



PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(Information System Management) 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(ISM)	<ol style="list-style-type: none">1. Develop software and IT applications through programming skill like various .NET projects.2. Develop methods for analysing, designing, planning and managing information systems.3. Demonstrate to manage hardware, software and database memory for their departments and organizations4. Choose minors in areas such as cyber security or business.5. Strengthen their skills and prepare to enter the job market after completion of Internships, seminars and final year practical project.

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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Syllabus with effect from the Academic Year 2022-2023

Sr. No	Course	Code	Course Title	Credits	Internal %	External %	Total
1	Ability Enhancement Course (Any One)	UM03ABBS71	Corporate Communication – I	3	30	70	100
		UM03ABBS72	Fundamentals of Operating System				
1	Core Courses (Any Three)	UM03CBBS71	Management Information System – I	3	30	70	100
2		UM03CBBS72	System Analysis Design - I	3	30	70	100
3		UM03CBBS73	Web Programming	3	30	70	100
4		UM03CBBS74	Project Management	3	30	70	100
1	Discipline Specific Elective (Any Two)	UM03DBBS71	Financial Management – I	3	30	70	100
2		UM03DBBS72	Human Resource Management	3	30	70	100
3		UM03DBBS73	Ethical Hacking	3	30	70	100
1	Generic Elective (Any One)	UM03GBBS71	Economic Analysis - I	3	30	70	100
2		UM03GBBS72	Corporate Law	3	30	70	100
1	Skill Enhancement Elective Course (Any One)	UM03SBBS71	Urban Development	3	30	70	100
2		UM03SBBS72	Industrial Exposure	3	30	70	100





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

Course Code	UM03ABBS71	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%





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3.	<p>Communication</p> <p>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)</p> <p>Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio-psychological)</p> <p>(General questions / short notes may be asked)</p>	25%
4.	<p>Sales Promotion letters:(Including theory)</p> <p>(Questions on Theory, Drafting of letters to promote the sales of products and services)</p>	25%

Teaching-Learning Methodology	<p>Learner-centred Instructional methods</p> <p>Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films</p>
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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





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Course Outcomes: After completion of the course, the learner

- | | |
|----|---|
| 1. | <ul style="list-style-type: none">• Understands and appreciates creative English and is able to refine his/her oral and written expressions• Actively thinks about what is happening in a text while reading it, and mentally interacts and constructs meaning from the text• Uses formal channels and methods of communication, and is able to overcome the barriers to effective communication for effective operation of a business organization• Drafts effective Sales Promotion letters. |
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**Sr.
No.**

References

- 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 (ISM) Semester-III

Course Code	UM03ABBS72	Title of the Course	Fundamentals of Operating System
Total Credits of the Course	03	Hours per Week	03 Hours

Course Objectives:	<p>Students come to know about:</p> <ul style="list-style-type: none">➤ General understanding of structure of modern computers .➤ Purpose, structure and functions of operating systems .➤ Illustration of key OS aspects by example.
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Course Content		
Unit	Description	Weight age* (%)
1.	The Operating System & User Interface: Role of Software – Types of Software – Introduction to Operating Systems -Functions of Operating Systems – Types of Operating Systems – User Interface: Command Line & Graphical – Running Programs – Organizing Files & Folders	25 %
2.	PC Operating Systems Overview of: UNIX – DOS – The Macintosh Operating Systems – Windows 3.X – OS/2 Warp – Windows NT – Windows 9X – Windows 2000 – Windows XP – Windows Vista – Windows 7	25 %
3.	Windows: Classification of Windows Operating Systems – Features of Windows Server Operating Systems – Architecture of Windows OS – Workgroups, Domains and Active Directory – What is Active Directory – Understanding the Structure of Active Directory	25 %
4.	Advanced Windows & Linux	25 %





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	Sharing, Securing and Accessing Files and Folders – Managing Printing –Backup and Recovery – Introduction to Linux Operating System & History -Features of Linux.	
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weight age
1.	Internal Written 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.	Describe the general architecture of computers
2.	Describe, contrast and compare differing structures for operating systems
3.	Decome familiar (if not already) with the C language, gcc compiler, and Makefiles
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Suggested References:	
Sr. No.	References
1.	Windows 2000 MCSE Study System: By Alan Carter





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2.	Linux Commands Instant Reference: By Pfaffenberger BPB Publication
3.	Introduction to Computers: By Peter Norton

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

On-line Resources

1.<https://cag.gov.in/uploads/media/introduction-to-computers-by-peter-norton-6th-ed-20210326115622.pdf>

2.<https://www.scribd.com/doc/50844341/Windows-2000-MCSE-Study-System-Alan-R-Carter>





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

Course Code	UM03CBBS71	Title of the course	Management Information System- I
Total Credits of the course	3	Hours per week	3

Course Objectives:	The Management Information Systems department uses three learning objectives to assess student learning. In MIS, students will:
	1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
	2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
	3. Effectively communicate strategic alternatives to facilitate decision making.
	The Management Information Systems department uses three learning objectives to assess student learning. In MIS, students will:

Course Content		Weightage
Units	Description	
Unit – 1	Introduction to MIS • What is MIS? Need of MIS, • Advantages and disadvantages of MIS • Functions of MIS • Problems with MIS • Knowledge requirements for MIS • General system concepts • What is IT? • IT & Information System	25%
Unit – 2	Information, Data and Communication Concepts • Data Features • Classification of Information • Communication System and Communication Method • Sources of Information • Information in an organization	25%
Unit -3	Planning Planning Concept and Terms • Objectives • Problems • Type • Process • Sources of Planning Information System	25%
Unit-4	Techniques & Applications of • MIS in Organization • Decision Support System • Expert System • Executive Information System •	25%





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	MIS in Business	Expert system • Office Support System(Whole) • Data Processing System • Characteristics of DPS • Scope of Trans. Processing	
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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 have an ability to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles. Students will have an ability to communicate effectively in a variety of professional contexts.
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Bachelor of Business Administration
B.B.A (ISM) Semester-III

Course Code	UM03CBBS72	Title of the Course	System Analysis And Design - I
Total Credits of the Course	03	Hours per Week	03 Hours

Course Objectives:	<p>Students come to know about:</p> <ul style="list-style-type: none">➤ The student will be able to analyze business problems and develop a requirements^o document, written in clear and concise business language.➤ The student will be able to present this document to a business audience.
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Course Content		
Unit	Description	Weight age* (%)
1.	SYSTEM CONCEPTS <ul style="list-style-type: none">• Introduction to system Characteristics of System• The Elements of System<ul style="list-style-type: none">-Major System Concepts-Types of System: open/close system etc.• Introduction to System Analysis<ul style="list-style-type: none">-Systems Analyst-Systems Approach and Systems Analysis.	25 %
2.	System Development Life Cycle <ul style="list-style-type: none">• Introduction to Various Methodologies of Systems Development• Steps of SDLC: Analysis, Design, Detailed Design, Coding, Testing etc.	25 %
3.	Structured System Analysis & Design Method <ul style="list-style-type: none">• Need of SSADM and Introduction to SSADM• Step of SSADM	25 %





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	<ul style="list-style-type: none">• Advantages of SSADM• System Prototype Method	
4.	Introduction to SSADM Tools <ul style="list-style-type: none">• Decision Tree• Decision Table• Structured English• Data Dictionary• Structured charting techniques.	25 %
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weight age
1.	Internal Written 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.	Students gain Knowledge on preparing designing of the project.
2.	Students get how to analyse the project thru System Analysis.
3.	Students get knowledge how to structure and evaluate the hole project thru System Analysis.
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Suggested References:

Sr. No.	References
1.	System Anylisis,Design And Introduction to Software Engineering-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR,3rd Edition
2.	Analysis & Design of Information Systems 2nd Edition by-James A senn (McGraw-Hill)

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

On-line Resources

1.http://www.uoitc.edu.iq/images/documents/informatics-institute/Competitive_exam/Systemanalysisanddesign.pdf

2.https://www.zu.edu.jo/UploadFile/Library/E_Books/Files/LibraryFile_12159_26.pdf





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

Course Code	UM03CBBS73	Title of the course	Web Programming
Total Credits of the course	2-Lec,2-Lab	Hours per week	5

Course Objectives:	<p>This course is intended to teach the basics involved in publishing content on the World Wide Web. This includes the 'language of the Web' – HTML , the fundamentals of how the Internet and the Web function, a basic understanding of graphic production with a specific stress on creating graphics for the Web, and a general grounding introduction to more advanced topics such as programming and scripting.</p>
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Course Content		Weightage
Units	Description	
Unit – 1	Design And Conquer. What is HTML? HTML Tag And File HTML Structure, Creating an HTML Page, Formatting your text, styling the text. Paragraph Style Elements.Three Types of List.	25%
Unit – 2	Formatting the Site .Three Ways of link a document, Creating Tables, Image, Image Map HTML Frames: Frameset and Frame tag. Basics of HTML Forms. Form Elements And Creating Form	25%
Unit -3	Introduction to Client Side Scripting And Server Side Introduction to Style sheet & CSS Types of CSS Properties, Selector Text, Background, Position, Border, Properties, Scripting Introduction to JavaScript	25%
Unit-4	Advanced JavaScript: JavaScript Data Types And Variables Decision, Loops And Function Object Based	25%





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		programming(DOM) String, Math, Date, string Manipulations	
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video, Computer Lab
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COURSE OUTCOMES:

1	Upon completion of the course students will be able to: Use knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites following current professional and/or industry standards. Use critical thinking skills to design and create websites.
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Bachelor of Business Administration
B.B.A (ISM) Semester-III

Course Code	UM03CBBS74	Title of the course	PROJECT MANAGEMENT
Total Credits of the course	3	Hours per week	3

Course Objectives:	Students can do successfully development of the project's procedures of initiation, planning, execution, regulation and closure as well as the guidance of the project team's operations towards achieving all the agreed upon goals within the set scope, time, quality and budget standards.
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Unit:1	Introduction to Project Management: <ul style="list-style-type: none">• Meaning of Projects• Characteristics of project• Project Classification• Aspects of a project• Dimensions of a project• The Project Life cycle• Project Management-Meaning and Phases	25%
Unit:2	Project Identification and Formulation: (A)Project Identification: <ul style="list-style-type: none">• Meaning• Criteria for selecting a project• Project ideas• Importance of Project Identification (B) Project Formulation: <ul style="list-style-type: none">• Meaning• Seven Sequential Stages• Checklist for Feasibility report• Planning Commission's Guidelines for Project Formulation	25%
Unit:3	Project Reports and Project Appraisal (A)Project Report	25%





	<ul style="list-style-type: none"> • Project Report • Significance • Contents • Scope • Performa of Project Report <p>(B) Project Appraisal</p> <ul style="list-style-type: none"> • Meaning & Definition • Scope • Steps in Project Appraisal 	
Unit:4	<p>Project Design and Network Analysis</p> <ul style="list-style-type: none"> • Introduction • Importance of Network Analysis • Network Techniques, Need for Network Techniques • PERT and CPM and Critical Path (Theory only) 	25%

Teaching-Learning Methodology	Discussion, Case study methods & Presentation
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COURSE OUTCOMES	<ol style="list-style-type: none"> 1. Describe the primary functions of management and the roles of managers. 2. Describe the work of major contributors to the field of management. 3. Explain how managers align the planning process with company mission, vision, and values. 4. Explain the components and considerations of strategic management. 5. Explain the process and techniques of individual and group decision-making. 6. Identify common organizational structures and the advantages and disadvantages of each. 7. Explain the methods and need for control within an organization.
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Bachelor of Business Administration
B.B.A (ISM) Semester-III

Course Code	UM03DBBS71	Title of the course	Financial Management I
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To offer students relevant and actual knowledge of Financial Management.
	2. To make students aware about taking financial decisions.
	3. To expose the students for the financial issues of determining the monetary resources, the sources and uses of funds.
	4. To understand the benefits, risks and costs associated with different types of resources and financing.
	5. To understand fundamental concepts and tools to the decisions faced by a manager in investment decisions.

Course Content			Weightage
Units	Description		
1	Financial Management An overview (Only theory)	Introduction Importance of financial management Finance Decision -Investment decisions -Financing decision -Dividend decisions - liquidity decision Goals of Financial Management -Profit Maximization -Wealth Maximization Organization of the finance function	25%
2		Concepts: Cost of Debt,	25%





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	Cost of Capital (Theory and example)	Cost of Equity, Cost of Preference share Cost of Retained earnings Weighted average cost of capital (As per book value and market value method)	
3	Capital Budgeting (Theory and examples)	Concept: Time value of money Capital Budgeting process Project classification Appraisal techniques: Pay Back period technique Accounting rate of return technique Discounted cash flow techniques: Net Present Value, Profitability Index, Internal Rate of Return	25%
4	Working Capital Management (Theory and examples)	Concepts: Factors affecting working capital requirement Two dimensions of working capital Management Relative assets liquidity and Relative financing liquidity Sources of Working Capital Finance Examples: Computation of Operating cycle, Estimation of working capital requirement, Determining Maximum Permissible Bank Finance	25%

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

1	Students will understand how to make optimum use of Funds for the growth of the firm.
2	Students will understand the process of Financial Mix and assessment of Price Earnings Ratio.
3	Students will understand how to maximize shareholders wealth.
4	Students will gain the knowledge about different stages of 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 (ISM) Semester-III

Course Code	UM03DBBS72	Title of the Course	Human Resource Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concept and future planning of Human Resource Management2. To aware about the recruitment and selection criteria in different organisation3. To know the promotion, demotion and transfer policy of workplace4. To aware and understand different performance appraisal system in organisation.
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Course Content		
Unit	Description	Weightage* (%)
1	Human Resource Management and Planning <ul style="list-style-type: none">• HRM: Introduction and functions• Concept of job Analysis, job Description and job Specification• Concept of HRP• Need and Importance of HRP• Factors affecting HRP• Process of HRP• Recent Trends in HR	25%
2	Recruitment and Selection <ul style="list-style-type: none">• Meaning of Recruitment• Sources of Recruitment• Meaning of Selection• Steps in Selection Process• Selection Testing• Selection Interviewing	25%
3	Promotion, Demotion and Transfer <ul style="list-style-type: none">• Concept of Promotion• Objectives of Promotion• Bases of Promotion	25%





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	<ul style="list-style-type: none">• Promotion Policy• Concept of Demotion and Need for Demotion• Concept of Transfer• Purposes of Transfer• Types of Transfers• • Transfer policy	
4	Performance Appraisal <ul style="list-style-type: none">• Concept of performance appraisal• Objectives of performance appraisal• Process of performance appraisal• Problems of performance appraisal• • Methods of performance appraisal	25%

Teaching Learning Methodology	ICT through (e.g 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, 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 the basic concept and future planning of Human Resource Management
2	Get knowledge about the different recruitment sources and selection process
3	Know the promotion, demotion and transfer policy
4	Basic performance appraisal system in organisation





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Suggested References:

Sr. No.	References
1	Human Resource Management – Text cases by K. Aswathappa
2	Personnel and Human Resource Management- Text and cases by P. Subbarao
3	Human Resource Management – Text and cases by S.S.Khanka
4	Personnel Management: Text and Cases by S.V.Gankarand C.B.Memoria

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

On-line Resources

1. <https://brauss.in/hrm-basic-notes.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/17047/1/Unit-11.pdf>
3. <https://bbaonline1.files.wordpress.com/2011/01/lecture-17.pdf>





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

Course Code		Title of the course	Ethical Hacking
Total Credits of the course	3	Hours per week	3

Course Objectives:	At the end of the course, the students will be able to: 1. Build an understanding of the fundamental concepts of computer Hacking. 2. Familiarize the student with the basic taxonomy and terminology of the computer Hacking area.
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Course Content			Weightage
Units	Description		
Unit – 1	Security Concepts	What is Security? – Importance of Security – Essential Terminologies – Elements of Security – What does a Malicious Hacker do? – Hacker Classes - Cryptography	25%
Unit – 2	Cyber Attacks:	DoS Attack – Goal of DoS – Types of DoS Attacks – Botnets: Use and Types – DDoS Attack – Session Hijacking – Spoofing vs Hijacking – TCP/IP Hijacking – IP Spoofing – Other Cyber Crimes	25%
Unit -3	Casing the Establishment:	Casing the Establishment: Footprinting: What is Footprinting?, Internet Footprinting – Scanning: Services, System, Fingerprinting – Enumeration: Banner Grabbing, Common Network Services	25%
Unit-4	Hacking Windows:	Unauthenticated Attacks – Authenticated Attacks – Windows Security Features – Wireless Hacking	25%





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

1	After completing this course the student must demonstrate the knowledge and ability to: <ol style="list-style-type: none">1. Independently understand basic computer Hacking.2. Understand and explain virus and its anti virus components.4. Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.5. Identify the different types of Virus and their functions .
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PROGRAMME OUTCOMES:

An ability to apply knowledge of viruses and anti-virus with security issues and engineering fields and their working functions.





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Course Code		Title of the Course	Economic Analysis-I
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 advanced concept of Economics.2. The students identify and interpret the advanced economic concepts/variables.3. The students learn to apply these theoretical models to address real-world problems.4. The students can understand the behavior of an individual and market in a variety of economic environments.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.	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	25%





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	lineby observation b) Least square liner regression c) Time series analysisd) Moving average and annual difference e) Exponential Smoothingf) ARIMA method	
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%

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





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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 and managers, and government officials
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	The students will be able to 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==





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

Course Code		Title of the course	Corporate Law
Total Credits of the course	3	Hours per week	3

Course Objectives:	The course of Corporate Law has been specifically designed to provide not only an overview but also an in-depth knowledge about incorporation, raising capital by companies, borrowings and investments by companies, foreign direct investment in Indian companies, corporate restructuring, corporate insolvency and other related important issues
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Unit:1	General Principals of company Law-1 - Historical perspective of company Legislations in India. - Definition & characteristic of company - Kinds of company - Formation of company - Memorandum of Association & Articles of association - Prospectus - Directors - Appointment and position - Disqualification - Power and Duties	25%	25%
Unit:2	General Principals of company Law-1 - Accounts and audits. Audit report and mismanagement. - Inspections and Investigation - Reconstruction, amalgamation mergers and take –overs, - Rehabilitation and winding up of companies	25%	25%





	- Outline of national Company Law tribunal	
Unit:3	Law of Contract 25% * Nature and classification of contract legal rules as to offer & acceptances - Consideration - Capacity of parties - Free consent - Legality of object - Void agreement * Performance of Contract - Offer to perform - Approbation of payments - Discharge of contract - Damages for breach of contract - Quasi contracts	25%
Unit:4	Consumer Protection Act - Definition - Objects of the Act - Right of Consumer - Central & State Council - Central & State Commission - Distinct Forum - Frivolous Complaints •	25% 25%

Teaching-Learning Methodology	Discussion, Case study methods & Presentation
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COURSE OUTCOMES	<ol style="list-style-type: none">1. In-depth understanding about different business organisations and comprehend importance of company form of business organisation with its incorporation and administration2. Learning about raising of capital by companies in compliance with SEBI regulations3. Comprehension of corporate management and governance4. Learning legal aspects of accounts and audit of companies with role of auditors5. Understanding different restructuring methods for companies6. Understanding business rescue proceedings and compromises7. Knowledge about investigations and adjudicatory machinery of companies8. Knowledge about remedies available to shareholders and other in a company9. Understanding corporate insolvency
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PROGRAMME OUTCOMES	<ol style="list-style-type: none">1. Enhance their thoughts on the correlation between corporate law and human rights.2. Adopt an appropriate mechanism for effective resolution of the dispute.3. Implement best practices for the protection of human rights within the corporate world.4. Adhere to sound principles of human rights preservation within the corporate sector.5. Critically evaluate and analyses the significance and importance of human rights in the life of consumers of the corporate world
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Reference Books:-

- Principle of Law of Contract – Praful Desai
- Business Laws – N.D. Kapoor
- The Principle of M-Law – Avtar Singh
- Company's Act 1956 – Gower L.C.B.
- Company Law – Palmer
- The sale of goods and partnership Act – Pollock & Mulla





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- Corporate Laws Taxman

The Companies Act 1956 Bare Act





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

Course Code		Title of the Course	Urban Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Provide Course outcomes2. To define and analyse current urban development issues.3. To develop an understanding of urban environmental issues, by developing vital and sustainable urban design concepts.4. To apply theory to specific projects by working successfully with public, private and international planning institutions.5. To provide students with a broad interdisciplinary liberal arts framework for understanding the issues, problems, development and prospects of metropolitan areas and their citizens;6. To prepare students for careers and citizenship through experiential curricular and co-curricular opportunities that place students on the front lines of urban life;7. To equip students with the knowledge and skills necessary to pursue professional careers and advanced study related to the multi-faceted nature of urban studies; and8. To serve as a resource, through service, outreach and engagement, to the Chicago metropolitan region.
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Course Content		
Unit	Description	Weightage (%)
1.	Urban Economy Meaning, Definition and characteristics of urban Economy area, town city, metropolis, Components of urban development	25%
2.	Urban Population Size , growth , density migration, causes, effects Problems and Prospects of urban life crowding, noise,air, pollution Urban poverty: measurement, causes, poverty alleviation	25%





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	programmes.	
3.	Development of Urban industries, problems, measures. Importance of SEZ Industrial policy	25%
4.	Urban housing slums, problems and issues. Urban water supply management , Urban sanitation Road, rail, transport, telecom, banks,etc.	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.	Formulate effective oral and written argumentation;
2.	Explain and evaluate historical and contemporary American and global urbanization processes;
3.	Understand the social, economic, political and governmental conditions of metropolitan areas and their impacts on individuals, institutions and society;
4.	Demonstrate understanding of the diverse nature of urban populations and the social justice issues many of these populations face; and
	Identify ways of creating more humane, equitable, sustainable, and efficient built environments to improve urban futures.





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Suggested References:

Sr. No.	References
1.	INDIAN ECONOMY, A N Agrawal
2.	INDUSTRIAL ECONOMICS
3.	URBAN DEVELOPMENT REPORT
4.	URBANIZATION IN INDIA, Rao VLS Prakasa
5.	HANDBOOK OF URBAIZATION IN INDIA , K C Shivramkrisnan, A Kandu and B N Singh





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

Course Code		Title of the course	INDUSTRIAL EXPOSURE
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Students get opportunities to work with industrial staff, understand their habits and approach towards problem solving.
	2. To get students familiarized with manufacturing, designing, testing and analysis, products, automation, etc.
	3. To help students to gain experience by knowing the structure of any industries, its scope and job responsibility, its departmental functions and much more.

Course Content			Weightage
Units	Description		
1	Company form of organization and its formation	Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association Conversion of private company in to Public company	25%
2	Company Management	Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM	25%





		<p>and Function of HRM</p> <p>Finance and Accounting- Meaning, Objectives, Functions of Finance department.</p> <p>Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments</p> <p>Production Department- Production Process</p>	
3	Company Visit	Report on any one Manufacturing company should be prepared. (Private or Public ltd manufacturing unit. IT or Management)	25%
4	Report writing on the Company visit (Hand written only)	<p>Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions,</p> <p>Marketing department and its activities,</p> <p>Finance and Account Department and its functions,</p> <p>Research and development Department- Recent research undertaken,</p> <p>Brief overview of its competitors – Market share and market strategies,</p> <p>Corporate social responsibility practices by the company</p> <p>Student's observation</p>	25%





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

1	Ability to acquire and apply fundamental principles of science and engineering.
2	Capability to communicate effectively
3	Ability to identify, formulate and model problems and find engineering solution based on a systems approach.
4	Ability to conduct research in the chosen fields of engineering.
5	Understanding of the importance of sustainability and cost-effectiveness in design and developments of engineering solution.
6	Ability to be a multi-skilled engineer with good technical knowledge, management, leadership and entrepreneurship skills.
7	Awareness of the social, cultural, global and environmental responsibility as an engineer.
8	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

Suggested References:

1	Business Organization by MC Kuchhal
2	Forms of Business Organisation SP Shah

PROGRAMME OUTCOMES:

1. To develop IT application in current business era.





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2. To make management smooth with the help of computer knowledge.





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

Course Code		Title of the course	Ethical Hacking
Total Credits of the course	3	Hours per week	3

Course Objectives:	At the end of the course, the students will be able to: 1. Build an understanding of the fundamental concepts of computer Hacking. 2. Familiarize the student with the basic taxonomy and terminology of the computer Hacking area.
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Course Content			Weightage
Units	Description		
Unit – 1	Security Concepts	What is Security? – Importance of Security – Essential Terminologies – Elements of Security – What does a Malicious Hacker do? – Hacker Classes - Cryptography	25%
Unit – 2	Cyber Attacks:	DoS Attack – Goal of DoS – Types of DoS Attacks – Botnets: Use and Types – DDoS Attack – Session Hijacking – Spoofing vs Hijacking – TCP/IP Hijacking – IP Spoofing – Other Cyber Crimes	25%
Unit -3	Casing the Establishment:	Casing the Establishment: Footprinting: What is Footprinting?, Internet Footprinting – Scanning: Services, System, Fingerprinting – Enumeration: Banner Grabbing, Common Network Services	25%
Unit-4	Hacking Windows:	Unauthenticated Attacks – Authenticated Attacks – Windows Security Features – Wireless Hacking	25%





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

1	After completing this course the student must demonstrate the knowledge and ability to: <ol style="list-style-type: none">1. Independently understand basic computer Hacking.2. Understand and explain virus and its anti virus components.4. Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.5. Identify the different types of Virus and their functions .
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Bachelor of Business Administration
B.B.A (ISM) Semester-III

Course Code	UM03GBBS71	Title of the Course	Economic Analysis-I
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 advanced concept of Economics.2. The students identify and interpret the advanced economic concepts/variables.3. The students learn to apply these theoretical models to address real-world problems.4. The students can understand the behavior of an individual and market in a variety of economic environments.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.	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	25%





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	lineby observation b) Least square liner regression c) Time series analysisd) Moving average and annual difference e) Exponential Smoothingf) ARIMA method	
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 ofTPP,APP and MPP, law of return to scale with the help of Iso -quants.	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 learnerwill be able to





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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 and managers, and government officials
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	The students will be able to 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:

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

Course Code	UM03GBBS72	Title of the course	Corporate Law
Total Credits of the course	3	Hours per week	3

Course Objectives:	The course of Corporate Law has been specifically designed to provide not only an overview but also an in-depth knowledge about incorporation, raising capital by companies, borrowings and investments by companies, foreign direct investment in Indian companies, corporate restructuring, corporate insolvency and other related important issues
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Unit:1	General Principals of company Law-1 - Historical perspective of company Legislations in India. - Definition & characteristic of company - Kinds of company - Formation of company - Memorandum of Association & Articles of association - Prospectus - Directors - Appointment and position - Disqualification - Power and Duties	25%	25%
Unit:2	General Principals of company Law-1 - Accounts and audits. Audit report and mismanagement. - Inspections and Investigation - Reconstruction, amalgamation mergers and take –overs, - Rehabilitation and winding up of companies	25%	25%





	- Outline of national Company Law tribunal	
Unit:3	Law of Contract 25% * Nature and classification of contract legal rules as to offer & acceptances - Consideration - Capacity of parties - Free consent - Legality of object - Void agreement * Performance of Contract - Offer to perform - Approbation of payments - Discharge of contract - Damages for breach of contract - Quasi contracts	25%
Unit:4	Consumer Protection Act - Definition - Objects of the Act - Right of Consumer - Central & State Council - Central & State Commission - Distinct Forum - Frivolous Complaints •	25% 25%

Teaching-Learning Methodology	Discussion, Case study methods & Presentation
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COURSE OUTCOMES	<ol style="list-style-type: none">1. In-depth understanding about different business organisations and comprehend importance of company form of business organisation with its incorporation and administration2. Learning about raising of capital by companies in compliance with SEBI regulations3. Comprehension of corporate management and governance4. Learning legal aspects of accounts and audit of companies with role of auditors5. Understanding different restructuring methods for companies6. Understanding business rescue proceedings and compromises7. Knowledge about investigations and adjudicatory machinery of companies8. Knowledge about remedies available to shareholders and other in a company9. Understanding corporate insolvency
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Reference Books:-

- Principle of Law of Contract – Praful Desai
- Business Laws – N.D. Kapoor
- The Principle of M-Law – Avtar Singh
- Company's Act 1956 – Gower L.C.B.
- Company Law – Palmer
- The sale of goods and partnership Act – Pollock & Mulla
- Corporate Laws Taxman
- The Companies Act 1956 Bare Act





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

Course Code	UM03SBBS71	Title of the Course	Urban Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Provide Course outcomes2. To define and analyse current urban development issues.3. To develop an understanding of urban environmental issues, by developing vital and sustainable urban design concepts.4. To apply theory to specific projects by working successfully with public, private and international planning institutions.5. To provide students with a broad interdisciplinary liberal arts framework for understanding the issues, problems, development and prospects of metropolitan areas and their citizens;6. To prepare students for careers and citizenship through experiential curricular and co-curricular opportunities that place students on the front lines of urban life;7. To equip students with the knowledge and skills necessary to pursue professional careers and advanced study related to the multi-faceted nature of urban studies; and8. To serve as a resource, through service, outreach and engagement, to the Chicago metropolitan region.
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Course Content		
Unit	Description	Weightage (%)
1.	Urban Economy Meaning, Definition and characteristics of urban Economy area, town city, metropolis, Components of urban development	25%
2.	Urban Population Size , growth , density migration, causes, effects Problems and Prospects of urban life crowding, noise,air, pollution Urban poverty: measurement, causes, poverty alleviation	25%





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	programmes.	
3.	Development of Urban industries, problems, measures. Importance of SEZ Industrial policy	25%
4.	Urban housing slums, problems and issues. Urban water supply management , Urban sanitation Road, rail, transport, telecom, banks,etc.	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.	Formulate effective oral and written argumentation;
2.	Explain and evaluate historical and contemporary American and global urbanization processes;
3.	Understand the social, economic, political and governmental conditions of metropolitan areas and their impacts on individuals, institutions and society;
4.	Demonstrate understanding of the diverse nature of urban populations and the social justice issues many of these populations face; and
	Identify ways of creating more humane, equitable, sustainable, and efficient built environments to improve urban futures.





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Suggested References:

Sr. No.	References
1.	INDIAN ECONOMY, A N Agrawal
2.	INDUSTRIAL ECONOMICS
3.	URBAN DEVELOPMENT REPORT
4.	URBANIZATION IN INDIA, Rao VLS Prakasa
5.	HANDBOOK OF URBAIZATION IN INDIA , K C Shivramkrisnan, A Kandu and B N Singh





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

Course Code	UM03SBBS72	Title of the course	INDUSTRIAL EXPOSURE
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Students get opportunities to work with industrial staff, understand their habits and approach towards problem solving.
	2. To get students familiarized with manufacturing, designing, testing and analysis, products, automation, etc.
	3. To help students to gain experience by knowing the structure of any industries, its scope and job responsibility, its departmental functions and much more.

Course Content			Weightage
Units	Description		
1	Company form of organization and its formation	Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association Conversion of private company in to Public company	25%
2	Company Management	Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM	25%





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		<p>and Function of HRM</p> <p>Finance and Accounting- Meaning, Objectives, Functions of Finance department.</p> <p>Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments</p> <p>Production Department- Production Process</p>	
3	Company Visit	Report on any one Manufacturing company should be prepared. (Private or Public ltd manufacturing unit. IT or Management)	25%
4	Report writing on the Company visit (Hand written only)	<p>Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions,</p> <p>Marketing department and its activities,</p> <p>Finance and Account Department and its functions,</p> <p>Research and development Department- Recent research undertaken,</p> <p>Brief overview of its competitors – Market share and market strategies,</p> <p>Corporate social responsibility practices by the company</p> <p>Student's observation</p>	25%





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

1	Ability to acquire and apply fundamental principles of science and engineering.
2	Capability to communicate effectively
3	Ability to identify, formulate and model problems and find engineering solution based on a systems approach.
4	Ability to conduct research in the chosen fields of engineering.
5	Understanding of the importance of sustainability and cost-effectiveness in design and developments of engineering solution.
6	Ability to be a multi-skilled engineer with good technical knowledge, management, leadership and entrepreneurship skills.
7	Awareness of the social, cultural, global and environmental responsibility as an engineer.
8	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

Suggested References:

1	Business Organization by MC Kuchhal
2	Forms of Business Organisation SP Shah





PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(Information System Management) 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(ISM)	<ol style="list-style-type: none">1. Develop software and IT applications through programming skill like various .NET projects.2. Develop methods for analysing, designing, planning and managing information systems.3. Demonstrate to manage hardware, software and database memory for their departments and organizations4. Choose minors in areas such as cyber security or business.5. Strengthen their skills and prepare to enter the job market after completion of Internships, seminars and final year practical project.
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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Sr. No	Course	Code	Course Title	Credits	Internal %	External %	Total
1	Ability Enhancement Course (Any One)	UM04ABBS71	Corporate Communication - II	3	30	70	100
		UM04ABBS72	Personality development	3	30	70	100
1	Core Courses (Any Three)	UM04CBBS71	Management Information System - II	3	30	70	100
2		UM04CBBS72	System Analysis Design – II	3	30	70	100
3		UM04CBBS73	Data Base Management System	3	30	70	100
4		UM04CBBS74	Management for Innovation	3	30	70	100
1	Discipline Specific Elective (Any Two)	UM04DBBS71	Financial Management – II	3	30	70	100
2		UM04DBBS72	Organizational Behaviour	3	30	70	100
3		UM04DBBS73	Information Security	3	30	70	100
1	Generic Elective (Any One)	UM04GBBS71	Economic Analysis - II	3	30	70	100
2		UM04GBBS72	Cyber Law	3	30	70	100
1	Skill Enhancement Elective Course (Any One)	UM04SBBS71	Disaster Management	3	30	70	100
2		UM04SBBS72	Rurban Development	3	30	70	100





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

Course Code	UM04ABBS71	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)	13%
	B. Non-verbal aspects of communication (Kinesics, Proxemics, Chronemics, Paralanguage) (General questions / short notes may be asked)	12%





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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%

(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%





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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	
	<ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.
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Sr. No.	References (Theory)
	<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)
	<p>Books/Programmes recommended: (Practical)</p> <ul style="list-style-type: none">• 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 (ISM) Semester-IV

Course Code	UM04ABBS72	Title of the Course	Personality Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.
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Course Content		
	Description	Weightage
1.	Introduction Definition & meaning of personality Personality Development <ul style="list-style-type: none">Freudian stagesNeo – Freudian Stages Determinants of personality Personality Traits : Meaning & Types Personality Traits of Indian managers	25%
2.	Learning Concept and Nature of Learning Components of learning process Factors affecting learning Learning organisation – Meaning Creating of Learning Organizations	25%
3.	Perception Concept and Meaning Perceptual Process Perceptual selectivity : External & Internal Factors in Perceptual Selectivity Perceptual Organization	25%





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	Inter personal perception – Factors in Perceiver	
4.	Team Building Definition & Meaning Need for team building Team building ingredients Types of Team Building Team Development	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	
1.	<ul style="list-style-type: none">• Develop and exhibit an accurate sense of self.• Develop and nurture a deep understanding motivational.• Develop an understanding of and practice personal and professional responsibility.• Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.





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Sr. No.	References
	<ul style="list-style-type: none">● Personality Development – Hurlock, Tata Macgraw Hill● Human Resource Management – S. K. Memoria, Himalaya Publication House● Organisational Behaviour, L. M. Prasad● Organisational Behaviour, Fred Luthans● Personality Development – Paul Porcon

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





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

Course Code	UM04CBBS71	Title of the course	Management Information System- II
Total Credits of the course	3	Hours per week	3

Course Objectives:	<p>The Management Information Systems department uses three learning objectives to assess student learning. In MIS, students will:</p> <ol style="list-style-type: none"> 1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. 2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives. 3. Effectively communicate strategic alternatives to facilitate decision making.
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Course Content		Weightage	
Units	Description		
Unit – 1	Controlling	<ul style="list-style-type: none"> • Concepts of Controlling Management • Control Cycle • Different feedback Loops • Principles of Controlling • Multiple control feedback • Quality control Total Quality Control Total Quality MGT 	25%
Unit – 2	Ethical and Social Issues in Information Systems	<ul style="list-style-type: none"> • Understanding Ethical and Social Issues Related to Systems • Ethics in an Information Society • The Moral Dimensions of Information Systems 	25%
Unit -3	Managing Knowledge	<ul style="list-style-type: none"> • The Knowledge Management Landscape • Enterprise-Wide knowledge Management Systems • Knowledge Work Systems • Intelligent Techniques 	25%
Unit-4	Basic System	<ul style="list-style-type: none"> • Introduction to Information System Development • What is System? • System development strategies • 	25%





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	Approach	Tools for system Development • System approach to management • An introduction to Information Security(IS) • Importance of IS • Need for IS • Principles of IS • Standards for Information Security Management	
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video
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COURSE OUTCOMES:

1	Students will have an ability to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles. Students will have an ability to communicate effectively in a variety of professional contexts.
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Bachelor of Business Administration
B.B.A (ISM) Semester-IV

Course Code	UM04CBBS72	Title of the Course	System Analysis And Design - II
Total Credits of the Course	03	Hours per Week	03 Hours

Course Objectives:	<p>Students come to know about:</p> <ul style="list-style-type: none">➤ Provides overview of the system development life cycle (SDLC) emphasizing analytical techniques to develop the correct definition of business problems and user requirements for system analysis and design purpose.
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Course Content		
Unit	Description	Weight age* (%)
1.	Designing and Fact Gathering Techniques <ul style="list-style-type: none">• Fact Gathering- Interview, Questionnaires, Record Inspection, Observation• Input Design – Data Capture, Data Verification ,Data validation, Basic Steps in Data Capture• Output Design – Design Principle and Objectives, Types of Output and Considerations, Output Media	25 %
2.	Designing and security <ul style="list-style-type: none">• Form Design – Types, Basic Principles, Considerations and Steps.• File Design – Types of files, File Structure, File Organization, File Access, File Design and Database.• Code Design – Principles of code design, Significant codes, Logical codes, Collating codes, Non Significant codes.• System Security - Introduction, identification, Access Controls, Encryption, Audit Controls, System Integrity, Recovery/restart requirements, System failures and recovery - Disaster/Recovery Planning	25 %
3.	Data flow Diagram & System Flowchart Symbols <ul style="list-style-type: none">• DFDs and Symbols used	25 %





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	<ul style="list-style-type: none"> • Construction a DFD for a small system • Physical and Logical DFDs • Example of System including physical and logical DFD • Practice of DFD 	
4.	Unified Modeling Language <ul style="list-style-type: none"> • UML Introduction • Three Aspects of UML • Goal and Scope of UML • History of UML • UML process • UML Diagrams -Use Case Diagram – Actor – Actor Instance – Use cases - Use cases Instance – Dependencies – Generalization.	25 %
...		

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weight age
1.	Internal Written 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.	Students will be required to develop and present a Requirements Definition Proposal for a new system in a well-structured business proposal.
2.	A firm basis for understanding the life cycle of a systems development project.
3.	. An understanding of the analysis and development techniques required as a team





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	member of a medium-scale information systems development project.
4.	Experience in developing information systems models.
5.	Experience in developing systems project documentation.

Suggested References:

Sr. No.	References
1.	System Anylisis,Design And Introduction to Software Engineering-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR,3rd Edition
2.	Analysis & Design of Information Systems 2nd Edition by-James A senn (McGraw-Hill)

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

On-line Resources

1.http://www.uoitc.edu.iq/images/documents/informatics-institute/Competitive_exam/Systemanalysisanddesign.pdf

2.https://www.zu.edu.jo/UploadFile/Library/E_Books/Files/LibraryFile_12159_26.pdf





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

Course Code	UM04CBBS73	Title of the Course	Database Management System
Total Credits of the Course	03	Hours per Week	03 Hours

Course Objectives:	<ol style="list-style-type: none">1. To understand the different issues involved in the design and implementation of a database system.2. To study the physical and logical database designs, database modelling, relational, hierarchical, and network models.3. To understand and use data manipulation language to query, update, and manage a database.4. To develop an understanding of essential DBMS concepts such as: database security, integrity, concurrency,5. To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS.
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Course Content		
Unit	Description	Weight age* (%)
1.	Database Management System -Basic concepts. -Data, Information, Field, Record, Database File. -Advantages and Disadvantages of DBMS. -Organization of DBMS. -Components of DBMS. -Structure of DBMS.	25 %
2.	Data Models & Relational Database -Data Model -E-R Modeling -Entity, Attribute, Relationship & Types, Mapping cardinality, -Membership class of the entity type, Rules of Drawing ER Model -Relational Data Model : Concept, Example, Advantages, Disadvantages -Normalization : 1NF,2NF,3NF -Difference between Conventional DBMS	25 %





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	and RDBMS -Codd Rules	
3.	SQL -Introduction to SQL -Data Types Built in -Char, Varchar, Varchar2, number, date, raw, long, lob, etc. -CREATE TABLE (without constraints) -INSERT, UPDATE, DELETE -SELECT (simple, with form & where clause) -DROP table -SELECT * from Tab -DESC -ALTER TABLE(add/modify columns) - SPOOL -NULL values -Primary Key , Foreign Key -Unique Constraint -Check Constraint -Use of USER_CONSTRAINTS -Constraints in CREATE TABLE -ALTER TABLE to add/remove constraints	25 %
4.	SQL Functions and Pattern Matching Range Searching and Pattern Matching -Arithmetic Operators -Relational operators -Logical Operators -IN, LIKE , BETWEEN -Group functions -AVG, MIN, MAX, COUNT, SUM -Numeric Functions -ABS, POWER, ROUND, TRUNC, SQRT - Character Functions - UPPER, LOWER, INITCAP, LENGTH, SUBSTR, LPAD, RPAD, LTRIM, RTRIM. - Date Functions -ADD_MONTHS, LAST_DAY, MONTHS_BETWEEN Addition and Subtraction of dates - Conversion Functions - TO_NUMBER, TO_CHAR, TO_DATE - Number and date format models	25 %
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Practical LAB (Live Demo)
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weight age
1.	Internal Written 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
<ol style="list-style-type: none">1. Define program-data independence, data models for database systems, database Schema and database instances.2. Recall Relational Algebra concepts, and use it to translate queries to Relational Algebra statements and vice versa.3. Identify Structure Query Language statements used in creation and manipulation of Database4. Identify the methodology of conceptual modelling through Entity Relationship model5. Identify the methodology of logical model6. Identify the methodology of physical model

Suggested References:	
Sr. No.	References
1.	Oracle Developer 2000 by Ivan Bayross, BPB Publishers
On-line resources to be used if available as reference material	
On-line Resources	
http://pdfcarebook.blogspot.com/2012/03/ivan-bayross-pl-sql.html	
http://techeduhry.nic.in/syllabus/COMPUTER%20ENGG/5Comp.pdf	





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

Course Code	UM04CBBS74	Title of the course	Management for Innovation
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Management for Innovation principally necessitates imaginative thinking, combined with the collection of relevant information and an initiative to obtain greater benefits from available resources.
	2. Innovation has more to do with the adaptability that it has with inventing. Successful innovation mandates that the process embraces any changes in the environment and changes itself so that it can deliver better results.
	3. The process of innovation invariably includes the component of risk, as newer paths are discovered, and uncharted territory is explored. Risk-taking is an irreplaceable element of innovation.

Course Content		Weightage
Units	Description	
1	Innovation Management Meaning – Importance – Need – Process – Principles – Models – Innovation as a process – Practices	25%
2	Creativity and Business Idea Sources of Ideas – Methods generating new ideas – Opportunity Recognition – Testing the Ideas – New Product Development – Considerations for New Product Development – Models of New Product Development	25%





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3	Creative Problem Solving and Opportunity	Brainstorming – Methods of Problem Solving – Parameter Analysis – Evaluation criteria – Methods of Opportunity Identification – E – Commerce and Business Opportunity	25%
4	Planning and Sequencing Change for Innovation	Organizing Change Problem – Determining what to change – Sequencing changes and planning the change process – Manager’s Role in Implementing Change – Framework for understanding Manager’s role	25%

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

1	To draw powerful strategies for an organization.
2	Capturing innovative ideas in students.
3	Determine the ability to understand the improvement in productivity.
4	Enhanced the competitive skill for business development.

REFERENCES:

1. James A Christiansen “Competitive Innovation Management”- Macmillan Business, 2000.
2. Paul Trott, “Innovation Management & New Product Development”- Pitman 2000.
3. S.S George, “Managing Innovation in the new Millennium”, - The ICFAI Press.





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

Course Code	UM04DBBS71	Title of the course	Financial Management I
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To Develop the Knowledge of Students about the Significance of Cash Flow Statement in Business.
	2. To Enhance the Knowledge of Students about the Debt and Equity Matrix in organization.
	3. To Study about the concept of Leasing, Hire Purchase and Project Financing.
	4. To enable an awareness about the Indian Financial System.
	5. To make them aware about the Primary & Secondary Market.

Course Content		Weightage
Units	Description	
1	Cash Flow Analysis Meaning of cash flow statement Utility of cash flow analysis Limitations of cash flow analysis Basic principles of cash flow estimation Classification of Cash flow Statement activities	25%





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		Illustration of cash flow analysis (As per AS-3)	
2	Leverage Analysis	Meaning and Definition of Leverage Significance of leverage Operating leverage, Financial leverage, Combined leverage & their implications (Examples of Leverage and Degree of Leverage)	25%
3	Leasing, Hire Purchase & project finance	Meaning and Definition of Leasing and Hire purchase, Types of leases, Rational for leasing, Characteristics of leasing, Operating lease & finance lease, Hire purchase arrangement, Choice between leasing & Hire purchase	25%
4	Indian Financial System	Financial Market: Money market, Capital market, Call money market Stock exchange: Meaning and Definition, Functions, Internet stock trading, Financial Institution (IDBI, IFCI, SIDBI & NABARD) Mutual Funds: Importance of Mutual fund and Types of Mutual fund Financial services in Internet Era, Technology in use, Internet Banking. Relative assets liquidity & Relative financing liquidity, Sources of Working Capital Finance Determining Maximum Permissible Bank Finance	25%

Teaching-Learning

- White Board
- Presentation





Methodology	<ul style="list-style-type: none">➤ Video➤ Case Study
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COURSE OUTCOMES:

1	Students will understand about requirement of Cash Flow Statement in Firm.
2	Students will understand about Stock Exchange and Internet Banking System
3	Students will understand the role of Financial Institution in Economy and Investment Avenues.
4	Students will gain the knowledge about Leasing and Hire Purchase Contract.

REFERENCES:

1. Financial Management by Khan & Jain
2. Financial Management by Pandey I M
3. Indian Financial system by Avdhavi V A
4. Financial Management & Management Accounting by MAheshwari S N.
5. Financial Management by Agrawal M R.
6. Financial Market and services by Gordon & Natarajan
7. Financial Management by Rana T.J.





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

Course Code	UM04DBBS72	Title of the course	Organizational Behavior
Total Credits of the course	3	Hours per week	3

Course Objectives	1. To offer students relevant and actual knowledge of Human Behavior at workplace and general places.
	2. To make students aware about various types of people and their behavior.
	3. To expose the students for the behavior related issues such as politics, Change Management etc.
	4. To understand the benefits of understanding Organizational Behavior.
	5. To understand fundamental concepts of Organizational Behavior.

Course Content			Weightage
Units	Description		
1.	Organizational Behavior	Concept of Organizational Behavior Nature of Organizational Behavior Disciplines contributing to Organizational Behavior Challenges in Organizational Behavior Role of Organizational Behavior	25%
		Concepts and importance of power Bases of power	





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2.	Power and Politics	Tactics to gain power Reasons for organizational politics Management of organizational politics	25%
3.	Organizational Change	Concept of Organizational Change Internal and External factors in Organizational Change Human response to change Resistance to change (Meaning and Factors) Management of change or overcoming change Process of planned change	25%
4.	Organizational Conflict	Concept of conflict Types of conflict Causes of interpersonal conflict Causes of intergroup conflict Conflict management	25%

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

1	Students will understand how people are reacts on different situations.
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2	Students will understand the process of understanding people at workplace and general places with different behavior.
3	Students will understand how to maximize use of HR by understanding their behavior.

Suggested References:

1	L.M. Prasad, "Organizational Behavior" Sultan Chand and Sons, New Delhi, 4 th edition – Reprint 2008.
2	Fred Luthans, "Organizational Behavior" Mc Graw – Hill International Editions, 7 th Edition.





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

Course Code	UM04DBBS73	Title of the Course	Information Security
Total Credits of the Course	03	Hours per Week	03 Hours

Course Objectives:	<p>Students come to know about:</p> <ol style="list-style-type: none">1. To prepare students with the technical knowledge and skills needed to protect and defend computer systems and networks.2. To develop graduates that can plan, implement, and monitor cyber security mechanisms to help ensure the protection of Information technology assets.3. To develop graduates that can identify, analyze, and remediate computer security breaches.
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Course Content		
Unit	Description	Weight age* (%)
1.	Introduction Attacks, services and mechanism Security attacks Security services A model for network security	25 %
2.	Cryptography Introduction Conventional encryption principles Basic terms : plaintext, cipher text, cryptography, cryptanalysis Substitution ciphers vs. transposition ciphers Types of attack on encrypted messages Introduction to public key cryptography	25 %
3.	System Security Intruders Viruses and related threats : trap doors, logic bombs, Trojan horses, viruses,	25 %





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	worms, bacteria The nature of viruses Types of viruses Antivirus approaches : detection, identification and removal	
4.	Network Security Digital signatures Firewalls : introduction, design principles, characteristics, types, configuration	25 %
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern

Sr. No.	Details of the Evaluation	Weight age
1.	Internal Written 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. Analyze and resolve security issues in networks and computer systems to secure an IT infrastructure.
2. Design, develop, test and evaluate secure software.
3. Develop policies and procedures to manage enterprise security risks.
4. Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training.
5. Interpret and forensically investigate security incidents.

Suggested References:





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Sr. No.	References
1.	William Stallings: Network Security Essentials (Applications and Standards), Pearson Education India, 2001
2.	Tanenbaum A. S., Computer Networks, Prentice-Hall of India Pvt. Ltd., New Delhi, 1997.

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

On-line Resources

1. <https://theswissbay.ch/pdf/Gentoomen%20Library/Networking/Prentice%20Hall%20-%20Computer%20Networks%20Tanenbaum%204ed.pdf>

2. <https://www.mbit.edu.in/wp-content/uploads/2020/05/Computer-Networks-5th-Edition.pdf>

3. https://ptabdata.blob.core.windows.net/files/2017/IPR2017-01502/v8_Ex.%201010.pdf





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

Course Code	UM04GBBS71	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%





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4.	Duopoly and Oligopoly: Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy.	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.	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.





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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 (ISM) Semester-IV

Course Code	UM04GBBS72	Title of the course	Cyber Law
Total Credits of the course	3	Hours per week	3

Course Objectives:	The course is designed in a way that a candidate can identify, analyze and remediate computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations Laboratory, Network Security Laboratory and in Security and Penetration Testing Laboratory
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Course Content		Weightage	
Units	Description		
1	Basic of the Computer and Cyber World.	Overview of computer and computer network - Processing and communication of data - Computer languages/Programmers and software Development - History of development of internet. - Cyber Security – Cyber Security Threats	25%
2	Regulatory Framework of the cyber world	Role of law in the cyber world. - General Principles of contract law and cyber space - Challenges in the cyber world - Introduction to electronic commerce - Online contracts - Consumer protection in cyber world	25%
3	Information technology Act. 2000	Overview of - Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifying authorities - Cyber regulation appellate tribunal offences - Temporary - Hacking - Publication of obscene information - Penalties	25%





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		- Computer evidence & Computer Forensics	
4	Intellectual Property Laws	- The trade marks Act 1999 - Copyright Act 1957 - The pattern Act 1970.	25%

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

1	Analyze and evaluate the cyber security needs of an organization.
2	Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.
3	Implement cyber security solutions and use of cyber security, information assurance, and cyber/computer forensics software/tools.

References:-

- Bainbridge - David, Introduction to Computer Law(1993)
- Bainbridge – David, Software Copyright Law (1999)
- Copinger and James, Skone – Copyright (1999)
- Cornish, W.R. Intellectual Laws (1999)
- Ferrera, Gerald R, Lichtenstein, Stephen D. cyber law text cases(2001)
- Kamnath, Nandan (ed.,) law relating to computers, internet and E-commerce, A guide to cyber law & the information technology Act. 2000(2000)





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

Course Code	UM04SBBS71	Title of the course	Disaster Management
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. A Disaster Management gain understands to students' 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 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 Meaning of predictability	25%





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	Management and Technology	Forecasting and Warning Emergency Management System(EMS) Geographic Information System (GIS) and Disaster Management The role of Media In Disaster Management	
4	Disaster Management In India	Geographical Classification of India on the basis of Disaster like Earthquakes, Drought, Flood, Tsunami 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	25%

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ 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 understand 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.
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References:

- Goel SL and Ram Kumar, **Disaster Management**, Deep & Deep Publications, New Delhi.
- Goel SL **Encyclopedia Of Disaster Management**, Deep & Deep Publications, New Delhi, 2006
- Chakraborty, S.C., **Natural Hazards and Disaster Management**, Pragatishil Prakashak, Kolkata, 2007.
- Sinha P.C. (ED): **Encyclopedia Of Disaster Management**; Anmol Publications, New Delhi 1998.
- Monappa, K.C. **Disaster Preparedness** Akshay Public Agency, New Delhi.
- Modh Satish **Citizens Guide to Disaster Management: How to Save your own life and help others**, McMillan India 2006.





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

Course Code	UM04SBBS72	Title of the course	Rurban Development
Total Credits of the course	3	Hours per week	3

Course Objectives:	To get an exposure to a new rural area and the socio-economic condition of people .
	To provide knowledge from ancient to modern agricultural practices .
	To face the rural reality during the rural living and learning experience .
	To impart in-depth practical knowledge in crop cultivation practices.
	To cope with adverse situations during their rural staying at different remote parts of rural Bengal.
	To provide knowledge on working of different farm implements .
	Detailed knowledge on various agri-business activities .
	To build the manpower for serving the rural community.
To disseminate recent agricultural technologies through extension.	

Course Content		Weightage
Units	Description	
1	RURAL DEVELOPMENT	Concept of Rural Development ,size , structure and characteristics , determinants of rural development, Gandhian model of Rural Development
2	URBAN DEVELOPMENT	Concept of Urbanization, Migration and Urbanization Dilemma: Trends in Urbanization, Urban informal Sector, Urban unemployment,
		25%
		25%





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		Migration and development, Todaro's Migration Model.	
3	RURAL DEVELOPMENT	Concept , rural planning, Benefits and need analysis, rural model- Spatial Model and economy Model, Sustainable Rural Development –ways and means, Vision of Rural Development Plan by Government of Gujarat	25%
4	RURBAN SCHEMES IN GUJARAT AND FUTURE CHALLENGES	Rurban Morphology in Gujarat, Gov. of Gujarat Current Schemes, Initiatives and Future Challenges. A study of Model village (Dharmaj & Thamna Village in Anand districts)	25%

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

1	The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
2	It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
3	It is to develop expertise in planning and management of rural development programmes with focus on participatory development.





4	It is innovative, skill and employment oriented to attract bright students to the discipline of rural development.
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REFERENCES:

1. Micheal P Todaro (2001) :- "ECONOMIC DEVELOPMENT" Pearson Education
2. Mishra S K & Puri :- "ECONOMICS OF DEVELOPMENT & PLANNING THEORY & PRACTICE" Himalaya Publication
3. M L Jhingan :- "ECONOMICS OF DEVELOPMENT AND PLANNING" Virnda Publication
4. www, rural-urban.org
5. <http://www.vibrantgujarat.com/document/vibrant-gujarat-summer/Rurbanization-Changing-face-of-modern-India>
6. Government of Gujarat, Development Program 2011-12 general administration department, planning development, gandhinagar, Febr 2011.
7. <http://www.jnvr.net/thechandigarhproject/RURBANPLANNING.html>
8. <http://www.jnvr.net/thechandigarhproject/rurbanmodels.html>

