



**PROGRAMME STRUCTURE**

**Bachelor of Business Administration (BBA)(Information Technology Management) Semester:III**

Programme Outcome (PO) - For BBA (ITM) Programme	<ol style="list-style-type: none"><li>1. To understand business functions and management practices leading to development of business acumen among students.</li><li>2. To develop critical and analytical thinking abilities</li><li>3. To improve Communication and interpersonal skills</li><li>4. To develop social sensitivity and ethical considerations leading to sustainable business practices</li><li>5. To demonstrate global perspective and entrepreneurship acumen</li><li>6. To get exposure of industrial world through company visits and interaction with experts</li><li>7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
Programme Specific Outcome (PSO) - For BBA(ITM) Semester - III	<ol style="list-style-type: none"><li>1. Apply various business and information technology management practices.</li><li>2. Analyze and interpret data for better decision making</li><li>3. Demonstrate effective communication and interpersonal skills.</li><li>4. Implement basic concepts of high speed LAN and data communication.</li><li>5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>

To Pass	<ol style="list-style-type: none"><li>(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal &amp; External Assessment.</li><li>(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.</li></ol>
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**SARDAR PATEL UNIVERSITY**  
Vallabh Vidyanagar, Gujarat  
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)  
Syllabus with effect from the Academic Year 2022-2023

Course Type	Subject code	Name of Course	T/P	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
<b>Ability Enhancement Course (Any One)</b>	UM03ABBI71	Fundamentals of E-Commerce	T	3	3	3	30	70	100
<b>Core Management Courses (Any TWO)</b>	UM03CBBI71	Economic Analysis - I	T	3	3	3	30	70	100
	UM03CBBI72	Cost & management Accounting - I	T	3	3	3	30	70	100
<b>Core IT Courses (Any ONE)</b>	UM03CBBI73	Fundamentals of Web Designing	T	3	3	3	30	70	100
<b>Discipline Specific Management Course (Any TWO)</b>	UM03DBBI71	Human Resource Management-I	T	3	3	3	30	70	100
	UM03DBBI72	Marketing Management-I	T	3	3	3	30	70	100
	UM03DBBI73	Financial Management Services-I	T	3	3	3	30	70	100
	UM03DBBI74	Global Business Affairs-I	T	3	3	3	30	70	100
<b>Discipline Specific IT Course (Any ONE)</b>	UM03DBBI71	Fundamentals of Operating Systems	T	3	3	3	30	70	100
<b>Skill Enhancement (Any One)</b>	UM03SBBI71	Industry Exposure	P	3	3	3	30	70	100





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

Course Code	UM03ABBI71	Title of the Course	Fundamentals of E-Commerce
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• An introduction to information systems for business and management.</li><li>• To familiarize students with organizational and managerial foundations of systems</li><li>• Technical foundation for understanding information systems.</li><li>• Analyse the impact of E-commerce on business models and strategy.</li><li>• Describe the major types of E-commerce.</li><li>• Explain the process that should be followed in building an E-commerce presence.</li><li>• Identify the key security threats in the E-commerce environment</li></ul>
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction & Definition of E-Commerce, Definition of EC from various perspective, Framework of EC, Benefits & Limitations of EC, Impacts of EC (Marketing, Manufacturing, Finance & Accounting, Human Resource), Classification by the nature of transaction (B2B, B2C, C2C, C2B, non-business EC, Intra business EC)	25%
2.	Introduction to Business Model, Eight key ingredients of Business Model, Major B2C & B2B Business Model, Introduction to m-Commerce, Business Model in emerging E-Commerce Area (C2C Business Model, P2P, m-Commerce), Unique features of E-Commerce Technology	25%
3.	Electronic Market Places, Types of E-Market Places, E-Supply Chains (Definition, Concepts & Parts), Electronic Payment System (Electronic Credit Card System – Players & Process, Debit Card, Smart Card, E-Check System)	25%
4.	CRM: Meaning, Types of CRM, Benefits and Limitations of CRM, Issues in CRM implementation, Classifications of CRM applications, One-to-one marketing (personalization, collaborative filtering, customer loyalty, trust)	25%





Teaching-Learning Methodology	E-Learning consist of teaching can be based in or out of the Classrooms, the use of computers and the Internet. E-learning definition is defined as providing Training and development to the Students/Employees through various Electronic media such as the Internet, audio, video etc.
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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.	Written examinations and/or quizzes;
2.	E-commerce case study analysis;
3.	Individual or group e-commerce related projects;
4.	Presentations;
5.	Research assignments;
6.	Homework and/or lab assignments that demonstrate the application of appropriate e-commerce technologies.
7.	Identify the key security threats in the E-commerce environment.
8.	In-class interactive role-plays.
9.	Describe how procurement and supply chains relate to B2B E-commerce
10.	Analyse the impact of E-commerce on business models and strategy.
11.	Describe the major types of E-commerce.
12.	Explain the process that should be followed in building an E-commerce presence.





Suggested References:

Sr. No.	References
1.	Effraim Turban, David King, Dennis Viehland, Jae Lee, "Electronic Commerce – A Managerial Perspective", Pearson Education, 4th Ed.
2.	Kenneth C Laudon, Carol Guercio, Traver, "E-Commerce – Business, Technology, Society", Pearson Education
3.	G.S.V. Murthy, "E-Commerce – Concepts, Models, Strategies", Himalaya Publishing House
4.	Chand, "E-Commerce, Fundamentals & Applications", Wiley

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

On-line resources:

[https://www.tutorialspoint.com/e\\_commerce/index.htm](https://www.tutorialspoint.com/e_commerce/index.htm)

<https://www.geeksforgeeks.org/e-commerce/>

<https://www.geeksforgeeks.org/e-commerce/>

<https://blog.templatetoaster.com/what-is-ecommerce/>

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

Course Code	UM03CBB171	Title of the Course	Economic Analysis-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• To familiarize the students with the advanced concept of Economics.</li><li>• The students identify and interpret the advanced economic concepts/variables.</li><li>• The students learn to apply these theoretical models to address real-world problems.</li><li>• The students can understand the behavior of an individual and market in a variety of economic environments.</li><li>• 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.</li></ul>
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Course Content		
Unit	Description	Weightage (%)
1.	<b>Elasticity of Demand</b> Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
2.	<b>Demand Forecasting</b> Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers' survey methods 2) Sales force opinion methods 3) Experts' opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	25%
3.	<b>Game Theory</b>	25%





	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.	
4.	<b>Production Function</b> 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	
1.	Examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	Explain the concepts of the elasticity and theory of indifference curve in business applications
3.	Interpret the various form of elasticity like price elasticity and cross elastic and to





	identify and analyze the effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.

**Suggested References:**

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

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

On-line resources:

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

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

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

Course Code	UM03CBB172	Title of the Course	Cost & Management Accounting -I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To understand fundamentals of cost accounting and application of costing for managerial decisions</li><li>2. To understand basics of management accounting and its application for management professionals</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Introduction of Cost Accounting &amp; Management Accounting (Theory)</b> <ul style="list-style-type: none"><li>• <b>Cost Accounting:</b> Meaning, Definition, Objectives, Advantages &amp; Disadvantages</li><li>• <b>Management Accounting:</b> Meaning, Definition, Scope, Functions, Tools &amp; Techniques</li><li>• Comparison of Cost Accounting, Financial Accounting &amp; Management Accounting</li></ul>	25%
2.	<b>Cost Concepts &amp; Classification (Theory)</b> <ul style="list-style-type: none"><li>• Concept of Cost, Cost Centre &amp; Cost Unit</li><li>• Classification of Cost</li><li>• Methods of Cost Accounting</li><li>• Techniques of Cost Accounting</li><li>• Elements of Cost,</li><li>• Concept of Cost Control &amp; Cost Reduction</li></ul>	25%
3.	<b>Unit Costing (Examples Only)</b> <ul style="list-style-type: none"><li>• Costing procedure</li><li>• Treatment of Stocks</li><li>• Preparation of Cost Sheet (Excluding Tender)</li></ul>	25%
4.	<b>Cost Volume Profit Analysis (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition</li><li>• Objectives and Assumptions of CVP Analysis</li><li>• Meaning of Break Even Analysis.</li><li>• Break Even Chart &amp; Its Utility</li><li>• Examples on: (a) Break Even Point, Margin of Safety, P/V Ratio</li></ul>	25%





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

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand basics of cost accounting and management accounting and apply this knowledge in further study
2.	Develop analytical & management skills and use the same for decision making.
3.	Learn calculation of cost and its uses for determination of selling price of the product.
4.	Gain knowledge about break-even point and use of CVP in decision making.

Suggested References:	
Sr. No.	References
1.	Arora M. N. (2004), A Textbook of Cost Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi.
2.	Jain S. P. and Narang K. L. (2008), Cost Accounting, Kalyani Publishers, New Delhi





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3.	Gupta Kamal (2007), Contemporary Auditing, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4.	Kishore R. M. (2007). Advanced Management Accounting, Taxman Allied Services (P) Ltd, New Delhi.
5.	P. Periasamy (2011), A Textbook of Financial Cost & Management Accounting, Himalaya publishing House, Mumbai

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

Course Code	UM03CBB173	Title of the Course	Fundamentals of Web Designing
Total Credits of the Course	03	Hours per Week	03 + 03

Course Objectives:	<ul style="list-style-type: none"><li>• Become familiar with graphic design principles that relate to web design and learn how to implement theories into practice.</li><li>• Develop skills in analyzing the usability of a web site. Understand how to plan and conduct user research related to web usability.</li><li>• Learn the language of the web: HTML and CSS.</li></ul>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Web Page Designing - I</b> An introduction to HTML, HTML tags, Structure of an HTML document, Text and paragraph formatting, Ordered and unordered lists - nested lists, Hyperlinks, Images	25%
2.	<b>Web Page Designing – II</b> HTML tables, Images, Frames, framesets - nested framesets, Designing HTML forms, Multimedia tags	25%
3.	<b>DHTML &amp; Cascading Style Sheets</b> What is DHTML? Applications of DHTML, Components of DHTML, HTML5 – Introduction, Basic tags, Introduction to Cascading Style Sheets (CSS), Ways of specifying style – inline, internal, external, Basic syntaxes	25%
4.	<b>Advanced Cascading Style Sheets</b> ID and CLASS selectors, SPAN, DIV, Font, Color, Background, Text, Border	25%

Teaching-Learning Methodology	Lectures covering the theoretical part using classroom discussion, PowerPoint presentations as well as practical demonstration
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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.	Analyze a web page and identify its elements and attributes.
2.	Use the HTML programming language
3.	Create web pages using XHTML and Cascading Style Sheets.
4.	Make changes on the Site.

Suggested References:	
Sr. No.	References:
1.	Ivan Bayross, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004.
2.	Douglas E Comer: The Internet, PHI, Second Edition, May 2000.
3.	Xavier C: World Wide Web Design with HTML, Tata McGraw Hill Publication, 2000.
4.	Eric Meyer: Cascading Style Sheets – The Definitive Guide, O'Reilly – SPD, First Edition, 2000.
On-line resources to be used if available as references material:	
On-line resources:	
<a href="https://www.w3schools.com/whatis/">https://www.w3schools.com/whatis/</a> <a href="https://runestone.academy/runestone/books/published/webfundamentals/index.html">https://runestone.academy/runestone/books/published/webfundamentals/index.html</a>	

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

Course Code	UM03DBBI71	Title of the Course	Human Resource Management-I
Total Credits of the Course	03	Hours per Week	03

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





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

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

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





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Human Resource and Personnel Management: K Aswathappa

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

Course Code	UM03DBBI72	Title of the Course	MARKETING MANAGEMENT-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• To Give Insight About Marketing Management.</li><li>• To Outline Key Marketing Concepts And Its Application To Different Markets.</li><li>• To Analyse And Examine The Implementation Of Marketing Concepts And Strategy To Firms.</li><li>• Attainment Of Organisational Marketing Goals.</li></ul>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>CONCEPTUAL FOUNDATION OF MARKETING</b> <ul style="list-style-type: none"><li>• Nature, Scope and core concepts of Marketing</li><li>• Tasks of Marketing Management</li><li>• Marketing Philosophies</li><li>• Marketing Environment (Micro and Macro)</li></ul>	25%
2.	<b>BUYER BEHAVIOUR AND MARKET SEGMENTATION</b> <ul style="list-style-type: none"><li>• Introduction and Meaning of Buyer Behaviour</li><li>• Model and Scope of Buyer Behaviour</li><li>• Factors affecting buyer behaviour</li><li>• Buying Process</li><li>• Bases of Market Segmentation</li></ul>	25%
3.	<b>MARKETING MIX</b> <ul style="list-style-type: none"><li>➤ Product:- Concept, Product Life Cycle, New Product Development Process</li><li>➤ Pricing:- Objectives, Methods</li><li>➤ Policies Distribution (Placement) Concept, Types, Factors</li></ul>	25%
4.	<b>SALES PROMOTION</b> <ul style="list-style-type: none"><li>• Concept, Sales Promotion Tools (Consumer and</li></ul>	25%





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

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

Suggested References:	
Sr. No.	References
1.	Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications
2.	Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills
3.	Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi
4.	Marketing Management By Srinivasan And Radhaswami, Sultan Chand & Sons, New Delhi





<b>5.</b>	Marketing Management By Philip Kotler
<b>6.</b>	Marketing Management By S.A.Sherlekar, Himalaya Publishing House

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

On-line resources:

Website: <https://www.yourarticlelibrary.com/sales/sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305>

YouTube Channel: Marketing Management Tasks In Hindi/Philip Kotler By Pankaj Kumar

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

Course Code	UM03DBBI73	Title of the Course	Financial Management & Services-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• To provide an in-depth view of the process in financial management of the firm</li><li>• To develop knowledge on the allocation, management and funding of financial resources.</li><li>• To improve students' understanding of the capital budgeting concept and the role of financial manager in the current competitive scenario.</li></ul>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Financial Management: An Overview</b> <ul style="list-style-type: none"><li>• Meaning, significance, Scope of Financial Management, Relation of finance with other business functions, Role of Finance Manager, Finance Functions, Goals of Financial Management</li><li>• Capitalization: Meaning, Overcapitalization &amp; Undercapitalization Meaning, Causes, Effects &amp; Remedies</li></ul>	25%
2.	<b>Capital Budgeting (Theory and Examples)</b> <ul style="list-style-type: none"><li>• Meaning, Features, Types, Significance, Process of Capital Budgeting(Theory)</li><li>• Appraisal Methods: (Examples) Accounting rate of return technique Pay-back period technique, Discounted PBP Discounted Cash Flow Techniques: NPV, IRR and PI</li></ul> Notes: <ol style="list-style-type: none"><li>1. Examples should be based only on SLM method of depreciation</li><li>2. Replacement decisions should be excluded</li></ol>	25%
3.	<b>Introduction to Financial Services &amp; Markets:</b> <ul style="list-style-type: none"><li>• Meaning, Features, Importance, Scope of Financial</li></ul>	25%





	<p>Services, New and Innovative financial instruments, Challenges facing the Financial Services sector</p> <ul style="list-style-type: none"> <li>Capital Market- Concept, Capital Market Instruments (Meaning &amp; Features): Equity Shares, Preference Shares and Debentures, Money Market- Concept, Money Market Instruments (Meaning &amp; Features): Treasury Bills, Certificate of Deposits, Commercial Paper, Distinction Between Capital Market &amp; Money Market.</li> </ul>	
4.	<p><b>Cost of Capital:</b>          Concept and significance of Cost of Capital, Computation of cost of debt, preference shares, equity capital and retained earnings, combined (Weighted) cost of capital (WACC), Marginal Cost of Capital</p>	25%

Teaching-Learning Methodology	These are the teacher-centre methods, learner- centered methods, content-focused methods and interactive/participative methods.
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Evaluation Pattern		
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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.	Explain the concept of financial management and capitalization.
2.	Apply capital budgeting projects using various methods.
3.	Know about various aspects of financial instruments, capital and money markets.
4.	Understand about concept of cost of capital and each cost of capital.





Suggested References:

Sr. No.	References
1.	Financial Management: S. N. Maheshwari
2.	Financial Management: I.M. Pandey
3.	Financial Management: Prasanna Chandra
4.	Financial Management: Khan & Jain
5.	Gorgon and Natrajan: Financial Markets and Services, Himalaya Publishing House, Delhi.
6.	Khan, M. Y. : Indian Financial System: Theory and Practice, Vikas Publishing House, New Delhi

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

On-line resources:

<https://www.geektonight.com/financial-markets-and-services-notes/>

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

Course Code	UM03DBBI74	Title of the Course	Global Business Affairs-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. Basic and broad knowledge in international business environment, strategies and management.</li><li>2. Awareness of the different thinking and viewpoints of diverse cultures.</li><li>3. Awareness of the global business environment and its impacts on businesses.</li><li>4. Basic knowledge of globalization including its advantages and disadvantages.</li><li>5. Awareness of export and import procedures and documentation.</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>International Business Environment</b> <ul style="list-style-type: none"><li>• An Overview of International Business Environment</li><li>• Economic Environment</li><li>• Non-Economic Environment</li><li>• Political Environment</li><li>• Demographic Environment</li><li>• Socio-Cultural Environment</li><li>• Technological Environment</li></ul>	25%
2.	<b>Globalization</b> <ul style="list-style-type: none"><li>• Globalization of World Economy</li><li>• Globalization of Business: Meaning &amp; Dimensions</li><li>• Stages of Globalization</li><li>• Comparison of old and new globalization.</li><li>• Essential Conditions for Globalization</li><li>• Advantages and Disadvantages of Globalization</li><li>• Factors Contributing to the growth of globalization and obstacles of globalization</li></ul>	25%
3.	<b>Multinational Corporations</b> <ul style="list-style-type: none"><li>• Definition and Meaning</li><li>• Organizational Models</li><li>• Importance &amp; Dominance</li><li>• MNC's and International Trade</li></ul>	25%
4.	<b>Export Procedure &amp; Documentation</b>	25%





	<ul style="list-style-type: none"><li>• Export Procedure</li><li>• Registration Stage</li><li>• Pre-Shipment Stage</li><li>• Shipment Stage</li><li>• Post-Shipment Stage</li><li>• Export Documentation</li><li>• Letter of Credit</li><li>• Bill of lading</li><li>• Mate's Receipt</li></ul>	
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Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Class Room interaction and Group Discussion.
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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.	Understanding about the various constituents of International Business Environment.
2.	Appreciate the benefits and importance of globalization in this new changing world.
3.	Analyse different combinations of international strategies and organisational structures.
4.	Understand the Export –Import Procedures and Documentations.

Suggested References:
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Sr. No.	References
1.	Francis Cherunilam-International Business Environment
2.	R. Chandran- International Business Environment
3.	Francis Cherunilam-Business Environment
4.	Export Marketing- Khushpat S Jain

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

On-line resources:

[https://saylordotorg.github.io/text\\_international-business/index.html](https://saylordotorg.github.io/text_international-business/index.html)

<https://www.indiafilings.com/learn/export-and-import-procedure-in-india/>

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

Course Code	UM03DBBI71	Title of the Course	Fundamentals of Operating Systems
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. Students can convenient to use an operating system</li><li>2. To understand basics of various types of operating systems</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Introduction to Operating System</b> Definition – Software, Types of Software, Introduction to Computer Resources (Input/output devices, CPU, Memory), Introduction to Operating System, Roles of Operating System, Types of Operating Systems, User Interface, Concept of Process and Running Programs, Files and Folders (Organizing, Attributes and Sharing), Introduction to Managing Hardware, Embedded Operating Systems	25%
2.	<b>Overview of Popular Operating Systems</b> Introduction to PC Operating Systems, Server Operating Systems, Mobile Operating Systems DOS, UNIX, Macintosh, Windows NT, Windows XP, Windows Vista, Windows 7, Windows 2000 Server, Windows Server 2008, Android, iOS	25%
3.	<b>Roles/Functions of Operating System</b> Multiprocessing, Fault Tolerance and Load Balancing, Overview of Data Safety – RAID, Disk Defragmentation, Backup and Recovery, Security (Concept of User and Group, File and Folder permission, Firewall), Workgroups, Domains, and Active Directory, Overview of Server Roles	25%
4.	<b>Introduction to Linux Operating System</b> Introduction to Linux, History of Linux, Features of Linux, Strengths and Weaknesses of Linux, Linux Distributions, Basic Commands of Linux (Theory only)	25%





Teaching-Learning Methodology	ICT Based Teaching Learning Methodology
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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.	Understands the different services provided by Operating System at different level
2.	They learn real life applications of Operating System in every field
3.	Able to use various operating systems with easiness

Suggested References:	
Sr. No.	References –
1.	Peter Norton – “Introduction to Computers”
2.	Alan Carter – “Windows 2000 MCSE Study System”
3.	Pfaffenberger – “Linux Commands Instant Reference”
4.	Silberschatz & Galvin – “Operating System Concepts”
5.	Sumitabha Das – “UNIX Concepts and Applications”

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 (ITM) Semester-III**

Course Code	UM03SBB171	Title of the Course	Industry Exposure
Total Credits of the Course	03	Hours per Week	03

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





Teaching-Learning Methodology	<ul style="list-style-type: none"><li>• The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.</li><li>• Report must include One Public limited company and one private limited company.</li><li>• A copy of report must be submitted to the University for Final University viva-voce Examination.</li><li>• Students shall draft their report individually (hand written) under the guidance of concern teacher.</li></ul>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal report preparation and submission(As per CBCS R.6.8.3)	15%
2.	Internal Practical Viva-voce (As per CBCS R.6.8.3)	15%
3.	University Examination (Viva-voce )	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Industrial Visit brings clarity to important management concepts, as student practical experience first-hand how these concepts are put into action.
2.	Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
3.	Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
4.	The students get to see the best practices opted by different companies for similar work.

Suggested References:	
Sr. No.	References
1.	Business Communication and Report Writing– RP Sharma and Krishna Mohan (TataMcgraw Hill 2002)

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**PROGRAMME STRUCTURE**

**Bachelor of Business Administration (BBA)(Information Technology Management) Semester: IV**

Programme Outcome (PO) - For BBA (ITM) Programme	<ol style="list-style-type: none"><li>1. To understand business functions and management practices leading to development of business acumen among students.</li><li>2. To develop critical and analytical thinking abilities</li><li>3. To improve Communication and interpersonal skills</li><li>4. To develop social sensitivity and ethical considerations leading to sustainable business practices</li><li>5. To demonstrate global perspective and entrepreneurship acumen</li><li>6. To get exposure of industrial world through company visits and interaction with experts</li><li>7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
Programme Specific Outcome (PSO) - For BBA(ITM) Semester - IV	<ol style="list-style-type: none"><li>1. Apply various business and information technology management practices.</li><li>2. Analyze and interpret data for better decision making</li><li>3. Demonstrate effective communication and interpersonal skills.</li><li>4. Implement basic concepts of high speed LAN and data communication.</li><li>5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
To Pass	<p style="text-align: center;">(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal &amp; External Assessment. (ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.</p>





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**BBA (Information Technology Management) (3 years) Semester: IV**

Course Type		Name of Course	T/P	Credit	Contact Hrs/Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total	Total	Total
<b>Ability Enhancement Course (Any One)</b>	UM04ABBI71	System Analysis and Design	T	3	3	3	30	70	100
<b>Core Management Courses (Any TWO)</b>	UM04CBBI71	Economic Analysis - II	T	3	3	3	30	70	100
	UM04CBBI72	Cost & Management Accounting-II	T	3	3	3	30	70	100
<b>Core IT Courses (Any ONE)</b>	UM04CBBI73	Front End Programming	T	3	3	3	30	70	100
<b>Discipline Specific Management Course (Any TWO)</b>	UM04DBBI71	Human Resource Management-II	T	3	3	3	30	70	100
	UM04DBBI72	Marketing Management-II	T	3	3	3	30	70	100
	UM04DBBI73	Financial Management and Services-II	T	3	3	3	30	70	100
	UM04DBBI74	Global Business Affairs-II	T	3	3	3	30	70	100
<b>Discipline Specific IT Course (Any ONE)</b>	UM04DBBI75	Information Security	T	3	3	3	30	70	100
	UM04DBBI76	Internet Technologies	T	3	3	3	30	70	100
<b>Skill Enhancement (Any One)</b>	UM04SBBI71	Corporate Social Responsibility	T	3	3	3	30	70	100
	UM04SBBI72	Fundamentals of Research	T	3	3	3	30	70	100





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UM04SBB173	Rurban Planning for India	T	3	3	3	30	70	100
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Bachelor of Business Administration  
B.B.A (ITM) Semester-IV

Course Code	UM04ABBI71	Title of the Course	System Analysis and Design
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To determine specific needs of system</li><li>2. Discuss approaches and tasks of system</li><li>3. Evaluate tools and techniques.</li><li>4. Use appropriate methods and techniques to design system</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Introduction to System Analysis and Design</b> System and Characteristic of System, System and Characteristics of System, System Elements and System Concepts, Types of Systems and Integrated system, What is System Analysis?, Systems Analyst-Knowledge and Qualities and Objective, Role of Systems Analyst, Systems Approach and Systems Analysis	25%
2.	<b>System Development Life Cycle</b> Introduction to Various Methodologies of Systems Development, What is SDLC? Problem Identification, Feasibility Study, System Requirement Analysis, System Design and Implementation, Evaluation of System, Difference between System Analysis and System Design	25%
3.	<b>SSADM, Design Methodologies and DFD</b> Need of SSADM and Introduction to SSADM, System Survey and Structured Analysis, Structured Design and Hardware Study, System Implementation and Maintenance, Advantages of SSADM, DFDs and Symbols used, Rules for drawing DFDs, Constructing DFD, Physical and Logical DFDs	25%
4.	<b>System Prototype and Fact Finding(Gathering)</b> System Prototype (Method, Process, Feature), Fact Gathering Techniques (Interviews, Questionnaires, Record Inspection and Observation)	25%





Teaching-Learning Methodology	ICT Based Teaching Learning Methodology
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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.	understanding the life cycle of a systems development project
2.	An understanding of the analysis and development techniques required as a team member

Suggested References:	
Sr. No.	References
1.	Prof. S. ParthaSarathy, Prof. B. W. Khalkar, "System Analysis, Design And Introduction to Software Engineering (SADSE)", 9th Ed.
2.	James A. Senn: "Analysis & Design of Information System", 2nd Ed., McGraw-Hill Int.

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 (ITM) Semester-IV

Course Code	UM04CBB171	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"> <li>1. To familiarize the students with the fundamental concept of Economics.</li> <li>2. The students identify various kinds of market and their competition.</li> <li>3. The students learn to apply these theoretical models to address real-world problems.</li> <li>4. The students can understand the behavior of monopoly firm and competitive firm in various period.</li> <li>5. Students will be able to appraise their role in the global economic environment.</li> <li>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.</li> </ol>
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Course Content		
Unit	Description	Weightage (%)
1.	<b>Revenue and Perfect Competition:</b> 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.	<b>Monopoly</b> Characteristics of Monopoly, Price and output determination, Price discrimination degrees, possibility and profitability, dumping. The concept of Monopsony	25%
3.	<b>Monopolistic competition</b> Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	25%
4.	<b>Duopoly and Oligopoly:</b> Characteristics, Cartel model of duopoly, Price Leadership models,	25%





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

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

Suggested References:
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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 (ITM) Semester-IV

Course Code	UM04CBB172	Title of the Course	Cost & Management Accounting -II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	To understand fundamentals of cost accounting and application of costing for managerial decisions To understand basics of management accounting and its application for management professionals
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Reconciliation of Cost and Financial Accounts (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Need for Reconciliation</li><li>• Reasons for Disagreement in Profit</li><li>• Methods of Reconciliation</li><li>• Problems on Preparation of Reconciliation Statement</li></ul>	25%
2.	<b>Material &amp; Labour Cost (Theory &amp; Examples)</b> <b>Material:</b> <ul style="list-style-type: none"><li>• Definition and types of Material</li><li>• Material Control &amp; its Techniques : ABC Analysis, VED Analysis (Theory) • Setting stock levels: Average Level, Maximum Level, Minimum Level, Reorder Level Danger Level, , Economic Order Quantity (Reordering quantity) (examples)</li></ul> <b>Labour:</b> <ul style="list-style-type: none"><li>• Meaning, Features of good wage system</li><li>• Various wage system: Time Wage, Piece Wage, Incentive Wage plans: Halsey Plan, Rowan Plan, Taylor Plan (Theory Only)</li><li>• Examples based on: Time Rate as per Halsey and Rowan Method only</li><li>• Labour Turnover: Meaning and causes (Theory)</li></ul>	25%





3.	<b>Overhead Expenses (Theory &amp; Examples)</b> <ul style="list-style-type: none"> <li>• Classification of Overhead</li> <li>• Apportionment &amp; Absorption of Overhead</li> <li>• Apportionment of Service Department Overheads using Repeated Distribution Method</li> <li>• Machine Hour Rate (Theory)</li> </ul>	25%
4.	<b>Budget and Budgetary Control (Theory &amp; Examples)</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Budget &amp; Budgetary Control</li> <li>• Objectives of Budgetary Control</li> <li>• Advantages &amp; Limitations of Budgetary Control</li> <li>• Preparation of Cash Budget &amp; Flexible Budget</li> </ul>	25%

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

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand how to reconcile profit as per records of cost accounting and financial accounting and find out reasons for disagreement in profit.
2.	Calculate material and labour cost and how to determine reorder quantity.
3.	Learn calculation of overhead/indirect cost and its allocation among different departments using suitable basis.
4.	Preparation of Cash budget and Flexible budget.





Suggested References:

Sr. No.	References
1.	Arora M. N. (2004), A Textbook of Cost Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi.
2.	Jain S. P. and Narang K. L. (2008), Cost Accounting, Kalyani Publishers, New Delhi
3.	Gupta Kamal (2007), Contemporary Auditing, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4.	Kishore R. M. (2007), Advanced Management Accounting, Taxman Allied Services (P) Ltd, New Delhi.
5.	P. Periasamy (2011), A Textbook of Financial Cost & Management Accounting, Himalaya publishing House, Mumbai

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

Course Code	UM04CBB173	Title of the Course	Front End Programming
Total Credits of the Course	03	Hours per Week	06

Course Objectives:	<ol style="list-style-type: none"> <li>1. Introduction to scripting language</li> <li>2. Familiarity with different Data types, Control statements, looping structures &amp; Functions in JavaScript.</li> <li>3. How the user input in web page can be validated at client-side.</li> </ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to Scripting – Client Side Scripting vs. Server Side Scripting –How the Web works - Introduction to JavaScript – Applications and advantages of JavaScript - Using JavaScript on a webpage.	25%
2.	JavaScript basics – Syntax, Data Types, Variables, Literals, Type Casting, Operators, User interaction through dialog boxes [Prompt, alert, confirm]	25%
3.	Flow Control statements: Decision-Making and Looping – Arrays - User-defined functions , Built-in functions [isNaN(), parseInt(), parseFloat()]	25%
4.	Introduction to DOM - DOM hierarchy - HTML Form Hierarchy – Accessing Form elements (Text, Radio, Checkbox, Dropdown, Button) - String Object (length, charAt, indexOf, substr, toLowerCase, toUpperCase), Math Object (PI, abs, ceil, floor, max, min, round), Date Object (getDate, getDay, getFullYear, getMonth, getTime, getHours, getMinutes, getSeconds, setDate, setFullYear, setMonth, setTime, setHours, setMinutes, setSeconds)	25%

Teaching-Learning Methodology	E-Learning consist of teaching can be based in or out of the Classrooms, the use of computers and the Internet. E-learning definition is defined as providing Training and development to the Students/Employees through various Electronic media such as the Internet, audio, video etc.
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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.	To develop a dynamic web pages.
2.	Understand concepts commonly used in dynamic language programming
3.	Develop familiarity with the JavaScript language.
4.	Become adept at implementing client-side interfaces through the use of the DOM
5.	Become familiar with common libraries that are used in web application development.
6.	JavaScript can make custom UI (user interface).
7.	Summarize flow control

Suggested References:	
Sr. No.	References
1.	Ivan Bayross, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004.





2.	Douglas E Comer: The Internet, PHI, Second Edition, May 2000.
3.	Wilton P., Jeremy McPeak: Beginning JavaScript, 4th Ed., Wiley Pub.
4.	Danny Goodman, Machael Morrison: "JavaScript Bible", 6th Ed., Wiley Pub.

On-lineresources to be used if available as references material:

On-line resources:

<https://www.w3schools.com/js/>

<https://www.tutorialspoint.com/javascript/index.htm>

<https://www.javatpoint.com/javascript-tutorial>

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

Course Code	UM04DBBI71	Title of the Course	Human Resource Management-II
Total Credits of the Course	03	Hours per Week	03

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





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

Course Outcomes: Having completed this course, the learner will be able to	
1.	<ul style="list-style-type: none"> <li>• Have idea regarding basics of Employee Health and Safety measures and its related Statutory Provisions.</li> <li>• Have clear understanding of the operative functions of HRM.</li> </ul>
2.	<ul style="list-style-type: none"> <li>• Learn concept, approaches and importance of industrial Relations in organization.</li> <li>• Understand concept, forms and causes of industrial disputes and possible preventive measures of it.</li> </ul>
3.	<ul style="list-style-type: none"> <li>• Get idea about functions and measures of trade union.</li> <li>• Gain knowledge about collective bargaining and how it is used for grievance redressal.</li> </ul>
4.	<ul style="list-style-type: none"> <li>• Know various challenges of human resource management and how globalization has change human resource management practices.</li> <li>• Enhance their knowledge about Human Resources Information System (HRIS) and its use in business and forms of virtual organization.</li> <li>• Understand concept of HRD and important functions of HRD.</li> </ul>





Suggested References:

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

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

Course Code	UM04DBBI72	Title of the Course	MARKETING MANAGEMENT-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To Give Insight About Marketing Management.</li><li>2. To Outline Key Marketing Concepts And Its Application To Different Markets.</li><li>3. To Analyse And Examine The Implementation Of Marketing Concepts And Strategy To Firms.</li><li>4. Attainment Of Organisational Marketing Goals.</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>MARKETING RESEARCH</b> <ul style="list-style-type: none"><li>• Introduction, Objectives</li><li>• Research Process, Types of Research Design</li><li>• Sampling Methods, Data Collection method</li></ul>	25%
2.	<b>SERVICE MARKETING AND CONSUMERISM</b> <ul style="list-style-type: none"><li>• Meaning, Characteristics of Service</li><li>• Nature, Classification of services</li><li>• Meaning, Need, Consumer Protection Act</li></ul>	25%
3.	<b>CONCEPTUAL FOUNDATION OF ADVERTISING</b> <ul style="list-style-type: none"><li>• Introduction, Objectives of Advertising</li><li>• Importance, AIDA Model</li><li>• 5 M's of Advertising: Mission, Money, Message, Media, Measurement</li><li>• Methods for Advertising Budget</li><li>• Process of developing advertising message</li></ul>	25%
4.	<b>ADVERTISING LAYOUT</b> <ul style="list-style-type: none"><li>• Meaning and Concept</li><li>• Components of advertising layout</li><li>• Ad-Copy Layout, Types of Ad Copy</li><li>• Types of Ad-Appeals</li><li>• Types of Ad-Campaign, Testing Methods (Pre and Post)</li></ul>	25%





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

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

Suggested References:	
Sr. No.	References
1.	Foundation of Adverting by S.A. Chunawala, Himalaya Publishing House
2.	Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications
3.	Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills
4.	Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi







<b>5.</b>	Advertising And Promotion By Kruti Shah & Alan D'souza
<b>6.</b>	Advertising Management By Manendra Mohan, Tata McGraw Hill

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

On-line resources:

**Website:** <https://www.yourarticlelibrary.com/advertising/what-do-you-understand-by-the-term-layout-in-advertising/2077>

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

Course Code	UM04DBBI73	Title of the Course	Financial Management & Services-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	To understand the concept of working capital and operating cycle To understand about cash, receivable, inventory management for business To gain knowledge about financial services
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Working Capital Management</b> <ul style="list-style-type: none"><li>• Concept: (a) Gross Working Capital, (b) Net working capital (c) Fixed/Permanent Working Capital, (d) Fluctuating working Capital, Needs and Factors of Working Capital</li><li>• Examples of estimation of Working Capital and Operating Cycle and Combined Examples of Working capital and Operating Cycle</li></ul>	25%
2.	<b>Management of Cash, Receivables and Inventory:</b> <ul style="list-style-type: none"><li>• Management of Cash: Concept, Motives for Holding Cash, Cash Budget Examples</li><li>• Management of Receivables: Meaning, Credit policy Variables, Credit Evaluation(Only Theory)</li><li>• Management of Inventory: Concept, Motives for Holding Inventory and ABC Analysis (Only Theory), computation of EOQ, Re-Order Point and Safety Stock, Fixation of Inventory Level(Examples Only).</li></ul>	25%
3.	<b>Financial Services:</b> <ul style="list-style-type: none"><li>• Mutual Funds: Types, and Concept</li><li>• Venture Capital: Concept, Features, Stages, Process and Methods</li><li>• Merchant Banking: Concept, function</li><li>• Factoring &amp; Forfeiting: Concept, Mechanism, Distinction between Factoring &amp; Forfeiting</li></ul>	25%





4.	<b>Capital Structure &amp; Leverage Analysis:</b> <ul style="list-style-type: none"><li>• Concept, Significance , Factors Affecting the pattern of capital structure, Traditional Approach, Modigliani &amp; Miller Approach,(Theory only) and Net Income Approach, Net Operating Income Approach(Examples Only),</li><li>• Concept of Leverages, Theory and Examples of Operating Leverage, Financial Leverage and Combined Leverage (simple Examples).</li></ul>	25%
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Teaching-Learning Methodology	These are the teacher-centre methods, learner- centered methods, content-focused methods and interactive/participative methods.
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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.	Explain the concept of working capital and operating cycle.
2.	Apply cash budget and credit policy in business.
3.	Know about various aspects of Financial Services.
4.	Understand about concept of capital structure and leverage analysis.

Suggested References:	
Sr. No.	References
1.	Financial Management: S. N. Maheshwari





2.	Financial Management: I.M. Pandey
3.	Financial Management: Prasanna Chandra
4.	Financial Management: Khan & Jain
5.	Gorgon and Natrajan: Financial Markets and Services, Himalaya Publishing House, Delhi.
6.	Khan, M. Y. : Indian Financial System: Theory and Practice, Vikas Publishing House, New Delhi

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

On-line resources:

<http://www.mgcub.ac.in/pdf/material/20200410143429d180c947c0.pdf>

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

Course Code	UM04DBBI74	Title of the Course	Global Business Affairs – II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To familiarize the students with the basic concept of global business environments and its components.</li><li>2. The students will be able to understand the strategies for Indian companies for going global.</li><li>3. The students will be able to understand the importance of Multinational Enterprise.</li><li>4. The students will learn about the importance of international investment and its growth.</li><li>5. The students will learn the historical role of GATT in international trade and the impact of WTO on international trade.</li><li>6. The students will be aware about the international economic organizations like International Monetary Fund, International Bank for Reconstruction &amp; Development (IBRD), European Union (EU) and South Asian Association for Regional Cooperation (SAARC).</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Introduction to Global Environment</b> <ul style="list-style-type: none"><li>• Global Business Environment –Characteristics and Components</li><li>• Strategies for India going global</li><li>• Multinational Enterprises(MNE) - Benefits to host and home country</li><li>• Demerits of MNE</li></ul>	25%
2.	<b>International Investment</b> <ul style="list-style-type: none"><li>• International Investment – Factors effecting foreign Investment</li><li>• Growth of foreign investment – Significance of foreign investment</li><li>• Foreign Investment in India</li></ul>	25%
3.	<b>World Trade Organisation</b> <ul style="list-style-type: none"><li>• General Agreement on Trade and Tariffs (GATT) – Concept, Objectives</li><li>• World Trade Organization (WTO)- Functions, Principles,</li></ul>	25%





	<p>Organizational Structure</p> <ul style="list-style-type: none"> <li>• The WTO Agreements – A Bird’s eye view</li> <li>• Salient feature of Uruguay Round Agreement</li> <li>• Dispute Settlement Mechanism</li> <li>• Ministerial Conferences</li> </ul>	
4.	<p><b>International Economic Organisations</b></p> <ul style="list-style-type: none"> <li>• Introduction, Objectives, Organisational Structure and Functions of following organisation</li> <li>• International Monetary Fund (IMF)</li> <li>• International Bank for Reconstruction and Development (IBRD)</li> <li>• South Asian Association for Regional Cooperation (SAARC)</li> <li>• European Union (EU)</li> </ul>	25%

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

Course Outcomes: Having completed this course, the learner will be able to	
1.	Describe and illustrate the emergence of MNEs and the merits and demerits of MNEs in the global market;
2.	Students will be able to understand the present and emerging organisational structure at international, regional and national levels, i.e. the World Trade Organisation (WTO), European Union, SAARC and other regional agreements.





3.	Students will be aware of the advantages and disadvantages of international dispute resolution, e.g. international arbitration and WTO dispute resolution.
4.	Students will learn various regional institutions in different parts of the world. Learning will focus on the Asia-Pacific region but they will also look at the EU and SAARC.
5.	Students will learn about the importance, growth and the factors influencing international investment.

**Suggested References:**

Sr. No.	References
1.	Francis Chrunilam - International business Environment
2.	R Chandran - International business Environment
3.	Ahswathappa K - Business Environment
4.	R Datt and K P M Sundaram – Indian Economy
5.	A N Agrawal - Indian Economy
6.	D M Mithani – Money, Banking, International Trade and Finance

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

**On-line resources:**

<https://www.imf.org/en/Home>

<https://www.wto.org/>

<https://www.worldbank.org/en/who-we-are/ibrd>

[https://www.wto.org/english/docs\\_e/legal\\_e/gatt47\\_01\\_e.htm](https://www.wto.org/english/docs_e/legal_e/gatt47_01_e.htm)

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

Course Code	UM04DBBI75	Title of the Course	Information Security
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> <li>1. An introduction to information Security..</li> <li>2. It is designed to familiarize students about Information Security Life Cycle.</li> <li>3. The technical foundation for understanding information systems.</li> <li>4. To understand different types of Security.</li> <li>5. Identify to how to protect data to user authorised use.</li> </ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Information Security Basics:</b> Security Administration: Concepts and principles, Security Equation, System Life Cycle, Security development life cycle, Policies and practices, Why control access?, Authentication, Auditing. Monitoring	25%
2.	<b>Attacks:</b> DoS, Malicious Code Attacks, Password Attacks, Software Exploitation and Buffer Overflows, Spoofing, TCP/IP Hijacking, Remote Access Security, Email Security, Wireless Security, Web Security.	25%
3.	<b>Security:</b> Device based Security (Firewall (Packet. Filter, Application layer), Routers, Switches, Wireless, Workstation, Server), Media based Security (COAX (thin / thick), UTP / STP, Fiber optic, Magnetic tapes, CDR, Hard drives, FDD) Security Topologies (Security zones: DMZ, Intranet, Extranet) Intrusion Detection: Network, Host, Application based	25%
4.	<b>Cryptography:</b> Introduction, Conventional Encryption Principles, Basic terms: (Plaintext, Cipher Text, Cryptography, Cryptanalysis), Substitution Ciphers vs. Transposition Ciphers, Introduction to Public Key Cryptography, Private Key Cryptography	25%

Teaching-Learning Methodology	E-Learning consist of teaching can be based in or out of the Classrooms, the use of computers and the Internet. E-learning definition is defined as providing Training and development to the Students/Employees through
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	various Electronic media such as the Internet, audio, video etc.
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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.	Written examinations and/or quizzes;
2.	Presentations;
3.	Research assignments;
4.	Homework and/or lab assignments that demonstrate the application of appropriate Security issues.
5.	In-class interactive role-plays.
6.	User Standing Different types of Hardware use in Security.

Suggested References:	
Sr. No.	References
1.	Michael Cross, Norris L Johnson, "Security+ Study Guide", Syngress Books
2.	Debra S Isaac, Michael J Isaac, The SSCP Prep Guide, Wiley Publications





3.	Ronald L Krutz , Russell Dean Vines, The CISM Prep Guide – Mastering the five domains of Information security management, Wiley Publications
4.	Ed Tittel , Mike Chapple, James Micheal Stewart, CISSP - Certified Information Systems Security Professional Study Guide, SYBEX, 3rd. Ed.
5.	Ronald L Krutz , Russell Dean Vines, Security + Prep Guide, Wiley Publications
6.	Ronald L Krutz , Russell Dean Vines, The CISSP prep guide Gold Edition, Wiley publications
7.	Andrew S Tannenbaum: Computer Networks, 3rd Ed., Pearson-Prentice Hall
8.	B. A. Forouzan: Data Communications and Networking 2nd Ed., TMH

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

On-line resources:

<https://www.geeksforgeeks.org/conventional-encryption/>

<http://index-of.es/Security/Syngress%20-%20Snort%202.1%20Intrusion%20Detection,%202nd%20edition.pdf>

<https://www.geeksforgeeks.org/principal-of-information-system-security-security-system-development-life-cycle/>

[https://www.techotopia.com/index.php/Network\\_Security\\_Topologies](https://www.techotopia.com/index.php/Network_Security_Topologies)

[https://access.redhat.com/documentation/en-us/red\\_hat\\_certificate\\_system/9/html/planning\\_installation\\_and\\_deployment\\_guide/introduction\\_to\\_public\\_key\\_cryptography](https://access.redhat.com/documentation/en-us/red_hat_certificate_system/9/html/planning_installation_and_deployment_guide/introduction_to_public_key_cryptography)





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

Course Code	UM04DBBI76	Title of the Course	Internet Technologies
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<p>This course presents basic networking technology and terminology, including the ISO/OSI Network Reference Model, IP addressing and name resolution, and other concepts and information relevant to setting up and using TCP/IP-based networks.</p> <p>Identify protocols and standards in the Internet.</p> <p>Describe the TCP/IP protocol suite, subnetting and supernetting and Internet addressing.</p>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Fundamentals of Information Technology</b> Internet History, Timeline, Standards, Standards Organizations, Protocol Documents, Protocol Suit & Their Functions, Different Protocol under TCP/IP	25%
2.	<b>IP Addressing</b> IP Addressing Scheme, Subnetting, IP Overview, IP Header	25%
3.	<b>Beyond IP Layer</b> ICMP And Ping, UDP Header, TCP Header, Three Way Handshake, Port Numbers, TCP Services, TCP/IP Command Line Utilities	25%
4.	<b>TCP/IP Enabled Services</b> FTP Service, TELNET Service, ARP Service, DHCP Service, DNS Service, WINS Service	25%

Teaching-Learning Methodology	Lectures covering the theoretical part using classroom discussion, PowerPoint presentations
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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.	Define fundamental concepts of TCP/IP architecture and protocols, with emphasis on the network layer, transport layer, and application layer of the suite.
2.	Describe the applications of TCP/IP to the Internet.
3.	Understand how the Internet works today.

Suggested References:	
Sr. No.	References
1.	B. A. Forouzan, "Data Communications and Networking", 2nd Ed., TMH
2.	Behrouz A Forouzan, "TCP/IP Protocol Suite"
3.	Matt Naugle, "Illustrated TCPIP: A Graphic Guide"

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

On-line resources:

<https://www.ibm.com/docs/en/aix/7.1?topic=protocol-tcpip-protocols>  
<https://www.techtarget.com/searchnetworking/definition/TCP-IP>

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

Course Code	UM04SBB171	Title of the Course	CORPORATE SOCIAL RESPONSIBILITY
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To examine the scope and complexity of CSR.</li><li>2. To Demonstrate a multi stakeholder perspective in viewing CSR-activities.</li><li>3. To examine the vision and mission of corporate for society at large.</li><li>4. To analyze the impact of CSR on Corporate culture</li></ol>
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Course Content		
Unit	Description	Weightage (%)
1.	<b>Introduction of CSR</b> Meaning and Definition of CSR, History and Evolution of CSR, Factors affecting the growth of CSR, Reasons for Social Responsibility CSR activities – Nature, types, impact on development programme Corporate responsibility towards various group of stakeholders Chronological evolution of CSR in India. Arguments in favour and Against of Corporate Social Responsibility	25%
2.	<b>CSR - Legislation in India and the world</b> Provision for Corporate Social Responsibility in Companies Act-2013 –Section 135. Scope for CSR Activities under Schedule VII	25%
3.	<b>Corporate Governance</b> Introduction, Historical Background, Factors behind the origin of Corporate Governance, Important issues and Need of Corporate Governance, SEBI Code of Corporate Governance, Corporate Governance in India, Global issues in corporate Governance	25%
4.	<b>Current Trends and Opportunities in CSR</b> Review Current Trends and Opportunities in CSR, CSR as	25%





	Strategic business tool for sustainable development, Review of successful corporate initiatives and challenges of CSR, Case Studies of major CSR activities by any two industrial units in India	
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Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Class Room interaction, Group Discussion and Field Projects, case discussions, videos and presentations
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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.	Develop empathy and responsibility towards society
2.	Visualize the role of corporate for a better future of the nation
3.	Understand and follow rules related to CSR in organisation

Suggested References:	
Sr. No.	References
1.	Management Theory and Practice, C.B. Gupta, Sultanchand & Sons
2.	Business Ethics and Corporate Governance, workbook by ICAI University Press.
3.	Corporate Governance by Devi singh & Subhash Garg, Excel books.
4.	Accounting Standards and Corporate Accounting Practice – Ghosh T P.
5.	The world guide to CSR – Wayne Visser and Nick Tolhurst
6.	Corporate Social Responsibility in India – Sanjay K Agrawal





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

7.	Handbook on CSR in India,CII
8.	Handbook of Corporate Sustainability: Framework,Strategies and Tools – M.A. Muhammaed Abu B.Siddique
9.	Corporate Social Responsibility: Concepts and Cases:The Indian –C.C.Bai,Ajit PRasad

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

On-line resources:

Annual reports and web sites of organisations for CSR Disclosures

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Bachelor of Business Administration

B.B.A (ITM) Semester-IV

<b>Course Code</b>	UM04DBBI71	<b>Title of the Course</b>	FUNDAMENTALS OF RESEARCH
<b>Total Credits of the Course</b>	03	<b>Hours per Week</b>	03

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







<b>Teaching-Learning Methodology</b>	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources
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<b>Evaluation Pattern</b>		
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%

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

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





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

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

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

Course Code	UM04SBBI73	Title of the Course	Rurban Planning for India
Total Credits of the Course	03	Hours per Week	03

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





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

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

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





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

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

On-line resources:

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

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