

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Structure with effect from: June – 2023
SEMESTER – V

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM05ABBS71	Business Etiquettes and Presentation Skills-I	T	3	2	30	70	100
	UM05ABBS72	Leadership Skill for Management-I	T	3	2	30	70	100
Core Courses (Any Three)	UM05CBBS71	E-Commerce-I	T	3	2	30	70	100
	UM05CBBS72	Data Communication & Computer Network-I	T	3	2	30	70	100
	UM05CBBS73	V.B.NET	T	3	2	30	70	100
	UM05CBBS74	Supply Chain Management	T	3	2	30	70	100
Generic Elective (Any One)	UM05GBBS71	Indian Business Environment	T	3	2	30	70	100
	UM05GBBS72	Entrepreneurship Development	T	3	2	30	70	100
Discipline Specific Elective (Two)	UM05DBBS71	Personal Finance	T	3	2	30	70	100
	UM05DBBS72	Marketing Management	T	3	2	30	70	100
	UM05DBBS73	Software Engineering	T	3	2	30	70	100
Skill Enhancement Elective Course (Any One)	UM05SBBS71	Social Entrepreneurship	T	3	2	30	70	100
	UM05SBBS72	Consumer Rights	T	3	2	30	70	100
	UM05SBBS73	NCC Army-5	T+P	3	2	30 (15+15)	70 (35+35)	100



Programme: BBA (ISM) Semester: V

Course Code	UM05ABBS71	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">• To impart training to the students with a view to developing their communicative competence in English.• To equip students with the skills necessary at the workplace.
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Course Content (Theory)		
	Description	Weightage
1.	Business Etiquettes 1. Business Etiquettes: Concept and Importance 2. Etiquettes for: a. Meetings b. Telephone/Cellphone conversations 3. Etiquettes at Workplace (Internal - superiors, peers and subordinates) 4. Etiquettes with Stakeholders (External - suppliers and customers)	25%
2.	Business Presentation 1. Importance and Role of Business Presentation 2. Planning for Presentation 3. Preparing and Practicing (Rehearsing) the Presentation 4. Delivering the Presentation	25%
3.	Communication in Public Relation 1. Public Relation: Definition, Four elements of PR 2. Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question- and- Answer Discussions. (Short notes may be asked) 3. Publicity Media: Newspaper, Radio, TV, Internet 4. Crisis Communication: Concept and techniques to deal with crisis	25%



4.	Organisational Communication 1. Definition and meaning of Organizational communication 2. Basics of Organisational communication 3. Communication climate in an organization 4. Intra-personal communication and interpersonal communication	25%
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Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	15 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15 marks
3.	University Examination	70 marks



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. No.	References (Theory)
	<p>Reference Books:</p> <ol style="list-style-type: none">1. Hasbany Ghassan: <i>How to make winning presentation</i>: Jaico Publication2. Antony Jay & Ross Jay: <i>Effective Presentation</i>, Universities Press (UP).3. David Robinson: <i>Business Etiquettes</i>, Kogan Page India Private Limited.4. H. Frazier Moore & Frank Kalupa: <i>Public Relation</i>, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.5. Doctor, Rhoda A. & Doctor, Aspi H: <i>Principles and practices of Business Communication</i>, Sheth Publishers Pvt. Ltd. Mumbai.6. Rajendra Pal & J S Korlahalli: <i>Essentials of Business Communication</i>, SultanChand & Sons7. Raman, Minaxi & Singh, Prakash: <i>Business Communication</i>, OXFORD8. Chatruvedi, P D & Chatruvedi, Mukesh: <i>Business Communication</i>, Second Edition, PEARSON.

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



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

Course Code	UM05ABBS72	Title of the course	Leadership Skills For Management – I
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Leadership skills training helps to build confidence and paves the way for future inspirational leaders.
	2. By imparting such training, organizations can prepare the employees who have the potential to take up managerial roles in future.
	3. To differentiate between the good, fair and excellent leaders.

Unit	Title	Description in detail	Weightage (%)
1	Managerial Traits and Skills	<p>Nature of Traits & Skills: Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills.</p> <p>Managerial Traits and Effectiveness: High Energy level and Stress Tolerance, Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation.</p> <p>Managerial Skills and Effectiveness: Technical Skills, Conceptual Skills, Interpersonal Skills.</p>	25 %
2	Relevant Competencies for Leadership Skills:	<p>Relevant Competencies for Leadership Skills:</p> <p>Other Relevant Competencies: Emotional Intelligence, Social Intelligence, Systems Thinking, Ability to learn.</p> <p>Situational Relevance of Skills: Skills Needed at Different levels, Transferability of Skills Across, Organizations, Requisite Skills and the External Environment.</p> <p>Applications for Managers: Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a weakness, Compensate for weaknesses.</p>	25 %



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Syllabus with effect from the Academic Year 2023-2024



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3	Leadership Developmental Activities: Learning from Experience:	<p>Leadership Developmental Activities: Learning from Experience: Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback.</p> <p>Developmental Activities: Multisource Feedback, Developmental Assessment Centers, Developmental Assignments, Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor Challenge Programs, Personal Growth Programs.</p>	25 %
4	Contemporary Issues in Leadership: Inspirational Approach	<p>Contemporary Issues in Leadership: Inspirational Approach on Leadership: Charismatic Leadership, Transformational Leadership</p> <p>Authentic Leadership: Self-awareness, Self-regulation & development, Relational Transparency</p> <p>Contemporary Leadership Roles: Mentoring, Self-Leadership, E-Leadership</p> <p>Leadership Development: Ingredients of Leadership Development, Leadership Development Process</p>	25 %

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

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



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COURSE OUTCOMES:	
1	The outcome of leadership is influence, the ability to cause people to achieve a compelling vision.
2.	So leadership , in its simplest form, is the ability to turn vision into reality.
3.	Thus the outcome of leadership is vision, accompanied with passion and action.
4.	Leaders who engage in lifelong processes of formation will be persons who create nourishing work environments, virtuous cultures of productivity and compassion, and strong, reciprocal connections to the communities served by their organizations.
5.	The leadership they demonstrate — Identified, nurtured, and inspired information programs — will yield outcomes in these and other categories:

PROGRAMME OUTCOMES	
1	To understand and apply principles of management for learn and organisation building
2.	To demonstrate critical thinking and analytical skills to solve business problems in a real world context
3.	To learn effective communication with components such as written oral and non verbal
4.	To understand various functional areas of management including Marketing, Finance and Human resource management
5.	To demonstrate competence to apply a variety of computer application to serve business needs

REFERENCES:	
1	Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2	L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3	P.Guggenheimer& M. Diana Szulc: Understanding Leadership Competencies,Viva, books, New Delhi



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

Course Code	UM05CBBS71	Title of the course	E- Commerce-I
Total Credits of the course	3	Hours per week	3

Course Objectives:	<ul style="list-style-type: none"> • Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational.
	<ul style="list-style-type: none"> • Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

Course Content			Weightage
Units	Description		
Unit – 1	Foundation of Electronic Commerce	Definition of Electronic Commerce-Benefits and Limitation of EC-The Driving forces of E-Commerce-Everything will be changed	25%
Unit – 2	Infrastructure of E Commerce	Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications,	25%
Unit -3	Electronic Payment System	Electronic Payment System-Electronic Payment Protocols-Security schemes in electronic payment system: Transaction certificate and time stamp-Electronic credit card system on the internet-Electronic fund transfer and debit card on the internet	25%
Unit-4	Internet Consumer and Market research	Building Customer Relationship-Consumer Behavioral Model-Personal characteristics ,Demographics of surfers-Consumer Purchasing Decision Making-One to One Relationship marketing-Delivery Customer services in Cyberspace-Intelligent agents for consumers	25%



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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	Weightage
1	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2	Internal Continuous Assessment in the form of Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

COURSE OUTCOMES:

1	Demonstrate an understanding of the foundations and importance of E-commerce
2.	Analyze the impact of E-commerce on business models and strategy
3.	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
4.	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

REFERENCES:

1	Electronic Commerce A Managerial Perspective By: EfraimTurban ,Jae Lee, David King, H.Michael Chung.
2	Electronic Commerce 2004 A Managerial Perspective By: EfraimTurban ,Jae Lee, David King, Dennis Viehland.



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

Course Code	UM05CBBS72	Title of the course	Data communication and Computer Network-I
Total Credits of the course	3	Hours per week	3

Course Objectives:	- Build an understanding of the fundamental concepts of computer networking
	-Familiarize the student with the basic taxonomy and terminology of the computer Networking area.

Course Content		Weightage
Units	Description	
Unit – 1	FUNDAMENTALS	25%
	Networks – Definition of LAN – Components – Models – Applications – Layered Architecture – OSI Model – The Internet Model – IEEE Standards	
Unit – 2	DATA TRANSMISSION	25%
	Analog and Digital Signals – Digital and Analog Transmission – Multiplexing – Data Rate – Guided Media – Unguided Media – Transmission Impairment – Performance – Error Detection	
Unit -3	LAN TOPOLOGIES	25%
	Introduction – BUS Topology – Ring Topology – Star Topology – Hybrid Topology – Flow Control – Medium Access Methods	
Unit-4	CONNECTING LANS	25%
	Repeater – Hubs – Switch – Bridges – Routers – Gateways – Other Devices	



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

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

COURSE OUTCOMES:

1	Independently understand basic computer network technology.
2.	Understand and explain Data Communications System and its Components.
3.	Identify the different types of network topologies and protocols.
4.	Identify the different types of network devices and their functions within a Network.

REFERENCES:

1	Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition
2	Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition



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

Course Code	UM05CBBS73	Title of the course	VB.NET
Total Credits of the course	3	Hours per week	3

Course Objectives:	- Students will be exposed to the following concepts and skills
	-Analyze program requirements
	- Design/develop programs with GUI interfaces
	-Code programs and develop interface using Visual Basic .Net

Course Contents			
Units		Description	Weight age
Unit – 1	Introduction to .NET Framework and VB.NET	NET Frame Work, .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%
Unit – 2	Windows Forms	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%
Unit -3	Windows Programming	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%

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Unit-4	Database Programming	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%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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EVALUATION PATTERN

Sr. No.	Details of the Evaluation	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:

1	-Understand the programming algorithm, process, and structure
2.	Understand and identify the fundamental concepts of object-oriented programming
3.	-Understand and use the concepts of objects, primitive value, message, method, selection control structure, repetition control structures, object reference, container, and method parameter
4.	-Understand the impact of Java and VB.NET on business
5.	-Know how to write and run a complete program

REFERENCES:

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



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

Course Code	UM05CBBS74	Title of the course	Supply Chain Management
Total Credits of the course	3	Hours per week	3

Course Objectives:	-To give insight about supply chain management.
	-Attainment of organisational goals using supply chain mgmt. techniques.
	-To analyse and examine the implementation of supply chain mgmt. concepts and strategy to firms.
	-To outline key supply chain mgmt. concepts and its application to market.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction	-Evolution of Supply Chain Management -Objectives, -Benefits of Supply Chain Management -Seven Components of Supply Chain Management	25%
Unit – 2	Supply Chain Management Strategy	- Concept - Supply Chain Framework Design - Factors Affecting Supply Chain Design - Performance Measures	25%
Unit -3	Contemporary Issues In Supply Chain Management	- Demand Chain Management - Green Supply Chain Management - Challenges of Supply Chain Management	25%
Unit-4	Indian Scenario Of Supply Chain Management	- Overview of Indian Scenario - Outsourcing in Indian Context - Indian Specific Problems - Indian Success Stories	25%



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

Sr. No.	Details of the Evaluation	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:

1	Identify the scope and significance of Supply Chain Relationships in business.
2.	Coordinate the various SCM variables and interpret them for designing marketing strategy for business firms
3.	Examine SCM concepts and phenomenon to current business events in the industry.

REFERENCES:

1	Sarikakulkarni and Ashoksharma , “supply chain management”- creating Linkages for faster business turnaround ,tatamcgraw – Hill publication -2008
2	Dr.milindMoka and Prof. Deepak P.hBivpathaki, “supply chain management” Everest publishing House, pune
3	D.K.Agrawal –“supply chain management” –strategy, cases and best practices Publisher-macmillan publishers India ltd



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

Course Code	UM05DBBS71	Title of the Course	Personal Finance
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To develop sense and practice of savings and investment among students.2. To impart comprehensive knowledge on the various insurance policies, claim settlement, preparation of family cash budget and mutual fund.3. To enable students to deal with challenging scenario of future savings and investment opportunities.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction Of Personal Finance (50% Theory & 50% Examples) <ul style="list-style-type: none">• Introduction, Meaning and importance• Goals / Objectives of personal Finance• Financial Planning and budgeting process• Examples based on preparation of Family Cash budget• Importance / Significance of Personal Finance	25%
2.	Saving and Investment <ul style="list-style-type: none">• Introduction• Need for a Diversified Personal Investment Portfolio• Investment avenue<ul style="list-style-type: none">○ Bank – Fixed Deposits, Recurring Deposits○ Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond○ Government Schemes – NSC, PPF, Post Office Schemes○ Company Deposits○ Overseas Investments – ADRs, GDRs, FCCBs, FCEBs	25%
3.	Mutual Fund Meaning, Concept, Definition <ul style="list-style-type: none">• Types of Mutual Fund• Importance of mutual Fund• Drawbacks / Limitations of Mutual funds• Mutual Fund in India (AMFI)	25%



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4.	Insurance (70% Theory & 30% Examples) <ul style="list-style-type: none">• Introduction• Life insurance: basic feature of endowment assurance, Money back plan, Whole life assurance plan and term assurance• General Insurance: basic features of medical insurance, vehicle insurance and accident insurance• IRDA• Calculation of premium and settlement of claim (Examples)	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	The Student will be able to enhance skill of selecting better source of saving and investment.
2.	The student will gain knowledge of basic understanding of operation of mutual fund investment.
3.	The student will be able to apply course knowledge for their personal benefit also.



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Programme Outcomes: Having completed this course, the learner will be able to	
1.	Personal financial management will gauge the students with future investment opportunities and investment possibilities.

Suggested References:	
Sr. No.	References
1.	Securities Analysts and Portfolio Management, Avadhani V A
2.	Investment Management –Prassana Chandra
3.	Investment Analysis and Portfolio Management- Ranganatham M & Madhumati R
4.	Investment Management: Security analysis and Portfolio Management – Bhalla V K
5	Financial Markets and Services – Gordon and Natrajan
6	Financial Services – M.Y.Khan
7	Financial Services – S.Mohan and R.Elangoval



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

Course Code	UM05DBBS72	Title of the course	Marketing Management
Total Credits of the course	3	Hours per week	3

Course Objectives:	• To give insight about marketing management.
	• To outline key marketing concepts and its application to different markets.
	• To analyse and examine the implementation of marketing concepts and strategy to firms.
	• To attain of organisational marketing goals.

Course Content		Weightage	
Units	Description		
Unit – 1	INTRODUCTION	- Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing	25%
Unit – 2	CONSUMER BEHAVIOUR	- Concept of and importance of Consumer behavior - Scope and Factors affecting consumer Behavior - Basic and Howard sheth Model of Consumer behavior - Buying Decision-making process	25%
Unit -3	Product Mix and Channel of Distribution	-concept of product, stages of product life cycle and its strategies -new product development process, product mix, types of channel of distribution -factors affecting channel decision	25%



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Unit-4	PRICING, PROMOTION, AND MEDIA	- Concept of Pricing, objective and Methods of pricing - Concept of Promotion, tools, and Promotion mix - Concept, types, Merits and Demerits of each Media - E-Marketing: Meaning, Objectives, Importance	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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EVALUATION PATTERN

Sr. No.	Details of the Evaluation	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:

1	Identify the scope and significance of marketing in domain industry.
2.	Examine marketing concepts and phenomenon to current business events in the industry.
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

REFERENCES:

1	Marketing Management By, Kotler Philip K, Keller Kevin Lane, JhaMithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication, 2007
2	Marketing Management, 13th Edition, Sherlekar S.A , Himalaya Publishing House
3	Marketing Management by Dr. Varma M.M & Agarwal R.K (Forward Publishing Company)



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

Course Code	UM05DBBS73	Title of the course	Software Engineering
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To provide the idea of decomposing the given problem into Analysis, Design, Implementation, Testing and Maintenance phases.
	2. To provide an idea of using various process models in the software industry according to given circumstances.
	3. To gain the knowledge of how Analysis, Design, Implementation, Testing and Maintenance processes are conducted in a software project.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction	Software and Software Engineering, Phases of Software Development, The Software Engineering Challenges, The Software Engineering Approach	25%
Unit – 2	Software Process	- Software Process-Process and Process Model- Component Software Processes, Desired Characteristics of Software Processes, Software Development Process Model (Waterfall model & Spiral Model only)	25%
Unit -3	Software Requirement Analysis and Specification	- Introduction of SRS and needs of SRS, Software Requirement-Problem Analysis– Characteristics of SRS-Component of SRS Validation, COCOMO Model, Role of Software Architecture	25%



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Unit-4	Coding And Testing	- Coding–Programming Principles and Guidelines-structured and Unstructured Programming Coding Standard Testing-Testing Fundamentals-Test Cases and Test Criteria-Black Box Testing Top down and bottom-up approach for testing Levels of Testing Levels of Testing. Functional Testing v/s Structural Testing (Difference ONLY) Automated testing tool.- Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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EVALUATION PATTERN

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

COURSE OUTCOMES:

1	Students will be able to decompose the given project in various phases of a lifecycle.
2.	Students will be able to choose appropriate process model depending on the user requirements.
3.	Students will be able perform various life cycle activities like Analysis, Design, Implementation, Testing and Maintenance.

REFERENCES:

1	An Integrated Approach to Software Engineering 3 rd Edition PankajJalote
2	Software engineering Programs, Documentation, Operating Procedures By K. K. Aggarwal &Yogesh Singh



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

Course Code	UM05GBBS71	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">1. To impart knowledge on the concept of business environment and its interaction with non economic environment.2. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business.3. To develop understanding about the various economic policies.
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Unit	Description in detail	Weighting (%)
I	Unit I: Introduction to Business Environment <ul style="list-style-type: none">• Meaning, Types and components of Business environment• Interaction of Economic environment with non-economic environment• Scanning -meaning, approaches, sources of information• SWOT Analysis as a method of environmental scanning	25%
II	Unit II: Non Economic Environment <ul style="list-style-type: none">• Demographic transition theory of population• Compositional characteristics of Indian population and economic development• Concept of Socio-cultural fabric, Lifestyles and business,• Impact of socio cultural on business	25%
III	Unit III: Technology and Natural Environment <p>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</p>	25%
IV	Unit IV: Economic policies <ul style="list-style-type: none">• Economic survey• Union Budget – concept and salient features• Export - Import policy• Privatisation concept , ways, arguments for and against privatisation and EXIT Policy• Wage policies and Gig labours	25%



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

Course Outcomes: Having completed this course, the learner will be able to	
1.	To 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 2. 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



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

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

Course Objectives:	The purpose of the Entrepreneurship Development is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.
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Course Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction	-Introduction -Concept of entrepreneur and entrepreneurship -Difference between entrepreneur and intrapreneur -Types of an entrepreneurs -Common Characteristics of an entrepreneur -Qualities and skills of an entrepreneur	25%
Unit – 2	Women Entrepreneurship	-Women Entrepreneurship: Concept and Growth of women entrepreneurship -Problems and Remedies -National level associations working for women entrepreneurship development -Success stories of women entrepreneurship	25%
Unit -3	Institutions In Aid of Entrepreneurs	-Introduction , -Meaning -Entrepreneurship development Programme organizations -Role of MDI , EDII ,NIESBUD -Role of NAYE for promoting women Entrepreneurship	25%
Unit-4	Small scale Industries	-Definition as per MSMED Act-2006 -Classifications of small scale industry -Procedure to start small scale industries -Importance of small scale industries in Indian economy	25%





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		-Problems of small scale industries	
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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	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:

1	To able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry.
2.	To transform an initial idea into a fully-fledged business opportunity and effectively Communicate this opportunity through a business plan and pitch.
3.	You have developed your skills in effectively working in and leading professional teams.
4.	To understand the key risks and the most effective processes in bringing different types of products or services to market
5.	To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

REFERENCES:

1	Desai Vasant, “ Dynamics of entrepreneurial Development and Management,”
2	“ Successful Entrepreneurship,” Kanishka Publishers, Distributors, New Delhi
3	“ Entrepreneurial Development,” Sultan chand And Sons, New Delhi. Kulshreshta Kalyani
4	Himalaya Publishing House, Mumbai Gupta C.B.and Srinivasan N.P.





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

Course Code	UM05SBBS71	Title of the course	Business Ethics
Total Credits of the course	3	Hours per week	3

Course Objectives:	Understanding the basic concepts of ethics and its role in business, entrepreneurship and economy,
	Be able to recognize the essential characteristics of " good Society
	Identify consequences of unethical business activities on the development of Croatian / transition / global society
	Become familiar with the benefits of corporate social responsibility in the context of globalized economic and social relations
	Apply ethical principles in the process of leadership and decision-making,

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Ethics and Business Ethics:	-Concept of Ethics, -Characteristics of Ethics, -Concept of Business Ethics, -Need for Business Ethics, -Principles of Business Ethics, -Factors affecting Business Ethics, -Benefits of Business Ethics.	25%
Unit – 2	Ethics of Consumer Protection	-Introduction, -Parties to Consumer Protection, -Consumer Duties and Responsibility, -Consumer Protection in India, -Legal protection to consumers.	25%
Unit -3	Ethical Leader	-Definition, -Traits of ethical leader, -How does leadership affect the ethics of a corporation, -Ethical theories, -Normative theories of business ethics.	25%



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Unit-4	Whistle Blowing	-Definition, -Whistle blower and Types, -Whistle Blowing Policy, -Whistle Act , -Problems of whistle blowing policy, -Whistle Blowing in India.	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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EVALUATION PATTERN

Sr. No.	Details of the Evaluation	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:

1	Argumenting the importance of ethics in business and business communication Interpersonal relationships.
2.	Be able to prepare a code of ethics as a statement of norms and beliefs, and shape the company and strategy in business practice of companies
3.	Evaluate the importance of the care for the environment and education
4.	Analyse the relationship between macroeconomic policy and good economics, the importance of corporate social responsibility.
5.	Evaluate the application of fundamental ethical principles in the business decision-making and action taking.
6.	Ability to apply critical and argumentative thinking in the business judgment.

REFERENCES:

1	Principles of Management: T. Ramaswamy
2	Business Ethics- An Indian perspective :A.C.Fernando
3	Business Environment: Francis Cherunilam
4	Business Organization and Management: C. B. Gupta
5	Principles and Techniques of Business: C. P. Mahajan



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

Course Code	UM05SBBS72	Title of the course	Consumer Rights
Total Credits of the course	3	Hours per week	3

Course Objectives:	-To educate students regarding consumer rights.
	-To give knowledge regarding consumer Redressal.
	-To make students understand regarding various councils of consumers.
	-To make students aware regarding procedure to get Redressal and the procedure to be followed.

Course Content		Weightage
Units	Description	
Unit – 1	Right of the consumer <ul style="list-style-type: none">- Objects & reasons of C. P. Act – 1986- Amendment made in 2002- Rule of Buyer Beware & its exceptions- implied condition & warranties	25%
Unit – 2	Consumer Redressal Rights <ul style="list-style-type: none">-Consumer dispute, Complaint, Complainants, Goods,-Sherries Unfair Trade Practice,-Manufacturer Restrictive Trade Practice,-Defect Deficiency Hazardous Goods ,-Excessive Price	25%
Unit -3	Consumer Protection Councils <ul style="list-style-type: none">-Object - Constitution- Procedure for meeting-Central Council-State Council-District Council-Central Consumer Protection Authority-2019 : -Concept and Purpose	25%
Unit-4	Three Redressal Agencies <ul style="list-style-type: none">-District Forum-National Commissions-State Commissions-Appeals Dismissal of Vexations & Frivolous Complaints	25%



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

Sr. No.	Details of the Evaluation	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:

1	To make students educated regarding the rights of Indian Consumers.
2.	To educate students regarding rights of consumer against hazardous and defective products
3.	To educate students regarding various councils of consumer protection.
4.	Consumer Redressal process of consumers will be taught.

REFERENCES:

1	Business Law For Management By K. R. Balchandani
2	Business Law By N. D. Kapoor
3	Journals of India



Bachelor of Business Administration NCC Semester V
BBA (ISM) (3 Years)

Course Code	UM05SBBS73	Title of the Course	NCC Army-5
Total Credits of the Course	2	Hours per Week	3

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



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



Course Content : Practical (1 Credit : 2 hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Drill</u> <ul style="list-style-type: none">➤ Ceremonial Drill.➤ Guard Mounting.	15 %
2	<u>Unit 2. Weapon Training</u> <ul style="list-style-type: none">➤ Short Range firing.	15 %
3	<u>Unit 3- Map Reading</u> <ul style="list-style-type: none">➤ Google Maps & applications.	10 %
4	<u>Unit 4- Field Craft & Battle Craft</u> <ul style="list-style-type: none">➤ Fire control orders.➤ Types of fire control orders.➤ Fire and Movement-<ul style="list-style-type: none">• when to use fire and movements tactics• Basic considerations• Appreciation of ground cover• Types of cover• Dead ground• Common Mistakes• Map and air photography• Selection of Fire position and fire control.	15 %
5	<u>Unit 5- Social Service and Community Development</u> 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	<u>Unit 6. Health & Hygiene</u> <ul style="list-style-type: none">➤ Yoga- Introduction, Definition, Purpose, Benefits.➤ Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Sarvaangasana, Halasana etc.	15%



7	<u>Unit 7. Obstacle Training</u> <ul style="list-style-type: none">➤ Obstacle training – Intro, Safety measures, Benefits.➤ Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc.	15%
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Teaching-Learning Methodology	ICT through <ul style="list-style-type: none">➤ Power Point Presentation➤ Audio-Visual Presentation➤ Group Discussion➤ Role Playing➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	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

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Structure with effect from: June – 2023
SEMESTER – VI

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM06ABBS71	Business Etiquettes and Presentation Skills-II	T	3	2	30	70	100
	UM06ABBS72	Leadership Skill for Management-II	T	3	2	30	70	100
Core Courses (Any Three)	UM06CBBS71	E-Commerce-II	T	3	2	30	70	100
	UM06CBBS72	Data Communication & Computer Network-II	T	3	2	30	70	100
	UM06CBBS73	Programming with PH.P	T	3	2	30	70	100
	UM06CBBS74	Management Control System	T	3	2	30	70	100
Generic Elective (Any One)	UM06GBBS71	Global Business Environment	T	3	2	30	70	100
	UM06GBBS72	Social Entrepreneurship	T	3	2	30	70	100
Discipline Specific Elective (Two)	UM06DBBS71	Security Analysis	T	3	2	30	70	100
	UM06DBBS72	Advanced Marketing Management	T	3	2	30	70	100
	UM06DBBS73	E-Business Managerial Application	T	3	2	30	70	100
Skill Enhancement Elective Course (Any One)	UM06SBBS71	Comprehensive Project	T	3	2	30	70	100
	UM06SBBS72	NCC Army-6	T+P	3	2	30 (15+15)	70 (35+35)	100



Programme: BBA (ISM) Semester: VI

Course Code	UM06ABBS71	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">To impart training to the students with a view to developing their communicative competence in English.To equip students with the skills necessary at the workplace.
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Course Content (Theory)		
	Description	Weightage
1.	Essentials of Presentation 1. Using Visual Aids for Presentation Oral Presentation (Transparencies, graphs, charts, etc.) 2. Using Audio /Visual Aids for Presentation Electronic Presentation (Multimedia/PPT) 3. Coping with Presentation fears 4. Non-Verbal aspects of Presentation	25%
2.	Intercultural Business Communication 1. Need and importance of Intercultural Business Communication 2. Developing intercultural awareness 3. Patterns of cultural differences 4. Factors of cross cultural relationship	25%
3.	Business Etiquettes (Advanced) 1. Etiquettes in Written Communication 2. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25%



4	Negotiation Skills 1. Negotiation: Concept and Importance 2. Stages in the Negotiation Process 3. Strategies of negotiation: initial, during and reaching (closing)	25%
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Teaching- Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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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. No.	References (Theory)
	<p>Reference Books:</p> <ol style="list-style-type: none">1. Hasbany Ghassan: <i>How to make winning presentation</i>: Jaico Publication2. Antony Jay & Ross Jay: <i>Effective Presentation</i>, Universities Press (UP).3. David Robinson: <i>Business Etiquettes</i>, Kogan Page India Private Limited.4. H. Frazier Moore & Frank Kalupa: <i>Public Relation</i>, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.5. Doctor, Rhoda A. & Doctor, Aspi H: <i>Principles and practices of Business Communication</i>, Sheth Publishers Pvt. Ltd. Mumbai.6. Rajendra Pal & J S Korlahalli: <i>Essentials of Business Communication</i>, SultanChand & Sons7. Raman, Minaxi & Singh, Prakash: <i>Business Communication</i>, OXFORD8. Chatruvedi, P D & Chatruvedi, Mukesh: <i>Business Communication</i>, Second Edition, PEARSON.

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



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

Course Code	UM06ABBS72	Title of the course	Leadership Skills For Management – II
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To help the students gain understanding of the functions and responsibilities of managers.
	2. To provide them tools and techniques to be used in the performance of the managerial job. To enable them to analyze and understand the environment of the organization
	3. To help the students to develop cognizance of the importance of management principles.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction: The Nature of Leadership	Definitions of leadership Leadership effectiveness Overview of major research approaches Level of conceptualization for leadership	25%
Unit – 2	Participative Leadership, Delegation, and Empowerment	Nature of participative leadership Guidelines for participative leadership Delegation: Concept, varieties, potential advantages, and guidelines for delegating Empowerment: Concept and Consequences	25%
Unit -3	Developing Leadership Skills	Concept Leadership training programme Steps in designing effective training Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation	25%
Unit-4	Leadership Theories and Leadership Styles	Difference between leadership and management Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories Leadership styles Leadership styles in Indian Organisation	25%



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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	Weightage
1	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2	Internal Continuous Assessment in the form of Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

COURSE OUTCOMES:	
1	leadership, personal, and professional development – the Student Office will formulate and assess student learning outcomes yearly. We believe that student learning outcomes provide the necessary framework by which our efforts, goals, mission, and objectives are made intelligible to all involved in the endeavour.
2.	Students will not just understand what the Student Development staff and advisors expect of them and their learning process, but also what to expect of the program and themselves.
3.	Self-Awareness, Personal Development, and Life Skills, Leadership and Communication, Social Justice and Responsibility

PROGRAMME OUTCOMES	
1	To understand and apply principles of management for learn and organisation building
2.	To demonstrate critical thinking and analytical skills to solve business problems in a real world context
3.	To learn effective communication with components such as written oral and non verbal
4.	To understand various functional areas of management including Marketing, Finance and Human resource management
5.	TO understand and apply principles of management for learn and organisation building

REFERENCES:	
1	Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2	L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3	P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi



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

Course Code	UM06CBBS71	Title of the course	E-Commerce – II
Total Credits of the course	3	Hours per week	3

Course Objectives:	Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational.
	Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	E-Commerce Marketing & Retailing	-Basic Marketing Concept, Internet Marketing Technology, Business Models of Electronic Marketing, Electronic Marketing in B2B, Direct Marketing, Online Customer Service, Electronic Intermediaries, Procedure for Internet Shopping, Aiding Comparison Shopping, The Impact of EC on Traditional Retailing Systems	25%
Unit – 2	Advertisement in Electronic Commerce	- Web Advertisement, Internet Advertising Terminology, Why Internet Advertisement, The Internet Versus Traditional Methods, Types of Internet Advertisement, Advertisement Methods: Banners, Splash Screen, Spot Leasing, URL, E-Mail, Chat Rooms, Other Forms.	25%
Unit -3	Electronic Commerce for Service Industries	- Employment Placement and The job Market: The Internet job market, Advantage of the Electronic job market, The Limitations of the Electronic job markets Trading Stocks Online: Online Stock Trading, Initial public Offerings (IPOs) and the Internet, Related Markets. Cyber banking and Personal Finance: Implementation Issues in Banking and online Trading, Billing Online.	25%
Unit-4	Intranet and Extranet	Architecture of the Internet, Intranet and Extranet, The internet, The extranet, Application of Internets, Generic functions of internet, Intranet application areas, The Application of Extranets, Benefits of Extranet.	25%



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

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

COURSE OUTCOMES:

1	Demonstrate an understanding of the foundations and importance of E-commerce
2.	Demonstrate an understanding of retailing in E-commerce by: <ul style="list-style-type: none">a. analyzing branding and pricing strategies,b. using and determining the effectiveness of market researchc. Assessing the effects of disintermediation.

REFERENCES:

1	Electronic Commerce A Managerial Perspective; Efraim Turban ,Jae Lee, David King, H.Michael Chung
2	Electronic Commerce 2004 A Managerial Perspective; Efraim Turban ,Jae Lee, David King, Dennis Viehland.



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

Course Code	UM06CBBS72	Title of the course	Data Communication and Computer Network – II
Total Credits of the course	3	Hours per week	3

Course Objectives:	- Build an understanding of the fundamental concepts of computer networking.
	- Introduce the student to advanced networking concepts, preparing the student for Entry Advanced courses in computer networking.
	- Allow the student to gain expertise in some specific areas of networking such as the design and maintenance of individual networks.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Fundamental and Connecting LANS:	- Ethernet: Layers –MAC Layer, Physical Layer-10 Mbps Implementation Token Ring: MAC Layer, Physical Layer-Ring Management	25%
Unit – 2	Wireless and ATM LANS	- Networks –Definition of LAN - OSI Model ATM LANS-Architecture-LANE-LANE Operation-Frame Format Wireless LANS-Wireless Transmission –ISM Frequency Band-Architecture	25%
Unit -3	TCP/IP and IP Addressing	- Overview of TCP/IP-Network Layer-other protocol IP Addressing Scheme-Class A, B, C, D, E Addressing-Subnetting-custom subnetting-supernetting	25%
Unit-4	Transport Layer Protocol and IPV6	- Transport layer –DHCP-Next Generation: IPV6 and ICMV6 Other protocol: TELNET-HTTP-SMTP Data Encryption Terms: Data Encryption, Decryption, Cipher text, plaintext, Authentication	25%



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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	Weightage
1	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2	Internal Continuous Assessment in the form of Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

COURSE OUTCOMES:

1	Understand advanced computer network technology.
2.	Understand and explain Data Communications System and its Components and detail functions.
3.	Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.

REFERENCES:

1	Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition
2	Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition



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

Course Code	UM06CBBS73	Title of the course	Programming with PHP
Total Credits of the course	3	Hours per week	3

Course Objectives:	Develops skills to create server-side scripts using PHP. Introduces server-side programming concepts and terminology
	Explores a variety of server-side techniques and MySQL database manipulation. Covers the installation of PHP and MySQL..

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction to PHP	History of PHP, Features of PHP, General structure of PHP, WAMP / ZAM P SERVER AS INTRO. Displaying Output, Escaping Special Characters, Variables – (Declaring, Assigning, Destroying), Datatypes, Setting and Testing Datatypes – Constants - Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)	25%
Unit – 2	PHP Basics	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%
Unit -3	Advanced PHP and Form Interaction	Working with Number, Strings functions, Working with Dates and Time –Creating tables using PhpMyAdmin, Interaction with HTML form	25%
Unit-4	Database programming and PHP	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%



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

Sr. No.	Details of the Evaluation	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:

1	Write PHP scripts to handle HTML forms.
2.	Write regular expressions including modifiers, operators, and metacharacters.
3.	Create PHP programs that use various PHP library functions, and that manipulate files and directories.
4.	Analyse the relationship between macroeconomic policy and good economics, the importance of corporate social responsibility.
5.	Analyze and solve various database tasks using the PHP language. Analyze and solve common Web application tasks by writing PHP programs.

REFERENCES:

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



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

Course Code	UM06CBBS74	Title of the course	Management Control System
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To provide the students with the skills to identify, analyze and construct proposals for solving a company & internal control problems.
	2. The students are enable to analyse the three major topics that form the core of Management Control Systems: Design of Management Controls, Strategy & the Balanced Score Card, and Corporate Governance.
	3. Students learn about the ways in which Management Control Systems can be used to ensure the implementation of a company strategy, secure direction and improve the quality of decision making.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Management Control System [Theory]	-Introduction - Strategic formulation - Operational control - Management control process - Evolution and revolution of management control system	25%
Unit – 2	Responsibility Accounting [Theory]	-Introduction , responsibility centre - Types of responsibility centre - Transfer pricing methods (only theory) - Responsibility performance reporting-	25%
Unit -3	Audit under Computer System [Theory]	-Meaning of data, information and data processing -Methods of computer data processing - Types of computer processing - Role of computer in accounting	25%
Unit-4	Management Control and Emerging Areas [Theory]	- Control systems and conflict resolution - Framework for conflict resolution - Management control and ethical issues - Control systems supporting the ethics Programme	25%



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

Sr. No.	Details of the Evaluation	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:

1	By the end of the course, students are expected to be able to explain, apply and evaluate tools within management control systems, related to performance management.
2.	Students can also learn the basic principles of Corporate Governance and the governance structure of a company.

REFERENCES:

1	Management control system-A management emphasis by pradip kumar sinha
2	Jawaharlal , accounting for managers , Himalaya publishing house,new Delhi
3	Maheshwari, S.N., Management accounting and financial control , sultan chand And sons , new delhi



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

Course Code	UM06DBBS71	Title of the Course	Security Analysis
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To develop skills among students to understand how Financial Market work to analyse securities.2. To make intelligent investment decisions.3. To provide a general overview of Capital Markets, Financial instruments and Investment Process.4. To understand how to buy and sell securities in the Financial Market.5. To provide general overview of Capital Market.
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Course Content		
Unit	Description	Weightage*(%)
1.	Investment Environment [Theory only] <ul style="list-style-type: none">• Conceptual understanding of investment, Speculation and Gambling• Stock Exchange- Meaning, Function, Working, Defects• BSE,NSE and OTCEI• Trading Mechanism in stock Exchange	25%
2.	Security Analysis [Theory only] <ul style="list-style-type: none">• Meaning of security analysis• Approaches to security analysis<ul style="list-style-type: none">○ Fundamental analysis (EIC framework)○ Technical analysis – Meaning, assumption, Dow’s Theory○ Conceptual understanding of Bullish and Bearish market○ Efficient Market Hypothesis [excluding test of efficiency]	25%
3.	Valuation of Security [50%Theory and 50%Example] <ul style="list-style-type: none">• Concept of value• Theorem of Bond Valuation• Valuation of Equity shares• Valuation of Preference share• Valuation of Debenture and Bond• Yield to Maturity (YTM)	25%



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4.	Portfolio Management [Theory and Example] <ul style="list-style-type: none">• Meaning of Portfolio Management• Portfolio Management Process• Modern Portfolio Theory / Markowitz Theory (Theory)• Diversification of risk (Theory)• Capital Asset Pricing model (Theory and Example)• Risk and Return [Theory and examples on individual and portfolio of Two securities only]	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments , case Study and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will understand the characteristics of different financial assets such as money market instruments, bonds and stocks.
2.	Students will understand the benefits of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
3.	Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.
4.	Students will understand the role of modern financial theory in Portfolio Management.
5.	Students will understand risky nature of Firms investment because most decisions are made under uncertainty.



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Programme Outcomes:	
1.	This course will understand students to explores techniques, models and industry practices used in the valuation and selection of securities for institutional equality portfolios.

Suggested References:	
Sr. No.	References
1.	Investment Management – V.K.Bhalla
2.	Financial Markets and Services – Gordon and Natrajan
3.	Security Analysis and Portfolio Management – V.A.Avdhani
4.	Investment Analysis and Portfolio Management -Prasan Chandra
5.	Financial Management – I.M.Pandey
6.	Security Analysis and Portfolio Management – S.Kevin
7.	Investment Analysis and Portfolio Management – Madhumati and Rangrajan



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

Course Code	UM06DBBS72	Title of the course	Advanced Marketing Management
Total Credits of the course	3	Hours per week	3

Course Objectives:	-Advanced Marketing management assess market opportunities by analyzing different market environment.
	-Overall its objective to achieve overall marketing perspectives.
	- This course is also elaborate different strategies of retail marketing and services marketing.
	- Make new product development through the Marketing research.

Course Contents			
Units		Description	Weightage
Unit – 1	Understanding the Marketing Environment & Competition	<ul style="list-style-type: none"> • Concept of Indian Marketing Environment • Macro Environmental Forces • Recent Shifts of Marketing Management • Competitive Forces And It's Strategies 	25%
Unit – 2	MARKETING RESEARCH	<ul style="list-style-type: none"> • Concept of Marketing Research • Marketing Research Process • Scope of Marketing Research • Research Design(Meaning and Major Types) • Sampling Methods • Steps and Contents Of Research Reports 	25%
Unit -3	RETAILING MANAGEMENT	<ul style="list-style-type: none"> • Concept of Retailing • Functions Performed by Retailers • Opportunities in Retailing • Retail Management Decision Process 	25%
Unit-4	SERVICE MARKETING	<ul style="list-style-type: none"> • Introduction, Characteristics of Service • Classification of Service, • Service Marketing Mix • Introduction, • Determinants of Service Quality • Characteristics of Service Quality, • Strategies for recovering Service Quality Failures. 	25%



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

Sr. No.	Details of the Evaluation	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:

1	Marketing environment formulate a marketing plan that will meet the needs or goals of a business or organization in different environment.
2.	Develop strategies with clients, customers, and consumers and others to grow and Maintain relationships.
3.	Plan, prepare and deliver a sales presentation for retail marketing and service marketing.
4.	Develop strategies for research in marketing area.
5.	Develop an marketing research plan for a product, concept, good and/or service based on an identified market need or target.

REFERENCES:

1	Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, And Prentice Hall Publication.
2	Service Marketing by P.K.Gupta, Everest Publishing House.
3	Retailing Management By, Levy Michael, Weitz Barton A., Pandit Ajay , Sixth Edition, Published by Tata McGraw-Hill Publication
4.	Retailing Management, Text & Cases By, Swapna Pradhan, 3rd Edition, Published By Tata McGraw-Hill Publications.
5.	Research Methodology, Methods and Techniques, Kothari R.C, Second Revised Edition, Published By New Age International Publishers.
6.	Marketing Research, Beri C.G, 3rd Edition, Published By Tata McGraw-Hill Publishing Company Limited.



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

Course Code	UM06DBBS73	Title of the course	E-Business: Managerial Application
Total Credits of the course	3	Hours per week	3

Course Objectives:	This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems.
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Course Contents			
Units	Title	Description	Weightage
Unit – 1	Overview of E-Business	<ul style="list-style-type: none"> • -Introduction of E-Business • Meaning and Importance of E-Business • E-Commerce Framework • Difference between E-Business and Traditional Business • E-Business as a Strategy • Benefits and Barriers in E-Business 	25%
Unit – 2	Marketing in E-commerce Environment	<ul style="list-style-type: none"> • - Internet Marketing and its Types • Techniques • Factor for Successful E-tailing • B2B on –line Marketing • Effective Web Presence 	25%
Unit -3	CRM, SCM and E-Payments	<ul style="list-style-type: none"> • Meaning • Scope and Benefits • CRM Applications • Meaning of SCM • Scope & Benefits • E-Payments and its Types • Security Issues in E-Payments 	25%
Unit-4	E-commerce Applications	<ul style="list-style-type: none"> • - Strategy Formulation and Implementation • E-Governance • Tourism and Travels • Auctions • Data Mining and Data Warehousing. 	25%



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Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	Weightage
1	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2	Internal Continuous Assessment in the form of Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

COURSE OUTCOMES:

1	Understand the basic concepts and technologies used in the field of management information systems;
2.	Have the knowledge of the different types of management information systems;
3.	Understand the processes of developing and implementing information systems;
4.	Be aware of the ethical, social, and security issues of information systems;

REFERENCES:

1	Electronic Commerce : A Managerial Perspective: By Turban
2	Electronic Commerce : A Manager Guide : By Ravi Kalakota
3	Electronic Commerce : By Laudon and Traver



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

Course Code	UM06GBBS71	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">1. To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country.2. To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.
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Unit	Description in detail	Weighting (%)
I	Introduction to Global Environment Global Environment- Characteristics and components, Strategies for India going global Multinational Enterprises (MNE) - Benefits to host and home country, Demerits of MNE to Host country.	25%
II	International Investment International Investment- Factors affecting International Investment- Foreign Investment Growth- Significance of Foreign Investment- Foreign Investment in India.	25%
III	Political and Regulatory Environment 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	International Economic Organizations Introduction, Objectives, Organizational Structure and Functions of following organizations- Functions and Organizational Structure of World Trade Organization (WTO) International Monetary Fund(IMF) International Bank for Reconstruction and Development(IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%



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



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

Course Code	UM06GBBS72	Title of the course	SOCIAL ENTREPRENEURSHIP
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. To aware current position of society needs and know current trends in social entrepreneurship.
	2. Aware students about to do something creative for society which can help the society people by developing their lives.
	3. Student can formulate a vision keeping in mind that it needs to be feasible for society as well as personal.

Course Contents			
Units	Title	Description	Weightage
Unit – 1	Fundamentals of Social Entrepreneurship	-Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship	25%
Unit – 2	Women Entrepreneurship	-Concept -Functions -Problems -Development of women entrepreneurship in India - Role of women associations	25%
Unit -3	Rural Entrepreneurship	-Concept -Need -Problems -NGO & Rural entrepreneurship -Development of rural entrepreneurship in India	25%



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Unit-4	Trends in Social Entrepreneurship	<ul style="list-style-type: none"> -Major challenges - Major opportunities - Role of government for growth of social entrepreneurship in country - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad 	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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EVALUATION PATTERN

Sr. No.	Details of the Evaluation	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:

1	The Girl student can enable herself rise to become an entrepreneur and try to solve the problems which faced by them.
2.	Define social problem and its scope and effect.
3.	The students can understood current prevailing problem in society and found some innovative idea according to their skills.

REFERENCES:

1	Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press
2	Entrepreneurial Development by Gupta and Shrinivasan
3	Entrepreneurship Development and Project Management by Neeta Baporikar
4.	Entrepreneurship Development by S.S.Khanka
5.	Social Entrepreneurship - Meaning, Challenges & Strategies by Hamza El Fasiki, Lambert Academic Publication.



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

Course Code	UM06SBBS71	Title of the course	Comprehensive Project
Total Credits of the course	3	Hours per week	3

Course Objectives:	<ol style="list-style-type: none">1. To understand the meaning of project management2. To understand the difference between operations and projects3. To be familiar with project management history4. To be familiar with the planning and execution phases of a project
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Course Contents			
Units	Title	Description	Weightage
		<p>The objective of the project is to motivate them to work in emerging/latest technologies, help the students to develop ability, to apply theoretical and practical tools/techniques to solve real life problems related to industry, academic institutions and research laboratories.</p> <p>The project is of 6 hours/week for one (semester VI) semester Duration and a student is expected to do planning, analyzing, designing, coding, and implementing the project.</p> <p>The initiation of project should be with the project proposal. The synopsis approval will be given by the project guides.</p> <p>The project proposal should include the following:</p> <ol style="list-style-type: none">1. Title2. Objectives3. Input and output4. Details of modules and process logic. Maximum 2 Tools are used5. Limitations of the project6. Tools/platforms, Languages to be used (Compulsory VB.net & PHP)7. Scope of future application <p>For the project work, the guide (internal) evaluate the work for 50 marks based on the performance of the candidates during the development of the project and the external examiner will evaluate the project work as Follows:</p> <ol style="list-style-type: none">1. Project Report - 30 marks2. Viva –Voce - 40 marks <p>The Project work should be either an individual one or a group of not more than three members.</p>	100%



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EVALUATION PATTERN		
Sr. No.	Details of the Evaluation	Weightage
1	University Examination	100%

COURSE OUTCOMES:

The comprehensive project provides an opportunity for you to demonstrate an understanding of the knowledge gained through program. Your project will focus on a relevant subject area that is of particular interest to you and, if applicable, of benefit to student. Comprehensive project provides an opportunity for student to demonstrate an understanding of the knowledge gained through degree program.



Bachelor of Business Administration NCC Semester V
BBA (ISM) (3 Years)

Course Code	UM06SBBS72	Title of the Course	NCC Army-6
Total Credits of the Course	2	Hours per Week	3

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



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



Course Content : Practical (1 Credit : 2 hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Drill</u> ➤ Ceremonial Drill. ➤ Guard of Honour.	15 %
2	<u>Unit 2. Weapon Training</u> ➤ Short Range firing.	15 %
3	<u>Unit 3- Map Reading</u> ➤ Google Maps & applications.	10 %
4	<u>Unit 4- Field Craft & Battle Craft</u> ➤ Knots, Lashing and Stretchers.	15 %
5	<u>Unit 5- Social Service and Community Development</u> 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	<u>Unit 6- Introduction of Infantry Weapons & Equipment(INF)</u> ➤ Characteristics of 5.56MM INSAS Rifle. ➤ Ammunition. ➤ Fire Power. ➤ Stripping, Assembling & Cleaning Practice.	15%



7	<u>Unit 7. Communication (COM)</u> <ul style="list-style-type: none">➤ Basic Radio Telephony (RT) Procedure.➤ Introduction, Advantages, Disadvantages, Need for standard procedures.	15%
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Teaching-Learning Methodology	ICT through <ul style="list-style-type: none">➤ Power Point Presentation➤ Audio-Visual Presentation➤ Group Discussion➤ Role Playing➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	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)
<p><u>Expected Learning Outcomes.</u></p> <p>After completing this course, the cadets will be able to: -</p> <ol style="list-style-type: none">a. Get motivated to join Armed forces, police & CAPF.b. Write their CV effective and appealing.c. Face SSB interview effectively in their future.d. Understand individual responsibilities & role in meetings the security challenges on Border/Coastal areas.e. Imbibe the feeling of patriotism.f. Communicate more effectively.



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
