; Techniques of Material Control – ABC Techniques – VED Analysis. Examples based Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity. Labour Cost: Meaning; Control of Labour Cost; Labour Turn Over; Causes of Labour Turn Over. Methods of remuneration ; Time Rate; Piece Wage Examples based on Labour Turn Over and Incentive Plans: Halsey Premium Plan; Rowan Plan; Taylor's Differential Piece Rate System	25%
3	Overhead Cost:	Meaning of Overheads; Classification of Overhead Cost; Fixed Cost and Variable Cost. Allocation and Apportionment of Overheads; Absorption of Overheads Examples based on Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method. Examples based on Machine Hour Rate.	25%



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4	Unit Costing	Unit Costing: Costing Procedure; Treatment of Stocks Examples based on Cost Sheet and Price Quotation	25%
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Teaching-Learning Methodology	➤ White Board, Power Point Presentation
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

COURSE OUTCOMES: The learners will be able to	
1	Get basic knowledge about cost accounting.
2	Understand the basic concepts of fixed and variable cost and practice.
3	Learn issues related to material, labour and remuneration
4	Gain the knowledge of cost sheets.

Suggested References:	
1	Cost Accounting by Sudhir Prakashan
2	Cost Accounting by B.S. Shah Prakashan
3	Cost Accounting by M N Arora, Himalaya Publishing Company



Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM03DBBA73	Title of the Course	SUPPLY CHAIN MANAGEMENT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about supply chain management.• To outline key supply chain mgmt. concepts and its application to market.• To analyse and examine the implementation of supply chain mgmt. concepts and strategy to firms.• 4. Attainment of organisational goals using supply chain mgmt. techniques.
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual Foundation <ul style="list-style-type: none">• Introduction,• Generic Types of SCM,• Importance of SCM,• Objective of SCM,• SCM Skills	25%
2.	Supply Chain Strategies <ul style="list-style-type: none">• Relationship Matrix,• Competitive and Supply Chain Strategy,• SCOR Model Structure,• Cycle View of Supply Chain Process	25%
3.	Managing Supply Chain <ul style="list-style-type: none">• Drivers of Supply Chain Performance,• Reverse Supply Chain V/s Forward Supply Chain,• Components of Inventory Decision	25%
4.	Designing Supply Chain Network <ul style="list-style-type: none">• Components of Pricing Decisions,• Obstacles of SCM,• Factors Influencing Distribution Network,• Impact of E-Business on Customer Service,• Frame work for network Design Decision	25%





Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the scope and significance of Supply Chain Relationships in business.
2.	Examine SCM concepts and phenomenon to current business events in the industry
3.	Coordinate the various SCM variables and interpret them for designing marketing strategy for business firms

Suggested References:	
Sr. No.	References
1.	Supply Chain management By Sunil Chopra, Peter Meindl and D V Kalra, Pearson Education
2.	Supply Chain Management Theories and Practices By K P Mohanty and S G Deshmukh, published by biztzntra
3.	N Kumar , “Supply Chain Management, lakshmi Narain Agrawal, Agra
4.	Donald B., “Logistic Management - The Integrated Supply Chain process”, McGraw Hill, NY.





Bachelor of Business Administration
 B.B.A (GENERAL) Semester-III

Course Code	UM03GBBA71	Title of the Course	Economic Analysis-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"> • To familiarize the students with the advanced concept of Economics. • To identify and interpret the advanced economic concepts/variables. • To learn application of theoretical models to address real-world problems. • To understand the behavior of an individual and market in a variety of economic environments. • To invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage (%)
1.	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
2.	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers' survey methods 2) Sales force opinion methods 3) Experts' opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	25%
3.	Game Theory Game theory – Introduction – The theory of Games- Basic Definition and Terminology- The 2 – person, Zero-Sum game, Pure Strategy Games (with Saddle Point), Principle of Dominance, Nash Equilibrium, Mixed Strategy Games (case of No Saddle point) , The 2-person , Non-zero Sum(or, Non-Constant Sum) Games, Cooperative games, Non-cooperative games, limitation of game theory, significance of game theory.	25%





4.	Production Function Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line – Isoquant - properties, principle of marginal rate of Technical substitutions-Least cost combination - law of variable proportion with the help of TPP, APP and MPP, law of return to scale with the help of Iso -quants.	25%
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Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	Explain the concepts of the elasticity and theory of indifference curve in business applications
3.	Interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyze the effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.





Suggested References:

Sr. No.	References
1.	Economic Theory And Operation Analysis – W.J. Baumol
2.	Managerial Economics – Samuel Paul
3.	Managerial Economics – Coyne
4.	Introduction To Managerial Economics – Savage And Small
5.	Managerial Economics – D.C. Hague
6.	Economic Theory – Stonier Hague
7.	Advance Economic Theory – H.L. Ahuja
8.	Managerial Economics – GopalKrishna
9.	Managerial Economics – G.S. Gupta
10.	Managerial Economics-P.L.Mehta

On-line resources to be used if available as references material:

On-line resources:

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>





BACHELOR OF BUSINESS ADMINISTRATION
BBA (General) Semester: III

Course Code	UM03SBBA71	Title of the Course	Industry Exposure
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• Industrial training is requires to overcome the hurdles in the academic curriculum and in the industry.• This will help the students create and develop specific skills and competencies they require to become operable.• It gives the students a feel of how their work environment will be when they join the company.
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Course Content		
	Description	Weightage
1.	The visit will include the following aspects : <ul style="list-style-type: none">● Study of Organization and Organizational Structure.● Study of manufacturing processes.● Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department● Discussion with concern officials and executives	
2.	The Industrial exposure report should include following points: <ul style="list-style-type: none">● Profile of Organization (History & Establishment● Organization structure & nature● Promoters & Board of Directors● Products● Employees● Major markets & customers● Production● Marketing● HRM & Industrial relations● Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available).● Contribution of unit towards economic and industrial development.	

Teaching- Learning Methodology	<ul style="list-style-type: none">● The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.● Report must include one Public limited company and one private limited company.● A copy of report must be submitted to the University for Final University viva-voce Examination.● Students shall draft their report individually (hand written) under the guidance of concern teacher.
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Teaching- Learning Methodology	The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report. Report must include One Public limited company and one private limited company. A copy of report must be submitted to the university for final university viva-voce examination. Students shall draft their report individually (hand written) under the guidance of concern teacher.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage (%)
1.	Internal (Written)	15
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15
3.	University Examination	70

Course Outcome

Industrial Visit brings clarity to important management concepts, as student practical experience firsthand how these concepts are put into action.
Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
The students get to see the best practices opted by different companies for similar work.

<ul style="list-style-type: none">• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)

On-line resources to be used as and when required.



PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(GENERAL) Semester: IV

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(General)	<ol style="list-style-type: none">1. Acquire conceptual clarity of all the functional areas of management2. Analyze and interpret data for better decision making3. Demonstrate effective communication skills and ability to work in groups4. Apply ethical practices and sustainability issues in business5. Understand the ecosystem of start up in the country and will be able to prepare business plans6. Prepare better for competitive exams in Management such as CAT, CMAT, etc.

To Pass	<ol style="list-style-type: none">(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment.(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.
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Course Type		Name of Course	T/P	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
Ability Enhancement Course (Any One)	UM04ABBA71	Corporate Communications-II	T	3	3	3	30	70	100
Core Courses (Any THREE)	UM04CBBA71	Human Resource Management-II	T	3	3	3	30	70	100
	UM04CBBA72	Marketing Management-II	T	3	3	3	30	70	100
	UM04CBBA73	Financial Management-II	T	3	3	3	30	70	100
	UM04CBBA74	Event Management	T	3	3	3	30	70	100
Discipline Specific Elective (Any Two)	UM04DBBA71	Cost Accounting	T	3	3	3	30	70	100
	UM04DBBA72	Statistics for Management-II	T	3	3	3	30	70	100
	UM04DBBA73	Customer Relationship Management	T	3	3	3	30	70	100
Generic Elective (Any ONE)	UM04GBBA71	Economic Analysis-II	T	3	3	3	30	70	100
	UM04GBBA72	Fundamentals of Research	T	3	3	3	30	70	100
Skill Enhancement (Any One)	UM04SBBA71	Rurban Planning	T	3	3	3	30	70	100
	UM04SBBA72	Disaster Management	T	3	3	3	30	70	100





Programme: BBA (General) Semester: IV

Course Code	UM04ABBA71	Title of the Course	Corporate Communication-- II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To acquaint the learners with the skills necessary to draft effective Press Reports with precision and clarity• To demonstrate the impact of nonverbal aspects of communication in the process of communication• To acquaint the learners with the skills necessary to draft effective speeches and make short Presentations/Speeches using proper body language• To equip the learners with the skills necessary to draft effective Business Reports; Notices, Agendas and Minutes of Corporate Meetings.
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Course Content (Theory)		
	Description	Weightage
1.	A. Press Reports Drafting of Press Reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events) B. Non-verbal aspects of communication (Kinesics, Proxemics, Chronemics, Paralanguage) (General questions / short notes may be asked)	13% 12%
2.	A. Business Reports Drafting of Individual and Committee Reports on the following topics: Selection of Site (Feasibility Report); Labour and Personnel Problems; Decline in Sales; Fire and Accidents	25%
3.	Drafting of Speeches Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman's speech at the Annual General Meeting, vote of thanks)	25%





4.	Notice, Agenda and Minutes of Corporate Meetings Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)	25%
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(Practical)		
	Description	Weightage (%)
I.	Note Taking/Note Making	33%
2.	Oral Expression / Group Discussion	33%
3.	Review Writing (A Novel/a Biography/an Autobiography)	34%

Teaching- Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	10 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	20 marks
3.	University Examination	70 marks

Note:

- The examination will be conducted in two parts: Written and Practical. Both will carry equal weighting in internal as well as external examination in the ratio of 70:30.
- The total number of marks obtained by a candidate out of 140, i.e., the total of written and practical examination shall be divided by two so as to get marks out of 70 at the external examination.





Course Outcomes: After completion of the course, the learner

- Develops effective writing skills in drafting of Press Reports
- Understands the importance of non-verbal aspects of communication and subsequently improves his/her ability to relate, engage and establish meaningful interactions in everyday life
- Makes better Presentations and is able to deliver short speeches using proper body language
- Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.

**Sr.
No.**

References (Theory)

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Effective Business Communication – M V Rodriques (Concept Publishing House)
- Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
- Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)

Books/Programmes recommended: (Practical)

- Starting Business English BBC (Video)
- Follow Through BBC (Video)

On-line resources to be used as and when required.





Bachelor of Business Administration
B.B.A (General) Semester-IV

Course Code	UM04CBBA71	Title of the Course	Human Resource Management-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To help students understand recent trends in HRM.2. To enable students develop their understanding of various topics of human resource management and understand its relevance in organizations.3. To provide knowledge and skills necessary for HR managers to work competently in changing business environment.4. To make the students aware regarding Employee Safety and Health, Industrial Relations and Industrial Disputes, Trade union and Collective bargaining and HRM in Global scenario .
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Course Content		
Unit	Description	Weightage*(%)
1.	Employee Safety and Health <ul style="list-style-type: none">• Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India• Employee Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956.	25%
2.	Industrial Relations and Industrial Disputes <ul style="list-style-type: none">• Industrial Relations: Concept, Objectives, Parties, Importance and Approaches• Industrial Dispute: Definition, Forms, Causes and Preventive Measures and Settlement Authorities	25%
3.	Trade Union and Collective Bargaining <ul style="list-style-type: none">• Trade Union: Meaning, Functions, Problems and Measures• Collective Bargaining: Meaning, Strategies, and Process	25%





4.	HRM in Global Scenario <ul style="list-style-type: none">• Challenges of HRM• Impact of Globalisation on HRM• Human Resource Information System (HRIS): Concept, Uses, Design, Advantages & Disadvantages• Virtual Organisation: Concept, Types, Features, Advantages & Disadvantages• HRD : Meaning & Functions	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	<ul style="list-style-type: none">• Have idea regarding basics of Employee Health and Safety measures and its related Statutory Provisions.• Have clear understanding of the operative functions of HRM.
2.	<ul style="list-style-type: none">• Learn concept, approaches and importance of industrial Relations in organization.• Understand concept, forms and causes of industrial disputes and possible preventive measures of it.
3.	<ul style="list-style-type: none">• Get idea about functions and measures of trade union.• Gain knowledge about collective bargaining and how it is used for grievance redressal.





4.	<ul style="list-style-type: none">• Know various challenges of human resource management and how globalization has change human resource management practices.• Enhance their knowledge about Human Resources Information System (HRIS) and its use in business and forms of virtual organization.• Understand concept of HRD and important functions of HRD.
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Suggested References:

Sr. No.	References
1.	Personnel Management: C B Memoria& S V GAnkar, Himalaya Publishing House
2.	Human Resource Management: S S Khanka, S Chand
3.	Human Resource Management: C B Gupta, Himalaya Publishing House
4.	Text and Cases of Human Resource Management: P Subba Rao, Himalaya Publishing House
5	Human Resource and Personnel Management: K Aswathappa
6	Santosh Gupta and Sachin Gupta, 'Human Resource Development'- Concept and Practices, Second Edition, Deep & Deep Publications Pvt. LTD., New Delhi.





Bachelor of Business Administration
B.B.A Semester-IV

Course Code	UM04CBBA72	Title of the Course	MARKETING MANAGEMENT-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. TO GIVE INSIGHT ABOUT MARKETING MANAGEMENT.2. TO OUTLINE KEY MARKETING CONCEPTS AND ITS APPLICATION TO DIFFERENT MARKETS.3. TO ANALYSE AND EXAMINE THE IMPLEMENTATION OF MARKETING CONCEPTS AND STRATEGY TO FIRMS.4. ATTAINMENT OF ORGANISATIONAL MARKETING GOALS.
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Course Content		
Unit	Description	Weightage*(%)
1.	Buyer Behavior and Market Segmentation <ul style="list-style-type: none">• Introduction Model of Buyer Behavior,• Scope of Buyer Behavior,• Process of Buyer Behavior,• Major influencing Factors,• Bases of Market Segmentation,• Segmentation Process	25%
2.	Consumerism <ul style="list-style-type: none">• Concept of Consumerism,• History & Evolution of Consumerism,• Causes of Consumerism,• Consumer Protection Act,• Consumer Movement	25%
3.	Service Marketing <ul style="list-style-type: none">• Introduction of Service Marketing,• Characteristics of Service,• Classification of Service,• Service Marketing Mix,• Introduction of Service Quality,• Determinants of Service Quality,• 4 P's of Service Marketing.	25%





4.	Social Marketing: <ul style="list-style-type: none"> • Concept of Social Marketing, • Benefits of Social Media Marketing (with reference to individual and company), • Tools of social media. • Direct Marketing: Major Channels of Direct Marketing & Types of Direct Marketing Channels • Online marketing: Advantages and disadvantages, challenges of Online Marketing. • Green Marketing: Meaning, Importance, Problems. 	25%
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Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to identify the scope and significance of marketing in domain industry
2.	Students will be able to examine marketing concepts and phenomenon to current business events in the industry
3.	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms





Suggested References:	
Sr. No.	References
1.	Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2.	Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
3.	Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
4.	Marketing Management by S. A. Sherlekar, Himalaya Publication.
5.	Service Marketing by P. K. Gupta, Everest Publishing House
6.	Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press
7.	Marketing Management by D. Datta and M. Datta, Vrinda Publication (P) Ltd., Delhi





Bachelor of Business Administration [General]
Semester – IV

Course Code	UM04CBBA73	Title of the course	Financial Management II
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To Develop the Knowledge of Students about the Significance of cash management in Business.
	2. To Enhance the Knowledge of Students about the Debt and Equity Matrix in organization.
	3. To Study about the concept of leverages and its types.

Course Content		Weightage
Units	Description	
1	Cash Management Meaning and Nature of Cash, Motives for holding cash, objectives of cash Management, Dimensions of cash management-Cash Planning, Managing the cash flows, Determining optimum level of cash & Investing surplus cash.	25%
2	Receivables and Inventory Management Meaning and Nature of Receivables, Meaning and objectives of Receivables Management, Credit Policy variables, Examples of credit evaluation Relaxation in credit period & Cash discount proposals only) Meaning of inventories & inventory management, Objectives, Importance, Inventory Management techniques - EOQ & levels of inventory (Theory only)	25%
3	Capitalization Meaning, Theories of Capitalization- Cost & Earning Theory Over-capitalization & Under-capitalization: Meaning, Causes, Effects & Remedies	25%
4	Leverage Analysis Meaning of Leverage, Importance, Types of Leverages-, Operating Leverage, Financial Leverage and combined Leverage- Meaning, computation, utility and degree of each leverage.	25%



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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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COURSE OUTCOMES:

1	Students will understand about requirement of Cash management in Firm.
2	Students will understand about Capitalization and its process.
3	Students will understand the role leverages and its effect in the capital cost.
4	Students will gain the knowledge inventory control and receivables.

Suggested References:

1	Financial Management by Khan & Jain
2	Financial Management & Management Accounting by S.N.Maheshwari
3	Financial Management by I.M. Pandey
4	Financial Management by M.R.Agrawal
5	Financial Management BY T.J.Rana

PROGRAMME OUTCOMES:

Demonstrate an understanding of the overall role and Importance of Financial Management in organization.



Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM04CBBA74	Title of the Course	EVENT MANAGEMENT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about event management.• To outline key event management concepts and its application to market.• To analyse and examine the implementation of event management concepts and strategy to firms.• Attainment of organisational goals using event management techniques in proper way.
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Course Content

Unit	Description	Weightage*(%)
1.	Event Planning and Control <ul style="list-style-type: none">• Introduction to event planning and management• Event Production• Role of event planner and qualities of good planner• Importance of organising events and its components• Techniques, Selection, Coordination, Creativity, Designing, Marketing, sponsorship• Production of special corporate and sports events	25%
2.	Legal Aspects of Business <ul style="list-style-type: none">• Introduction to legal components of event management• Relevant Legislation• Contract Agreement Act• Company and Business Law• Sales Act• Indian Partnership Act• Negotiable Instrument Act• Role of National and State government including special purpose legislation security• Traffic and Pollution Act• Anti-Infringement Strategy and risk and Incident Management	25%





3.	<p>IT in Event Management</p> <ul style="list-style-type: none"> • Hardware and Software • Data Processing System • Input-Output devices, Storage devices • Students will learn and use and use Word processing software such as Microsoft Word processing- Level 1 Micro Computer operation and operating environment. • Creating and Editing Documents • Formatting, Saving, Retrieving and Printing Text • Profiling Documents and Spreadsheet programs such as Excel, Usage of Technology in presentations of varied events across the industry through designing application using Coral Draw and Photoshop. 	25%
4.	<p>Event Marketing</p> <ul style="list-style-type: none"> • Marketing Concept • Marketing Mix • Marketing Planning • Marketing Budget • Merchandising • Marketing Control • Brand Promotion and Catchment Area 	25%

Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%





Course Outcomes: Having completed this course, the learner will be able to

1.	Identify the significance of Event Management.
2.	learn Event Management concepts and phenomenon to current business events in the industry
3.	Coordinate the various Event Management variables and interpret them for designing marketing strategy for business firms

Suggested References:

Sr. No.	References
1.	Event Coordination by National Institutions of Event Management (NIEM)
2.	Event Planning by Jude Allen
3.	The Art of Successful Event Management by Taruz Busrur
4.	Business Law for Managers by R.K. Balchandani
5.	Labour and Industrial Law by S.N. Mishra
6.	Fundamental of Computers by P.K. Sinha
7.	Using Information Technology Williams Sawyer
8.	Event Marketing and Advertising-Product Launch and Branding by National Institute of Event Management
9.	Event Marketing and Management by Sanjaya Singh and Sanjay Saggere





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Programme Name: BBA [GENERAL]
Semester: IV

Course Code:	UMO4DBBA71	Title of the course:	Cost Accounting
Total Credits of the course	3	Hours per week:	3 Lectures

Course Objective	<ul style="list-style-type: none">- To Improve knowledge in students regarding various costing methods and its calculations.- To understand the operating process in the industry- To understand the production process in the industry
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Course Content		Weightage [%]
Unit	Description	
1	Reconciliation of Cost and Financial Accounts [Theory and Examples]: <ul style="list-style-type: none">- Reasons for difference in profit as per Cost Accounting and Financial Accounting- Needs for Reconciliation- Methods of Reconciliation- Examples of Preparation of Cost Reconciliation Statement	25%
2	Contract Costing: [Theory and Examples]: <ul style="list-style-type: none">- Introduction, certified work and uncertified work- Work in Progress- Price escalation clause [theory only]- Examples upto three years information only	25%
3	Operating Costing: [Theory and Examples] <ul style="list-style-type: none">- Introduction- Definition- Examples of calculation of cost of Transport company	25%
4	Process Costing: [Theory and Examples] <ul style="list-style-type: none">- Meaning of Process Costing , Process Account and work in Process Account- Normal Loss, Abnormal Loss , Abnormal Gain, By product and Joint Product [Theory only]- Examples upto three Processes with Normal Loss, Abnormal Loss and Abnormal Gain only	25%



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Teaching Learning Methodology	1	Lectures
	2	Power Point Presentation
	3	Assignments

Evaluation Pattern	
Serial No.	Details of the Evaluation
1.	Internal Test
2.	Assignment
3.	External Execution

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understanding Various costing Methods
2.	The Students will be able to calculate cost of work in various industries like manufacturing, construction company etc.
3.	Students will able to understand how to reconcile the accounts
4.	Students will understand the manufacturing process in the industry

Suggested References:	
1.	Cost Accounting - Sudhir Prakhn , B. S. Shah
2.	Cost Accounting- Himalaya Publishing Company, M. N. Arora
3.	Cost Accounting- Methods and problems, Bhar B. K.
4.	Cost Accounting - Saxena V K



(BBA) (GENERAL) Semester (IV)

Course Code	UM04DBBA72	Title of the Course	STATISTICS FOR MANAGEMENT - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. This course aims to furnish the students with the Mathematical and Statistical required for business management and to know the function of Mathematics and Statistics in the Management field.2. To provide college students with reinforcement of Mathematical and Statistical computations.
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Course Content		
Unit	Description	Weightage * (%)
1.	Probability (a) Terminology: Event , Sample space, Mutually exclusive , equally likely, exhaustive , joint, dependent, independent events (b) Definitions : Mathematical , Statistical and Axiomatic (c) Addition and multiplication rules of probability for two and three events respectively (d) Mathematical Expectation: Meaning and properties. Examples on $E(x)$; $V(x)$	25%
2.	Probability Distributions (a) Meaning and importance of probability distributions (b) Binomial, Poisson, Normal distribution: Meaning, Conditions, pdf ,properties and uses.	25%
3.	Statistical Quality Control (SQC) (a) Meaning , Importance's and Principles of SQC (b) Charts for variables (Mean and Range chart) (c) Charts for Attributes (p, np & c charts). and related examples.	25%
4.	Sampling Methods (a) Terminology :Population ,Sample, Parameter, Statistics (b) Characteristics of ideal sample (c) Population Survey V/s Sample Survey (d) Concept of Sampling errors and Non-Sampling Errors (e) Sampling Methods: Procedure, Merits, Demerits :Simple Random Sampling, Stratified random Sampling, Systematic Sampling , examples based on SRS Method.	25%
Teaching- Learning Methodology	Lecturer, Assignment, Quiz, Seminars, Content Focused Methods and Interactive / Participative Methods.	





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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Lead to the student to understand how to process and interpret information to arrive at logical conclusions to common business mathematical and statistical applications.
2.	Apply the knowledge of mathematics and statistics in solving business problems.
3.	Analyse and demonstrate mathematical and statistical skills required in intensive areas in Economics and business

Suggested References:	
Sr. No.	References
1.	Sancheti & Kapoor: Statistic: Theory, Methods and Applications, Sultan Chand & Sons, New Delhi
2.	Kapoor, V. K.: Business Mathematics, Sultan Chand and Sons, New Delhi
3.	Soni, R. S.: Business Mathematics, Pitamber Publishing House
4.	Trivedi and Trivedi: Business Mathematics, Pearson India Limited. New Delhi

On-line resources to be used if available as reference material
On-line Resources: https://www.investopedia.com/terms/correlation https://www.investopedia.com/terms/timeseries





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Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM04DBBA73	Title of the Course	CUSTOMER RELATIONSHIP MANAGEMENT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about customer relationship management.• To outline key CRM concepts and its application to different markets.• To analyse and examine the implementation of CRM concepts and strategy to firms.• Attainment of organisational goals using CRM techniques.
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual Foundation <ul style="list-style-type: none">• Concept of Customer Relationship Management,• Benefits of CRM,• Objectives of CRM,• Significance of CRM,• Relationship between CRM and technology,• Evolution of CRM,• Customer Life Cycle value	25%
2.	CRM Strategy <ul style="list-style-type: none">• Strategic Perspective on CRM,• Creating CRM Culture,• Building Blocks of CRM,• CRM Strategies	25%
3.	CRM in Marketing <ul style="list-style-type: none">• Importance of CRM in Marketing,• Types in CRM,• Marketing Initiatives of CRM	25%
4.	E- Customer Relationship Management E-CRM <ul style="list-style-type: none">• Different Levels of E-CRM,• Evolution of E-CRM,• Difference between CRM and E-CRM,• E-CRM Tools	25%





Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the scope and significance of Customer relationships in business.
2.	Examine CRM concepts and phenomenon to current business events in the industry
3.	Coordinate the various CRM variables and apply them for designing marketing strategy for business firms

Suggested References:	
Sr. No.	References
1.	CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
2.	CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
3.	E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
4.	Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh





Bachelor of Business Administration
B.B.A (GENERAL) Semester-IV

Course Code	UM04GBBA71	Title of the Course	Economic Analysis-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To familiarize the students with the fundamental concept of Economics.2. The students identify various kinds of market and their competition.3. The students learn to apply these theoretical models to address real-world problems.4. The students can understand the behavior of monopoly firm and competitive firm in various period.5. Students will be able to appraise their role in the global economic environment.6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage (%)
1.	Revenue and Perfect Competition: Concept of Revenue - AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point.	25%
2.	Monopoly Characteristics of Monopoly, Price and output determination, Price discrimination degrees, possibility and profitability, dumping. The concept of Monopsony	25%
3.	Monopolistic competition Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	25%
4.	Duopoly and Oligopoly: Characteristics, Cartel model of duopoly, Price Leadership models,	25%





	Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy.	
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Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners managers and government officials.
2	The students will be able to explain the concepts of monopoly and Price discrimination and its degree in business applications
3.	The students will be able to interpret the various form of market and also analyse the revenue situation in different market form.
4.	The students will be able to analyse the price charging policy of monopoly and oligopolistic firm. With the help of various modal students understand the role of rival firm in deciding their own price.

Suggested References:





Sr. No.	References
1.	Economic Theory And Operation Analysis – W.J. Baumol
2.	Managerial Economics – Samuel Paul
3.	Managerial Economics – Coyne
4.	Introduction To Managerial Economics – Savage And Small
5.	Managerial Economics – D.C. Hague
6.	Economic Theory – Stonier Hague
7.	Advance Economic Theory – H.L. Ahuja
8.	Managerial Economics – GopalKrishna
9.	Managerial Economics – G.S. Gupta
10.	Managerial Economics-P.L.Mehta

On-line resources to be used if available as references material:

On-line resources:

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>





Bachelor of Business Administration
 B.B.A (GENERAL) Semester-IV

Course Code	UM04GBBA72	Title of the Course	FUNDAMENTALS OF RESEARCH
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> 1. To understand basic concepts of research and familiarize with the process of research. 2. To develop skills in the selection and formulation of research problems. 3. To prepare the students able to have deeper understanding about research designs, data collection and its analysis and sample selection 4. To explain the format of research reports.
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Course Content		
Unit	Description	Weightage*(%)
1.	INTRODUCTION TO RESEARCH <ul style="list-style-type: none"> • Introduction, Meaning and objectives of research, Characteristics of good research, Types of research, Steps in the research process • Meaning of research problem and technique for formulating a research problem • Meaning of research design and its types 	25%
2.	COLLECTION AND PROCESSING OF DATA <ul style="list-style-type: none"> • Data Collection: Introduction, Sources of data, Primary data collection techniques, Secondary data collection techniques, • Processing of Data: Editing data, Coding, Classification of data, Tabulation of data 	25%
3.	SAMPLING AND SAMPLING TECHNIQUES Introduction, Characteristics of good sample design, Sampling techniques/Methods (Probability and Non Probability), Criteria for selection of a sampling procedure	25%
4.	INTERPRETATION AND REPORT WRITING <ul style="list-style-type: none"> • Meaning and technique of interpretation • Significance of report writing, different steps of report writing, Layout of research report, Mechanics of writing a research report 	25%





Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand concepts of research its types and objectives.
2.	Acquire skills in the selection and formulation of research problems with an understanding of the rationale and the different steps involved in the process.
3.	Develop deeper understanding about basic research designs.
4.	Use appropriate sampling methods to investigate the research problem for better decision making.
5.	Understand types of data, data collection and analyze data.
6.	Draft/Generate effective research reports.
7.	Prepare a research proposal and propose appropriate research designs and methodologies for a specific research project in a business function.

Suggested References:	
Sr. No.	References
1.	Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.
2.	Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.





SARDAR PATEL UNIVERSITY
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3.	Zikmund William G; Business Research methods, Thomson South-Western
4.	Naval Bajpai; Business Research Methods; Pearson Education; New Delhi
5	Cooper Donald R. and Schindler Parnela.; Business Research Methods; McGraw Hill International Editions, Ninth Edition.





Bachelor of Business Administration
B.B.A (GENERAL) Semester-IV

Course Code	UM04SBBA71	Title of the Course	Rurban Planning
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To familiarize the students with the concept of rural and urban development.2. The students understand and interpret the causes and effect of urbanization.3. The students learn to apply these theoretical models and also aware about the scheme provided by the government for rural development.4. Students will be able to understand the concept of migration its types and causes.
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Course Content		
Unit	Description	Weightage (%)
1.	Rural Development Rural Development Concept of Rural Development, Size, Structure and Characteristics, Determinants of Rural Development, Gandhian model of Rural Development.	25%
2.	Urban Development Urban Development Concept of Urbanization, Causes of Urbanization, Trends in Urbanisation, Effects of Urbanisation, Urban informal Sector, Women in Informal Sector. Migration – Meaning, Types and Causes, Migration and development, Todaro’s Migration Model.	25%
3.	Rurban Development Rurban Development Concept, Rurbanorphology in Gujarat, Rurban objectives, Rurban Development Plan in Gujarat	25%
4.	Rurban Schemes and model village Rurban Schemes and model village Current Schemes of rurban development, Initiatives and Future Challenges. A Study of Model Rurban village in state of Gujarat (e.g.Dharmaj or Thamna in Anand district).	25%





Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	The students can examine the basic difference between rural and urban concept.
2.	The students will be able to explain the various modal of rural development and also they able to identify causes of urban development and migration.
3.	
4.	The students will be able to analyse and evaluate the rural development scheme and their function and impact on rural area.

Suggested References:	
Sr. No.	References
1.	Michael P Todaro (2001), "Economic Development," Pearson Education.
2.	Mishra S K AndPuri, "Economics Of Development And Planning Theory & Practice," Himalaya Publications
3.	M L Jhingan, "Economics Of Development And Planning," Vrinda Publications.





4.	Government of Gujarat, Development Program-2011-12, General Administration Department, Planning Development, Gandhinagar, February 2011.
5	Website Of Gujarat Knowledge Society
6	Statistical Handbook of Gujarat.

On-line resources to be used if available as references material:

On-line resources:

1. [Www.Rural-Urban.Org](http://www.Rural-Urban.Org)
2. [Http://Www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-
ChangingFace-Of-Modern-India](http://Www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-ChangingFace-Of-Modern-India)
3. [Http://Www.Jnvr.Net/Thechandigarhproject/Rurbanplanning.Html](http://Www.Jnvr.Net/Thechandigarhproject/Rurbanplanning.Html)
4. [Http://Www.Jnvr.Net/Thechandigarhproject/Rurbanmodels.Html](http://Www.Jnvr.Net/Thechandigarhproject/Rurbanmodels.Html)



SARDAR PATEL UNIVERSITY

Bachelor of Business Administration [Information System Management]

Semester – IV

Course Code	UM04SBBA73	Title of the course	Disaster Management
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To develop understanding among students towards approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.
	2. To enhance awareness of Disaster Management institutional processes and to build skills to respond to disasters.

Course Content		Weightage
Units	Description	
1	Overview of Disaster Management Introduction to Disaster, nature, characteristics and significance, Distinguishing between an emergency and a disaster situation. Concept of Hazard, Risk and Vulnerability-Theories(Behavioreal; Complexity & Structural) Types of Disasters (Natural & Non-Natural Disasters and Manmade Disasters) Disaster Management Cycle	25%
2	Disaster Mitigation and Disaster Preparedness Disaster Mitigation Approaches and Strategies. Disaster Preparedness' and Precautionary measures Meaning of Search and rescue Disaster Risk Reduction (DRR) The Emergency Operation Plan	25%
3	Disaster Management and Technology Meaning of predictability Forecasting and Warning Emergency Management System(EMS) Geographic Information System (GIS) and Disaster Management The role of Media In Disaster Management	25%
4	Disaster Geographical Classification of India on the basis of Disaster like Earthquakes, Drought, Flood, Tsunami	25%

	Management In India	and Volcano. Disaster Management Policy of India: Significance Main elements of national body. National Disaster Management Authority- Nodal Agencies- State, District and Local Authorities Stakeholders in Disaster Management	
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Teaching- Learning Methodology	➤ White Board, Presentation, Video, Case Study
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COURSE OUTCOMES:	
1	To provide basic conceptual understanding of disasters and its relationships with development.
2	To gain understanding of approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.
3	To prevent and control Public Health consequences of Disasters
4	To enhance awareness of Disaster.
5	To ensure skills and abilities to analyse potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects.

PROGRAMME OUTCOMES:

- 1) Capacity to integrate knowledge and to analyse, evaluate and manage the different public health aspects of disaster events at a local and global levels, even when limited information is available.
- 2) Capacity to describe, analyse and evaluate the environmental, social, cultural, economic, legal and organisational aspects influencing vulnerabilities and capacities to face disasters.
- 3) Capacity to work theoretically and practically in the processes of disaster management (disaster risk reduction, response, and recovery) and relate their interconnections, particularly in the field of the Public Health aspects of the disasters.
- 4) Capacity to manage the Public Health aspects of the disasters.
- 5) Capacity to obtain, analyse, and communicate information on risks, relief needs and lessons learned from earlier disasters in order to formulate strategies for mitigation in future scenarios with the ability to clearly present and discuss their conclusions and the knowledge and arguments behind them.