

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 (Information System Management)**(B. B. A. ISM SEM - V)**

Course Code	Total Credits of the Course	Title of the Course	Database Management System
UM05MABBS01	04	Hours per week	2T+2P

Course Objectives	1. To explain basic database concepts, applications, data models, schemas and instances
	2. To demonstrate the use of constraints and relational algebra operations
	3. Describe the basic of SQL and construct queries using SQL
	4. To emphasize the importance of normalization in databases
	5. To familiarize issues of concurrency control and transaction management.

Course Content		Weightage
Unit	Description	
1.	Introduction to RDBMS and SQL Introduction to RDBMS – Basic Terminology, Advantages, Keys; Normalization (1NF, 2NF, 3NF), Dr. E.F.Codd's Rules in DBMS, Introduction to SQL - Types of SQL Statements: DDL (Data Definition Language), DML (Data Manipulation Language), DQL (Data Query Language), DCL (Data Control Language), TCL (Transaction Control Language).(Only concern topics) Basic SQL Concepts Built-in Data Types – (Number, Char, Varchar2, Date). Creating Table, Removing table and Modifying table structure. Inserting Data, Manipulating Data using DELETE and UPDATE, Retrieving Data Using Query. Pseudo Columns – ROWID, ROWNUM, USER, SYSDATE, Null values, TAB table, DUAL table, Operators – Arithmetic, Relational, Logical, Range Searching, Pattern Matching and Set operators.	25 %
2.	Data Constraints and Built-in Functions : Data constraints – Introduction, Type of data constraints (Not Null, Unique, Primary Key, Foreign Key and Check); ALTER TABLE Scalar Functions - Numeric (Abs, Floor, Mod, Power, Round, Sign, Sqrt, Trunc) Character - (Chr, Ascii, Concat, Initcap, Lower, Substr, Trim, Upper) Date (Add_Months, Last_Day, Next_Day, Months_Between) Aggregate Functions - (Avg, Count, Max, Min, Sum) Advanced Concepts Query and Subquery, IN, ANY and ALL operators	25 %

3.	Practical of Unit – 1 Table Definition commands (Create, Drop and Alter). Data manipulating commands (Insert, Update and Delete)	25 %
4.	Practical of Unit -2 Select Query	25 %

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

Course Outcomes

1.	Apply the basic concepts of Database Systems and Applications
2.	Use the basics of SQL and construct queries using SQL in database creation and Interaction
3.	Analyze and Select storage and recovery techniques of database system

Suggested References

1.	Database Management Systems by Arun K Majmudar, Pritimoy Bhattacharyya
2.	An introduction to database management systems by Bipin C Desai
3.	Developing client server applications using Oracle Developer 2000 by Ivan Bayross.
4.	P. S. Deshpande : SQL/PLSQL for Oracle9i, dreamtech press, reprint edition 2009.
5.	Oracle Complete reference by Kevin Lonely and George Koch, TMH

Online Resources

1.	https://learn.microsoft.com/en-us/dotnet/visual-basic/
2.	https://www.tutorialspoint.com/sql/sql-rdbms-concepts.htm
3.	https://www.javatpoint.com/what-is-rdbms

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Bachelor of Business Administration (Information System Management)**(B. B. A. ISM SEM - V)**

Course Code	UM05MABBS02	Title of the Course	Data Communication and Computer Network-I
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. Build an understanding of the fundamental concepts of computer networking
	2. -Familiarize the student with the basic taxonomy and terminology of the computer Networking area.

Course Content		Weightage
Unit	Description	
1.	Networks – Definition of LAN – Components – Models – Applications – Layered Architecture – OSI Model – The Internet Model	25 %
2.	Analog and Digital Signals – Digital and Analog Transmission – Multiplexing – Data Rate – Guided Media – Unguided Media – Transmission Impairment – Performance – Error Detection	25 %
3.	Introduction – BUS Topology – Ring Topology – Star Topology – Hybrid Topology – Flow Control – Medium Access Methods	25 %
4.	Repeater – Hubs – Switch – Bridges – Routers – Gateways – Other Devices Cellular Telephony-First Generation – Second Generation- Third Generation	25 %

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

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.

Suggested References

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

Online Resources

1.	
2.	
3.	
4.	

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Bachelor of Business Administration (Information System Management)**(B. B. A. ISM SEM - V)**

Course Code	UM05MABBS03	Title of the Course	Advanced Marketing Management-I
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To give insight about marketing management.
	2. To outline key marketing concepts and its application to different markets.
	3. To analyse and examine the implementation of marketing concepts and strategy to firms.
	4. To attain of organisational marketing goals.

Course Content		Weightage
Unit	Description	
1.	INTRODUCTION - Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing	25 %
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 %
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 %
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 %

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study➤ Quiz
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Internal and / or External Examination Evaluation

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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%)

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

Suggested 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)

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Bachelor of Business Administration (Information System Management)

(B. B. A. ISM SEM - V)

Course Code	UM05MABBS04	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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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%)

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.

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/KJLHIOIdqA4
4	https://youtu.be/QzhaziGs6lQ
5	https://youtu.be/Ux69_UreKcU
6	https://youtu.be/Ex0sQ8xaQ0M
7	https://youtu.be/rUO8Qvcs7cY



Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05MABBS05	Title of the Course	ADVANCED HUMAN RESOURCE MANAGEMENT-I
Total Credits Of the Course	04	Hours per Week	04

Course Objective:	<ol style="list-style-type: none">1. To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.2. To define the interpersonal relationship.3. Improved working conditions for the employee and increase organizational effectiveness4. To Demonstrate a basic understanding of different types of groups in the organisation5. To give a final understanding of human resource practices in organizations.
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Course Content		
Unit	Description	Weightage* (%)
1.	Organizational Behavior Organizational Behavior: Meaning, Nature, factors affecting human behavior at work, limitations of OB, model of human behavior (S-R, S-O-R, S-O-B-C) Personality: Concept, Determinants, Freudian and Neo Freudian Stages of personality, Psychoanalytic theory & Self Theory	25%
2.	Perception & Learning Perception: Concept, Importance, Sensation and Perception, Perceptual Process, Perceptual Selectivity, Developing Perceptual skills. Learning: Nature, components of learning process, factors affecting learning, conditioning theory (classical & operant)	25%
3.	Interpersonal Behavior & Quality of Work Life Interpersonal Behavior: Nature of Interpersonal Behavior, Transactional Analysis (TA), Level of self-awareness, Ego states, Life positions, Transactions, Benefits & uses of TA. Quality of Work Life: Dimensions, Principles of QWL, Techniques for improving QWL, Work life Balance.	25%
4.	Group Dynamics & Work Teams Group Dynamics: Concept, Features, Stages of Group Development, Group Norms, Group Cohesiveness, Methods of Group decision making, Techniques for improving group decision making. Work Teams: Concept, Difference between group and team, importance of team, types of team, characteristics of an effective team, process of team creation	25%



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Teaching-Learning Methodology	ICT through (E.g. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Internal/ External Exam Evaluation Pattern			
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%)

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

Suggested References:	
Sr. No.	References
1.	Organizational Behavior by L.M.Prasad, Published by Sultan Chand & Sons, New Delhi.



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2.	Human Resource Management by C.B.Gupta, Published by Sultan Chand & Sons, New Delhi.
3.	Organizational Behavior by Fred Luthans, Published by McGraw Hill, Singapore.

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

On-line resources:

Website:

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

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Bachelor of Business Administration (Information System Management)

(B. B. A. ISM SEM - V)

Course Code	UM05MABBS06	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 %
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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.	To 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: T.A. Bala Gopal, 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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Bachelor of Business Administration (Information System Management)

(B. B. A. ISM SEM - V)

Course Code	UM05MABBS07	Title of the Course	Software Engineering
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ol style="list-style-type: none"> 1. To study the fundamental concepts related to software engineering, different phases of software development and various process models. 2. To learn the basic concepts related to requirement specification and software project planning. 3. To acquire basic knowledge about the concepts related to system design, coding and testing.
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction <ul style="list-style-type: none"> – Software and Software Engineering – Characteristics of Software process – Phases of Software Development – Process Models: Waterfall, Prototype, Iterative Enhancement, Spiral Model 	25%
2.	Requirement Specification and Software Project Planning <ul style="list-style-type: none"> – Introduction: SRS and Needs – Problem Analysis: – Requirement Specifications: – Characteristics & Components of SRS – Structure of SRS – Validation of SRS – Introduction to software projects, Planning, Categories of Software projects – COCOMO Model (with example) 	25%

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3.	Software Design <ul style="list-style-type: none"> – Introduction: System Design, Design Objectives, Design Principles/Concepts – Top Down & Bottom Up approach – Problem Partitioning Abstraction – Modularity Module Level concept, Coupling, Cohesion – Overview of Structured design – Functional v/s Object-oriented approach – Design Specification, Verification 	25%
4.	Coding and Testing <ul style="list-style-type: none"> – Introduction: Coding, Top Down & Bottom Up Approach for coding – Structured Programming, Information Hiding – Programming Style – Introduction: Testing, Error, Fault, Failure & Reliability – Top down and bottom up approach for testing Levels of Testing – Levels of Testing – Functional Testing v/s Structural Testing – Automated testing tool 	25%

Teaching-Learning Methodology	Blended learning approach incorporating both traditional classroom teaching as well as usage of ICT tools.
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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%)

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Course Outcomes: Having completed this course, the learner will be able to develop	
1.	understanding of the fundamental concepts related to software engineering, different phases of software development and various process models.
2.	understanding of the basic concepts related to requirement specification and software project planning.
3.	basic knowledge about the concepts related to system design, coding and testing.

Suggested References:	
Sr. No.	References
1.	An Integrated Approach to Software Engineering by PankajJalote ,Narosa Publishing House, Second Edition,1997.
2.	Software Engineering a practitioner's approach by Roger S. Pressman, Tata McGraw-Hill, Fifth Edition, 2001.
3.	Software Engineering Fundamentals by Richard Fairley, Tata McGraw- Hill.
4.	Software Engineering, By Ian Sommerville, Addition-Wesley, Fifth Edition, 2000.

On-line resources to be used if available as reference material	
On-line Resources	
1.	https://www.tutorialspoint.com/
2.	https://www.w3schools.com/
3.	https://www.javatpoint.com/



Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05MIBBS01	Title of the Course	Indian Business Environment
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">– Understand the structure of Indian Business Environment and its system.– Understand relationship between environment and business, applying the environmental analysis techniques in practice– Understand political and technological environment and to Know state business and government– To Understand the various concept of Financial environment.
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Course Content		
Unit	Description	Weightage* (%)
1.	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%
2.	Non Economic Environment Technological Environment Meaning and features of Technological Environment Impact of Technology on Society Role of Technology in Business Political Environment Meaning, factors consisting of political environment Impact of political environment on business Business and Government Business responsibility towards Government Government responsibility towards business	25%
3.	Privatisation and Disinvestment Privatization: Meaning and Ways of Privatisation Condition for success of privatization Arguments for and Arguments against Privatisation Privatisation and Disinvestment in India Exit Policy : Need and Extent of over manning, VRS and Golden Handshakes	25%



4	Financial Environment Constituents of Financial Market The Indian money market Indian capital Market Difference between Money market and capital market Stock exchange and its regulation Meaning, importance and function of stock exchange Dealing with stock exchange Organisation of stock exchange in India National Stock Exchange of India SEBI (Objective and Functions)	25%
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Teaching- Learning Methodology	– Blended learning approach incorporating traditional classroom teaching and online/ICT-based teaching practices.
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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%)

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

1.	Familiarize with the nature of business environment and its components.
2.	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
3.	Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country and to equip with provisions of the Government with respect to the business

Suggested References:

Sr. No	References
1.	K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt.Ltd, Ninth Edition 2007.
2.	Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.



3.	S.Adhikari- Business Environment
4	Misra and Pun- Business Environment
5	Ruddar Dutt and Sundaram K.P.S - Business Environment

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

On-line Resources

1.	https://ug.its.edu.in
2.	https://iimm.org/wp-content
3.	https://ebooks.lpude.in



BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code		Title of the Course	Global Business Environment
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country.To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.
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Course Content		
Unit	Description	Weightage* (%)
1.	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	25%
2	International Investment International Investment- Factors affecting International Investment Foreign Investment Growth- Significance of Foreign Investment-Foreign Investment in India	25%
3.	World Trade Organisation General Agreement on Trade and Tariffs (GATT) - Concept World Trade Organization (WTO)- Functions, Principles, Organizational Structure The WTO Agreements - A Bird's eye view Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences	25%
4	International Economic Organizations Introduction, Objectives, Organizational Structure and Functions of following organizations International Monetary Fund(IMF) International Bank for Reconstruction and Development(IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%



Teaching- Learning Methodology	– Blended learning approach incorporating traditional classroom teaching and online/ICT-based teaching practices.
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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%)

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

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:

Sr. No	References
1.	Francis Chrunilam - International business Environment R Chandran - International business Environment
2.	D M Mithani - Money, Banking, International Trade and Finance K Subbarao - International Business, Himalaya Publication
3.	Aswathappa - International Business- Tata McGraw Hill
4	Justin Paul - International Business - PHI Publishers
5	K Subbarao – International Business ,Himalaya Publication

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

On-line Resources

1.	http://ebooks.lpude.in/new-scheme/arts
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2.	https://dde.pondiuni.edu.in
3.	https://oms.bdu.ac.in

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Bachelor of Business Administration (Information System Management)

(B. B. A. ISM SEM - V)

Course Code	UM05MIBBS02	Title of the Course	Materials & Operations Management
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To understand the basic concepts and definitions of materials management.
	2. To Acquire knowledge about industrial purchasing, purchase procedure and buying methods.
	3. To understand the basic concepts and definitions of operations management.
	4. To Acquire knowledge about production processes and types of plant layout
	5. To prepare students Competent enough to take up to employment in operations management area of corporate sector.

Course Content		Weightage
Unit	Description	
1.	Fundamentals of Materials Management • Classification of Materials • Materials Management: Meaning, Definition, Scope & Importance • Integrated Materials Management: Concept & Advantages • Material Planning: Concept, Need & Factors Affecting Materials Planning	25 %
2.	Industrial Purchasing • Meaning, Definition & Importance of Purchasing • Principles of Right Purchasing • Purchase Procedure • Centralised v/s Decentralised Purchasing • Buying Methods	25 %
3.	Fundamentals of Operations Management Operating System and operation management-functions of manufacturing and operations (Transport, supply and service) - scope and importance of operations management - Role and responsibility of operations managers in modern business environment.	25 %
4.	Production Process and Plant Layout Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)	25 %

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

Course Outcomes

1.	Students will be able to identify the technical terms related to materials management.
2.	Students should be able to make independent purchase & different types of buying methods in industry.
3.	Students will be able to identify the technical terms related to operations management.
4.	Students should be able to determine applicability of plant layout concept and its practical applicability

Suggested References

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

Online Resources

1.	https://www.egyankosh.ac.in/bitstream/123456789/81757/3/Unit-1.pdf
2.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA5204.pdf
3.	https://ebooks.lpude.in/management/mba/term_3/DMGT501_OPERATIONS_MANAGEMENT.pdf

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Bachelor of Business Administration (Information System Management)**(B. B. A. ISM SEM - V)**

Course Code	UM05MIBBS03	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.
	5. To enhance practical knowledge among students

Course Content		Weightage
Unit	Description	
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 %
2.	Women Entrepreneurship Concept - Functions - Problems –Remedies- Promotional measures adopted by the central government for the Development of women entrepreneurship in India - Role of women associations	25 %
3.	Rural Entrepreneurship Concept - Need - Problems - NGO & Rural entrepreneurship, Developmental strategies of rural entrepreneurship in India	25 %
4.	Trends in Social Entrepreneurship 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 %

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

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
5	The students can understand current prevailing problem in society and found some innovative idea according to their skills.

Suggested References

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

Online Resources

1.	https://skills.gujarat.gov.in/schemes.htm
2.	https://msme.gov.in/
3.	https://www.startupindia.gov.in/content/sih/en/women_entrepreneurs.html
4.	https://rural.gov.in

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Bachelor of Business Administration (Information System Management)

(B. B. A. ISM SEM - V)

Course Code	UM05MIBBS04	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 under lying 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: (Theory and Examples) <ul style="list-style-type: none"> • Meaning and Definition of Budget and Budgetary Control, • Types of Budgets • Example of Cash Budget and Flexible Budget 	25 %

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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%)

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Suggested References	
1.	Advanced Cost Accounting – Jain S.P And Narang K L.
2.	Textbook of Cost & Management Accounting– Arora M.N.
3.	Cost Accounting – Khan M Y and Jain P K.
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:RaviM.Kishore.
9.	Accounting for Management: Dr.Jawaharlal.

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

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Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05MIBBS05	Title of the Course	Personal Finance
Total Credits of The Course	04	Hour sper Week	04

Course Objectives:	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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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%)

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.

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.

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Suggested References:	
Sr. No.	References
1.	Securities Analysts and Portfolio Management, Avadhani VA
2.	Investment Management–Prassana Chandra
3.	InvestmentAnalysisandPortfolioManagement-RanganathamM&MadhumatiR
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. Mohanand R. Elangoval

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Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05MIBBS06	Title of the Course	Business Information Systems-I
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. To learn Business Information System (BIS), its feature and component. 2. To learn strategy of IT Infrastructure and corporate Environment. 3. To understand of Business Functions and Information Needs of Business. 4. To introduce Managerial Process with Implications for Information System. 5. To introduce planning for IT Infrastructure for best Business. 6. To identify IT applications and Assessing Risk In Realization of Benefits.
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Course Content		
Unit	Description	Weightage (%)
1.	Business Information System – Introduction to BIS – Features of BIS – Users of BIS. – Components of BIS. – Characteristics, Features of new IT Infrastructure – Changing the corporate environment.	25%
2.	Business Functions and Information Needs of Business – Introduction to Basic Business Functions. – Marketing Function and Information Needs. – Finance Function and Information Needs. – Production Function and Information Needs. – Human Resource Management and Information Needs. – Information Management as Business Function.	25%

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3.	Information System and Managerial Process <ul style="list-style-type: none"> – Introduction to Managerial Process. – Managerial Decision Making – Approaches to Managerial Decision Making – Decision Making Environment. – Implications for Information System. 	25%
4.	Planning for IT Infrastructure <ul style="list-style-type: none"> – Introduction – Portfolio Approach. – Identifying IT applications. – Techniques of Evaluating IT Investments. – Assessing Risk In Realization of Benefits. 	25%

Teaching-Learning Methodology	Blended learning approach incorporating both traditional classroom teaching as well as usage of ICT tools.
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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%)

Course Outcomes: Having completed this course, the learner will be able to develop	
1.	The basic concepts related to Business Information Systems.
2.	Various business functions and information needs of a business.
3.	Various managerial processes and information systems.

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4.	Necessary planning for IT infrastructure.
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Suggested References:	
Sr. No.	References
1.	Business Information System, Muneesh Kumar, Publisher : Vikas Publishing House Pvt Ltd.
2.	Introduction to Information Technology, Turban, Rainer, Potter, John Wiley & Sons Inc., 2000

On-line resources to be used if available as reference material	
On-line Resources	
1.	https://www.vikaspublishing.com/books/business-economics/systems/business-information-systems/9788125905370/
2.	https://paginas.fe.up.pt/~apm/ESIN/docs/bis.pdf

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Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05SEBBS01	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 %

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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	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.	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.

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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



Bachelor of Business Administration (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05SEBBS02	Title of the Course	Soft Skills – I
Total Credits of the Course	02	Hours per Week	02

Course Objective:	The paper is designed to enhance the soft skills of the students. It focuses on some theories and detailed tips to improve usage of career and self development strategies.
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Course Content		
Unit	Description	Weightage* (%)
1.	Soft Skills : An Introduction 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 : 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	Direct Teaching Method, ICT enabled Teaching, Q&A sessions, Problem Solving Activities, Collaborative & Co-operative Learning, Project, Class Seminar.
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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%)

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

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.

Suggested References:

Sr. No.	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.



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 (Information System Management)
(B. B. A. ISM SEM - V)

Course Code	UM05SEBBS03	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: <ul style="list-style-type: none"> Definitions of leadership Need or importance of leadership Leadership effectiveness Level of conceptualization for leadership Leadership Theories: <ul style="list-style-type: none"> Charismatic, Trait, Behavioural and Situational Theories 	50 %
2.	Participative Leadership, Delegation and Empowerment: <ul style="list-style-type: none"> Nature of participative leadership Guidelines for participative leadership Delegation: <ul style="list-style-type: none"> Concept, varieties, potential advantages and guidelines for delegating Empowerment: <ul style="list-style-type: none"> Concept, Consequences and facilitating conditions 	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 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	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.	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

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 (ISM)**(B. B. A. SEM - V)**

Course Code	UM05SEBBS04	Title of the Course	Management Information System-II
Total Credits of the Course	02	Hours per week	02

Course Objectives	1. Understanding the concept of controlling management and role of Management Information Systems in achieving business competitive advantage through informed decision making.
	2. The principles of Quality, Quality Assurance, and Total Quality Management will provide an insight into the concepts of Excellence and Best Value and the contribution of quality to strategic management.
	3. Understand the concept of ethical and social issues are raised by information systems.
	4. Importance of Ethics in an Information Society

Course Content		Weightage
Unit	Description	
1.	Controlling • Concepts of Controlling Management • Control Cycle • Different feedback Loops • Principles of Controlling • Multiple control feedback • Quality control Total Quality Control Total Quality MGT.	50 %
2.	Ethical and Social Issues in Information Systems • Understanding Ethical and Social Issues Related to Systems • Ethics in an Information Society • The Moral Dimensions of Information Systems	50 %

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study➤ Quiz
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes	
	Students will have an ability to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles. Students will have an ability to communicate effectively in a variety of professional contexts.

Suggested References	
1.	Management Information Systems, Managerial Perspectives, 4 th Edition.
2.	Management Information Systems by T.Lucey
3.	Management Information Systems (Tenth Edition) Kenneth C. Laudon and Jane P. Laudon

Online Resources	
1.	https://www.toppr.com/guides/fundamentals-of-economics-and-management/controlling/kinds-of-control/
2.	https://www.investopedia.com/terms/t/total-quality-management-tqm.asp
3.	http://wiki.stoa.usp.br/images/0/02/MIS-cap4.pdf
4.	https://bs.bnu.edu.cn/bkjj/kjxz/MIS/ppt/laudon_ess7_ch12.pdf