

SARDARPATELUNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus as Per NEP 2020 with effect from the Academic Year 2025-2026

Bachelor of Business Administration (General)
(B. B. A. SEM – V)

Course Code	UM05MABBA01	Title of the Course	Taxation - I
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To identify the basic concepts, definitions and terms related to Income Tax.
	2. To determine the residential status of an individual and scope of total income.
	3. To prepare students competent enough to take up to employment in Tax planner.
	4. To compute income under various heads namely income from salaries, house property.
	5. To understand the concept and basics of GST.

Course Content		Weightage
Unit	Description	
1.	Conceptual Framework & Incidence of Tax (Theory only) <ul style="list-style-type: none"> Introduction to Income Tax Act Definitions: Person, Assessee, Assessment Year, Previous Year, Dividend, Casual income, Agriculture Income Residential status (Rules & Example) and incidence of tax of Individual assessee (Only Rules) Fully exempted incomes for individual Assessee 	25 %
2.	Income from Salaries (Examples only) <ul style="list-style-type: none"> Basis of Charge Allowances and their taxability Perquisites and their valuation Deductions from Salary (No retirement benefits will be covered in the chapter)	25 %
3.	Income from House Property (Examples Only) <ul style="list-style-type: none"> Basis of Charge Annual Value Valuation of Self Occupied, Let-out and Deemed to be Let Out Properties, Partly & Proportionate Let-out property Deductions allowed 	25 %
4.	Introduction to Goods and Services Tax Act: (Theory only) <ul style="list-style-type: none"> Overview of GST Need for GST in India Advantages of GST GST Council GSTN and Its Process Definition: Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge 	25 %

Note: (Provisions as amended and made applicable to current Assessment Year will be considered to be part of the syllabus. Accordingly, for academic year 2025-2026 provisions relevant to A.Y.2025-2026 will apply and so on).

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Identify the technical terms related to business taxation.
2.	Determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.
3.	Compute income from salaries, house property,
4.	Understand the concept and basics of GST.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References

1.	TAXMAN: Students' Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania.
2.	TAXMAN: Direct taxes law & practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania.
3.	Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi.

Online Resources

1.	https://www.incometaxindia.gov.in for relevant provisions of Act and Rules applicable to concerned assessment year.
2.	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/293

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Course Code	UM05MABBA02	Title of the Course	Management Accounting
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. This course provides the students an understanding of the application of accounting techniques for management.
	2. The concepts and principles underlying the managerial accounting procedures and methods.
	3. The preparation and uses of accounting information for use within the firm.
	4. The use of accounting information for business decisions and as a basic language of business.
	5. To make the students develop competence with their usage in managerial decision making and control.

Course Content		Weightage
Unit	Description	
1.	Management Accounting – Nature & Scope (Theory) <ul style="list-style-type: none"> • Meaning & Definition of Management Accounting • Characteristics of Management Accounting • Scope and Limitation of Management Accounting • Functions of Management Accounting • Methods of Management Accounting • Difference between Management Accounting, Cost Accounting and Financial Accounting • Role and Status of Management Accounting 	25 %
2.	Budget & Budgetary Control: (Examples) <ul style="list-style-type: none"> • Meaning and Definition of Budget and Budgetary Control, • Examples on Production Budget, Raw Material Consumption & Purchase Budget, Cash Budget, Flexible Budget 	25 %
3.	Absorption Costing and Marginal Costing (Theory & Examples) <ul style="list-style-type: none"> • Meaning of Absorption Costing and Marginal Costing • Difference between Absorption Costing and Marginal Costing • Features of Absorption Costing and Marginal Costing. • Examples on Income statement under Absorption Costing and Marginal Costing (One Year Information) 	25 %
4.	Standard Costing & Variance Analysis (Examples) <ul style="list-style-type: none"> • Examples on Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit) 	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Students would explain the significance of basic concept, importance & Functions of Management Accounting.
2.	Prepare a budget and demonstrate an understanding of the relationship between the components.
3.	Prepare various income statements under different costing methods where an analysis of cost classification, behavior, and type is completed.
4.	Perform cost variance analysis and demonstrate the use of standard costs.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References

1.	Advanced Cost Accounting – Jain S.P And Narang KL.
2.	Textbook of Cost & Management Accounting – Arora M.N.
3.	Cost Accounting – Khan My and Jain PK.
4.	Cost Accounting and Financial Management – Kishore Ravi M
5.	Problems And Solution in Adv. Accounting – Maheshwari S.N. And Maheshwari S.K.
6.	Advanced Cost Accountancy – Nigam Lalla and Sharma G.L.
7.	Cost Accounting – Saxena V.K.
8.	Advanced Management Accounting: Ravi M. Kishore.
9.	Accounting for Management: Dr. Jawaharlal.

Online Resources

On-Line Resources to be used as and when required.

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Course Code	UM05MABBA03	Title of the Course	Advance Human Resource Management-I
Total Credits of the Course	04	Hours per week	04
Course Objectives	1. To acquaint students with comprehensive understanding of Organizational Behavior, factors influencing human behavior at work, and applying the S-O-B-C model.		
	2. To explore individual behavior by examining personality determinants, learning principles, classical and operant conditioning theories, and reinforcement principles.		
	3. To make students understand group dynamics through the study of group development stages, types, norms, cohesiveness, and techniques for enhancing group decision-making.		
	4. To examine organizational change by exploring its concepts, influencing factors, planned change processes, resistance, and strategies for overcoming resistance.		

Course Content		Weightage
Unit	Description	
1.	Organizational Behaviour <ul style="list-style-type: none"> • Meaning, Definition • Historical development • Contributing disciplines • Factors affecting Human behavior at work • S-O-B-C model of human behavior 	25 %
2.	Individual Behaviour <ul style="list-style-type: none"> • Concept of personality • Determinants of personality • Concept of learning • Factors affecting learning • Classical and operant conditioning theory • Reinforcement principle 	25 %
3.	Group Dynamics <ul style="list-style-type: none"> • Concept of group dynamics • Stages of group development • Types of groups • Group norms , • Cohesiveness • Techniques to improve group decision making 	25 %
4.	Organizational Change <ul style="list-style-type: none"> • Concept and nature of organizational change • Influencing factors 	

	<ul style="list-style-type: none"> Planned change Change process Resistance to change Overcoming resistance to change 	25 %
Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz 	

Course Outcomes	
1.	Students will gain an understanding of Organizational Behaviour of various persons at work place and factors affecting human behavior at work.
2.	Students will understand the intricacies of individual behavior and various aspects of personality.
3.	Students will understand group dynamics through the exploration of group development stages and decision-making enhancement techniques.
4.	Students will learn the nature of organizational change and strategies for managing and overcoming resistance.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References	
1.	Organizational Behavior, K. Aswathapp, Himalaya Publishing House, 2010.
2.	Organizational Behavior, L. M. Prasad, Sultan Chand & Sons, 2011.
3.	Human Behavior at Work: Organizational Behavior, Keith Davis, McGraw-Hill Education, 1985.
4.	Organizational Change: Theory and Practice, Barbara Senior & Janet Fleming, Sage Publications, 2006.
5.	Group Dynamics: Theory, Research, and Practice, David A. Forsyth, Wadsworth Publishing, 2014.
Online Resources	
1.	https://youtu.be/unjkxzJw5jw?si=dKB6AFqYszd2zRfi
2.	https://youtu.be/E08yInSLBP4?si=yZ55qRZ9-JxoCNKA
3.	https://youtu.be/OUJJgktZqTw

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Course Code	UM05MABBA04	Title of the Course	ADVANCED MARKETING MANAGEMENT – I
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To explain the significance of marketing research in the current scenario.
	2. To develop understanding of sampling designs and data collection methods in market research.
	3. To analyze marketing data using various statistical techniques to gain marketing insights.
	4. To enhance the knowledge of various emerging applications of Marketing research.

Course Content		Weightage
Unit	Description	
1.	Marketing Research <ul style="list-style-type: none"> Marketing Information-concept, need MKIS-concept, elements & components Marketing Research-nature, features, scope, uses & limitations Marketing Research process Research designs 	25 %
2.	Data Collection & Sampling Decisions <ul style="list-style-type: none"> Primary & secondary data-sources, advantages & disadvantages Questionnaire construction(process) Scaling & measurement Sampling design & sample size decisions. 	25 %
3.	Data Analysis, Interpretation & Presentation: <ul style="list-style-type: none"> Hypothesis testing procedure, Non-parametric statistics –Chi Square Goodness of Fit Test, Chi Square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test Parametric statistics -Z & t tests, ANOVA- One Way & Two Way classification Report writing-types of reports &Contents. 	25 %
4.	Emerging Applications of Marketing Research: <ul style="list-style-type: none"> Importance of Customer database Relationship Marketing Brand Equity Measurement Customer Satisfaction & its measurement Internet Marketing & Marketing Research TQM. 	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Understand the marketing research process and how it is used in various industries.
2.	Apply appropriate sampling design and sample size in the specific marketing research problem.
3.	Evaluate marketing data and choose a suitable statistical technique for the report's presentation.
4.	Identify the most recent marketing applications and their industry relevance.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References	
1.	Marketing Management - Philip Kotler and Kevin Keller.
2.	Marketing Research - Boyd, Westfall and Stasch
3.	Marketing Research - Luck and Rubin
4.	Marketing Research -Donald S Tull and Del I Hawkins
5.	Marketing Research -G C Beri
6.	Marketing Research-C N Sonatakki, Himalaya Publishing House
7.	Marketing Research-Suja R Nair, Himalaya Publishing House

Online Resources	
1.	https://youtu.be/ABLHV5Ce6TI?list=PLPjSqITyvDeWBBaFUbKLDJ0egyEYuNeR1
2.	https://youtu.be/kFM72UJhW8s
3.	https://youtu.be/1Vi49F2q99o?list=PLPjSqITyvDeWBBaFUbKLDJ0egyEYuNeR1
4.	https://educons.edu.rs/wp-content/uploads/2020/05/2019A-Concise-Guide-To-Market-Research.pdf

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Course Code	UM05MABBA05	Title of the course	Advanced Financial Management - I
Total Credits of the course	04	Hours per week	04

Course Objectives	1. To explain the fundamentals of valuation as applied to securities.
	2. To calculate the component costs of equity, debt and preferred stock and WACOC.
	3. To describe the Types of lease Arrangements, Factors relevant in making leasing Decisions and significance.
	4. To study the features, Stages & Process of Venture Financing, Methods of Venture Financing, Disinvestment Mechanisms, Development of Venture Capital in India, and Future of Venture Capital in India.

Course Content		Weightage
Units	Description	
1	Valuation of Securities [Theory 50% and Examples 50%] <ul style="list-style-type: none"> • Concept of Value • Basic Valuation Model, • Bond Value Theorems, • Yield to Maturity • Bond values with Semi-annual Interest • Present Value of Preference Shares • Valuation of Equity :Dividend Capitalization approach - Single Period Valuation - Multi period valuation - Valuation with Supernormal growth 	25%
2	Cost of Capital [Theory 70% and Examples 30%] <ul style="list-style-type: none"> • Basic concepts, • Rational & Assumptions • Significance, • Specific cost of Equity, Retained earnings, Preference share & Debenture capital, • Weighted average cost of capital (Cost of equity based on dividend capitalization approach, Earning price approach, realized yield approach, & CAPM approach) 	25%

3	Leasing (Theory 100%) <ul style="list-style-type: none"> • Concept • Types of lease Arrangements • Factors relevant in making leasing Decisions • Potentiality of leasing as a means of financing (significance), Financial Evaluation from the lessee's point of view, • Evaluation of lease as a financing decision 	25%
4	Venture Capital (Theory 100%) <ul style="list-style-type: none"> • Concept & Features of Venture Capital, • Stages & Process of Venture Financing, • Methods of Venture Financing, • Disinvestment Mechanisms, • Development of Venture Capital in India, • Future of Venture Capital in India 	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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COURSE OUTCOMES	
1.	Students will understand about fundamental principles of securities valuation and their application in financial analysis.
2.	Students will calculate the component costs of equity, debt, and preferred stock, and determine the Weighted Average Cost of Capital (WACC).
3.	Students will Analyze different types of lease arrangements, relevant factors for leasing decisions, and their overall significance.
4.	Students will Understand the features, stages, processes, and methods of venture financing, and assess the evolution and future prospects of venture capital in India.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References	
1	Financial Management : P.V.Kulkarni
2	Financial Management : S. N. Maheshwari
3	Financial Management : I. M. Pandey
4	Financial Management : Prasanna Chandra
5	Financial Management : Khan & Jain
6	Financial Management : R. S. Kulshreshta
7	Fundamentals of Financial Management: Van Horne

Online Resources	
1.	https://www.sscasc.in/wp-content/uploads/downloads/MCOM/Advanced-Financial-Management.pdf
2.	https://youtu.be/xItNGPRBQKg
3.	https://youtu.be/KJLHlOIIdqA4
4.	https://youtu.be/QzhaziGs6lQ
5.	https://youtu.be/Ux69_UreKcU
6.	https://youtu.be/Ex0sQ8xaQ0M
7.	https://youtu.be/rUO8Qvcs7cY

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Course Code	UM05MABBA06	Title of the Course	Export Management- I
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To provide students with a working knowledge of the concepts of exports and International Marketing Environment.
	2. To demonstrate the role of Foreign Trade Policy.
	3. To engage in a collaborative learning process to develop a better understanding of the context and domain of export management.
	4. To prepare students personally and professionally for meaningful employment by reflecting on the issues of export assistance.
	5. To understand functioning of various export promotion organizations/agencies at national and International level.

Course Content		Weightage
Unit	Description	
1.	Indian Economy and Exports <ul style="list-style-type: none"> Export Marketing: Meaning & scope, Difference between Export Marketing & Domestic Marketing , Problems of exports in India, International Marketing Environment: Factors, Trade barriers : Tariff and Non- Tariff 	25 %
2.	Institutional Infrastructures for Exports <ul style="list-style-type: none"> India's Current EXIM (Foreign Trade) Policy-features and amendments , Export Promotion Agencies: Export Promotion Councils, Commodity Board & FICCI Service Organizations: ITPO, FIEO, IIFT 	25 %
3.	Export Assistance <ul style="list-style-type: none"> Need for Export Assistance , Export Promotion Measures , Deemed Exports, Star Export-Houses, Special Economic Zones (SEZs) 	25 %
4.	Identification of Markets for Exports <ul style="list-style-type: none"> International Trade Promotion Agencies: WTO, IMF, UNCTAD Regional Economic Groups: EU, ASEAN, SAARC, United States of America, Mexico, and Canada (USMCA)/ (NAFTA) 	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Understand the concept of Export Marketing, Environmental factors and Trade barriers of International Trade.
2.	Acquire knowledge regarding Foreign Trade Policy, Promotion agencies and service organization.
3.	Know need for export assistance, export promotion measures and special economic zone.
4.	Understand objectives and functions of International Trade Promotion Agencies and Regional Economic Groups.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested 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.	Foreign Trade-Review: Indian Institute of Foreign Trade.
6.	International Business: Dr. R. Chandran, Jaico Publishing House.

Online Resources	
1.	https://www.trade.gov/knowledge-product/india-trade-barriers
2.	https://ic.gujarat.gov.in/Assistance-to-States-for-Developing-Export-Infrastructure-and-Allied-Activities-ASIDE-Scheme.aspx
3.	https://content.dgft.gov.in/Website/DGFT%20FAQs%20-%20Status%20Holder%20Certificate%20v1.0.pdf
4.	https://www.commerce.gov.in/international-trade/india-trade-portal-of-saarc-asean-and-top-25-countries/

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Course Code	UM05MIBBA01	Title of the Course	Social Entrepreneurship
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.
	2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social.
	3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.
	4. To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.

Course Content		
Unit	Description	Weightage
1	Fundamentals of Social Entrepreneurship <ul style="list-style-type: none"> • Concept of Social entrepreneur & entrepreneurship • Evolution & Need • Major Functions • Difference between Social and Commercial entrepreneurs • Areas of social entrepreneurship 	25%
2	Women Entrepreneurship <ul style="list-style-type: none"> • Concept • Functions • Problems • Promotional measures adopted by the central government for the Development of women entrepreneurship in India (Govt. Schemes) • Role of women associations (EDI, SIDCO, DIC, NAYE, SEWA, AWAKE) 	25%
3	Rural Entrepreneurship <ul style="list-style-type: none"> • Concept • Need • Problems • Role of NGO in Rural entrepreneurship • Development of rural entrepreneurship in India 	25%
4	Trends in Social Entrepreneurship <ul style="list-style-type: none"> • Major challenges • Major opportunities • Global trends in social entrepreneurship • Contribution of Successful Social entrepreneurs of India and abroad 	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ Lecture Centered Instructional Method, ➤ Visual Presentation ➤ Case Study ➤ Project Based Learning
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COURSE OUTCOMES	
1	The Students will understand the concept of Social entrepreneur & entrepreneurship, Functions, Areas of social entrepreneurship
2	The Students will acquire knowledge regarding women entrepreneur, Functions, Problems, Role of women associations
3	The Students will be able to know rural entrepreneurship, Need & Problems
4	The Students will understand Major challenges, Major opportunities, Global trends & Contribution of Successful Social entrepreneurs of India and abroad

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

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

Online Resources	
1.	1501582892modulenummer-1-text.pdf (inflibnet.ac.in)
2.	Chapter 1:The Foundations of Entrepreneurship (cesie.org)
3.	Social Entrepreneurship: What it is and How to Use it for Change (acumenacademy.org)
4.	Decoding-Government-Support-to-Women-Entrepreneurs-in-India.pdf (niti.gov.in)
5.	giz2019-en-Analysis-of-Women-entrepreneurship-in-India.pdf
6.	Knowledge Series 1 Handbook for Promoting Women Entrepreneurship.pdf (sidbi.in)
7.	2-RURAL-ENTREPRENEURSHIP-IN-INDIA.pdf (iaraindia.com)
8.	Kumar & Rajalakshmi ECSP-LG13-55 (emes.net)

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Course Code	UM05MIBBA02	Title of the Course	Materials & Operations Management
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To equip learners with essential concepts and techniques in materials management and industrial purchasing to enhance efficiency and decision-making in supply chain processes.
	2. To provide a comprehensive understanding of storekeeping practices and the principles of logistics and supply chain management to optimize inventory and enhance operational efficiency.
	3. To explore foundational knowledge of operations management and production processes to effectively design and manage efficient workflows and plant layouts in a modern business context.
	4. To provide a practical understanding of production planning, control, and work design through a blend of theoretical concepts and real-world examples to enhance operational efficiency and productivity.

Course Content		Weightage
Unit	Description	
1.	Materials Management & Industrial Purchasing (Theory 30% & Examples 70%) Materials Management <ul style="list-style-type: none"> • Concept of Materials Management & Material Planning • Classification of Materials • Importance of Materials Management • Factors Affecting Materials Planning Industrial Purchasing <ul style="list-style-type: none"> • Meaning of Industrial Purchasing • Purchase Procedure • Centralised v/s Decentralized Purchasing • Vendor selection (Examples of Vendor Performance Rating) 	25 %
2.	Storekeeping & Logistics and Supply Chain Management Storekeeping <ul style="list-style-type: none"> • Meaning of Storekeeping • Importance of Storekeeping • Store Location, Stores Layout and Stores Records Logistics and Supply Chain Management <ul style="list-style-type: none"> • Concept of Logistics and Supply Chain Management • Modes of Transportation 	25 %

	<ul style="list-style-type: none"> • Functions of Warehousing & Packaging • Need for Supply Chain Management 	
3.	Operations Management & Production Process Operation Management <ul style="list-style-type: none"> • Meaning of operation management • Importance of Operations management • Role and responsibility of operations managers in modern business environment. Production Process and Plant Layout <ul style="list-style-type: none"> • Concept of production process and plant layout • types of production process (Job, Lot, Batch and Mass Production) • Factor affecting plant layout • Types of plant layout (Process, Product and Fix layout) 	25 %
4.	Production Planning, Production Control & Work Design (Theory-30% Examples - 70%) Production Planning and Production Control <ul style="list-style-type: none"> • Concept Production Planning and Production Control • Routing, scheduling, dispatching and follow up • importance of production control • Examples on Critical Path Method (CPM) Work Design <ul style="list-style-type: none"> • concept of work design, Method study and Time Study • objectives of Time study • Computation of standard time (Examples) 	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Students will understand the principles of materials management and industrial purchasing.
2.	Students will learn to do material planning, purchasing procedures and vendor selection independently.
3.	Students will grasp the fundamentals of storekeeping, optimal store location, store layout and the management of store records.
4.	Students will acquire a comprehensive understanding of logistics and supply chain management, encompassing transportation modes and the necessity of effective supply chain management.
5.	Students will grasp the importance of operations management and the critical role of operations managers in today's business environment.
6.	Students will gain insights into production processes, plant layout and various layout types.
7.	Students will understand the concepts of production planning and control, including routing, scheduling, dispatching, and applications of the Critical Path Method (CPM).
8.	Students will learn the fundamentals of work design, including method and time study, and computation of standard time through practical examples.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References

1.	Materials Management by K. Shridhar Bhat, Himalaya publication.
3.	Production Management by Chunawalla and Patel.
4.	Logistics Management by Satish C. Ailawadi & Rakesh P. Singh PHI.
5.	Production Management by L.C. Jhamb, Everest Publication.
6.	Production and Operation Management by S.N. Chary, Tata McGraw Hill.
7.	Modern Production Management by E.S.Buffa.

Online Resources

1.	https://youtu.be/oSoU4msV2ss
2.	https://youtu.be/XE-Tdox0VIU
3.	https://youtu.be/4-QU7WiVxh8
4.	https://youtu.be/ZI81JQO1hDo
5.	https://youtu.be/lZPO5RclZEo
6.	https://youtu.be/pX9mjXKt6PU
7.	https://youtu.be/szJgPfe-4MU
8.	https://youtu.be/YR5jjleIoTg

SARDARPATELUNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus as Per NEP 2020 with effect from the Academic Year 2025-2026
Bachelor of Business Administration (General)
(B. B. A. SEM – V)

Course Code	UM05SEBBA01	Title of the Course	Innovation Management
Total Credits of the Course	02	Hours per week	02

Course Objectives	1. The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.
	2. The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.
	3. It will help to develop and recognize students own creativity and carry out innovative work in an effective way.
	4. t also exposes and motivates the students to apply problem solving steps and tools for carrying out creative and innovative work.
	5. The course helps the students to get into and out of the technologies faster and more efficiently.

Course Content		Weightage
Unit	Description	
1.	Innovation, Creativity & Innovation Management Innovation & Creativity <ul style="list-style-type: none"> • Concept of Innovation and Creativity • Importance of Innovation and Creativity • Process of Innovation • Hurdles To Creativity. Innovation Management <ul style="list-style-type: none"> • Concept of Innovation Management • Evolution of Innovation Management • Factors Influencing Innovation Management 	50 %
2.	Tools & Areas of Innovation Tools of Innovation <ul style="list-style-type: none"> • Traditional V/S Creativity Thinking • Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus • Group Creative Techniques: Brain Storming, & Thinking Hats Method. Areas of Innovation <ul style="list-style-type: none"> • Product Innovation: Packaging And Positioning • Process Innovation: Requirement & Total Quality Management 	50 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	The students will understand the concept of Innovation & Creativity which will build a foundation in creative thinking among the students.
2.	The students will gain knowledge on Innovation & Creativity process, principles and hurdles in creativity.
3.	The students will acquire knowledge regarding evolution and significance of Innovation Management.
4.	The students will acquire knowledge regarding Tools For Innovation through Individual and Group Creative Techniques.
5.	The students acquire knowledge regarding Areas of Innovation and will learn about Product and Process Innovation and use of TQM.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	25 Marks (%)
1	Class Test (at least one)	10 (40%)
2	Quiz (at least one)	05 (20%)
3	Active Learning	----
4	Home Assignment	05 (20%)
5	Class Assignment	----
6	Attendance	05 (20%)
Total Internal (%)		25 (100%)
University Examination (%)		25 (100%)

Suggested References

1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House.
2.	Competitive Innovation Management by James A Christiansen, Macmillan Business, 2000.
3.	Innovation Management & New Product Development, Paul Trott, Pitman, 2000.
4.	The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York, Kelley, Tom, Jonathn Littmant, and Tom Peters, Doubleday, 2001.
5.	Managing innovation in the New Millennium, S. S. George The ICFAI Press, 2004.
6.	Creating Innovators: The Making of Young People Who Will Change the World, Wagner, Tony, New York: Scribner, 2012.

Online Resources

1.	https://youtu.be/FXJUDyqobbM
2.	https://youtu.be/FF_38_ZuRbQ
3.	https://youtu.be/33JjV_NDbpY
4.	https://youtu.be/DNUwZctwwhw
5.	https://youtu.be/_PC1qbAhKz0
6.	https://youtu.be/wbFVNBNi7Bk
7.	https://youtu.be/kfpERveB8kM
8.	https://youtu.be/Y6R9ps2E1oM
9.	https://youtu.be/66N5SM73AEc
10.	https://youtu.be/1YLtkc6U3Rs
11.	https://youtu.be/Ej5niRS-h7k

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Bachelor of Business Administration (General)
(B. B. A. SEM – V)

Course Code	UM05SEBBA02	Title of the Course	Soft Skills
Total Credits of the Course	02	Hours per week	02

Course Objectives	1. To equip students with essential skills for personal and professional success.
	2. To enhance verbal and non-verbal communication techniques for effective interaction.
	3. To focus on some theories and detailed tips to improve usage of career and self-development strategies.

Course Content		Weightage
Unit	Description	
1.	Soft Skills: An Introduction <ul style="list-style-type: none"> • What is Soft Skill ? • Soft Skills – A man made skill • Hard Skills v/s Soft Skills • Importance of Soft Skills • Types of Soft Skills • Career of Soft Skills • Identification of your Soft Skills 	50 %
2.	Learning to Prioritize: <ul style="list-style-type: none"> • The importance of managing time and money wisely • How to regulate the way you spend time • Developing the attitude to work hard • How to counter procrastination • Enjoying your work • Planning work • Organizing your work • Team work • Preparing blueprint of your priorities 	50 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Effectively communicate through verbal/oral communication and improve the listening skills. Write precise briefs or reports and technical documents.
2.	Write precise briefs or reports and technical documents
3.	Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.
4.	Become more effective individual through goal/target setting, self motivation and practicing creative thinking.

Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	25 Marks (%)
1	Class Test (at least one)	10 (40%)
2	Quiz (at least one)	05 (20%)
3	Active Learning	----
4	Home Assignment	05 (20%)
5	Class Assignment	----
6	Attendance	05 (20%)
Total Internal (%)		25 (100%)
University Examination (%)		25 (100%)

Suggested References

1.	Shalini Verma, Enhancing Employability @ Soft Skills, Person, India
2.	Dr. K. Alex, Soft Skills, S.Chand & Sons, India.
3.	Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.

Online Resources

1.	https://youtu.be/jY8nWva_0BQ
2.	https://youtu.be/kdYpqwEogFo