SARDAR PATELUNIVERSITY
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 – VI)

Course Code	UM06MABBA01	Title of the Course	Taxation -II
Total Credits of the Course	04	Hours per week	04

Course Objectives	**1.** To compute income under various heads namely income from business/ profession, capital gains and income from other sources.
	2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
	3. To prepare students competent enough to take up to employment in Tax planner.
	4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.

Course Content		Weightage
Unit	**Description**	
1.	**Profits and Gains from Business & Profession of Individual (Examples only)** • Basis of Charge • Incomes charged under the head 'profits and gains of business or profession' • Deductions (Sec. 30 to 36) and conditions for allowing deductions (Sec.37) Excluding deduction u/s 32 • Computation of Profits and Gains of Business or Profession where Profits and Loss account is available • Computation of Profits and Gains of Business or Profession where Receipts and Payment account is available.	**25 %**
2.	**Income from Capital Gains (Examples only)** • Basis of charge • Capital assets, Assets not considered as capital assets and Kinds of Capital assets • Computation of Short term and Long term Capital Gains – Cost of Acquisition and Cost of Improvement • Capital Gain Exemptions under section 54, 54B, 54EC & 54F • Computation of Taxable Capital Gains	**25 %**
3.	**Income from Other Sources & Computation of Total Income** **A. Income from other sources: (Examples only)** • Incomes chargeable under 'Other Source' – Chargeability • Kinds of Securities and Grossing up of Interest • Deductions Allowed and Deductions not permitted • Computation of Income under the head Income from Other Source **B. Computation of Total Income from the given Gross Total Income only:(Theory only)** • General Deduction available under section 80 C, 80 D, 80 E, 80 EE, 80EEA,80G and 80 U	**25 %**
4.	**Assessment, TDS, Advance Tax & Return of Income (Theory only)** • Meaning of Assessment, Types of Assessment • Tax Deducted at Source (TDS) • Advance Payment of Tax • Return of Income, Time for filling Return, Types of Income Tax Return • Permanent Account Number (PAN)	**25 %**

Teaching-Learning Methodology	- White Board - Presentation - Video - Case Study - Quiz

Course Outcomes	
1.	Compute income from business/profession, capital gains and income from other sources.
2.	Understand the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961.
3.	Compute the net total income of an individual.
4.	Compute and file a return of income of an Individual.

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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Bachelor of Business Administration (General)

(B. B. A. SEM – VI)

Course Code	UM06MABBA02	Title of the Course	Accounting for Decision Making
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To know how Cost-Volume Profit (CVP) analysis is related to planning for a profitable business and describe the relationship between sales volume, costs and profit
	2. Learn how to make better decisions, better focus and identify specific decisions
	3. Identify relevant and irrelevant costs and benefits in a decision.
	4. Value added accounting indicate the value or wealth created by an enterprise.

Course Content		Weightage
Unit	Description	
1.	**Cost Volume Profit Analysis (Theory & Examples)** • Meaning, Assumptions, and Limitations of CVP Analysis • Break Even chart and its utility • **Examples On:** **(a)** P/V Ratio, Break Even Point and Margin of Safety **(b)** Sales Mix **(c)** Plant Merger	25 %
2.	**Decision Making (Examples)** • **Examples On:** Key Factor, Product Mix Dropping & Replacement of Product	25 %
3.	**Differential Cost Analysis (Theory & Examples)** • Meaning & Significance of Differential Cost Analysis, • Compare & Contrast between Differential Cost Analysis and MarginalCost Analysis. • **Examples on:** Level of Activity Planning, Pricing Decision, Dumping Decision (Export Order), Acceptance of Special offer, Make or Buy	25 %
4.	**Value Added Accounting (Theory & Examples)** • Introduction & Definition of Value Added Accounting • Features of Value Added Accounting • Value Added Statement as Performance Measurement • Difference Between Value Added Statement and Profit & Loss Statement	25 %

	Examples On: Preparation of Value Added Statement	

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes	
1.	Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques.
2.	Evaluate complex ideas and tolerate ambiguity in managerial and organisational problem-solving.
3.	Evaluate the costs and benefits of different conventional and contemporary costing systems
4.	Apply management in ethical decision making.
5.	Understand problem solving techniques and analyse their outcomes used in various businessdecision making.

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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(B. B. A. SEM – VI)

Course Code	UM06MABBA03	Title of the Course	Advance Human Resource Management-II
Total Credits of the Course	04	Hours per week	04

Course Objectives	**1.** To explore the concept of perception, analyze the perceptual process, examine selectivity, and develop skills for greater awareness.
	2. To learn and understand the concept and stages of conflict, explore its positive and negative aspects and effective conflict management strategies.
	3. To develop understanding of the concept, characteristics, types, and functions of organizational cultures, and identify steps to develop a strong organizational culture.
	4. To explore the concept, nature, and process of organizational development, examine types of OD interventions and assess future trends in the field.

Course Content		Weightage
Unit	**Description**	
1.	**Perception** • Concept of perception • Sensation v/s Perception • Importance of perception • Perceptual process • Perceptual selectivity • Developing perceptual skill	**25 %**
2.	**Conflicts Management** • Concept of conflict management • Stages of conflict episode • Positive and negative aspects of conflict • Conflict management	**25 %**
3.	**Organizational Cultures** • Concept of organizational cultures • Characteristics of organizational cultures • Types of organizational cultures • Functions of organizational cultures • Steps for developing a sound organizational culture	**25 %**
4.	**Organizational Development** • Concept of organizational development • Nature of organizational development • Process of organizational development • Types of OD interventions • Future trends of OD interventions	**25 %**

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes	
1.	Students will demonstrate a comprehensive understanding of perception, its distinction from sensation, its importance, the perceptual process, selectivity, and skills for enhanced perceptual awareness.
2.	Students will gain understanding of conflict management concepts, stages, and its positive and negative aspects, along with effective management strategies.
3.	Students will learn and analyse knowledge of organizational culture concepts, characteristics, types, functions, and steps for developing a robust culture.
4.	Students will understand organizational development concepts, processes, types of interventions, and future trends in the field.

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.	Psychology for Management, S. S. K. Sinha, **:** Himalaya Publishing House, 2010.
2.	Organizational Behavior , K. Aswathapp, Himalaya Publishing House, 2010.
	Organizational Behavior, L. M. Prasad, Sultan Chand & Sons, 2011.
3.	Understanding Organizational Behavior, V. S. Gupta, Prentice Hall India, 2012.
4.	Conflict Management and Resolution, Dr. N. R. S. Bhatia, Deep & Deep, 2013.
5.	Managing Workplace Conflict, M. S. K. Kumar, Sage Publications**,** 2014.
6.	Organizational Culture: An Indian Perspective , Prakash Singh, Global Vision Publishing House, 2011.
7.	Organizational Development: Theory, Practice, and Research", A. S. K. Reddy, Himalaya Publishing House, **2**011.
8.	Handbook of Organizational Development", K. M. L. K. Kumar, Sage Publications, **2**015.

Online Resources	
1.	https://youtu.be/unWnZvXJH2o
2.	https://youtu.be/pgtbZhAf5Bo
3.	https://youtu.be/v4sby5j4dTY
4.	https://youtu.be/BrPPyxkkzcE
5.	https://youtu.be/ndvfHxV24jY
6.	https://youtu.be/sTufzOXGIYQ
7.	https://youtu.be/unxOUMCuV9I

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Course Code	UM06MABBA04	Title of the Course	Advance Marketing Management-II
Total Credits of the Course	04	Hours per week	04

Course Objectives	1.	To develop understanding of Integrated Marketing Communications to provide a smooth customer focused experience.
	2.	To learn how sales force management optimises the performance of the sales and marketing teams.
	3.	To impart the knowledge of efficient and effective distribution system and marketing control.
	4.	To explore various aspects of rural marketing as an integral part of marketing management.

Course Content		Weightage
Unit	Description	
1.	**Integrated Marketing Communications** • Advertising: advertising objectives, advertising budget (Examples of Vidale & Wolfe Model, Palda's Distribution Lag Model, Decisions under risk & Uncertainty) (Game Theory, Adaptive Model & Stochastic Model- only Theory), advertising message including Ad Copy, Copy Creation & Production), advertising media (types, media selection, media scheduling), advertising measurement • Sales Promotion: Objectives, Major Sales Promotion tools • Public relations (PR): Marketing public relations and major decisions in marketing PR • Direct Marketing : Meaning, Scope and Importance	25 %
2.	**Sales Force Management** • Designing the sales force Structure • Various approaches to decide about the Sales force structure and size • Compensation plans for sales people • Budgetary and non-budgetary methods for the control of Sales force • Allocation of Sales territories to salespeople and fixing of sales quotas • Appraisal of performance of salespersons	25 %
3.	**Distribution Channels & Marketing Control** • An overview of distribution channels • Emergence of unconventional modes of distribution, Physical distribution and logistics decision • Marketing control and marketing Audit: Concept, types and tools of control and marketing audit procedure	25 %
4.	**Rural Marketing:** • The rural market environment • Tapping the rural markets • Segmentation & Targeting • Product strategy- Specially designed for Rural Market • Brand decisions • Physical Distribution • Channel decision • Sales force Management • Marketing Communications	25 %

Teaching-Learning Methodology	- White Board - Presentation - Video - Case Study - Quiz

Course Outcomes	
1.	Critically evaluate the impact of advertising, sales promotion, public relation and direct marketing on the sales performance.
2.	Create a sales force structure and evaluate it using various performance evaluation methods.
3.	Gain knowledge about distribution channels, including unconventional modes of distribution and marketing control.
4.	Investigate the rural price, distribution, communication, and product, including the rural marketing strategy.

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 Management - V. S. Ramaswamy & S. Namakumari
3.	Sales force Management - Kundiff, Still and Govani
4.	Fundamentals of Advertising by Chunawalla
5.	Advertising and Promotion by Kruti Shah & Alan D'Souza

Online Resources	
1.	https://youtu.be/IVbcWsuM-mI
2.	https://youtu.be/IVbcWsuM-mI
3.	https://ocd.lcwu.edu.pk/cfiles/Mass%20Communications/Maj/MC-405/Integrated_Marketing_Communications_2nd.pdf

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Course Code	**UM06MABBA05**	**Title of the Course**	**Advance Financial Management-II**
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives	
	1. Equip students with the knowledge of various forms of dividend payments and the significance of dividend policy in financial decision-making, including the application of theoretical models like Walter's, Gordon's, and Modigliani-Miller's models.
	2. Enable students to understand and apply statistical techniques for risk analysis in investment decisions, including conventional risk analysis methods such as risk-adjusted discount rates and decision-tree analysis.
	3. Introduce students to the workings of the foreign exchange market, exchange rates, and the management of foreign exchange risk, including internal and external hedging techniques.
	4. Provide students with a comprehensive understanding of mutual funds, including their benefits, types, and the role they play in the Indian financial market.

Course Content		**Weightage**
Units	**Description**	
1	**Dividend Policy Decision: (Theory 50% & Examples 50%)** • Forms of Dividend payment, • Significance of Dividend Policy in Financial Decision, • Variables influencing Dividend decision, • Walter's Model, Gordon's Model and Modigliani -Miller's Model.	25%
2	**Investment Decision: (Theory 30% & Examples 70%)** • Nature of Risk. • Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Co-efficient of variation, Probability Distribution approach (I) Independent cash flows, (II) Dependent cash flows • Conventional techniques of risk analysis – Risk-adjusted discount rate approach. Certainty equivalent approach, Sensitivity analysis & Decision - Tree Analysis.	25%
3	**Fundamentals of International Financial Management: (Theory 100%)** • Introduction,Foreign Exchange Market, • Foreign Exchange Rates: Spot rate, forward rate, Cross rate, Bid and Ask rate, Spread • Determinant and select theories of exchange rates, • Foreign exchange risk and hedging • Foreign exchange risk management techniques -Internal & External.	25%
4	**Mutual Funds: (Theory 100%)** • Introduction • Benefits of Mutual Fund Investment, • Types of Mutual Funds : Growth Funds, Income Funds, Monthly Income plans, Gift Funds Liquid / Money Market Funds, Index Funds, Tax savings funds, Mutual funds in India.	25%

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes

1	Students will be able to critically analyze and apply various dividend policy models in real-world financial decisions.
2	Students will gain the ability to utilize statistical and conventional techniques for analyzing risk in investment decisions, leading to more informed financial management.
3	Students will understand the dynamics of foreign exchange markets and develop strategies to manage foreign exchange risks effectively.
4	Students will be able to assess the various types of mutual funds and make informed decisions about mutual fund investments, particularly within the context of the Indian market.

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.	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_1306/Unit-03.pdf
2.	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dde.svu.edu.in/study-material/SLM/MCOM_104_International%20Financial%20Management.pdf
3.	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.invescomutualfund.com/docs/default-source/default-document-library/understanding_mutualfunds.pdf?sfvrsn=2

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Bachelor of Business Administration (General)

(B. B. A. SEM – VI)

Course Code	UM06MABBA06	Title of the Course	Export Management-II
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To provide students with a working knowledge of export product planning.
	2. To demonstrate the role of export pricing
	3. To develop a better understanding of the context and domain of export finance.
	4. To prepare students personally and professionally for meaningful employment by reflecting on the issues of export procedure and documentation.

Course Content		**Weightage**
Unit	**Description**	
1.	**Export Product Planning** • Product Planning: Meaning, Importance • Product Standardization and Product Adaptation Strategies • Product Positioning: Meaning, Steps and Importance • Packaging: meaning, importance	25 %
2.	**Export Pricing** • Meaning • objectives • Factors affecting Export Pricing • Methods of export pricing • INCO terms 2000	25 %
3.	**Export Finance** • Pre shipment and Post shipment Finance • EXIM bank , ECGC • Mode of Payments • Marine Insurance	25 %
4.	**Export Procedure and Documentation** • Steps of Export Procedure • Export Documentation	25 %

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes	
1.	Understand the concept of Export product planning, product standardization and product positioning
2.	Acquire knowledge regarding export pricing objective, factors affecting pricing and methods of pricing
3.	Know Pre shipment and Post shipment Finance , EXIM bank , ECGC, Mode of Payments and Marine Insurance
4.	Understand export procedure and documentation

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/know-your-incoterms
2.	https://main.ecgc.in/
3.	https://www.dgft.gov.in/CP/
4.	https://nationalinsurance.nic.co.in/en/marine

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

Course Code	UM06MIBBA01	Title of the Course	Economic Analysis
Total Credits of the Course	04	Hours per week	04

Course Objectives	**1.** To familiarize the students with the advanced concept of Economics.
	2. The students identify and interpret the advanced economic concepts/variables.
	3. The students learn to apply these theoretical models to address real-world problems.
	4. The students can understand the behavior of an individual and market in a variety of economic environments.
	5. Students will be able to appraise their role in the global economic environment.
	6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.

Course Content		**Weightage**
Unit	**Description**	
1.	**Elasticity of Demand** Price elasticity – Methods, types and Uses–Income elasticity –concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses	**25 %**
2.	**Production Function** Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line – Isoquant - properties, principle of marginal rate of Technical Substitutions-Least cost combination - law of variable proportion with the help of TPP, APP and MPP, law of return to scale with the help of Iso -quants.	**25 %**
3.	**Market Structures and Competition** Characteristics and Price output determination under perfect competition. Characteristics of Monopoly, Price and output determination, Price discrimination degrees, possibility and profitability, Characteristics and Price and output determination under monopolistic , Selling cost and its effect on firm's demand curve	**25 %**
4.	**Pricing Strategies, Revenue Analysis, and Strategic Behaviour** Concept of Revenue - AR, MR and TR under perfect and imperfect competition, Features of duopoly and oligopoly, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's	**25 %**

Teaching-Learning Methodology	- White Board - Presentation - Video - Case Study - Quiz

Course Outcomes	
1.	The students can examine the basic models economists use to study the choices made people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials.
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications.
3.	The students will be able to interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyzethe effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.

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.	Economic Theory And Operation Analysis – W.J. Baumol
2.	Managerial Economics – Samuel Paul
3.	Managerial Economics – Coyne
4.	Introduction To Managerial Economics – Savage And Small
5.	Managerial Economics – D.C. Hague
6.	Economic Theory – Stonier Hague
7.	Advance Economic Theory – H.L. Ahuja
8.	Managerial Economics – GopalKrishna
9.	Managerial Economics – G.S. Gupta
10.	Managerial Economics-P.L.Mehta

Online Resources	
1.	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==
2.	https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==

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Course Code	UM06AEBBA01	Title of the Course	Business Etiquettes and Presentation Skills
Total Credits of the Course	02	Hours per week	02

Course Objectives	1.	To impart training to the students with a view to developing their communicative competence in English.
	2.	To equip students with the skills necessary at the workplace.
	3.	To make students aware about the Presentation skills.

Course Content		Weightage
Unit	Description	
1.	**Business Etiquettes** • Business Etiquettes: Concept and Importance • Etiquettes for Formal/Corporate Meetings • Negotiation: Definition and Stages for a successful Negotiation • Strategies for each stage of Negotiation	50 %
2.	**Business Presentation** • Importance and Role of Business Presentation • Planning for Presentation • Stages of an effective Presentation: Preparing, Practicing (Rehearsing) and Delivering the Presentation • Coping with Presentation fears and Non-Verbal aspects of Business Presentation	50 %

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes	
1.	Students will be able to communicate Effectively in Global Business Environment.
2.	Can apply English for specific Business Purposes.
3.	Understand the importance of Etiquettes and presentation for various purposes like interview, any kind of presentation, job, and business.

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.	Hasbany Ghassan: How to make winning presentation: Jaico Publication
2.	Antony Jay& Ross Jay: Effective Presentation, Universities Press(UP)
3.	David Robinson: Business Etiquettes, Kogan Page India Private Limited.
4.	Rajendra Pal& J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
5.	Raman, Minaxi & Singh, Prakash: Business Communication, OXFORD
6.	Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, PEARSON

Online Resources	
1.	https://fireflies.ai/blog/business-meeting-etiquette-rules
2.	https://www.indeed.com/career-advice/career-development/business-presentation
3.	https://www.pon.harvard.edu/tag/importance-of-negotiation/
4.	https://www.investopedia.com/terms/n/negotiation.asp

SARDAR PATEL UNIVERSITY

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 – VI)

Course Code	UM06AEBBA02	Title of the Course	Leadership Skills for Management
Total Credits of the Course	02	Hours per week	02

Course Objectives	1.	The course is designed to understand the importance of leadership skills for management.
	2.	It is helpful to understand the importance and effectiveness of leadership.
	3.	It is helpful to understand the leadership theories.
	4.	It helps to understand the participative leadership.
	5.	It helps to understand the delegation and empowerment.

Course Content		Weightage
Unit	Description	
1.	**The Nature of Leadership and Leadership Theories:** • Definitions of leadership • Need or importance of leadership • Leadership effectiveness • Level of conceptualization for leadership **Leadership Theories:** • Charismatic, Trait, Behavioural and Situational Theories	50 %
2.	**Participative Leadership, Delegation and Empowerment:** • Nature of participative leadership • Guidelines for participative leadership **Delegation:** • Concept, varieties, potential advantages and guidelines for delegating **Empowerment:**	50 %

	• Concept, Consequences and facilitating conditions	

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Course Outcomes	
1.	The students will understand the importance and effectiveness of leadership.
2.	The students will understand the charismatic, trait, behavioural and situational theories of leadership.
3.	The students will acquire knowledge regarding participative leadership.
4.	The students will understand the concepts of delegation and empowerment.

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.	Gary Yukl: Leadership in Organization, Pearson Education, New Delhi.
2.	L M Prasad: Organizational Behaviour, Sultan Chand & Sons, New Delhi.
3.	Patricia Guggenheimer & Mary Diana Szulc: Understanding Leadership Competencies.

Online Resources	
1.	https://youtu.be/nkXr8P8cnXc
2.	https://youtu.be/yT242UO4cgw
3.	https://youtu.be/cx_RXvE1qic
4.	https://youtu.be/uGbQFnnTYpE

SARDAR PATEL UNIVERSITY
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 – VI)

Course Code	UM06SEBBA01	Title of the Course	Internship/Comprehensive Project
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. The purpose of this course is to enable the students for in-depth analysis of a topic relating to his/her area of specialization, and develop a comprehensive understanding on the same.
	2. To make students aware about finding and analyzing the data relate to the project they have conducted.
	3. To learn the data collection methods of the project study.
	4. To intern regarding preparing the project report.

Course Content		**Weightage**
Unit	**Description**	
1	• Students will be required to carry out a micro-analysis of an organisation from the subject area chosen. The microanalysis will include collecting information regarding chosen major functional areas such as marketing, finance, human resources. Students will be required to prepare questionnaire and use suitable statistical / mathematical techniques for analysis of information/data and draw suitable conclusions / recommendations. It will be a individual Project. • The learning can be carried out through: 1. Study of secondary data from books, journal and magazine articles, newspaper articles, websites, electronic and physical databases, etc. 2. Primary data collection through interviews, discussions, and other research instruments. Students are encouraged to pursue the research in the organization where they had undergone their second year project work. The students will work on their projects individually and not in pairs or teams. • The institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students. • As a rule, no faculty member may be permitted to guide more than 10 students. • **The format of the report would comprise following points:** 1) Title page 2) Preface 3) Acknowledgement 4) Certificate 5) Table of Content 6) Introduction and Identification of Problem with reasons 7) Literature Review 8) Research Methodology	100%

	9) Data Collection 10)Data analysis and Interpretation 11) Recommendations and conclusion 12) Bibliography **The report must be prepared taking into following guidelines:** Sr. No. Particular Details 1. 1 Paper Size A4 2. Margins Left Side - 1.5 cm Right Side - 1 cm Top and Bottom - 1 cm 3. Line Spacing 1.5 cm 4. Font Type Times New Roman 5. Font Size 12 6. Alignment Page Justify 7. The repost should of minimum 25 pages. **No of Copies 3 copies 1 each for University, College and Student**	

Teaching-Learning Methodology	➢ Case Study ➢ Research Based study ➢ Project report ➢ Data Analysis ➢ Discussions and Guidance under the supervision of a faculty ➢ Company Visits and discussions with managers of the organizations, reading and analyzing annual reports, writing reports and presentations.

Course Outcomes	
1	Perform company analysis and learn to take decisions in changing environment.
2	Apply marketing mix strategies in a competitive scenario.
3	Perform financial analysis and suggest strategies to improve the financial health of the organization.
4	Apply production management related strategies, including inventory management etc.
5	To work in a team and learn group dynamics.
6	Enhance employability

Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	**Details of Evaluation**	**Weightage**
1.	Internal Examination: Project Report and oral Viva	50%
3.	University Examination	50%

Suggested References	
1	Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, etc
2	Annual reports of companies, SEBI , NSE, BSE reports. secondary sources including databases
3	secondary sources including databases