

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management) (3 years)**  
**Semester: V Syllabus with effect from June 2023**

| Course Type                                 | Code No.   | Name of Course                                  | T/P | Credit | Contact Hrs/Week | Exam. Duration in hrs | Component of Marks |               |       |
|---|------------|---|-----|--------|------------------|-----------------------|--------------------|---------------|-------|
|   |            |   |     |        |                  |                       | Int.               | Ext.          | Total |
| Ability Enhancement Course (Any One)        | UM05ABBI71 | Business Etiquettes and Presentation Skills - I | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05ABBI72 | Leadership Skills for Management - I            | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
| Core Courses (Any Two)                      | UM05CBBI71 | Indian Business Environment                     | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI72 | Business Taxation – I                           | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI73 | Management Accounting - I                       | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI74 | Entrepreneurship and Small Business             | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI75 | Materials Management                            | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI76 | Statistics for Management                       | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
| Discipline Specific Elective (Any Two)      | UM05DBBI71 | Advanced Financial Management - I               | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05DBBI72 | Advanced Marketing Management - I               | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05DBBI73 | Advanced Human Resource Management - I          | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05DBBI74 | Advanced Exports Management - I                 | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
| Core Courses (Any One)                      | UM05CBBI77 | Database Management System                      | T+P | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05CBBI78 | Programming with PHP                            | T+P | 3      | 3                | 2                     | 30                 | 70            | 100   |
| Discipline Specific Elective (Any One)      | UM05DBBI75 | Management Information System                   | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05DBBI76 | Software Engineering                            | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
| Skill Enhancement Elective Course (Any One) | UM05SBBI71 | Fundamentals of Strategic Management            | T   | 3      | 3                | 2                     | 30                 | 70            | 100   |
|   | UM05SBBI72 | NCC Army-5                                      | T+P | 3      | 3                | 2                     | 30<br>(15+15)      | 70<br>(35+35) | 100   |



**SARDAR PATEL UNIVERSITY**  
Vallabh Vidyanagar, Gujarat  
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))  
Syllabus with effect from the Academic Year 2023-2024

Programme: BBA (ITM) Semester:V

|                             |            |                     |   |
|-----------------------------|------------|---------------------|---|
| Course Code                 | UM05ABBI71 | Title of the Course | Business Etiquettes and Presentation Skills - I |
| Total Credits of the Course | 03         | Hours per Week      | 03  |

|                    |   |
|--------------------|---|
| Course Objectives: | <ul style="list-style-type: none"> <li>• To impart training to the students with a view to developing their communicative competence in English.</li> <li>• To equip students with the skills necessary at the work place.</li> </ul> |
|--------------------|---|

| <b>Course Content (Theory)</b> |  |           |
|--------------------------------|--|-----------|
|                                | Description  | Weightage |
| 1.                             | <b>Business Etiquettes</b><br>1. Business Etiquettes: Concept and Importance<br>2. Etiquettes for:<br>a. Meetings<br>b. Telephone/Cellphone conversations<br>3. Etiquettes at Workplace (Internal-supérieurs, peers and subordinates)<br>4. Etiquettes with Stakeholders (External-suppliers and customers)  | 25%       |
| 2.                             | <b>Business Presentation</b><br>1. Importance and Role of Business Presentation<br>2. Planning for Presentation<br>3. Preparing and Practicing (Rehearsing) the Presentation<br>4. Delivering the Presentation   | 25%       |
| 3.                             | <b>Communication in Public Relation</b><br>1. Public Relation: Definition, Four elements of PR<br>2. Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question-and-Answer Discussions. (Short notes may be asked)<br>3. Publicity Media: Newspaper, Radio, TV, Internet<br>4. Crisis Communication: Concept and techniques to deal with crisis | 25%       |





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|    |   |     |
|----|---|-----|
| 4. | <b>Organisational Communication</b><br>1. Definition and meaning of Organizational communication<br>2. Basics of Organisational communication<br>3. Communication climate in an organization<br>4. Intra-personal communication and interpersonal communication | 25% |
|----|---|-----|

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

| <b>Evaluation Pattern</b> |   |           |
|---------------------------|---|-----------|
| Sr. No.                   | Details of the Evaluation   | Weightage |
| 1.                        | Internal  | 15 marks  |
| 2.                        | Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance | 15 marks  |
| 3.                        | University Examination  | 70 marks  |

|   |   |
|---|---|
| <b>Course Outcomes:</b> After completion of the course, the learner is able to, |   |
|   | <ul style="list-style-type: none"> <li>• Communicate Effectively in Global Business Environment.</li> <li>• Can apply English for specific Business Purposes</li> </ul> |





| Sr.<br>No. | References(Theory)  |
|------------|---|
|            | <p>ReferenceBooks:</p> <ol style="list-style-type: none"><li>1. HasbanyGhassan:<i>Howtomakewinningpresentation</i>:JaicoPublication</li><li>2. AntonyJay&amp;RossJay:<i>EffectivePresentation</i>,UniversitiesPress(UP).</li><li>3. DavidRobinson:<i>BusinessEtiquettes</i>,KoganPageIndiaPrivateLimited.</li><li>4. H.FrazierMoore&amp;FrankKalupa:<i>PublicRelation</i>,<br/>ninthedition,principles,casesand problems,SurjeetPublications,Delhi.</li><li>5. Doctor,RhodaA.&amp;Doctor,AspiH:<i>PrinciplesandpracticesofBusi<br/>nessCommunication</i>,ShethPublishersPvt.Ltd.Mumbai.</li><li>6. RajendraPal&amp;JSKorlahalli:<i>EssentialsOfBusinessCommunication</i>,SultanC<br/>hand&amp;Sons</li><li>7. Raman,Minaxi&amp;Singh,Prakash:<i>BusinessCommunication</i>,OXFORD</li><li>8. Chatruvedi,PD&amp;Chatruvedi,Mukesh:<i>BusinessCommunication</i>,SecondEd<br/>ition, PEARSON.</li></ol> |

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





**Bachelor of Business Administration (BBA ITM)**  
**Semester - V**

|                                    |            |                            |   |
|------------------------------------|------------|----------------------------|---|
| <b>Course Code</b>                 | UM05ABBI72 | <b>Title of the Course</b> | <b>Leadership Skills for Management-I</b> |
| <b>Total Credits of the Course</b> | <b>03</b>  | <b>Hours per Week</b>      | <b>03</b>                                 |

|                          |  |
|--------------------------|--|
| <b>Course Objectives</b> | <p>1. The Course is designed to understand the importance of Leadership.<br/>2. It is helpful to understand the participative leadership.<br/>3. It helps to understand leadership training and techniques.<br/>4. It helps to understand the role of leaders and the impact of different leadership levels.<br/>5. It helps to understand the nature of human decision-making and what it takes to make effective team decisions.</p> |
|--------------------------|--|

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Introduction: The Nature of Leadership</b><br>Definitions of leadership<br>Need or Importance of Leadership<br>Leadership effectiveness<br>Level of conceptualization for leadership  | <b>25 %</b>          |
| <b>2.</b>             | <b>Participative Leadership, Delegation, and Empowerment</b><br>Nature of participative leadership.<br>Guidelines for participative leadership.<br>Delegation: Concept, varieties, potential advantages, and guidelines for delegating.<br>Empowerment: Concept, Consequences, and Facilitating conditions | <b>25 %</b>          |
| <b>3.</b>             | <b>Developing Leadership Skills</b><br>Concept<br>Leadership training programme.<br>Steps in designing effective training.<br>Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation   | <b>25 %</b>          |
| <b>4.</b>             | <b>Ethical Leadership and Leadership Theories</b><br>Concept of ethical leadership<br>Leadership Theories: Charismatic, Trait, Behavioural and Situational Theories  | <b>25 %</b>          |



|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected. |
|--------------------------------------|---|

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

| <b>Course Outcomes</b> |  |
|------------------------|--|
| 1.                     | The students will understand the concept of leadership, importance of leadership and level of conceptualization for leadership.                                |
| 2.                     | The students will acquire knowledge regarding participative leadership, delegation, and empowerment.   |
| 3.                     | The students will understand the leadership training programme, steps in designing effective training and special techniques of leadership training programme. |
| 4.                     | The students will understand the ethical leadership and leadership theories.   |



### Suggested References

| Sr. No. | References   |
|---------|--|
| 1.      | Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.            |
| 2.      | L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.            |
| 3.      | Patricia Guggenheimer & Mary Diana Szulc: Understanding Leadership Competencies. |

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

On-line Resources

<https://youtu.be/nkXr8P8cnXc>

<https://youtu.be/yT242UO4cgw>

<https://youtu.be/V3VYtT4Fw2g>

<https://youtu.be/Bz0hx8Ck1QQ>

<https://youtu.be/Ee2evuc8j4o>

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

|                             |            |                     |                             |
|-----------------------------|------------|---------------------|-----------------------------|
| Course Code                 | UM05CBB171 | Title of the Course | Indian Business Environment |
| Total Credits of the Course | 03         | Hours per Week      | 03                          |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> <li>1. To impart knowledge on the concept of business environment and its interaction with non economic environment.</li> <li>2. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business.</li> <li>3. To develop understanding about the various economic policies.</li> </ol> |
|--------------------|---|

| Unit | Description in detail  | Weighting (%) |
|------|--|---------------|
| I    | <b>Unit I: Introduction to Business Environment</b> <ul style="list-style-type: none"> <li>• Meaning, Types and components of Business environment</li> <li>• Interaction of Economic environment with non-economic environment</li> <li>• Scanning -meaning, approaches, sources of information</li> <li>• SWOT Analysis as a method of environmental scanning</li> </ul>   | <b>25%</b>    |
| II   | <b>Unit II: Non Economic Environment</b> <ul style="list-style-type: none"> <li>• Demographic transition theory of population</li> <li>• Compositional characteristics of Indian population and economic development</li> <li>• Concept of Socio-cultural fabric, Lifestyles and business,</li> <li>• Impact of socio cultural on business</li> </ul>  | <b>25%</b>    |
| III  | <b>Unit III: Technology and Natural Environment</b><br>Concept of Technological Environment, Time lags in Technology introduction/absorption. Appropriate Technology, Technology – A Reason for Internationalization, Enabling Technologies and Globalizations, IT and Business, Impact of IT on Distribution and Retailing, IT and Global Competitiveness, IT Business and India, Transfer of Technology, Levels of TT, Channels of Technology Flow, Methods of Technology Transfer, Issues in Transfer in Technology, Promotion and Regulation, Areas of Regulation, Promotional Measures, Natural Environment | <b>25%</b>    |
| IV   | <b>Unit IV: Economic policies</b> <ul style="list-style-type: none"> <li>• Economic survey</li> <li>• Union Budget – concept and salient features</li> <li>• Export - Import policy</li> <li>• Privatisation concept , ways, arguments for and against privatisation and EXIT Policy</li> <li>• Wage policies and Gig labours</li> </ul>   | <b>25%</b>    |

|                               |   |
|-------------------------------|---|
| Teaching Learning Methodology | The course would be taught / learnt through ICT (e.g., Power Point Presentation, Audio-Visual Presentation), lectures, Group discussions, Assignments, Attendance (As per CBCS R.6.8.3) |
|-------------------------------|---|





**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 analyze various categories that constitute the business environment and apply various approaches that is helpful to manage both the internal and external environment of the business.                                 |
| 2. | To develop the understanding of technological, demographical, social, and cultural factors that play an important part in an organization's functioning and to evaluate the recent trends in the environment of the firm. |
| 3. | To familiar the students with various economic policies of India like the Exit Policies and Export import policies and able them to understand the concept of budget and its salient features.                            |

**SUGGESTED REFERENCES::**

|   |  |
|---|--|
| 1 | Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy |
| 2 | Aswathappa K. Essentials of Business Environment                         |
| 3 | Cherunilam F. Business and Government                                    |
| 4 | Cherunilam F. - Business Environment                                     |
| 5 | Data And Sundurum - Indian Economy                                       |
| 6 | Jain And Jain - Business Environment                                     |
| 7 | Francies Cherunilam- Global Economy and Business Environment             |

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

On-line resources:

**Websites:**

1. [https://www.google.co.in/books/edition/Business\\_Environment](https://www.google.co.in/books/edition/Business_Environment)
2. [https://www.google.co.in/books/edition/BUSINESS\\_ENVIRONMENT](https://www.google.co.in/books/edition/BUSINESS_ENVIRONMENT)
3. <https://www.google.co.in/books/edition/Xp0PEAAAQBAJ?hl=en&gbpv=1&dq=business+environment+books&printsec=frontcover>



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

|                             |            |                     |                       |
|-----------------------------|------------|---------------------|-----------------------|
| Course Code                 | UM05CBB172 | Title of the Course | Business Taxation - I |
| Total Credits of the Course | 03         | Hours per Week      | 03                    |

|                           |   |
|---------------------------|---|
| <b>Course Objectives:</b> | <ol style="list-style-type: none"><li>1. To understand the basic concepts and definitions under the Income Tax Act, 1961.</li><li>2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</li><li>3. To prepare students Competent enough to take up to employment in Tax planner.</li><li>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</li></ol> |
|---------------------------|---|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>Conceptual Framework &amp; Incidence of Tax (Theory only)</b> <ul style="list-style-type: none"><li>• History of Income Tax</li><li>• Types of Income Tax</li><li>• Introduction to Income Tax Act</li><li>• <u>Definitions</u>: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income</li><li>• Residential status (Rules &amp; Example) and incidence of tax of Individual assessee (Only Rules)</li><li>• Fully exempted incomes for individual Assessee</li></ul> | 25%           |
| 2.             | <b>Income from Salaries (Examples only)</b> <ul style="list-style-type: none"><li>• Simple Examples on allowances, Perquisites, Bonus, Commission, Provident Fund and Deduction available from Salary income<br/>(No retirement benefits will be covered in the chapter)</li></ul>  | 25%           |
| 3.             | <b>Income from House Property (Examples only)</b> <ul style="list-style-type: none"><li>• Simple Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly &amp; Proportionate Let-out property</li></ul>  | 25%           |



|    |   |     |
|----|---|-----|
| 4. | <b>Introduction to Goods and Services Tax Act: (Theory only)</b> <ul style="list-style-type: none"><li>• Overview of GST</li><li>• Need for GST in India</li><li>• Advantages of GST</li><li>• GST Council</li><li>• GSTN and Its Process</li><li>• <b>Definition:</b> Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge</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 , case Study and browsing e- resources |
|--------------------------------------|--|

| <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.  | Students will be able to identify the technical terms related to business taxation.   |
| 2.  | Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.     |
| 3.  | Students will be able to understand the various benefits/ deductions under Chap VI-A of the Income tax act, 1961 that are to be reduced from the gross total income of the assessee |



|   |  |
|---|--|
| 4 | students will be able to compute the net total income and the total tax liability of an individual assessee considering the income from all heads of income and the deduction under Chap VI- A of the Income tax act,1961. |
| 5 | Outlining the concepts of Indirect tax and GST from the pre-GST period to postGST period.  |

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

- |    |   |
|----|---|
| 1. | Enabling the students to have a fair idea on set-off and carry forward of losses, capital gain among students, concept of income from other source, assessment of individual income, compute the total income and tax liability of individual assesses and firms, expertise to file return of income tax and to take up job in filing of tax. |
|----|---|

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | TAXMANN: Students' Guide to Income Tax - Dr. Vinod K. Singhanian & Dr. Monica Singhanian  |
| 2.      | TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhanian & Dr. Kapil Singhanian     |
| 3.      | Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi |

**Remark: This Syllabus is confined to Individual Assessee covering the provisions applicable for the relevant assessment year only.**

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

|                                    |            |                            |                           |
|------------------------------------|------------|----------------------------|---------------------------|
| <b>Course Code</b>                 | UM05CBB173 | <b>Title of the course</b> | Management Accounting - I |
| <b>Total Credits of the course</b> | <b>3</b>   | <b>Hours per week</b>      | <b>3</b>                  |

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

| <b>Course Content</b> |  | <b>Weightage</b> |
|-----------------------|--|------------------|
| <b>Units</b>          | <b>Description</b>   |                  |
| <b>1</b>              | <b>Management Accounting - Nature &amp; Scope (Theory)</b> <ul style="list-style-type: none"> <li>Meaning &amp; definition of Management Accounting</li> <li>Characteristics of Management Accounting</li> <li>Scope and Limitations of Management Accounting</li> <li>Functions of Management Accounting</li> <li>Methods of Management Accounting</li> <li>Difference between Management Accounting, Cost Accounting and Financial Accounting</li> <li>Role and Status of Management Accountant</li> </ul> | <b>25%</b>       |
| <b>2</b>              | <b>Budget &amp; Budgetary control</b> <ul style="list-style-type: none"> <li>Meaning and classification of budget</li> <li>Preparation of purchase budget, production budget and sales budget (Example)</li> <li>Zero based budgeting (Theory only)</li> </ul>   | <b>25%</b>       |
| <b>3</b>              | <b>Absorption Costing and Marginal Costing (Theory &amp; Examples)</b> <ul style="list-style-type: none"> <li>Meaning of Absorption Costing and Marginal Costing</li> <li>Difference between Absorption Costing and Marginal Costing</li> <li>Examples of Income determination under Absorption Costing and Marginal Costing (One year information)</li> </ul>   | <b>25%</b>       |
| <b>4</b>              | <b>Standard Costing &amp; Variance Analysis (Examples)</b> <ul style="list-style-type: none"> <li><b>Examples On:</b> <ul style="list-style-type: none"> <li>➤ Material Cost Variances</li> <li>➤ Labor Cost Variances</li> <li>➤ Sales Variances (Price and Profit)</li> </ul> </li> </ul>  | <b>25%</b>       |



|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ➤ White Board, Power Point Presentation |
|--------------------------------------|---|

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

| <b>COURSE OUTCOMES: The learners will be able to</b> |   |
|--|---|
| <b>1</b>   | Get basic knowledge about management accounting.            |
| <b>2</b>   | Understand the basic concepts of decision making process.   |
| <b>3</b>   | Learn issues related to Absorption and marginal costing.    |
| <b>4</b>   | Gain the knowledge Of material, labour and sales variances. |

| <b>Suggested References:</b> |  |
|------------------------------|--|
| <b>1</b>                     | Advanced Cost Accounting - Jain S P And Narang K L                         |
| <b>2</b>                     | Textbook of Cost & management Accounting- Arora M.N                        |
| <b>3</b>                     | Cost Accounting - Khan My And Jain Pk                                      |
| <b>4</b>                     | Cost Accounting. And Financial Management - Kishore Ravi M                 |
| <b>5</b>                     | Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari SK |
| <b>6</b>                     | Advanced Cost Accountancy - Nigam Lalla And Sharma G.L                     |
| <b>7</b>                     | Advanced Management Accounting: Ravi M. Kishore                            |
| <b>8</b>                     | Accounting for Management: Dr.Jawaharla                                    |



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

|                             |            |                     |                                     |
|-----------------------------|------------|---------------------|-------------------------------------|
| Course Code                 | UM05CBB174 | Title of the Course | ENTREPRENEURSHIP AND SMALL BUSINESS |
| Total Credits of the Course | 03         | Hours per Week      | 03                                  |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act</li><li>2. To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture</li><li>3. To explain classification and types of entrepreneurs and the process of entrepreneurial project development.</li><li>4. To discuss the steps in venture development and new trends in entrepreneurship.</li></ol> |
|--------------------|--|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <b>Fundamentals of Entrepreneurship:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneur and Entrepreneurship</li><li>• Difference between Entrepreneur &amp; Entrepreneurship</li><li>• Difference between Entrepreneur &amp; Intrapreneur</li><li>• Factors affecting Entrepreneurship, Functions</li><li>• types and qualities of an Entrepreneur</li><li>• Skills of successful entrepreneur</li><li>• Entrepreneurship and Indian economic development</li><li>• Entrepreneurial pitfalls</li></ul> | 25%           |
| 2.             | <b>Entrepreneurship Motivation and MSME:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneurship Motivation</li><li>• Factors</li><li>• Theory of Motivation</li><li>• Achievement Motivation</li><li>• Concept and definition of MSME</li><li>• MSME Development Act 2006</li></ul>   | 25%           |
| 3.             | <b>Small Scale Business &amp; Funding Agencies:</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Relationship Between Small &amp; Large Units</li><li>• Importance of Small Scale Business</li><li>• Objectives &amp; Scope</li><li>• Estimating and Financing funds requirement (Working of funding agencies like ICICI, IDBI, GSFC)</li><li>• venture capital funding</li></ul>   | 25%           |



|    |  |     |
|----|--|-----|
| 4. | <b>Entrepreneurship Development Programmes:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneurship Development Programme</li><li>• Need for EDPs</li><li>• Objectives of EDPs</li><li>• Problems faced by EDPs</li><li>• Phases of EDPs</li><li>• Role of EDII</li><li>• Role of CED</li><li>• Role of Government in entrepreneurship development</li></ul> | 25% |
|----|--|-----|

|                                      |   |
|--------------------------------------|---|
| Teaching-<br>Learning<br>Methodology | ICT through (Eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| 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%       |

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |  |
|---|--|
| 1.  | Learners will pick up about Foundation of Entrepreneurship Development and its theories.   |
| 2.  | Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.                  |
| 3.  | Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture..                                   |
| 4.  | Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship. |





**Suggested References:**

| Sr. No. | References   |
|---------|--|
| 1.      | Entrepreneurship Development by Gupta and Shrinivasan •••••              |
| 2.      | Entrepreneurship development by Vasant Desai                             |
| 3.      | Financial management by Khan & Jain.                                     |
| 4.      | Entrepreneurial Development by S.S.Khanka                                |
| 5.      | Small Business Entrepreneurship by Paul Barnes                           |
| 6.      | Entrepreneurship and Small Business Management by Gupta and Shrinivasan. |

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

On-line resources:

- Website: 1) <https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society>  
2) [https://wbmsme.gov.in/what\\_msme](https://wbmsme.gov.in/what_msme)  
3) <https://www.vedantu.com/commerce/small-scale-industries>  
4) <https://www.toppers4u.com/2021/04/entrepreneurial-development-programme.html>

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

|                             |            |                     |                             |
|-----------------------------|------------|---------------------|-----------------------------|
| Course Code                 | UM05CBB175 | Title of the Course | <b>Materials Management</b> |
| Total Credits of the Course | 03         | Hours per Week      | 03                          |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"> <li>1. To understand the basic concepts and definitions of materials management.</li> <li>2. To Acquire knowledge about industrial purchasing, purchase procedure and buying methods, stores and supply chain management.</li> <li>3. To prepare students Competent enough to take up to employment in Industrial Sector..</li> <li>4. To acquire knowledge about the modes of transportation and packaging.</li> </ol> |
|--------------------|--|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>Fundamentals of Materials Management</b><br>• Classification of Materials • Materials Management: Meaning, Definition, Scope & Importance • Integrated Materials Management: Concept & Advantages • Material Planning: Concept, Need & Factors Affecting Materials Planning.                           | 25%           |
| 2.             | <b>Industrial Purchasing (Theory 60% &amp; Examples 40%)</b><br>• Meaning, Definition & Importance of Purchasing<br>• Principles of Right Purchasing • Purchase Procedure<br>• Centralised v/s Decentralised Purchasing<br>• Buying Methods<br>• Vendor selection (Examples of Vendor Performance Rating) | 25%           |
| 3.             | <b>Storekeeping</b><br>• Meaning, Objectives & Importance of Storekeeping • Functions of Storekeeping • Store Location and Layout • Receiving and Inspection • Store Records  | 25%           |
| 4.             | <b>Logistics and Supply Chain Management</b><br>Meaning and Modes of Transportation • Warehousing – Meaning & Functions • Packaging – Meaning & Functions<br><br>• Supply Chain Management – Meaning Need & Functions   | 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 |
|-------------------------------|--|



### 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 technical terms related to materials management.             |
| 2. | Students should be able to make independent purchase and storekeeping decisions.                   |
| 3. | Students will be able to understand the various benefits of logistics and supply chain management. |
| 4. | Students will be able to compute problems of vendor selection.                                     |
| 5. | Outlining the concepts of warehousing , stores records and stores layout.                          |

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

|    |  |
|----|--|
| 1. | Enabling the students to have a fair idea on Materials Management, storekeeping, warehousing, buying methods and procedures, vendor selection , supply chain management for modern business management in corporate world. |
|----|--|

### Suggested References:

| Sr. No. | References   |
|---------|--|
| 1.      | Materials Management by K. Shridhar Bhat, Himalaya publication   |
| 2.      | Logistics Management by Satish C. Ailawadi & Rakesh P. Singh PHI |
| 3.      | Production Management by Chunawalla and Patel                    |

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

|                             |            |                     |                           |
|-----------------------------|------------|---------------------|---------------------------|
| Course Code                 | UM05CBB176 | Title of the Course | STATISTICS FOR MANAGEMENT |
| Total Credits of the Course | 03         | Hours per Week      | 03                        |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> <li>1. To help students to understand the terminology, types of data and scales, diagrammatic and graphical representation of grouped data.</li> <li>2. To provide knowledge of Sampling theory and sampling methods.</li> <li>3. To enhance knowledge regarding testing hypothesis and application of t-Test.</li> <li>4. To help student to understand the Chi-Square test. It will also enable students to know more about ANOVA test.</li> </ol> |
|--------------------|---|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <ul style="list-style-type: none"> <li>✓ Terminology: Population, sample, Parameter and Statistics</li> <li>✓ Types of Data               <ul style="list-style-type: none"> <li>• qualitative and quantitative data</li> <li>• Nominal and ordinal data</li> <li>• discrete and continuous data</li> </ul> </li> <li>✓ Different types of scales - nominal, ordinal, ratio and interval.</li> <li>✓ Drafting of questionnaire</li> <li>✓ one way and two-way frequency tables</li> <li>✓ Diagrammatic and graphical representation of grouped data.               <ul style="list-style-type: none"> <li>• Line chart                      • Bar chart</li> <li>• Pie chart                        • Histogram</li> </ul> </li> </ul> | <b>25%</b>    |
| 2.             | <p><b>Sampling Theory</b></p> <ul style="list-style-type: none"> <li>✓ Concept of Sampling, sampling and non-sampling errors, sampling frame and design, Principles of Sampling</li> <li>✓ Classification of Sampling methods</li> <li>✓ Probability and Non-probability Sampling</li> <li>✓ Errors in Sampling</li> </ul>   | <b>25%</b>    |
| 3.             | <ul style="list-style-type: none"> <li>✓ Introduction and procedure of testing a hypothesis.</li> <li>✓ Types of Hypothesis</li> <li>✓ Standard Error, Level of Significance,</li> <li>✓ One tail &amp; Two tail tests,</li> <li>✓ Concept of degrees of freedom,</li> <li>✓ Conditions for applying t-test.</li> <li>✓ Application of t-Test:               <ol style="list-style-type: none"> <li>1) Tests of significance of mean</li> <li>2) Test of significance of difference of two Means</li> <li>3) Paired t-test</li> </ol> </li> </ul>  | <b>25%</b>    |



|    |   |            |
|----|---|------------|
| 4. | <ul style="list-style-type: none"> <li>✓ Chi-Square test<br/>Introduction, Definition, Properties, Test for Independence of two Attribute</li> <li>✓ Analysis of Variance (ANOVA) (One Way and Two Way method)</li> </ul> | <b>25%</b> |
|----|---|------------|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | <ul style="list-style-type: none"> <li>(1) ICT Based Teaching Learning Approach</li> <li>(2) Blended Teaching Learning Approach for Calculation.</li> </ul> |
|-------------------------------|---|

| 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.   | Learn about terminologies like population, sample and statistics. It will also help to understand qualitative and quantitative data<br>Nominal and ordinal data<br>discrete and continuous data.             |
| 2.   | Enhance their knowledge different types of scales like nominal, ordinal, ratio and interval. They will also acquire knowledge of various types of graph like line chart, bar chart, pie chart and histogram. |
| 3.   | Gain in-depth knowledge about sampling and sampling methods like Simple random Sampling, Stratified random sampling, Systematic sampling and Cluster sampling.   |
| 4.   | Enhance their knowledge regarding the testing a hypothesis, conditions of applying t-test and application of t-test.   |
| 5.   | Gain knowledge regarding ANOVA test, and Chi-square test with its properties.  |



Suggested References:

| Sr. No. | References   |
|---------|--|
| 1.      | S.C. Gupta: Fundamental of Statistics. Himalaya Publishing House.          |
| 2.      | R. P. Hooda : Statistics for Business and Economics, Macmillan, New Delhi. |
| 3.      | N. D. Vohra, Business Statistics, Tata McGraw-Hill Education               |
| 4.      | Richard Levin and David Rubin (1997) Statistics for Management, Pearson.   |

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

On-line resources:

<https://byjus.com/maths/types-of-data-in-statistics/>

<https://www.analyticssteps.com/blogs/4-types-data-statistics>

<https://www.toppr.com/guides/business-mathematics-and-statistics/statistical-description-of-data/diagrammatic-representation-of-data/>

<https://www.scribbr.com/methodology/sampling-methods/>

<https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one/8-chi-squared-tests>

<https://www.investopedia.com/terms/a/anova.asp>

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

|                                    |                   |                            |  |
|------------------------------------|-------------------|----------------------------|--|
| <b>Course Code</b>                 | <b>UM05DBBI71</b> | <b>Title of the Course</b> | <b>Advanced Financial Management – I</b> |
| <b>Total Credits of the Course</b> | <b>03</b>         | <b>Hours per Week</b>      | <b>03</b>                                |

|                              |  |
|------------------------------|--|
| <b>Course of Objectives:</b> | <ol style="list-style-type: none"><li>1. The course helps to develop the knowledge of investment and investment sources.</li><li>2. The course is helpful in acquiring knowledge to run their business profession and profitability.</li><li>3. To study of dividend policy of companies and its impact on shareholders' wealth.</li><li>4. The course is helpful to develop the knowledge of leasing and valuation of securities for business successfully.</li></ol> |
|------------------------------|--|

| <b>Course Content</b> |   |                       |
|-----------------------|---|-----------------------|
| <b>Units</b>          | <b>Description</b>  | <b>Weightage *(%)</b> |
| <b>1.</b>             | <b>INTRODUCTION TO INVESTMENT AND SECURITIES (100% Theory)</b> <ul style="list-style-type: none"><li>• Concept of investment, security, portfolio, security analysis</li><li>• Characteristics and Objectives of investment</li><li>• Types of investors - Investment vs. speculation - Investment vs. Gambling - Investment avenues</li><li>• Investment opportunities for foreign citizens of Indian origin</li><li>• Sources of investment information - Risk &amp; Return relationships</li></ul>         | <b>25%</b>            |
| <b>2.</b>             | <b>VALUATION OF SECURITIES:</b><br>[Theory 30%, Examples 70%] <ul style="list-style-type: none"><li>• Valuation of Securities - Concepts of Value, Basic Valuation Model, Bond Valuation Model - Bond Value Theorems - Yield to Maturity Bond values with Semi-annual Interest</li><li>• Present Value of Preference Shares</li><li>• Valuation of Equity-Dividend Capitalization approach - Single Period Valuation – Multi-period valuation - Valuation with Normal as well as Supernormal growth</li></ul> | <b>25%</b>            |
| <b>3.</b>             | <b>LEASING (Theory 100%)</b> <ul style="list-style-type: none"><li>• Concept - Types of lease Arrangements</li><li>• Factors relevant in making leasing Decisions</li><li>• Potentiality of leasing as a means of financing(significance)</li><li>• Financial Evaluation from the lessee's point of view</li><li>• Evaluation of lease as a financing Decision</li></ul>  | <b>25%</b>            |



|           |  |            |
|-----------|--|------------|
| <b>4.</b> | <p><b>DIVIDEND POLICY DECISION : [Theory 50% and Examples 50%]</b></p> <ul style="list-style-type: none"> <li>• Forms of Dividend payment - Significance of Dividend policy in Financial Decision - Variables influencing Dividend Decision (Theory)</li> <li>• Examples of Walter's Model - Gordon's Model Modigliani - Miller's Model</li> </ul> | <b>25%</b> |
|-----------|--|------------|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-centered classroom, teaching and assessment are connected. |
|-------------------------------|---|

| 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%       |

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |  |
|---|--|
| <b>1.</b>   | <ul style="list-style-type: none"> <li>• The students will understand the concept of Portfolio and Investment</li> <li>• The Students will understand the concept Investment, Security, Portfolio, Security Analysis.</li> </ul> |
| <b>2.</b>   | The students will acquire knowledge regarding different securities like Bond, Preference Shares, Equity Shares etc.  |
| <b>3.</b>   | The students will acquire knowledge regarding Leasing.   |
| <b>4.</b>   | The students will understand concept and calculation about Dividend Policy   |





Suggested References:

| <b>Sr. No.</b> | <b>References</b>  |
|----------------|--|
| 1.             | Financial Management : S. N.Maheshwari   |
| 2.             | Financial Management : I. M.Pandey   |
| 3.             | Financial Management : PrasannaChandra   |
| 4.             | Financial Management : Khan &Jain  |
| 5.             | Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi |

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

On-line resources:

<https://www.yourarticlelibrary.com/company/dividend-policy/top-9-factors-affecting-the-dividend-policy-of-a-company/74187>

<https://gharpedia.com/blog/different-types-of-lease/>

<https://cytonn.com/blog/article/investing-vs-gambling>

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

|                             |            |                     |                                 |
|-----------------------------|------------|---------------------|---------------------------------|
| Course Code                 | UM05DBBI72 | Title of the Course | ADVANCED MARKETING MANAGEMENT-I |
| Total Credits of the Course | 03         | Hours per Week      | 03                              |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To understand advance level of Marketing and use them to grow the Business.</li><li>2. To develop understanding of Publicity as an element of Marketing Communication.</li><li>3. To develop a marketing strategy with an understanding of CRM</li><li>4. To provide the knowledge of contemporary issues related to the field of Marketing Information System.</li><li>5. To familiarize the students regarding various dimensions of retail management</li></ol> |
|--------------------|---|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>PUBLICITY MANAGEMENT</b> <ul style="list-style-type: none"><li>• Concept, characteristics</li><li>• Difference between advertising &amp; publicity</li><li>• Importance of Publicity</li><li>• Objectives of publicity</li></ul>   | 25%           |
| 2.             | <b>MARKETING INFORMATION SYSTEM</b> <ul style="list-style-type: none"><li>• Meaning, characteristics</li><li>• Elements/Components of MIS</li><li>• Difference between Marketing &amp; MIS</li></ul>  | 25%           |
| 3.             | <b>CUSTOMER RELATIONSHIP MANAGEMENT</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• CRM Process</li><li>• Origin and Features of CRM</li><li>• Difference Between CRM &amp; E-CRM</li></ul>  | 25%           |
| 4.             | <b>RETAILING</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Characteristics of retailing</li><li>• Evolution stages of Retail Format</li><li>• Functions of retailers</li><li>• Types of Retail Formats</li><li>• Retail Location and Retail Strategies</li></ul> | 25%           |



|                               |  |
|-------------------------------|--|
| Teaching-Learning Methodology | ICT through (e.g. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|-------------------------------|--|

| 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 and develop insights and knowledge base of various concepts that driving marketing strategies.             |
| 2.   | Students will be able to examine Advance marketing concepts and phenomenon to current business events in the industry |
| 3.   | Students will be able to understand the exact difference between MIS & MR   |
| 4.   | Students will be able to practice marketing communication skills relevant to the corporate world on the basis of CRM. |
| 5.   | Understand the various retail formats and retail strategies.  |



Suggested References:

| Sr. No. | References  |
|---------|---|
| 1.      | Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications (pg. No- 368 “Evolution stages of Retail Format”) |
| 2.      | Marketing Management By Arun Kumar and N.Meenakshi, Vikas Publishing House, 2 <sup>nd</sup> Edition, 2011               |
| 3.      | Marketing Management By Rajan Saxena, 5 <sup>th</sup> Edition, McGraw Hill Education                                    |
| 4.      | Marketing Management By Philip Kotler, Millennium Edition, Pearson Education  |
| 5.      | Marketing Management By S.A.Sherlekar, Himalaya Publishing House, 13 <sup>th</sup> Revised Edition                      |
| 6.      | Marketing Management By S.A.Chunawala, Himalaya Publishing House.   |
| 7       | Marketing Management text and cases an Indian Perspective by Rajendra P Maheshwari                                      |

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

On-line resources:

<https://www.managementstudyhq.com/public-relations-and-publicity.html>

<https://www.geektonight.com/what-is-mis/>

<https://www.zendesk.com/in/blog/crm-process/>

<https://www.yourarticlelibrary.com/retailing/stages-of-retail-trade-6-stages/48735>

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Bachelor of Business Administration

**B.B.A (ITM) Semester-V**

|                             |            |                     |                                      |
|-----------------------------|------------|---------------------|--------------------------------------|
| Course Code                 | UM05DBBI73 | Title of the Course | ADVANCED HUMEN RESOURCE MANAGEMENT-I |
| Total Credits of the Course | 03         | Hours per Week      | 03                                   |

|                    |  |
|--------------------|--|
| Course Objectives: | 1. To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.<br>2. To define the interpersonal relationship<br>3. Improved working conditions for the employee and increase organizational effectiveness<br>4. To Demonstrate a basic understanding of different types of groups in the organisation |
|--------------------|--|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <b>Organizational Behavior</b><br><br><b>Organizational Behavior:</b><br>Meaning, Nature, factors affecting human behavior at work, limitations of OB, model of human behavior (S-R, S-O-R, S-O-B-C)<br><b>Personality:</b><br>Concept, Determinants, Freudian and Neo Freudian Stages of personality, Psychoanalytic theory & Self Theory                                 | 25%           |
| 2.             | <b>Perception &amp; Learning</b><br><br><b>Perception:</b> Concept, Importance, Sensation and Perception, Perceptual Process, Perceptual Selectivity, Developing Perceptual skills.<br><b>Learning:</b> Nature, components of learning process, factors affecting learning, conditioning theory(classical & operant)   | 25%           |
| 3.             | <b>Interpersonal Behavior &amp; Quality of Work Life</b><br><br><b>Interpersonal Behavior:</b><br>Nature of Interpersonal Behavior, Transactional Analysis (TA), Level of self-awareness, Ego states, Life positions, Transactions, Benefits & uses of TA.<br><b>Quality of Work Life:</b> Dimensions, Principles of QWL, Techniques for improving QWL, Work life Balance. | 25%           |



|    |  |     |
|----|--|-----|
| 4. | <p><b>Group Dynamics &amp; Work Teams</b></p> <p><b>Group Dynamics:</b> Concept, Features, Stages of Group Development, Group Norms, Group Cohesiveness, Methods of Group decision making, Techniques for improving group decision making.</p> <p><b>Work Teams:</b> Concept, Difference between group and team, importance of team, types of team, characteristics of an effective team, process of team creation</p> | 25% |
|----|--|-----|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through (Eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|-------------------------------|---|

| 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%       |

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |  |
|---|--|
| 1.  | The unit help to understand the employees in better way, to know the job satisfaction level, how to find right people for the organizational work. It also helps to know ways to lead team and highest productivity.                           |
| 2.  | This unit upgrades the selection skills, idea and knowledge about the employee's selectivity's even also helps to students to improve observation power.   |
| 3.  | Unit will help to students for their Clear direction, Open and honest communication, Support risk taking and change, well Defined roles, mutually accountable, communicate freely, Common goals and help to Encourage differences in opinions. |
| 4.  | Each student gets an idea about the team work and understands the mission or objective, and the team has a plan of action.   |



**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | 1. Organizational Behavior by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi.  |
| 2.      | 2. Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New Delhi. |
| 3.      | Organizational Behavior by Fred Luthans, Published by McGraw Hill, Singapore.             |

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

On-line resources:

- Website:** 1) <https://www.iedunote.com/organizational-behavior>  
2) <https://geektonight.medium.com/perception-definition-in-organizational-behavior-639a6d74b69c>  
3) <https://theintactone.com/2019/08/26/ob-u2-topic-5-meaning-of-interpersonal-behaviour-interpersonal-skills/>  
4) <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group/>

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

|                             |            |                     |                                |
|-----------------------------|------------|---------------------|--------------------------------|
| Course Code                 | UM05DBB174 | Title of the Course | ADVANCED EXPORTS MANAGEMENT –I |
| Total Credits of the Course | 03         | Hours per Week      | 03                             |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To help students to understand the concept of international business and regional economic integration.</li><li>2. To provide understanding of India's Foreign Trade and India's trade relation with EU, SAARC, ASEAN and NAFTA.</li><li>3. To enhance the knowledge of Export promotion agencies like Export Promotion Council and Commodity boards.</li><li>4. To upgrade the knowledge of Service Organisations like India Trade Promotion Organisation (ITPO), Federation of Indian Export Organisations (FIEO), Indian Institute of Foreign Trade, Federation of Indian Export Organisations (FIEO) and Indian Institute of Foreign Trade (IIFT).</li><li>5. To help students to understand the theories of foreign Exchange rate</li></ol> |
|--------------------|---|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>International Business</b> <ul style="list-style-type: none"><li>• Meaning, Reasons to enter international business</li><li>• Difference between domestic and international business,</li><li>• Factors influencing international business</li><li>• Regional economic integration</li><li>• Concept, Objective, Types of Integration</li></ul>  | 25%           |
| 2.             | <b>India's Foreign Trade And Economic Relations</b> <ul style="list-style-type: none"><li>• Trends And Developments Of India's Foreign Trade,</li><li>• Balance Of Payment: Components and Causes Of BOP Disequilibrium in India,</li><li>• India's Trade Relations With: EU, SAARC, ASEAN and NAFTA.</li></ul>   | 25%           |
| 3.             | <b>Institutional Infrastructures For Foreign Trade</b> <ul style="list-style-type: none"><li>• Export Promotion Agencies: Export Promotion Councils, Commodity Boards,</li><li>• State Trading Corporation (STC)&amp;Federation of Indian Chambers of Commerce &amp; Industry (FICCI)</li><li>• Service Organisations: India Trade Promotion Organisation (ITPO), Federation of Indian Export Organisations (FIEO), Indian Institute of Foreign Trade IIFT)</li></ul> | 25%           |





|    |  |     |
|----|--|-----|
| 4. | <b>Theories of Foreign Exchange Rate</b> <ul style="list-style-type: none"><li>• Purchasing Power Parity (PPP)</li><li>• International Fisher Effect (IFE)</li><li>• Comparison of PPP and IFE</li><li>• Factors Determining Spot Exchange Rates</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. |
|-------------------------------|---|

| 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 learn about the reasons to enter in to international business. Also they will be able to understand the difference between domestic and international business. |
| 2.   | Enhance their knowledge regarding the regional economic integration and their different types.   |
| 3.   | Understand the concept of different institutional infrastructures for foreign trade like export promotion councils, commodity boards.  |
| 4.   | Gain the in-depth knowledge about the various foreign exchange rates theories like Purchasing power Parity and International Fisher Effect.  |



Suggested References:

| Sr. No. | References   |
|---------|--|
| 1.      | Export Management: TAS BalaGopal, Himalaya Publishing House  |
| 2.      | International Marketing Management: V. L. Varshney & B. Bhattacharya                                       |
| 3.      | Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House                                 |
| 4.      | Export Marketing: Acharya & Jain, Himalaya Publishing House  |
| 5.      | International Business: Dr. R. Chandran, Jaico Publishing House  |
| 6.      | Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons                                |
| 7.      | Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi |
| 8.      | Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi                        |

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

On-line resources:

[https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004261258144679Anoop\\_Applied\\_S TC.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004261258144679Anoop_Applied_S TC.pdf)

<https://ficci.in/>

<https://indiatradefair.com/>

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

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

|                             |            |                     |                            |
|-----------------------------|------------|---------------------|----------------------------|
| Course Code                 | UM05CBB177 | Title of the Course | Database Management System |
| Total Credits of the Course | 03         | Hours per Week      | Theory 03 + Practical 03   |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To explain basic database concepts, applications, data models, schemas and instances</li><li>2. To demonstrate the use of constraints and relational algebra operations</li><li>3. Describe the basic of SQL and construct queries using SQL</li><li>4. To emphasize the importance of normalization in databases</li><li>5. To facilitate students in database design</li><li>6. To familiarize issues of concurrency control and transaction management</li></ol> |
|--------------------|--|

| Course Content |  |                |
|----------------|--|----------------|
| Unit           | Description  | Weightage* (%) |
| 1.             | <b>Introduction to RDBMS and SQL</b><br>Data models – Hierarchical, Network, Relational: Concepts and Terminology, E-R Diagram: Entities, Attributes and Types of Relationships; Introduction to DBMS – Terminology, Advantages, Keys; Normalization (1NF, 2NF, 3NF); Introduction to SQL- Types of SQL Statements: DDL (Data Definition Language), DML (Data Manipulation Language), DQL (Data Query Language), DCL (Data Control Language), TCL (Transaction Control Language).  | 25 %           |
| 2.             | <b>Basic SQL Concepts</b><br>Built-in Data Types – (Number, Char, Varchar2, Date); Creating Table and Inserting Data, Retrieving Data Using Query, Manipulating Data using DELETE and UPDATE; Modifying table structure, Removing table, Pseudo Columns – ROWID, ROWNUM, USER, SYSDATE, Null values, TAB table, DUAL table, Operators – Arithmetic, Relational, Logical, Range Searching, Pattern Matching and Set operators   | 25 %           |
| 3.             | <b>Data Constraints and Built-in Functions</b><br>Data constraints – Introduction, Type of data constraints (Not Null, Unique, Primary Key, Foreign Key and Check); ALTER TABLE to add/remove constraints; Scalar Functions: Numeric (Abs, Floor, Mod, Power, Round, Sign, Sqrt, Trunc), Character (Chr, Ascii, Concat, Initcap, Lower, Substr, Trim, Upper), Date (Add_Months, Last_Day, Next_Day, Months_Between), Conversion (To_Number, To_Char And To_Date); Aggregate Functions: (Avg, Count, Max, Min, Sum), Miscellaneous: (Nvl, Decode) | 25 %           |



|           |  |      |
|-----------|--|------|
| <b>4.</b> | <b>Advanced Concepts</b><br>Query and Subquery, IN, ANY and ALL operators, Joining Tables, Types of Joins (Cross Join, Natural Join, Inner Join, Equijoin, Outer Joins, and Self Join), Views – Advantages and Disadvantages of View, Creating, Dropping, Use and Characteristics of Updateable and Non-Updateable Views, Transaction Processing Commands (Commit, Rollback and Savepoint), Introduction to PL/SQL | 25 % |
|-----------|--|------|

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|

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

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |  |
|---|--|
| 1.  | Apply the basic concepts of Database Systems and Applications                              |
| 2.  | Use the basics of SQL and construct queries using SQL in database creation and interaction |
| 3.  | Analyze and Select storage and recovery techniques of database system                      |

| <b>Suggested References:</b> |   |
|------------------------------|---|
| Sr. No.                      | References  |
| 1.                           | Database Management Systems by Arun K Majmudar, Pritimoy Bhattacharyya                  |
| 2.                           | An introduction to database management systems by Bipin C Desai                         |
| 3.                           | Developing client server applications using Oracle Developer 2000 by Ivan Bayross, 1997 |



|    |   |
|----|---|
| 4. | Oracle Complete reference by Kevin Lonely and George Koch, TMH  |
| 5. | Oracle DBA Guide  |
| 6. | Understanding Database Management Systems : S. Parthasarthy and B.W.Khalkar, First edition – 2007, Master Academy |
| 7. | P. S. Deshpande : SQL/PLSQL for Oracle9i, dreamtech press, reprint edition 2009                                   |

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

On-line Resources

|    |   |
|----|---|
| 1. | <a href="https://learn.microsoft.com/en-us/dotnet/visual-basic/">https://learn.microsoft.com/en-us/dotnet/visual-basic/</a>       |
| 2. | <a href="https://www.tutorialspoint.com/sql/sql-rdbms-concepts.htm">https://www.tutorialspoint.com/sql/sql-rdbms-concepts.htm</a> |
| 3. | <a href="https://www.javatpoint.com/what-is-rdbms">https://www.javatpoint.com/what-is-rdbms</a>                                   |

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

|                             |   |                     |                          |
|-----------------------------|---|---------------------|--------------------------|
| Course Code                 | UM05CBBI78  | Title of the Course | Programming with PHP     |
| Total Credits of the Course | 03  | Hours per Week      | Theory 03 + Practical 03 |
| Course Objectives:          | 1. Intended to teach Web development using OSS<br>2. To understand the Open Source Software |                     |                          |

| <b>Course Content</b> |   |                |
|-----------------------|---|----------------|
| Unit                  | Description   | Weightage* (%) |
| 1.                    | <b>Introduction to PHP</b><br>History of PHP, Features of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, Variables – (Declaring, Assigning, Destroying), Datatypes, Setting and Testing Datatypes – Constants - Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)    | 25 %           |
| 2.                    | <b>PHP Basics</b><br>Control structures (if, if-else, if-elseif, select) – Looping structures (while, for) - 1-D Array (Number-Indexed and Associative) (Storing Data, Assigning, Accessing Array Elements, Displaying) - User-Defined Functions  | 25 %           |
| 3.                    | <b>Advanced PHP and Form Interaction</b><br>Working with Number, Strings functions, Working with Dates and Time –Creating tables using PhpMyAdmin, Interaction with HTML form   | 25 %           |
| 4.                    | <b>Database programming and PHP</b><br>Working with Forms PHP and MySQL Integration – Basic SQL Commands (Insert, Update, Delete, Select) – Database functions (mysql_connect, mysql_select_db, mysql_query, mysql_num_rows, mysql_fetch_array, mysql_fetch_field, mysql_close) – Generating reports using PHP and MySQL. | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|



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

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |   |
|---|---|
| 1.  | Having knowledge about web development in competitive OSS |
| 2.  | Implement of any web application                          |
| 3.  | In-depth knowledge about basics of PHP                    |

| <b>Suggested References:</b> |  |
|------------------------------|--|
| <b>Sr. No.</b>               | <b>References</b>  |
| 1.                           | PHP – A Beginner's guide, VikramVaswani, TMH 2009  |
| 2.                           | Web enabled commercial application development using HTML, Javascript, DHTML and PHP by Ivan Bayross, BPB Publication. |
| 3.                           | Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication      |
| 4.                           | Professional PHP by Castagnetto Jesus, Shroff Publication  |

| <b>On-line resources to be used if available as reference material</b> |   |
|--|---|
| <b>On-line Resources</b>   |   |
| 1.   | <a href="https://www.php.net/">https://www.php.net/</a>   |
| 2.   | <a href="https://www.javatpoint.com/php-tutorial">https://www.javatpoint.com/php-tutorial</a>           |
| 3.   | <a href="https://www.tutorialspoint.com/php/index.htm">https://www.tutorialspoint.com/php/index.htm</a> |

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

|                             |            |                     |                               |
|-----------------------------|------------|---------------------|-------------------------------|
| Course Code                 | UM05DBBI75 | Title of the Course | Management Information System |
| Total Credits of the Course | 03         | Hours per Week      | 03                            |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To teach in-depth Management Information System through various types of system</li><li>2. Intended to teach managerial decision making and plan for better IT infrastructure</li></ol> |
|--------------------|--|

| Course Content |   |                |
|----------------|---|----------------|
| Unit           | Description   | Weightage* (%) |
| 1.             | <b>Information Systems – Introduction and Types</b><br>Introduction to information Systems – Introduction and Types Office Automation Systems, Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems, Expert Systems.   | 25 %           |
| 2.             | <b>Management Information Systems</b><br>Management Information Systems (MIS) – Importance and Evolution, Logical foundations of MIS, Typical MIS, Information and Managerial Effectiveness, Business Information System- Introduction and Types of BIS, Business Functions and Information Needs Of Business, Pitfalls in MIS System | 25 %           |
| 3.             | <b>Information Systems Environment</b><br>Systems Theory, Classic View of Organization, Transitional Views, Modern Organization Theory, Major Organizational Considerations, Managerial Roles, Decision Making Models, Role of Information Systems in decision, The Impact of Computers on Organizations and Individuals.             | 25 %           |
| 4.             | <b>Information Systems and Managerial Process</b><br>Managerial Decision Making, Decision Making Environment, Planning and Security for IT Infrastructure, Portfolio Approach and Identifying its Proposals, Evaluating IT Investments and Information Systems  | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|





**Evaluation Pattern**

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

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

|    |   |
|----|---|
| 1. | Understand the basics of various management information systems |
| 2. | In-depth knowledge of Decision Making and planning for IT       |

**Suggested References:**

| <b>Sr. No.</b> | <b>References</b>  |
|----------------|--|
| 1.             | Muneesh kumar: Business Information Systems – Vikas Publishing                           |
| 2.             | E Turban: Management Information Systems and Decision Support Systems – Tata McGraw Hill |
| 3.             | Sadagopan: Management Information Systems - Narosa Publications                          |

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

| <b>On-line Resources</b> |   |
|--------------------------|---|
| 1.                       | <a href="https://www.tutorialspoint.com/management_information_system/index.htm">https://www.tutorialspoint.com/management_information_system/index.htm</a> |
| 2.                       | <a href="https://www.includehelp.com/MIS/">https://www.includehelp.com/MIS/</a>   |

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

|                             |            |                     |                      |
|-----------------------------|------------|---------------------|----------------------|
| Course Code                 | UM05DBBI76 | Title of the Course | Software Engineering |
| Total Credits of the Course | 03         | Hours per Week      | 03                   |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> <li>1. Intended to teach software development using engineering approach</li> <li>2. To understand the need, characteristics, methods of software engineering</li> </ol> |
|--------------------|---|

| Course Content |  |                |
|----------------|--|----------------|
| Unit           | Description  | Weightage* (%) |
| 1.             | <b>Introduction</b><br>Introduction to Software, Software Engineering and Software Processes; Phases in Software Development; Effort and Error Distribution; Process Models: Waterfall, Prototype, Iterative Enhancement and Spiral.   | 25 %           |
| 2.             | <b>Requirement Specification</b><br>Requirement Specification and Software Project Planning; Software Requirement Specification (SRS) and Needs; Characteristics and Components of SRS; Structure of SRS; Validation of SRS; Software Quality Assurance Plans (SQAP); Overview of Risk Management  | 25 %           |
| 3.             | <b>Design</b><br>Introduction to System Design and Detailed Design; Design Specification, Objectives and Principles; Design Concepts – Top-Down And Bottom-Up Approach, Abstraction, Modularity, Module Level Concept, Coupling, Cohesion; Overview of Structured Design; Function v/s Object Oriented Approach; Module and Class Specification; Design Verification – Design Walkthrough, Critical Design Review. | 25 %           |
| 4.             | <b>Coding and Testing</b><br>Introduction to Coding; Top-Down and Bottom-Up Approach for Coding; Structured Programming, Information Hiding, Programming style, Internal documentation Verification (code reading); Introduction to Testing; Error, Fault, Failure & Reliability; Testing Process; Top-Down and Bottom-Up Approach for Testing; Types and Levels of Testing  | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|

|                           |
|---------------------------|
| <b>Evaluation Pattern</b> |
|---------------------------|



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

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

|    |   |
|----|---|
| 1. | Having knowledge about proper development of a system               |
| 2. | Proper implement of any application through engineering approach    |
| 3. | In-depth knowledge about various software development methodologies |

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | An Integrated Approach to Software Engineering : By Pankaj Jalote, Narosa Publishing House, Second Edition,1997 |
| 2.      | Software Engineering a practitioner's approach : By Roger S. Pressman, Tata McGraw- Hill, 5th Edition           |
| 3.      | Software Engineering Fundamentals, By Richard Fairley, Tata McGraw Hill   |
| 4.      | Software Engineering By Ian Somerville, Addison - Wesley, 5th Edition, 2000                                     |

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

| On-line Resources |   |
|-------------------|---|
| 1.                | <a href="https://www.javatpoint.com/software-engineering-tutorial">https://www.javatpoint.com/software-engineering-tutorial</a>   |
| 2.                | <a href="https://www.tutorialspoint.com/software_engineering/index.htm">https://www.tutorialspoint.com/software_engineering/index.htm</a>   |
| 3.                | <a href="https://www.educba.com/software-development/software-development-tutorials/software-engineering-tutorial/">https://www.educba.com/software-development/software-development-tutorials/software-engineering-tutorial/</a> |

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

|                             |            |                     |                                     |
|-----------------------------|------------|---------------------|-------------------------------------|
| Course Code                 | UM05SBB171 | Title of the Course | FUDAMENTALS OF STRATEGIC MANAGEMENT |
| Total Credits of the Course | 03         | Hours per Week      | 03                                  |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To introduce the concepts of strategic management and understand its nature in competitive landscape.</li><li>2. To develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision-making.</li><li>3. To help students master the analytical tools of strategic management</li><li>4. To help students develop skills for applying these concepts to the solution of business problems.</li></ol> |
|--------------------|---|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>Introduction to Strategic Management</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Nature &amp; Scope</li><li>• Evolution</li><li>• Importance</li><li>• Concept of Different Decisions (Strategic, Administrative and Operational)</li></ul>  | 25%           |
| 2.             | <b>Strategic Planning Process</b> <ul style="list-style-type: none"><li>• Concept of Strategic Planning</li><li>• Need &amp; Importance</li><li>• Strategic Planning Process</li><li>• Internal Appraisal of firm</li></ul>   | 25%           |
| 3.             | <b>Competitive Advantage and Core Competence</b> <ul style="list-style-type: none"><li>• Concept of Competitive advantage</li><li>• Significance</li><li>• Building competitive advantage</li><li>• Concept of Core competence</li><li>• Difference between Competitive advantage and Core competence</li><li>• Acquiring core competence</li></ul> | 25%           |



|    |  |     |
|----|--|-----|
| 4. | Formulation of Strategy <ul style="list-style-type: none"><li>• Concept of Strategy Formulation</li><li>• Corporate Strategy formulation</li><li>• Generic Strategy Alternatives (Expansion &amp; Divestment only)</li></ul> | 25% |
|----|--|-----|

|                               |  |
|-------------------------------|--|
| Teaching-Learning Methodology | ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
|-------------------------------|--|

| 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.   | Learn the concept of strategic management, its evolution, its importance in the real corporate world.   |
| 2.   | Gain knowledge of different decision like strategic, administrative and operational.  |
| 3.   | Student will be aware about the strategic planning process and the importance of internal appraisal in any firm.  |
| 4.   | Differentiate between the competitive advantage and core competence. Also they will learn about the how companies build or acquire core competence and competitive advantage. |
| 5.   | Learn about the corporate strategy formulation and the expansion and divestment theory.   |



Suggested References:

| Sr. No. | References  |
|---------|---|
| 1.      | Business Policy and Strategic Management by Ramaswami and Namkumari |
| 2.      | Business Policy and Strategic Management by M.V.Kulkarni            |
| 3.      | Strategic Management: Concept and Cases by Thompson and Strickland  |

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

On-line resources:

<https://changinghighered.com/the-difference-between-strategic-management-and-strategic-planning/>

<https://theintactone.com/2018/12/24/sm-u3-topic-1-strategy-formulation-corporate-business-functional-strategy/>

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**Bachelor of Business Administration**  
**B.B.A. (ITM) NCC Semester V**

|                             |            |                     |            |
|-----------------------------|------------|---------------------|------------|
| Course Code                 | UB05SBB172 | Title of the Course | NCC Army-5 |
| Total Credits of the Course | 2          | Hours per Week      | 3          |

|                                     |   |
|-------------------------------------|---|
| Course Objectives:<br>( Theory )    | <p>Cadets will be able to: -</p> <ul style="list-style-type: none"><li>(a) Understand the concept of Team and its functioning.</li><li>(b) Understand the concept of Team and its functioning.</li><li>(c) Hone Public speaking skills.</li><li>(d) Understand the security set up and management of Border/Coastal areas.</li><li>(e) Acquire knowledge about an Infantry Battalion organisation and its weapons.</li><li>(f) Acquire knowledge about Indo-Pak Wars fought in 1965 &amp; 1971.</li></ul> |
| Course Objectives:<br>( Practical ) | <p>Cadets will be able to:</p> <ul style="list-style-type: none"><li>(a) Understand that drill as the foundation for discipline and to command a group for common goal.</li><li>(b) Appreciate grace and dignity in the performance of ceremonial drill.</li><li>(c) Use the compass and GPS to locate places on the ground and map.</li></ul>  |



| <b>Course Content : Theory ( 1 Credit : 1hours, 25 Marks)</b> |  |                |
|---|--|----------------|
| Unit  | Description  | Weightage* (%) |
| 1.  | <b><u>Unit 1. Personality Development</u></b><br><br>➤ Group Discussions –<br>➤ Team work.<br>➤ Public speaking                      | 25 %           |
| 2   | <b><u>Unit 2. Border &amp; Coastal Areas</u></b><br><br>➤ Security Setup and Border/Coastal management in the area.                  | 25 %           |
| 3   | <b><u>Unit 3. Introduction to Infantry Battalion and its Equipment</u></b><br><br>➤ Organisation of Infantry Battalion & its weapons | 25 %           |
| 4   | <b><u>Unit 4- Military History</u></b><br><br>➤ Study of Battles of Indo-Pak Wars 1965 &1971   | 25 %           |





| <b>Course Content : Practical ( 1 Credit : 2 hours, 25 Marks)</b> |   |                |
|---|---|----------------|
| Unit  | Description   | Weightage* (%) |
| 1.  | <b><u>Unit 1. Drill</u></b><br><ul style="list-style-type: none"><li>➤ Ceremonial Drill.</li><li>➤ Guard Mounting.</li></ul>  | 15 %           |
| 2   | <b><u>Unit 2. Weapon Training</u></b><br><ul style="list-style-type: none"><li>➤ Short Range firing.</li></ul>  | 15 %           |
| 3   | <b><u>Unit 3- Map Reading</u></b><br><ul style="list-style-type: none"><li>➤ Google Maps &amp; applications.</li></ul>  | 10 %           |
| 4   | <b><u>Unit 4- Field Craft &amp; Battle Craft</u></b><br><ul style="list-style-type: none"><li>➤ Fire control orders.</li><li>➤ Types of fire control orders.</li><li>➤ Fire and Movement-<ul style="list-style-type: none"><li>• when to use fire and movements tactics</li><li>• Basic considerations</li><li>• Appreciation of ground cover</li><li>• Types of cover</li><li>• Dead ground</li><li>• Common Mistakes</li><li>• Map and air photography</li><li>• Selection of Fire position and fire control.</li></ul></li></ul> | 15 %           |
| 5   | <b><u>Unit 5- Social Service and Community Development</u></b><br>Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.   | 15 %           |
| 6   | <b><u>Unit 6. Health &amp; Hygiene</u></b><br><ul style="list-style-type: none"><li>➤ Yoga- Introduction, Definition, Purpose, Benefits.</li><li>➤ Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Sarvaangasana, Halasana etc.</li></ul>  | 15%            |



|   |   |     |
|---|---|-----|
| 7 | <b><u>Unit 7. Obstacle Training</u></b> <ul style="list-style-type: none"><li>➤ Obstacle training – Intro, Safety measures, Benefits.</li><li>➤ Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc.</li></ul> | 15% |
|---|---|-----|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through <ul style="list-style-type: none"><li>➤ Power Point Presentation</li><li>➤ Audio-Visual Presentation</li><li>➤ Group Discussion</li><li>➤ Role Playing</li><li>➤ Case Study</li></ul> |
|-------------------------------|---|

| Evaluation Pattern |   |           |
|--------------------|---|-----------|
| Sr. No.            | Details of the Evaluation   | Weightage |
| 1.                 | External University Written Examination (As per CBCS R.6.8.3)   | 50 %      |
| 2.                 | External University Practical Examination in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 50%       |

**Course Outcomes ( Theory )**

**Expected Learning Outcomes.**

After completing this course, the cadets will be able to: -

- (a) Participate in team building exercise and value team work.
- (b) Improve communication skills by public speaking activities.
- (c) Understand the security mechanism and management of Border/Coastal areas.
- (d) Get motivated to join armed forces.



**Course Outcomes ( Practical )**

**Expected Learning Outcomes:**

After completing this course, the cadets will be able to: -

- (a) Perform ceremonial drill and follow the different word of command.
- (b) Do the social service on various occasions and get connected with the community.
- (c) Do all the asana and gain the physical& mental fitness.

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

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi. |
| 2.      | Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi. |
| 3.      | Hand book of NCC by Kanti Publication, Etava U. P.                |
| 4.      | Hand book of NCC by Ramesh Publishing house, New Delhi.           |

**On-line Resources**

<https://indiancc.nic.in/dg-ncc-gen-aich>

<https://indiancc.mygov.in/>

DGNCC training App

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**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management) (3 years)**  
**Semester: VI Syllabus (Effect from June, 2023-24)**

| Course Type                                 | Code No.   | Name of Course                                   | T/P | Credit | Contact Hrs/ Week | Exam. Duration in hrs | Component of Marks |               |       |
|---|------------|--|-----|--------|-------------------|-----------------------|--------------------|---------------|-------|
|   |            |  |     |        |                   |                       | Int.               | Ext.          | Total |
| Ability Enhancement Course (Any One)        | UM06ABBI71 | Business Etiquettes and Presentation Skills - II | T/P | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06ABBI72 | Leadership Skills for Management - II            | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
| <b>Core Management Courses</b>              |            |  |     |        |                   |                       |                    |               |       |
| Core Courses (Any Two)                      | UM06CBBI71 | Global Business Environment                      | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06CBBI72 | Business Taxation – II                           | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06CBBI73 | Management Accounting - II                       | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06CBBI74 | Social Entrepreneurship                          | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06CBBI75 | Operations Management                            | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
| Discipline Specific Elective (Any Two)      | UM06DBBI71 | Advanced Financial Management - II               | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06DBBI72 | Advanced Marketing Management - II               | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06DBBI73 | Advanced Human Resource Management - II          | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06DBBI74 | Advanced Exports Management - II                 | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
| <b>Core IT Courses</b>                      |            |  |     |        |                   |                       |                    |               |       |
| Core Courses (Any One)                      | UM06CBBI76 | Desktop Application Development                  | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06CBBI77 | Server side Web Programming                      | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
| Discipline Specific Elective (Any One)      | UM06DBBI75 | Trends in IT                                     | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06DBBI76 | IT Based Project Management                      | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
| Skill Enhancement Elective Course (Any One) | UM06SBBI71 | Comprehensive Project                            | T   | 3      | 3                 | 2                     | 30                 | 70            | 100   |
|   | UM06SBBI72 | NCC Army-6                                       | T+P | 3      | 3                 | 2                     | 30<br>(15+15)      | 70<br>(35+35) | 100   |



Programme: BBA (ITM) Semester: I

|                           |            |                    |  |
|---------------------------|------------|--------------------|--|
| CourseCode                | UM06ABBI71 | Title of theCourse | BUSINESSETIQUETTESANDPRESENTATIONSKILLS-II |
| Total Creditsofthe Course | 03         | Hoursper Week      | 03   |

|                       |  |
|-----------------------|--|
| CourseObj<br>ectives: | <ul style="list-style-type: none"> <li>• ToimpartrainingtothestudentwithaviewtodevelopingtheircommunicativecompetenceinEnglish.</li> <li>• Toequipstudentwiththeskills necessaryattheworkplace.</li> </ul> |
|-----------------------|--|

| <b>Course Content (Theory)</b> |  |           |
|--------------------------------|--|-----------|
|                                | Description  | Weightage |
| 1.                             | <b>Essentials of Presentation</b><br><br>1. Using Visual Aids for Presentation Oral Presentation (Transparencies,graphs,charts,etc.)<br>2. Using Audio/Visual Aids for Presentation ElectronicPresentation(Multimedia/PPT)<br>3. CopingwithPresentationfears<br>4. Non-VerbalaspectsofPresentation | 25%       |
| 2.                             | <b>Intercultural Business Communication</b><br>1. NeedandimportanceofInterculturalBusinessCommunication<br>2. Developinginterculturalawareness<br>3. Patternsofculturaldifferences<br>4. Factorsofcrossculturalrelationship  | 25%       |
| 3.                             | <b>Business Etiquettes(Advanced)</b><br>1. EtiquettesinWrittenCommunication<br>2. InterviewEtiquettes:PreparationforanInterview,Factorsofsuccessininterview,Typesofinterviewquestions,non-verbalaspectsofinterview   | 25%       |





|   |   |     |
|---|---|-----|
| 4 | <b>Negotiation Skills</b><br><br>1. Negotiation:ConceptandImportance<br>2. StagesintheNegotiationProcess<br>3. Strategiesofnegotiation:initial,duringandreaching(closing) | 25% |
|---|---|-----|

|                                      |   |
|--------------------------------------|---|
| Teaching-<br>LearningMet<br>hodology | <b>Learner-centred Instructional methods</b><br>Direct method, quiz, assignments, interactive sessions, seminars,<br>visualpresentations,groupdiscussions,project basedlearning,useof<br>e-resources,includingfilms |
|--------------------------------------|---|

**Practical:**

1. Presentations (Oral or PPT) 50%(For Presentation a student may select any topic from social, academic, management and business related areas )
2. Viva Voce (Based on the Presentation)

**Evaluation Scheme:**

1. 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.
2. The Written Examination will be of Three Hours duration and carry 70 Marks.
3. Practical Examination will comprise:
  - a. PPT / Oral Presentation; answering questions on the presentation.
4. 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 external examination.





**Course Outcomes:** After completion of the course, the learner is able to,

- Communicate Effectively in Global Business Environment.
- Can apply English for specific Business Purposes

| Sr.<br>No. | References(Theory)   |
|------------|--|
|            | <p>Reference Books:</p> <ol style="list-style-type: none"><li>1. Hasbany Ghassan: <i>How to make winning presentation</i>: Jaico Publication</li><li>2. Antony Jay &amp; Ross Jay: <i>Effective Presentation</i>, Universities Press (UP).</li><li>3. David Robinson: <i>Business Etiquettes</i>, Kogan Page India Private Limited.</li><li>4. H. Frazier Moore &amp; Frank Kalupa: <i>Public Relation</i>, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.</li><li>5. Doctor, Rhoda A. &amp; Doctor, Aspi H: <i>Principles and practices of Business Communication</i>, Sheth Publishers Pvt. Ltd. Mumbai.</li><li>6. Rajendra Pal &amp; JS Korlahalli: <i>Essentials of Business Communication</i>, Sultan Chand &amp; Sons</li><li>7. Raman, Minaxi &amp; Singh, Prakash: <i>Business Communication</i>, OXFORD</li><li>8. Chatruvedi, PD &amp; Chatruvedi, Mukesh: <i>Business Communication</i>, Second Edition, PEARSON.</li></ol> |

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





**Bachelor of Business Administration (BBA ITM)**  
**Semester - VI**

|                                    |            |                            |  |
|------------------------------------|------------|----------------------------|--|
| <b>Course Code</b>                 | UM06ABBI72 | <b>Title of the Course</b> | <b>Leadership Skills for Management-II</b> |
| <b>Total Credits of the Course</b> | <b>03</b>  | <b>Hours per Week</b>      | <b>03</b>                                  |

|                          |  |
|--------------------------|--|
| <b>Course Objectives</b> | <ol style="list-style-type: none"> <li>1.The course is designed to understand the importance of leadership skills for management.</li> <li>2.It is helpful to understand the managerial traits and skills.</li> <li>3.It helps to understand the competencies for leadership skills.</li> <li>4.It helps to understand the various developmental activities of leadership.</li> <li>5.It helps to understand leadership development process and approach.</li> </ol> |
|--------------------------|--|

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Managerial Traits and Skills</b> <ul style="list-style-type: none"> <li>• Nature of Traits &amp; Skills               <ol style="list-style-type: none"> <li>1. Emotional Stability</li> <li>2. Defensiveness</li> <li>3. Integrity</li> <li>4. Interpersonal Skills</li> <li>5. Technical &amp; Cognitive Skills</li> </ol> </li> <li>• Managerial Traits and Effectiveness               <ol style="list-style-type: none"> <li>1. High Energy level and Stress Tolerance</li> <li>2. Self Confidence</li> <li>3. Internal Locus of Control</li> <li>4. Emotional Stability and Maturity</li> <li>5. Power Motivation</li> <li>6. Personal Integrity</li> <li>7. Achievement Orientation</li> <li>8. Need for Affiliation</li> </ol> </li> <li>• Managerial Skills and Effectiveness               <ol style="list-style-type: none"> <li>1. Technical Skills</li> <li>2. Conceptual Skills</li> <li>3. Interpersonal Skills</li> </ol> </li> </ul> | <b>25 %</b>          |
| <b>2.</b>             | <b>Relevant Competencies for Leadership Skills</b> <ul style="list-style-type: none"> <li>• Other Relevant Competencies               <ol style="list-style-type: none"> <li>1. Emotional Intelligence</li> <li>2. Social Intelligence</li> <li>3. Systems Thinking</li> <li>4. Ability to learn</li> </ol> </li> <li>• Situational Relevance of Skills               <ol style="list-style-type: none"> <li>1. Skills Needed at Different levels</li> <li>2. Transferability of Skills Across Organizations</li> <li>3. Requisite Skills and the External Environment</li> </ol> </li> </ul>  | <b>25 %</b>          |







|           |  |             |
|-----------|--|-------------|
|           | <ul style="list-style-type: none"> <li>• Applications for Managers</li> <li>1. Maintain Self-Awareness</li> <li>2. Develop relevant skills</li> <li>3. Remember that a strength can become a weakness</li> <li>4. Compensate for weaknesses.</li> </ul>  |             |
| <b>3.</b> | <p><b>Leadership Developmental Activities</b></p> <ul style="list-style-type: none"> <li>• Learning from Experience</li> <li>1. Amount of challenge</li> <li>2. Variety of Tasks or Assignments</li> <li>3. Relevant Feedback</li> <br/> <li>• Developmental Activities</li> <li>1. Multisource Feedback</li> <li>2. Developmental Assessment Centers</li> <li>3. Developmental Assignments</li> <li>4. Job Rotation Programs</li> <li>5. Action Learning</li> <li>6. Mentoring</li> <li>7. Executive Coaching</li> <li>8. Outdoor Challenge Programs</li> <li>9. Personal Growth Programs</li> </ul>  | <b>25 %</b> |
| <b>4.</b> | <p>Contemporary Issues in Leadership</p> <ol style="list-style-type: none"> <li>1. Inspirational Approach on Leadership           <ol style="list-style-type: none"> <li>(a) Charismatic Leadership</li> <li>(b) Transformational Leadership</li> </ol> </li> <br/> <li>2. Authentic Leadership           <ol style="list-style-type: none"> <li>(a) Self-awareness</li> <li>(b) Self-regulation &amp; development</li> <li>(c) Relational Transparency</li> </ol> </li> <br/> <li>3. Contemporary Leadership Roles           <ol style="list-style-type: none"> <li>(a) Mentoring</li> <li>(b) Self-Leadership</li> <li>(c) E-Leadership</li> </ol> </li> <br/> <li>4. Leadership Development           <ol style="list-style-type: none"> <li>(a) Ingredients of Leadership Development</li> <li>(b) Leadership Development Process</li> </ol> </li> </ol> | <b>25 %</b> |

|                                      |  |
|--------------------------------------|--|
| <b>Teaching-Learning Methodology</b> | <p>These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.</p> |
|--------------------------------------|--|





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

| <b>Course Outcomes</b> |  |
|------------------------|--|
| 1.                     | The students will understand the concept of managerial traits and skills.  |
| 2.                     | The students will acquire knowledge regarding competencies for leadership skills and applications for managers.            |
| 3.                     | The students will understand the leadership developmental activities.  |
| 4.                     | The students will understand inspirational approach on leadership, authentic leadership and contemporary leadership roles. |

| <b>Suggested References</b> |  |
|-----------------------------|--|
| Sr. No.                     | References   |
| 1.                          | Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.            |
| 2.                          | L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.            |
| 3.                          | Patricia Guggenheimer & Mary Diana Szulc: Understanding Leadership Competencies. |

|   |
|---|
| On-line resources to be used if available as reference material         |
| On-line Resources   |
| <a href="https://youtu.be/cx_RXvE1qic">https://youtu.be/cx_RXvE1qic</a> |
| <a href="https://youtu.be/uGbQFnnTYpE">https://youtu.be/uGbQFnnTYpE</a> |
| <a href="https://youtu.be/61OzhSrgsd8">https://youtu.be/61OzhSrgsd8</a> |
| <a href="https://youtu.be/6XSx_uGVe5g">https://youtu.be/6XSx_uGVe5g</a> |

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**Bachelor of Business Administration (BBA ITM)**  
**Semester - VI**

|                             |            |                     |                             |
|-----------------------------|------------|---------------------|-----------------------------|
| Course Code                 | UM06CBB171 | Title of the Course | Global Business Environment |
| Total Credits of the Course | 03         | Hours per Week      | 03                          |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"> <li>To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country.</li> <li>To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.</li> </ol> |
|--------------------|--|

| Unit | Description in detail   | Weighting (%) |
|------|---|---------------|
| I    | <b>Introduction to Global Environment</b><br>Global Environment- Characteristics and components, Strategies for India going global<br>Multinational Enterprises (MNE) - Benefits to host and home country, Demerits of MNE to Host country.   | 25%           |
| II   | <b>International Investment</b><br>International Investment- Factors affecting International Investment- Foreign Investment Growth- Significance of Foreign Investment- Foreign Investment in India.  | 25%           |
| III  | <b>Political and Regulatory Environment</b><br>Economic roles of government, Economic systems, Trends in Political/Economic Philosophies, New Tribalism, Regulatory Environment, International Legal Environment, International Regulations, Incoterms, Settlement of Disputes, Laws of Foreign Countries, Regulation of Price, Regulation of Trade and Practices, Indian Laws                                  | 25%           |
| IV   | <b>International Economic Organizations</b><br>Introduction, Objectives, Organizational Structure and Functions of following organizations-<br>Functions and Organizational Structure of World Trade Organization (WTO)<br>International Monetary Fund (IMF)<br>International Bank for Reconstruction and Development (IBRD)<br>South Asian Association for Regional Cooperation (SAARC)<br>European Union (EU) | 25%           |

|                               |   |
|-------------------------------|---|
| Teaching Learning Methodology | The course would be taught / learnt through ICT (e.g., Power Point Presentation, Audio-Visual Presentation), lectures, group discussions, assignments, Attendance (As per CBCS R.6.8.3) |
|-------------------------------|---|



**EVALUATION PATTERN:**

|    |   |     |
|----|---|-----|
| 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:**

|   |   |
|---|---|
| 1 | At the end of the course, the student will able to understand the concept of International business environment and also will become aware about the functioning of MNE in home and host country. |
| 2 | This course will able them to understand the concept of FDI and various hurdle of FDI and also understand the role of government in FDI.  |
| 3 | To develop the understanding of various International Economic Organization like WTO,IMF, EU etc and also know their structure and functions.   |

**SUGGESTED REFERENCES::**

|     |   |
|-----|---|
| 1.  | Francis Chrunilam - International business Environment        |
| 2.  | K Subbarao – International Business ,Himalaya Publication     |
| 3.  | Francis Chrunilam – Business Environment                      |
| 4.  | R Chandran – International Business Environment               |
| 5.  | Ahswathappa K- Business Environment                           |
| 6.  | Ahswathappa K-Business Environment                            |
| 7.  | R Datta and K P M Sundaram - Indian Economy                   |
| 8.  | A N Agrawal - Indian Economy                                  |
| 9.  | D M Mithani - Money, Banking, International Trade and Finance |
| 10. | Francies Cherunilam- Global Economy and Business Environment  |

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

On-line resources:

**Websites:**

1. [https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5\\_18KP1CO04\\_2020120412382790.pdf](https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5_18KP1CO04_2020120412382790.pdf)
2. [https://backup.pondiuni.edu.in/sites/default/International%20business%](https://backup.pondiuni.edu.in/sites/default/International%20business%20environment.pdf)
3. <https://epgp.inflibnet.ac.in/Home>

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

|                             |            |                     |                        |
|-----------------------------|------------|---------------------|------------------------|
| Course Code                 | UM06CBB172 | Title of the Course | Business Taxation - II |
| Total Credits of the Course | 03         | Hours per Week      | 03                     |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To understand the basic concepts and definitions under the Income Tax Act, 1961.</li><li>2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</li><li>3. To prepare students Competent enough to take up to employment in Tax planner.</li><li>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</li></ol> |
|--------------------|---|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <b>Profits and Gain from Business &amp; Profession of Individual (Examples only)</b> <ul style="list-style-type: none"><li>• Simple examples for both business and professional income(Examples on Depreciation will not be covered separately in this Unit)</li></ul>   | 25%           |
| 2.             | <b>Income from Capital Gains (Examples only)</b> <ul style="list-style-type: none"><li>• Computation of Short term &amp; Long term Capital Gain based on exemptions available under section 54, 54F &amp; 54EC only.</li></ul>   | 25%           |
| 3.             | <b>Income from Other Sources &amp; Computation of Total Income</b> <ol style="list-style-type: none"><li>A. Income from other sources: (Examples only)<ul style="list-style-type: none"><li>• Computation of Income from Other Sources</li></ul></li><li>B. Computation of Total Income from the given Gross Total Income only:(Theory only)<ul style="list-style-type: none"><li>• Deductions from Gross Total Income in respect of payment covering Section 80C, 80D and 80 G.</li></ul></li></ol> | 25%           |
| 4.             | <b>Assessment, TDS, Advance Tax &amp; Return of Income (Theory only)</b>   | 25%           |





|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>• Meaning of Assessment, Types of Assessment</li><li>• Tax Deducted at Source (TDS)</li><li>• Advance Payment of Tax</li><li>• Return of Income, Time for filling Return, Types of Income Tax Return</li><li>• Permanent Account Number (PAN)</li></ul> |  |
|--|---|--|

|                                      |  |
|--------------------------------------|--|
| <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 , case Study and browsing e- resources |
|--------------------------------------|--|

| <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.  | Students will be able to identify the technical terms related to business taxation.  |
| 2.  | Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.  |
| 3.  | Students will be able to understand the various benefits/ deductions under Chap VI-A of the Income tax act, 1961 that are to be reduced from the gross total income of the assessee  |
| 4   | students will be able to compute the net total income and the total tax liability of an individual assessee considering the income from all heads of income and the deduction under Chap VI- A of the Income tax act,1961. |





|   |   |
|---|---|
| 5 | To help the students to understand the various deductions under Chap VI-A of the Income tax act, 1961.  |
| 6 | To make the students determine the net total taxable income of an assessee after reducing the deductions from the gross total income earned from all or either of the five heads of income and also to compute tax based on slab rates. |

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

|    |   |
|----|---|
| 1. | Enabling the students to have a fair idea on set-off and carry forward of losses, capital gain among students, concept of income from other source, assessment of individual income, compute the total income and tax liability of individual assesses and firms, expertise to file return of income tax and to take up job in filing of tax. |
|----|---|

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | TAXMANN: Students' Guide to Income Tax - Dr. Vinod K. Singhanian & Dr. Monica Singhanian  |
| 2.      | TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhanian & Dr. Kapil Singhanian     |
| 3.      | Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi |

**Remark: This Syllabus is confined to Individual Assessee covering the provisions applicable for the relevant assessment year only.**

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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 2023-2024

**Programme: BBA (ITM) Semester: VI**

|                                    |            |                            |                            |
|------------------------------------|------------|----------------------------|----------------------------|
| <b>Course Code</b>                 | UM06CBB173 | <b>Title of the course</b> | Management Accounting - II |
| <b>Total Credits of the course</b> | <b>3</b>   | <b>Hours per week</b>      | <b>3</b>                   |

|                           |  |
|---------------------------|--|
| <b>Course Objectives:</b> | <ul style="list-style-type: none"> <li>• To improve knowledge in students regarding various decision making methods and its calculations</li> </ul>            |
|                           | <ul style="list-style-type: none"> <li>• To enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting</li> </ul> |

| <b>Course Content</b> |  | <b>Weightage</b> |
|-----------------------|--|------------------|
| <b>Units</b>          | <b>Description</b>   |                  |
| <b>1</b>              | <b>General principles of Management &amp; Reporting to Management</b> <ul style="list-style-type: none"> <li>• General principle of management</li> <li>• Needs and Limitations of general principle of management</li> <li>• Management Reporting</li> <li>• Concept , objectives of Management reporting</li> <li>• Essential of good reporting</li> <li>• Classification of reporting</li> </ul>  | <b>25%</b>       |
|                       | <b>Management decision Making (Examples)</b> <ul style="list-style-type: none"> <li>➤ Examples On:               <ul style="list-style-type: none"> <li>• Key Factor,</li> <li>• Product Mix,</li> <li>• Dropping &amp; Replacement of Product</li> </ul> </li> </ul>  | <b>25%</b>       |
| <b>3</b>              | <b>Differential Cost Analysis (Theory &amp; Examples)</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Significance of Differential Cost Analysis,</li> <li>• Compare &amp; Contrast between Differential Cost Analysis and Marginal Cost Analysis.</li> <li>➤ <b>Examples based On:</b> <ul style="list-style-type: none"> <li>• Level of Activity Planning</li> <li>• Pricing Decision</li> <li>• Dumping Decision (Export Order)</li> <li>• Acceptance of Special offer</li> <li>• Make or Buy</li> <li>• Lease or Buy</li> </ul> </li> </ul> | <b>25%</b>       |
| <b>4</b>              | <b>Value Added Accounting (Theory &amp; Examples)</b> <ul style="list-style-type: none"> <li>• Introduction &amp; Definition of Value Added</li> <li>• Value Added Statement as Performance Measurement</li> <li>• Difference Between Value Added Statement and Profit &amp; Loss Account</li> <li><b>Examples On:</b> <ul style="list-style-type: none"> <li>• Preparation of Value Added Statement</li> </ul> </li> </ul>  | <b>25%</b>       |



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2023-2024**

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ➤ White Board, Power Point Presentation |
|--------------------------------------|---|

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

| <b>COURSE OUTCOMES: The learners will be able to</b> |  |
|--|--|
| <b>1</b>   | Understanding principle and reporting system of management                                     |
| <b>2</b>   | The Students will be able to calculate product mix, Key factor and replacement of product etc. |
| <b>3</b>   | Students will be able to understand differential cost analysis                                 |
| <b>4</b>   | Students will understand value added accounting of manufacturing firm                          |

| <b>Suggested References:</b> |   |
|------------------------------|---|
| <b>1</b>                     | Advanced Cost Accounting - Jain S P And Narang K L                        |
| <b>2</b>                     | Textbook of Cost & management Accounting- Arora M.N                       |
| <b>3</b>                     | Cost Accounting - Khan My And Jain Pk                                     |
| <b>4</b>                     | Cost Accounting. And Financial Management - Kishore Ravi M                |
| <b>5</b>                     | Problems And Solution In Adv Accounting - Maheshwari S N & Maheshwari S K |
| <b>6</b>                     | Advanced Cost Accountancy - Nigam Lalla And Sharma G.L                    |
| <b>7</b>                     | Cost Accounting - Saxena V K  |
| <b>8</b>                     | Advanced Management Accounting: Ravi M. Kishore                           |
| <b>9</b>                     | Accounting for Management: Dr. Jawaharlal                                 |



**Bachelor of Business Administration (BBA ITM)**  
**Semester - V**

|                                    |            |                            |                         |
|------------------------------------|------------|----------------------------|-------------------------|
| <b>Course Code</b>                 | UM06CBB174 | <b>Title of the Course</b> | SOCIAL ENTREPRENEURSHIP |
| <b>Total Credits of the Course</b> | <b>03</b>  | <b>Hours per Week</b>      | <b>03</b>               |

|                          |   |
|--------------------------|---|
| <b>Course Objectives</b> | <ol style="list-style-type: none"><li>1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.</li><li>2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social.</li><li>3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.1</li><li>4. To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.</li></ol> |
|--------------------------|---|

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Fundamentals of Social Entrepreneurship</b><br>Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship | <b>25 %</b>          |
| <b>2.</b>             | <b>Women Entrepreneurship</b><br>Concept - Functions - Problems – Promotional measures adopted by the central government for the Development of women entrepreneurship in India - Role of women associations                         | <b>25 %</b>          |
| <b>3.</b>             | <b>Rural Entrepreneurship</b><br>Concept - Need - Problems - NGO & Rural entrepreneurship Development of rural entrepreneurship in India   | <b>25 %</b>          |
| <b>4.</b>             | <b>Trends in Social Entrepreneurship</b><br>Major challenges - Major opportunities - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad                                  | <b>25 %</b>          |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected. |
|--------------------------------------|---|





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

| <b>Course Outcomes</b> |   |
|------------------------|---|
| <b>1.</b>              | The Students will understand the concept of Social entrepreneur & entrepreneurship, Functions, Areas of social entrepreneurship                         |
| <b>2.</b>              | The Students will acquire knowledge regarding women entrepreneur, Functions, Problems, Role of women associations                                       |
| <b>3.</b>              | The Students will be able to know rural entrepreneurship, Need & Problems   |
| <b>4.</b>              | The Students will understand Major challenges, Major opportunities, Global trends & Contribution of Successful Social entrepreneurs of India and abroad |

| <b>Suggested References</b> |                   |
|-----------------------------|-------------------|
| <b>Sr. No.</b>              | <b>References</b> |







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

|                             |            |                     |                              |
|-----------------------------|------------|---------------------|------------------------------|
| Course Code                 | UM06CBB175 | Title of the Course | <b>Operations Management</b> |
| Total Credits of the Course | 03         | Hours per Week      | 03                           |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. To understand the basic concepts and definitions of operations management.</li><li>2. To Acquire knowledge about production processes and types of plant layout..</li><li>3. To prepare students Competent enough to take up to employment in operations management area of corporate sector.</li><li>4. To acquire knowledge about the production planning and control in industrial sector.</li></ol> |
|--------------------|--|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>Fundamentals of Operations Management (Theory-100%)</b><br><br>Operating System and operation management: Meaning of operating system; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment. | 25%           |
| 2.             | <b>Production Process and Plant Layout (Theory-100%)</b><br><br>Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)   | 25%           |
| 3.             | <b>Work Design (Theory-60% Examples - 40%)</b><br><br>Meaning and concept of work design - Techniques of work study - Method study: meaning, objective, basic   | 25%           |





|           |  |     |
|-----------|--|-----|
|           | procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) - Time study: Meaning, objectives and basic procedure - Tools of time study - Computation of standard time (Examples)  |     |
| <b>4.</b> | <p><b>Operation/Production Planning and Control (Theory-60% Examples - 40%)</b></p> <p>Production Planning:<br/> Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up</p> <p>Production control:<br/> Meaning, objectives and importance of production control - Examples on Critical Path Method (CPM)</p> | 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 |
|-------------------------------|--|

| <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.   | Students will be able to identify the technical terms related to operations management.                     |
| 2.   | Students should be able to determine applicability of plant layout concept and its practical applicability. |
| 3.   | Students will be able to understand the work design ,man machine charts and tools of                        |





|   |  |
|---|--|
|   | time study.  |
| 4 | students will be able to compute critical path for project implementation.                           |
| 5 | To help the students to understand the various concepts of production planning and control.          |
| 6 | To make the students determine the flow process charts and string diagram for operations management. |

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

|    |   |
|----|---|
| 1. | Enabling the students to have a fair idea on various aspects of operations management, production planning, production control, work design, techniques of production planning and control including its practical applicability and its emerging trends. |
|----|---|

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | Production Management by L.C. Jhamb, Everest Publication            |
| 2.      | Production and Operation Management by S.N. Chary, Tata McGraw Hill |
| 3.      | Modern Production Management by E.S.Buffa.                          |

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

|                                    |            |                            |   |
|------------------------------------|------------|----------------------------|---|
| <b>Course Code</b>                 | UM06DBBI71 | <b>Title of the Course</b> | <b>Advanced Financial Management – II</b> |
| <b>Total Credits of the Course</b> | <b>03</b>  | <b>Hours per Week</b>      | <b>03</b>                                 |

|                              |  |
|------------------------------|--|
| <b>Course of Objectives:</b> | <ol style="list-style-type: none"><li>1. The course helps to develop the knowledge of Investment Decision by using different Investment Methods.</li><li>2. The course is helpful in acquiring knowledge of Risk and Return and CAPM model.</li><li>3. To study of Portfolio selection and management by using different theories of Portfolio Management.</li><li>4. The course is helpful to develop the knowledge about International Trading by using different Foreign Exchange rate and Internal as well as External Techniques.</li></ol> |
|------------------------------|--|

| <b>Course Content</b> |  |                       |
|-----------------------|--|-----------------------|
| <b>Units</b>          | <b>Description</b>   | <b>Weightage *(%)</b> |
| <b>1.</b>             | <b>INVESTMENT DECISION [Theory 50% and Examples 50%]</b> <ul style="list-style-type: none"><li>• Nature of Risk - Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Coefficient of variation, Probability Distribution approach [i] Independent cash flows, [ii] Dependent cash flows</li><li>• Conventional techniques of risk analysis - Risk-adjusted discount rate approach, Certainty equivalent approach, Sensitivity analysis - Decision - Tree Analysis</li></ul> | <b>25%</b>            |
| <b>2.</b>             | <b>RISK AND RETURN- CONCEPTS AND ANALYSIS [Theory 50% and Examples 50%]</b> <ul style="list-style-type: none"><li>• Components of return - Risk elements - Systematic and unsystematic risks</li><li>• Precise measures of risk - Risk and returns - Capital assets pricing model – Security market line</li></ul>   | <b>25%</b>            |
| <b>3.</b>             | <b>PORTFOLIO SELECTION &amp; MANAGEMENT (Theory 100%)</b> <ul style="list-style-type: none"><li>• Efficient market theory</li><li>• Random walk theory</li><li>• Portfolio risk/return</li><li>• Growth investing</li><li>• Value investing - Performance index</li><li>• Portfolio revision</li></ul>   | <b>25%</b>            |







|           |   |            |
|-----------|---|------------|
| <b>4.</b> | <b>FUNDAMENTALS OF INTERNATIONAL FINANCIAL MANAGEMENT [Theory-100%]</b>   | <b>25%</b> |
|           | <ul style="list-style-type: none"> <li>• Foreign Exchange Market - Foreign Exchange Rates - Spot rate, Forward rate, Cross rate, Bid and Ask rate, Spread –</li> <li>• Determinant and select theories of exchange rates Foreign exchange risk and hedging - Foreign exchange risk management techniques – Internal &amp; External</li> </ul> |            |

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected. |
|-------------------------------|---|

| 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%       |

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |  |
|---|--|
| <b>1.</b>   | Gain knowledge about what is risk and what are the different techniques to evaluate investment decision.   |
| <b>2.</b>   | Measure risk and return associated with investment decisions and get idea regarding what is risk and its components.   |
| <b>3.</b>   | Know different investment style, portfolio revision plans and gain knowledge of how to build and manage portfolio.   |
| <b>4.</b>   | Learn basics of foreign exchange market, how to manage foreign exchange risk and what the determinants of foreign exchange rates are.                                      |
| <b>5.</b>   | Help the students in taking investment decisions and in future if they pursue higher studies in this field they can serve as Finance Manager in any business organization. |
| <b>6.</b>   | Enchase their knowledge of Financial Management and apply the concepts of Financial Management in contemporary financial dealings.   |





Suggested References:

| <b>Sr. No.</b> | <b>References</b>   |
|----------------|---|
| 1.             | Financial Management : S. N.Maheshwari  |
| 2.             | Financial Management : I. M.Pandey  |
| 3.             | Financial Management : PrasannaChandra  |
| 4.             | Financial Management : Khan &Jain   |
| 5.             | Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons                       |
| 6.             | Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management,Pearson Education |

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

On-line resources:

<https://www.fao.org/3/w4343e/w4343e07.htm>

<https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-and-return/>

<https://www.cbic.gov.in/Exchange-Rate-Notifications>

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

|                             |            |                     |                                 |
|-----------------------------|------------|---------------------|---------------------------------|
| Course Code                 | UM06DBBI72 | Title of the Course | ADVANCE MARKETING MANAGEMENT-II |
| Total Credits of the Course | 03         | Hours per Week      | 03                              |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. Describe the implications of current trends in social media advertising and promotion.</li><li>2. Apply the knowledge, concept and tools of digital and social media in making marketing decisions.</li><li>3. Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.</li><li>4. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application</li></ol> |
|--------------------|--|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <b>SOCIAL MEDIA MARKETING</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Social Media Platforms</li><li>• Benefits of SMM to Individuals and business</li></ul>  | 25%           |
| 2.             | <b>BRAND MANAGEMENT</b> <ul style="list-style-type: none"><li>• Understanding Brand</li><li>• Types of Brand</li><li>• Branding Decisions, Significance of Branding</li><li>• Challenges, Brand Building</li></ul>   | 25%           |
| 3.             | <b>GREEN MARKETING</b> <ul style="list-style-type: none"><li>• Meaning, Evolution</li><li>• Reasons for Adoption of Green Marketing</li><li>• Green Marketing Mix, Importance of Green Marketing</li><li>• Challenges Ahead of Green Marketing</li><li>• Some Case Studies of Successful Green Marketing</li></ul> | 25%           |
| 4.             | <b>ONLINE MARKETING &amp; SERVICE MARKETING</b> <ul style="list-style-type: none"><li>➤ <b>OnlineMarketing:</b><ul style="list-style-type: none"><li>• Definition, Components of E-commerce</li><li>• Advantages of Online Marketing</li></ul></li></ul>   | 25%           |





|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>• Growth of Online Marketing</li><li>➤ <b>Service Marketing:</b><ul style="list-style-type: none"><li>• Concept of service Quality, Impact of Service Quality</li><li>• Approaches To Service Quality</li><li>• 10 original Dimensions of Service Quality</li></ul></li></ul> |  |
|--|---|--|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through (eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|-------------------------------|---|

| 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 social media marketing to business as well as individual |
| 2.   | Understand what quality means in service delivery and how perceptions of service quality are developed by customers.     |
| 3.   | Understand and explain the environmental importance of green marketing from consumer and business perspective.           |
| 4.   | Increase the consciousness about Green Products  |

| Suggested References: |  |
|-----------------------|--|
| Sr. No.               | References   |
| 1.                    | Foundation of Advertising by S.A. Chunawala, Himalaya Publishing House |





|    |  |
|----|--|
| 2. | Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications (pg.no.- 52<br>“Green Marketing Importance”) |
| 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<br>Delhi                          |
| 5. | Advertising And Promotion By Kruti Shah & Alan D’souza   |
| 6. | Advertising Management By Manendra Mohan, Tata McGraw Hill   |

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

On-line resources:

**Website:**

<https://iide.co/blog/social-media-benefits-for-business/>

<https://www.marketing91.com/types-of-brands/>

<https://www.yourarticlelibrary.com/marketing/green-marketing-evolution-reasons-advantages-and-challenges/32326>

<https://www.simplilearn.com/digital-marketing-benefits-article>

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

|                             |            |                     |                                       |
|-----------------------------|------------|---------------------|---------------------------------------|
| Course Code                 | UM06DBBI73 | Title of the Course | Advanced Human Resource Management-II |
| Total Credits of the Course | 03         | Hours per Week      | 03                                    |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. Identify sources of stress, particularly for college students</li><li>2. Describe the symptoms and effects of chronic stress</li><li>3. List healthy ways of managing stress that fit your current lifestyle</li><li>4. Explain the future trends influencing the organisational culture, organisational development.</li><li>5. Identify the strategies for organisational development.</li><li>6. Apply the strategies and competencies learned to real life work situations.</li></ol> |
|--------------------|--|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <b>Work Stress:</b><br>Concept, Causes, Effects, Prevention of Stress, Individual and organisational stress, coping strategies, Counselling: Need, Functions, types.  | 25%           |
| 2.             | <b>Organisational Culture:</b><br>Concept, Characteristics, Impact of Organisational culture, creating and maintaining organisational culture, Socialization of employees: Process, methods, types/options<br>Spirituality and organisational culture: characteristics and criticism.               | 25%           |
| 3.             | <b>Organisational Effectiveness:</b><br>Concept, Approaches to measure effectiveness: goal approach, behavioral approach, system resource approach, strategic constituencies approach, maximization or optimization of effectiveness managerial effectiveness, factors in organizing effectiveness. | 25%           |
| 4.             | <b>Organisational Development (OD):</b><br>Concept, features, benefits and problems of OD, Process.<br>OD Interventions: Sensitivity Training, Grid OD, survey feedback, Process consultations, Team building, Management by Objective.   | 25%           |





|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through (eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|-------------------------------|---|

| 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 demonstrate knowledge about fundamental principles, generalizations, and/or theories and concepts in advanced human resources management.  |
| 2.   | Students will be able to use and explain the meaning for factual knowledge (terminology, methods, trends) such as understanding and addressing the increasing multi-generational issues, and implementing a retention strategy that addresses the needs of all generations.              |
| 3.   | Students will be able to apply course material to improve thinking, problem solving, and decision making in the advanced human resources management arena.   |
| 4.   | Students will be able to give examples of real-life application of advanced HR theories they learn such as: How to transform HR from the outside in, and how to safeguard their organization's bottom-line by acquiring the high-level skills needed to excel as an effective HR leader. |





Suggested References:

| Sr. No. | References  |
|---------|---|
| 1.      | Organisational Behaviour by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi. Delhi. |
| 2.      | Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New               |
| 3.      | Organisational Behaviour by Fred Luthans, Published by McGraw Hill, Singapore.                |

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

On-line resources:

**Website:**

1. <https://www.achievers.com/blog/organizational-culture-definition/#:~:text=Organizational%20culture%20is%20the%20collection,your%20company%20what%20it%20is.>
2. <https://www.helpguide.org/articles/stress/stress-in-the-workplace.htm>
3. <https://www.aihr.com/blog/organizational-effectiveness/>
4. <https://www.aihr.com/blog/organizational-development/>

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

|                             |            |                     |                                 |
|-----------------------------|------------|---------------------|---------------------------------|
| Course Code                 | UM06DBBI74 | Title of the Course | ADVANCE EXPORTS 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 to understand the current foreign trade policy and other schemes offered by government in import and export.</li><li>2. To provide knowledge of ISO certification and star export houses.</li><li>3. To enhance knowledge trade policy and barriers to international business.</li><li>4. To help student to understand the International taxation. It will also enable students to know more about the double taxation agreement and method of giving relief in double taxation.</li></ol> |
|--------------------|---|

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage*(%) |
| 1.             | <b>India's Exim (Foreign Trade) Policy</b> <ul style="list-style-type: none"><li>• Objectives &amp; Highlights Of Current Exim Policy</li><li>• DEPB,</li><li>• EPCG Schemes,</li><li>• Star Export Houses</li><li>• Deemed Exports,</li><li>• SEZ's,</li><li>• ISO 9000 Series</li></ul>  | 25%           |
| 2.             | <b>Export Costing &amp; Export Pricing</b> <ul style="list-style-type: none"><li>• Export Pricing: Factors, Methods and Strategies</li><li>• Concepts,</li><li>• INCO Terms</li><li>• Terms Of Payment</li><li>• DA/DP Terms</li></ul>   | 25%           |
| 3.             | <b>Trade Policy and Barriers to International Business</b> <ul style="list-style-type: none"><li>• Free trade Policy,</li><li>• Protection,</li><li>• Advantages of Protectionism,</li><li>• Role of protection in developing countries,</li><li>• International Business Protection devices – Tariffs, Import Quotas,</li><li>• Quotas Vs Tariffs</li></ul> | 25%           |





|    |   |     |
|----|---|-----|
| 4. | International Taxation & FEMA <ul style="list-style-type: none"><li>• Double Taxation Avoidance Agreements.</li><li>• Double Taxation Relief Provisions in India.</li><li>• Method of Giving Relief from Double Taxation.</li><li>• FEMA Regulations(Objectives, Current &amp;Capital account transactions, Comparison between FERA &amp; FEMA)</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 |
|-------------------------------|--|

| 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 able to learn about India's EXIM policy and different schemes like EPCG, DEPB, Star Export House, Deemed Exports etc and also about the importance of Special Economic Zones in India. |
| 2.   | Enhance their knowledge about the INCO terms and methods of payment in import and export process.  |
| 3.   | Gain in-depth knowledge about the trade barriers like free trade policy, tariffs and quotas.   |
| 4.   | Understand the concept of Double Taxation avoidance agreements and FERA and FEMA regulations.  |

| Suggested References: |            |
|-----------------------|------------|
| Sr. No.               | References |





|    |   |
|----|---|
| 1. | Export Management: TAS BalaGopal, Himalaya Publishing House .   |
| 2. | Dr. D.M. Mithani – Money, Banking, International Trade and Public Finance, Himalaya Publishing House Pvt. Ltd, New Delhi. |
| 3. | Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House  |
| 4. | Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi                                       |
| 5. | Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi.               |
| 6. | International Business: Dr. R. Chandran, Jaico Publishing House   |
| 7. | Export Marketing: Acharya & Jain, Himalaya Publishing House   |
| 8. | Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons   |
| 9. | International Marketing Management: V. L. Varshney & B. Bhattacharya  |

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

On-line resources:

<https://prepp.in/news/e-492-special-economic-zones-indian-economy-notes>

<https://prepp.in/news/e-492-indias-foreign-trade-policy-indian-economy-notes>

<https://www.yourarticlelibrary.com/international-trade/indias-foreign-trade-policy-for-international-business/76471>

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

|                             |            |                     |                                 |
|-----------------------------|------------|---------------------|---------------------------------|
| Course Code                 | UM06CBB176 | Title of the Course | Desktop Application Development |
| Total Credits of the Course | 03         | Hours per Week      | Theory 03 + Practical 03        |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. Intended to teach Windows Development in advanced programming language</li><li>2. To understand the need, model, application of a desktop development</li></ol> |
|--------------------|--|

| Course Content |   |                |
|----------------|---|----------------|
| Unit           | Description   | Weightage* (%) |
| 1.             | <b>Introduction to .NET Framework and VB.NET</b><br>.NET Architecture, .NET Languages, Microsoft Intermediate Language (MSIL), The Just-In-Time (JIT) Compiler; VB.NET - Introduction, Applications and Types of Project; Introduction to Visual Studio IDE; Creating simple Windows Application using VB.NET; Variables, Data Types, Constants, Operators. | 25 %           |
| 2.             | <b>Windows Forms</b><br>Working with SDI and MDI forms, Controls - Button, CheckBox, ComboBox, DateTimePicker, GroupBox, RadioButton, Label, ListBox, PictureBox, TextBox and Timer; Working with Advanced Controls – LinkLabel, RichTextBox, ColorDialog, FontDialog, TreeView   | 25 %           |
| 3.             | <b>Windows Programming</b><br>Use of Conditional Statement (if), Multi-Branching Statement (select); Looping Statement (for, while), Working with EXIT; Working with Procedures – Introduction, Types, Use of Parameters, Parameter Passing, Calling Procedures; Working with Windows Forms – Introduction, Basic Properties, Methods and Events.           | 25 %           |
| 4.             | <b>Database Programming</b><br>ADO.NET – Introduction, Applications, Architecture (Connected and Disconnected); Database Connectivity using ADO.NET; Use of Data Sources and Coding, Server Explorer and working with DataSet; Populating Data in a Data Controls   | 25 %           |

|                          |   |
|--------------------------|---|
| <b>Teaching-Learning</b> | Classroom Interaction and in addition demonstration |
|--------------------------|---|





|                    |   |
|--------------------|---|
| <b>Methodology</b> | through case studies and ICT based applications |
|--------------------|---|

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

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |   |
|---|---|
| 1.  | Understand the fundamentals advanced programming in windows environment |
| 2.  | Proper implement of any desktop application through windows programming |
| 3.  | In-depth knowledge about basic functionalities, models etc...           |

| <b>Suggested References:</b> |  |
|------------------------------|--|
| <b>Sr. No.</b>               | <b>References</b>  |
| 1.                           | Steven Holzner; VB.NET Black Book by Dreamtech publication   |
| 2.                           | Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press                                 |
| 3.                           | Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0 |

| <b>On-line resources to be used if available as reference material</b> |   |
|--|---|
| On-line Resources  |   |
| 1.   | <a href="https://learn.microsoft.com/en-us/dotnet/visual-basic/">https://learn.microsoft.com/en-us/dotnet/visual-basic/</a> |
| 2.   | <a href="https://www.tutorialspoint.com/vb.net/index.htm">https://www.tutorialspoint.com/vb.net/index.htm</a>               |
| 3.   | <a href="https://www.javatpoint.com/vb-net">https://www.javatpoint.com/vb-net</a>   |





**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2023-2024**

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

|                             |            |                     |                             |
|-----------------------------|------------|---------------------|-----------------------------|
| Course Code                 | UM06CBB177 | Title of the Course | Server Side Web Programming |
| Total Credits of the Course | 03         | Hours per Week      | Theory 03 + Practical 03    |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. Intended to teach Web Development in advanced programming language</li><li>2. To understand the need, model, application of a web development</li></ol> |
|--------------------|--|

| Course Content |   |                |
|----------------|---|----------------|
| Unit           | Description   | Weightage* (%) |
| 1.             | <b>Introduction</b><br>ASP.NET – Introduction, Overview of ASP.NET Framework, Understanding ASP.NET Controls, Understanding ASP.NET Pages, Advantages of ASP.NET, Web Servers – Introduction and Role, Internet Information Server (IIS) – Introduction, ASP.NET Application – Introduction, Creating ASP.NET page.   | 25 %           |
| 2.             | <b>ASP.NET Standard Controls and Validation Controls</b><br>Using Standard Controls: Label, TextBox, CheckBox, ListBox, Button, RadioButton, Linkbutton, ImageButton, DropDownList; Client-side validation vs. Server-side validation, Overview of the Validation Controls (UsingRequiredFieldValidator, RangeValidator, CompareValidator, ValidationSummary) | 25 %           |
| 3.             | <b>State Management and Advanced Concepts</b><br>Introduction to State Management, State Management using ViewState, Session, Application, QueryString; The Global.asax Application file, Master Page, Site Navigation Controls.  | 25 %           |
| 4.             | <b>Database Programming</b><br>ADO.NET Architecture - Connected and Disconnected; ADO.NET basics – Connection, command, DataReader, DataSet, DataAdapter, Data Binding; Introduction to Data controls (GridView, DetailsView, DataList)   | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|





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

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |   |
|---|---|
| 1.  | Understand the fundamentals advanced programming                            |
| 2.  | Proper implement of any web application through server side web programming |
| 3.  | In-depth knowledge about basic functionalities, models etc...               |

| <b>Suggested References:</b> |   |
|------------------------------|---|
| <b>Sr. No.</b>               | <b>References</b>   |
| 1.                           | Matthew MacDonald : Beginning ASP.NET 2.0 in VB 2005 by Apress, First Indian Reprint 2006 |
| 2.                           | Stephen Walther : ASP.NET 2.0 Unleashed by Sams Publication                               |
| 3.                           | Scott Mitchell : Teach Yourself ASP.NET 2.0 in 24 Hours by Sams Publication               |
| 4.                           | Steven Holzner; VB.NET Black Book by Dreamtech publication                                |

| <b>On-line resources to be used if available as reference material</b> |   |
|--|---|
| On-line Resources  |   |
| 1.   | <a href="https://dotnet.microsoft.com/en-us/apps/aspnet">https://dotnet.microsoft.com/en-us/apps/aspnet</a>                 |
| 2.   | <a href="https://learn.microsoft.com/en-us/dotnet/visual-basic/">https://learn.microsoft.com/en-us/dotnet/visual-basic/</a> |
| 3.   | <a href="https://www.javatpoint.com/asp-net-tutorial">https://www.javatpoint.com/asp-net-tutorial</a>                       |







4.

<https://www.tutorialspoint.com/asp.net/index.htm>

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

|                             |            |                     |              |
|-----------------------------|------------|---------------------|--------------|
| Course Code                 | UM06DBBI75 | Title of the Course | Trends in IT |
| Total Credits of the Course | 03         | Hours per Week      | 03           |

|                    |  |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"><li>1. Intended to teach Internet Marketing</li><li>2. To understand the AI, fuzzy logic, expert systems etc...</li><li>3. To understand current trends in mobile computing, cloud computing</li></ol> |
|--------------------|--|

| Course Content |   |                |
|----------------|---|----------------|
| Unit           | Description   | Weightage* (%) |
| 1.             | <b>Data Analytics</b><br>Data Warehouse, Data Mining, Business Intelligence and Data Analytics.   | 25 %           |
| 2.             | <b>Machine Learning</b><br>Introduction to AI, AI and Related Fields, Expert Systems, Introduction to Fuzzy Logic, Applications of AI   | 25 %           |
| 3.             | <b>Search Engine Optimization</b><br>Internet Basics, Internet Marketing, Search Engines Basics, Search Engine Algorithm - Vector Space Model, Using Search Engine, Search Engine Optimization. | 25 %           |
| 4.             | <b>Current Trends</b><br>Internet of Things, Virtualization, Augmented Reality and Virtual Reality, Mobile Computing, Cloud Computing   | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|

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





|    |  |     |
|----|--|-----|
|    | Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) |     |
| 3. | University Examination   | 70% |

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

|    |   |
|----|---|
| 1. | Having knowledge about proper data mining and data analytics                                  |
| 2. | Having knowledge about AI, Expert Systems, fuzzy logics etc..                                 |
| 3. | In-depth knowledge about Internet Marketing through SEO, mobile computing and cloud computing |

**Suggested References:**

| Sr. No. | References   |
|---------|--|
| 1.      | Data Mining – Concepts and Techniques - Jiawei Han & Micheline Kamber, Morgan Kaufmann Publishers, Elsevier, 2nd Edition, 2006 |
| 2.      | Introduction to Data Mining – Pang-Ning Tan, Michael Steinbach and Vipin Kumar, Pearson education                              |
| 3.      | Artificial Intelligence -By Elaine Rich And Kevin Knight (2nd Edition) Tata Mcgraw-Hill  |
| 4.      | Artificial Intelligence: A Modern Approach, Stuart Russel, Peter Norvig, PHI   |
| 5.      | The Art of SEO: Mastering Search Engine Optimization by Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin           |
| 6.      | Mark L Murphy, “Beginning Android”, Wiley India Pvt Ltd (2009)   |

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

| On-line Resources |   |
|-------------------|---|
| 1.                | <a href="https://www.javatpoint.com/data-mining">https://www.javatpoint.com/data-mining</a>   |
| 2.                | <a href="https://www.tutorialspoint.com/data_mining/index.htm">https://www.tutorialspoint.com/data_mining/index.htm</a>                         |
| 3.                | <a href="https://www.javatpoint.com/artificial-intelligence-tutorial">https://www.javatpoint.com/artificial-intelligence-tutorial</a>           |
| 4.                | <a href="https://www.tutorialspoint.com/artificial_intelligence/index.htm">https://www.tutorialspoint.com/artificial_intelligence/index.htm</a> |





|    |   |
|----|---|
| 5. | <a href="https://www.tutorialspoint.com/seo/index.htm">https://www.tutorialspoint.com/seo/index.htm</a> |
| 6. | <a href="https://www.javatpoint.com/seo-tutorial">https://www.javatpoint.com/seo-tutorial</a>           |

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

|                             |            |                     |                             |
|-----------------------------|------------|---------------------|-----------------------------|
| Course Code                 | UM06DBBI76 | Title of the Course | IT Based Project Management |
| Total Credits of the Course | 03         | Hours per Week      | 03                          |

|                    |   |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> <li>1. Intended to teach basics involved in Project Management</li> <li>2. To understand the structure, function and characteristics of IT Based Project Management</li> </ol> |
|--------------------|---|

| Course Content |  |                |
|----------------|--|----------------|
| Unit           | Description  | Weightage* (%) |
| 1.             | <b>Introduction</b><br>Definition of the Project, Project Specification and Parameters, Principles of Project Management, Project Management Life Cycle.   | 25 %           |
| 2.             | <b>Software Project Planning</b><br>Project Activities and Work Breakdown Structure (WBS), Criteria for completeness in the WBS, Activity Resource Requirements and Cost, Joint Project Planning Session, Project Management Plan  | 25 %           |
| 3.             | <b>Project Economics and Risk Management</b><br>Project Costing, Empirical Project Estimation Techniques, Decomposition Techniques, Algorithmic Methods, Automated Estimation Tools; Risk Concepts and Identification, Risk Assessment and Control, Risk Components and Drivers, Risk Tracking and Monitoring, Risk Mitigation and Management. | 25 %           |
| 4.             | <b>Project Scheduling and Tracking Techniques</b><br>Introduction to Project Scheduling and Tracking, Effort Estimation Techniques, Task Network and Scheduling Methods, Monitoring and Control Progress, Graphical Reporting Tools  | 25 %           |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|





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

| <b>Course Outcomes: Having completed this course, the learner will be able to</b> |   |
|---|---|
| 1.  | Understand the fundamentals of IT Based Project Management              |
| 2.  | Proper implement of any project management through computer application |
| 3.  | In-depth knowledge about basic task, resources, dependencies etc...     |

| <b>Suggested References:</b> |  |
|------------------------------|--|
| <b>Sr. No.</b>               | <b>References</b>  |
| 1.                           | Software Project Management - John J. Rakos, 1998, Prentice Hall     |
| 2.                           | Software Project Management - Walker Royce, 2001, Pearson Education. |
| 3.                           | Software Engineering - Roger S. Pressman, 2001, McGraw Hill.         |
| 4.                           | Ian Somerville, "Software Engineering", 2004, Addison Wesley         |

| <b>On-line resources to be used if available as reference material</b> |   |
|--|---|
| <b>On-line Resources</b>   |   |
| 1.   | <a href="https://www.tutorialspoint.com/management_concepts/index.htm">https://www.tutorialspoint.com/management_concepts/index.htm</a> |
| 2.   | <a href="https://www.javatpoint.com/software-project-management">https://www.javatpoint.com/software-project-management</a>             |

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

|                             |            |                     |                       |
|-----------------------------|------------|---------------------|-----------------------|
| Course Code                 | UM06SBB171 | Title of the Course | COMPREHENSIVE PROJECT |
| Total Credits of the Course | 03         | Hours per Week      | 03                    |

|                    |  |
|--------------------|--|
| Course Objectives: | The purpose of this course is to enable the students for in-depth analysis of a topic relating to his/her area of specialization, and develop a comprehensive understanding on the same. For this the students will choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty. |
|--------------------|--|

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | <p>Students will be required to carry out a micro-analysis of an organisation from the subject area chosen. The microanalysis will include collecting information regarding chosen major functional areas such as marketing, finance, human resources. Students will be required to prepare questionnaire and use suitable statistical / mathematical techniques for analysis of information/data and draw suitable conclusions / recommendations.</p> <p>It will be a individual Project The learning can be carried out through:</p> <ol style="list-style-type: none"><li>1. Study of secondary data from books, journal and magazine articles, newspaper articles, websites, electronic and physical databases, etc.</li><li>2. Primary data collection through interviews, discussions, and other research instruments. Students are encouraged to pursue the research in the organization where they had undergone their second year project work.</li></ol> <p>The students will work on their projects individually and not in pairs or teams. The institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students. As a rule, no faculty member may be permitted to guide more than 10 students.</p> | 100%          |





|  |  |  |
|--|--|--|
|  | <p>The format of the report would comprise following points:</p> <ol style="list-style-type: none"><li>1) Title page</li><li>2) Preface</li><li>3) Acknowledgement</li><li>4) Certificate</li><li>5) Table of Content</li><li>6) Introduction and Identification of Problem with reasons</li><li>7) Literature Review</li><li>8) Research Methodology</li><li>9) Data Collection</li><li>10) Data analysis and Interpretation</li><li>11) Recommendations and conclusion</li><li>12) Bibliography</li></ol> <p>The report must be prepared taking into following guideline:</p> <p>Sr. No. Particular Details</p> <ol style="list-style-type: none"><li>1 Paper Size A4</li><li>2 Margins Left Side - 1.5 cm Right Side - 1 cm Top and Bottom - 1 cm</li><li>3 Line Spacing 1.5 cm</li><li>4 Font Type Times New Roman</li><li>5 Font Size 12</li><li>6 Alignment Page Justify</li><li>7 No of Copies</li></ol> <p>3 copies<br/>1 each for University, College and Student</p> |  |
|  |  |  |
|  |  |  |
|  |  |  |

|                               |  |
|-------------------------------|--|
| Teaching-Learning Methodology | Discussions and Guidance under the supervision of a faculty, Company Visits and discussions with managers of the organisations, reading and analyzing annual reports, writing reports and presentations. |
|-------------------------------|--|







| <b>Evaluation Pattern</b>  |  |           |
|--|--|-----------|
| Sr. No.  | Details of the Evaluation  | Weightage |
| 1.   | Internal Evaluation<br>The performance of students in the course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance which will carry 30 marks.   | 30%       |
| 2.   | External Evaluation<br>The University examination will be based on oral presentation, review of reports and a viva-voce which will carry 70 marks for the course evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this course. ONE copy of report (Computerized) should be submitted to the university by the student, before the commencement of his/her external examination. | 70%       |
| Course Outcomes: Having completed this course, the learner will be able to : |  |           |
| 1.   | Perform company analysis and learn to take decisions in changing environment.  |           |
| 2.   | Apply marketing mix strategies in a competitive scenario.  |           |
| 3.   | Perform financial analysis and suggest strategies to improve the financial health of the organization.   |           |
| 4.   | Apply production management related strategies, including inventory management etc.  |           |
| 5.   | To work in a team and learn group dynamics.  |           |
| 6.   | Enhance employability  |           |

| <b>Programme Outcomes: Having completed this course, the learner will be able to</b> |  |
|--|--|
| 1.   | Enabling the students to have a fair idea on various aspects of company management, functions of management, financial and marketing strategies ,operations management, its practical applicability and its emerging trends. |





**Suggested References:**

| Sr. No. | References   |
|---------|--|
| 1.      | Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, etc |
| 2.      | Annual reports of companies, SEBI , NSE, BSE reports. secondary sources including databases                  |
| 3.      | secondary sources including databases  |

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Bachelor of Business Administration  
B.B.A. (ITM) NCC Semester VI

|                             |            |                     |            |
|-----------------------------|------------|---------------------|------------|
| Course Code                 | UB06SBB172 | Title of the Course | NCC Army-6 |
| Total Credits of the Course | 2          | Hours per Week      | 3          |

|                                     |  |
|-------------------------------------|--|
| Course Objectives:<br>( Theory )    | <p>Cadets will be able to: -</p> <ul style="list-style-type: none"><li>a. Get acquainted about counselling process its need and importance.</li><li>b. Know about SSB procedure and different tasks and tests.</li><li>c. Know about the conduction during the interview.</li><li>d. Understand the security challenges &amp; role of cadets in Border Areas.</li><li>e. Know about the modes of entry in Armed forces, CAPF &amp; police.</li><li>f. Understand the life history &amp; leadership qualities of great generals.</li><li>g. Learn about 1999 Kargil war.</li><li>h. Acquire the knowledge about various wars and their heroes.</li><li>i. Know about various components of communication process.</li></ul> |
| Course Objectives:<br>( Practical ) | <p>Cadets will be able to:</p> <ul style="list-style-type: none"><li>(a) Understand that drill as the foundation for discipline and to command a group for common goal.</li><li>(b) Appreciate grace and dignity in the performance of ceremonial drill.</li><li>(c) Know about various knots and lashing used in soldiering.</li><li>(d) Acquire awareness about the basic weapon system in use in the Armed Forces.</li></ul>  |



| Course Content : Theory ( 1 Credit : 1hours, 25 Marks) |   |                |
|--|---|----------------|
| Unit   | Description   | Weightage* (%) |
| 1.   | <b><u>Unit 1. Personality Development</u></b> <ul style="list-style-type: none"><li>➤ Career Counselling</li><li>➤ SSB Procedure</li><li>➤ Interview Skills</li></ul>   | 20 %           |
| 2  | <b><u>Unit 2. Border &amp; Coastal Areas</u></b> <ul style="list-style-type: none"><li>➤ Security Challenges &amp; Role of cadets in Border management.</li></ul>   | 20 %           |
| 3  | <b><u>Unit 3. Armed Forces</u></b> <ul style="list-style-type: none"><li>➤ Modes of Entry into Army, Police and CAPF.</li></ul>   | 20 %           |
| 4  | <b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Biographies of Renowned Generals.</li><li>➤ War Heroes : Param Veer Chakra Awardees.</li><li>➤ Study of Battles of Kargil.</li><li>➤ War Movies.</li></ul> | 20 %           |
| 5  | <b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Introduction to Communication &amp; Latest Trends.</li></ul>   | 20 %           |



| <b>Course Content : Practical ( 1 Credit : 2 hours, 25 Marks)</b> |   |                |
|---|---|----------------|
| Unit  | Description   | Weightage* (%) |
| 1.  | <b><u>Unit 1. Drill</u></b> <ul style="list-style-type: none"><li>➤ Ceremonial Drill.</li><li>➤ Guard of Honour.</li></ul>  | 15 %           |
| 2   | <b><u>Unit 2. Weapon Training</u></b> <ul style="list-style-type: none"><li>➤ Short Range firing.</li></ul>   | 15 %           |
| 3   | <b><u>Unit 3- Map Reading</u></b> <ul style="list-style-type: none"><li>➤ Google Maps &amp; applications.</li></ul>   | 10 %           |
| 4   | <b><u>Unit 4- Field Craft &amp; Battle Craft</u></b> <ul style="list-style-type: none"><li>➤ Knots, Lashing and Stretchers.</li></ul>   | 15 %           |
| 5   | <b><u>Unit 5- Social Service and Community Development</u></b> <p>Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.</p>     | 15 %           |
| 6   | <b><u>Unit 6- Introduction of Infantry Weapons &amp; Equipment(INF)</u></b> <ul style="list-style-type: none"><li>➤ Characteristics of 5.56MM INSAS Rifle.</li><li>➤ Ammunition.</li><li>➤ Fire Power.</li><li>➤ Stripping, Assembling &amp; Cleaning Practice.</li></ul> | 15%            |



|   |  |     |
|---|--|-----|
| 7 | <b><u>Unit 7. Communication (COM)</u></b> <ul style="list-style-type: none"><li>➤ Basic Radio Telephony (RT) Procedure.</li><li>➤ Introduction, Advantages, Disadvantages, Need for standard procedures.</li></ul> | 15% |
|---|--|-----|

|                               |   |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through <ul style="list-style-type: none"><li>➤ Power Point Presentation</li><li>➤ Audio-Visual Presentation</li><li>➤ Group Discussion</li><li>➤ Role Playing</li><li>➤ Case Study</li></ul> |
|-------------------------------|---|

| Evaluation Pattern |   |           |
|--------------------|---|-----------|
| Sr. No.            | Details of the Evaluation   | Weightage |
| 1.                 | External University Written Examination (As per CBCS R.6.8.3)   | 50 %      |
| 2.                 | External University Practical Examination in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 50%       |

|   |
|---|
| <b>Course Outcomes ( Theory )</b>   |
| <p><b><u>Expected Learning Outcomes.</u></b></p> <p>After completing this course, the cadets will be able to: -</p> <ol style="list-style-type: none"><li>a. Get motivated to join Armed forces, police &amp; CAPF.</li><li>b. Write their CV effective and appealing.</li><li>c. Face SSB interview effectively in their future.</li><li>d. Understand individual responsibilities &amp; role in meetings the security challenges on Border/Coastal areas.</li><li>e. Imbibe the feeling of patriotism.</li><li>f. Communicate more effectively.</li></ol> |



**Course Outcomes ( Practical )**

**Expected Learning Outcomes:**

After completing this course, the cadets will be able to: -

- (a) Perform foot drill and follow the different word of command.
- (b) Aiming range and figure targets.
- (c) Use the different knots and lashing in day-to-day life for different purposes.
- (d) Develop the feeling of altruism.

**Suggested References:**

| Sr. No. | References  |
|---------|---|
| 1.      | Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi. |
| 2.      | Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi. |
| 3.      | Hand book of NCC by Kanti Publication, Etava U. P.                |
| 4.      | Hand book of NCC by Ramesh Publishing house, New Delhi.           |

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

On-line Resources

<https://indiancc.nic.in/dg-ncc-gen-aich>

<https://indiancc.mygov.in/>

DGNCC training App

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