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 - VI)

Course Code	UM06MABBS01	Title of the Course	**Programming with PHP**
Total Credits of the Course	4	Hours per Week	2T+2P
Course Objectives:	1. To introduce students to fundamental concepts related to PHPprogramming. 2. To impart basic knowledge of working with advanced features of PHPand interaction with forms. 3. To provide basic understanding of database access.		

Course Content		
Unit	Description	Weightage (%)
1.	**Introduction to PHP** – History of PHP, Features Merits and Demerits of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, Comments, Variables – (Declaring, Assigning, Destroying), – Data types, Setting and Testing Data types, Constants, Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation) – Super global variables	**25%**
2.	**PHP Basics** – Control structures – Looping structures – 1-D Array & its manipulation (Storing Data, Assigning, Accessing Array Elements, Displaying) – User-Defined Functions, Function Scope	**25%**
3.	**Advanced PHP and Form Interaction** – Working with Number, Strings functions, Working with Dates and Time – Creating tables using PhpMyAdmin, Interaction with HTML form, Validating HTML Form – Error checking or Exiting – Introduction to Regular Expression,	**25%**

4.	**Database programming and PHP** – Introduction to MySQL: Features, Merits and Demerits – MySQL data types and constraints – Working with Forms PHP and MySQL Integration – Basic SQL Commands (Insert, Update, Delete, Select) – MySQL functions (mysql_connect, mysql_select_db, mysql_query, – mysql_num_rows, mysql_fetch_array, mysql_fetch_field, mysql_close) – Generating reports using PHP and MySQL - Introduction and use of Session -	**25%**

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

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.	Understanding of the fundamental concepts related to PHP programming.
2.	Basic knowledge of working with advanced features of PHP and interaction with forms.
3.	Understanding of database access in PHP.

Suggested References:	
Sr. No.	References
1.	PHP – A Beginner's guide, Vikram Vaswani, TMH, 2009.
2.	Web enabled commercial application development using HTML, Javascript, DHTML and PHP by Ivan Bayross, BPB Publication, 2010.
3	Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication, 2004.
4	Professional PHP by Castagnetto Jesus, Shroff Publication, 1999.

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Bachelor of Business Administration (Information System Management)

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Course Code	**UM06MABBS02**	**Title of the Course**	**Data Communicaion and Computer Network-II**
Total Credits of the Course	**04**	**Hours per week**	**04**

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

Course Content		**Weightage**
Unit	**Description**	
1.	- Ethernet: Layers –MAC Layer, Physical Layer-10 Mbps Implementation Token Ring: MAC Layer, Physical Layer-Ring Management	**25 %**
2.	Wireless LANs-Wireless Transmission –ISM Frequency Band-Architecture Setellite Network-Orbits- Footprint- Categories of Satellites	**25 %**
3.	- Overview of TCP/IP-Network Layer-other protocol IP Addressing Scheme-Class A, B, C, D, E Addressing ,Subnetting-custom subnetting-supernetting	**25 %**
4.	IPV6 and ICMV6 Other protocol: TELNET-HTTP-SMTP Data Encryption Terms: Data Encryption, Decryption, Cipher text, plaintext, Authentication	**25 %**

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

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

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.	

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Bachelor of Business Administration (Information System Management)

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Course Code	**UM06MABBS03**	**Title of the Course**	**Advanced Marketing Management-II**
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives	1. Advanced Marketing management assess market opportunities by analyzing different market environment.
	2. Overall its objective to achieve overall marketing perspectives.
	3. This course is also elaborate different strategies of retail marketing and services marketing.
	4. Make new product development through the Marketing research.

Course Content		**Weightage**
Unit	**Description**	
1.	**Understanding the Marketing Environment & Competition** •Concept of Indian Marketing Environment • Macro Environmental Forces • Recent Shifts of Marketing Management • Competitive Forces And It's Strategies	**25 %**
2.	**MARKETING RESEARCH** • Concept of Marketing Research • Marketing Research Process • Scope of Marketing Research • Research Design(Meaning and Major Types) • Sampling Methods • Steps and Contents Of Research Reports	**25 %**
3.	**RETAILING MANAGEMENT** • Concept of Retailing • Functions Performed by Retailers • Opportunities in Retailing • Retail Management Decision Process	**25 %**
4.	**SERVICE MARKETING** • Introduction, Characteristics of Service • Classification of Service, • Service Marketing Mix • Introduction, • Determinants of Service Quality • Characteristics of Service Quality, • Strategies for recovering Service Quality Failures	**25 %**

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

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

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

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Course Code	UM06MABBS04	Title of the course	Advanced 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	25%

	• Determinant and select theories of exchange rates, • Foreign exchange risk and hedging • Foreign exchange risk management techniques -Internal & External.	
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

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 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.

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	extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.srcc.edu/sites/default/files/Eco(hons.)_BCH%202.4(b)_GE-FINANCE_Dividend%20Policy_RuchikaChoudhary.pdf
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_1306/Unit-03.pdf
3	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dde.svu.edu.in/study-material/SLM/MCOM_104_International%20Financial%20Management.pdf
4	chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.invescomutualfund.com/docs/default-source/default-document-library/understanding_mutualfunds.pdf?sfvrsn=2

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Course Code	UM06MABBS05	Title of the Course	Advance Human Resource Management - II
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives	1. The Objectives of the course is to acquaint students with Organizational Behavior.
	2. To learn about Group Dynamics and Organizational Change.
	3. To know about the organizational work culture, types & functions
	4. To acquaints students with conflict management in an organization.
	5. To knowhow the OD intervention & future trends of OD

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

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

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.	Understand the behavior of various persons at work places.
2.	Reaction of people and employee towards change.
3.	Impact of change in organization, causes of change.
4.	Understand various aspects of human personality.
5	Process of forming group in the organization & Process of forming group in the organization.
6	Factors which affect learning and behavior of the various persons.

Suggested References	
1.	Organizational Behavior By Fred Luthans
2.	Organizational Behavior By K. Aswathappa
3.	Organizational Behavior By L. M. Prasad
4.	Organizational Behavior By Keith Davis
5.	Organizational Behavior By Stephen Robbins

Online Resources	
1.	https://ebooks.inflibnet.ac.in/mgmtp13/chapter/perception/
2.	https://egyankosh.ac.in/bitstream/123456789/64333/2/Unit-10.pdf
3.	https://www.economicsdiscussion.net/management/organisational-development/31870

Bachelor of Business Administration (Information System Management)

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Course Code	**UM06MABBS06**	**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.	ExportManagement:TASBalaGopal,HimalayaPublishingHouse
2.	InternationalMarketingManagement:V.L.Varshney&B.Bhattacharya
3.	ExportMarketing:B.s.Rathore&J.S.Rathore,HimalayaPublishingHouse
4.	ExportMarketing:Acharya&Jain,HimalayaPublishingHouse
5.	ForeignTrade-Review:IndianInstituteofForeign Trade
6.	InternationalBusiness:Dr.R.Chandran,JaicoPublishingHouse

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 (Information System Management)
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Course Code	UM06MABBS07	Title of the Course	**E-Business Managerial Application**
Total Credits Of the Course	4	Hours per Week	4

Course Objectives :	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. Toacquirebasicknowledgeabouttheconceptsrelatedtosystemdesign,codingand testing.

Course Content		
Unit	Description	Weightage (%)
1.	**Introduction** • Introduction of E-Business • Meaning and Importance of E-Business • E-Commerce Framework • Difference between E-Business and Traditional Business • E-Business as a Strategy • Benefits and Barriers in E-Business	**25%**
2.	**Marketing in E-commerce Environment** • Internet Marketing and its Types • Techniques • Factor for Successful E-tailing • B2B on –line Marketing • Effective Web Presence	**25%**
3.	**CRM, SCM and E1Payments** • CRM meaning benefits and its Applications • SCM Scope & Benefits • E-Payments and its Types • Security Issues in E-Payments	**25%**
4.	**E-commerce Applications** • Strategy Formulation and Implementation • E-Governance • Tourism and Travels • Data Mining and Data Warehousing	**25%**

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Teaching-Learning Methodology	Blendedlearningapproachincorporatingbothtraditionalclassroomteachingas well as usage of ICT tools.

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.	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 requirements 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 Pankaj Jalote, Narosa Publishing House.
2.	Software Engineering a practitioner's approach by Roger S.Pressman,Tata McGraw-Hill.
3.	Software Engineering Fundamentals by Richard Fairley,Tata McGraw-Hill.
4.	Software Engineering, By Ian Somnmer ville,Addition-Wesley.

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)
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Course Code	UM06MIBBS01	Title of the Course	Global Business Environment
Total Credits of the Course	4	Hours per Week	4

Course Objectives	• To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country. • To Provide knowledge about Foreign investment and its importance. • To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.

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- Types and theory of 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** ntroduction, Objectives, Organizational Structure and Functions of following rganizations International Monetary Fund(IMF) International Bank for Reconstruction and Development(IBRD) South Asian Association for Regional Cooperation (SAARC) uropean Union (EU)	25%

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

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	Dr R Chandran - International Business – JAICO Publishing House
5	K Subbarao – International Business ,Himalaya Publication
6	Franchis Cherunilam : Global business and business environment

On-line resources to be used if available as reference material	
On-line Resources	
1.	http://ebooks.lpude.in/new-scheme/arts
2.	https://dde.pondiuni.edu.in
3.	https://oms.bdu.ac.in

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Course Code	**UM06MIBBS02**	**Title of the Course**	**Taxation**
Total Credits Of the Course	**04**	**Hours per Week**	**04**

Course Objectives:	1. To understand the basic concepts and definitions under the Income Tax Act, 1961. 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

Unit	Description	Weightage*(%)
1.	**Conceptual Framework & Incidence of Tax (Theory only)** • History of Income Tax • Types of Income Tax • Introduction to Income Tax Act • Definitions: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income • Residential status(Rules & Example) and incidence of tax of Individual assesse (Only Rules) • Fully exempted incomes for individual Assessee	25%
2.	**Income from Salaries (Examples only)** • Simple Examples on allowances, Perquisites, Bonus, Commission, Provident Fund and Deduction available from Salary income (No retirement benefits will be covered in the chapter)	25%
3.	**Income from House Property (Examples only)** • Simple Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out property	25%
4.	**Introduction to Goods and Services Tax Act: (Theory only)** • Overview of GST • Need for GST in India • Advantages of GST • GST Council • GSTN and Its Process • **Definition:** Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge	25%

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

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.	Studentswillbeabletoidentifythetechnicaltermsrelatedtobusinesstaxation.
2.	Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.
3.	Students will be able to understand the various benefits/deductions under ChapVI-A of the Income tax act, 1961 that are to be reduced from the gross total income of the assesse
4	students will be able to compute the net total income and the total tax liability of an individualassesseeconsideringtheincomefromallheadsofincomeandthededuction under Chap VI- A of the Income tax act,1961.
5	Outlining the concepts of Indirect tax and GST from the pre-GST period to post GST period.

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

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

<u>Remark</u>: This Syllabus is confined to Individual Assessee covering the provisions applicable for the relevant assessment year only.

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	**UM06MIBBS03**	**Title of the Course**	**LOGISTIC MANAGEMENT**
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives	1. The Course is designed to understand the role and importance of supply and logistics in business.
	2. The course will identify the Objectives and Activities of logistics management.
	3. It will help to develop and recognize the close relationship of logistics and export and its procedure.
	4. It also exposes and motivates the students to develop a creative idea that can help business for easy going transport.
	5.The course helps the students to get into and out of the technologies faster and more efficiently.

Course Content		**Weightage**
Unit	**Description**	
1.	**Introduction to Logistics Management** Concept & Definition Activities of Logistic Management Importance of Logistic Management Objectives of Logistic Management	**25%**
2.	**Relationship of Logistics to Marketing** Marketing Logistics Production Importance of Logistics in Export Management	**25%**
3.	**Elements of Logistics** Transportation [Types, Principles] Packing & Utilization [Introduction, Kinds of Packaging] Inventory management [Introduction, Functionality] Warehousing [Introduction, Types, Benefits] Information & Communication [Introduction, Principals of Logistic Information]	**25 %**
4.	**Service Response Logistics** Product v/s Services Service response logistics model Intermediaries in services response logistics	**25 %**

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

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 fundamental concepts and principles of logistics management.
2.	The students will acquire knowledge regarding role of logistics in supply chain management.
3.	The students will acquire knowledge regarding Tools for logistics systems.

Suggested References	
1.	Logistics Management – Reji Ismai – Excel Books [For Unit – 1 to 3]
2.	Logistics – David J. Bloomberg, Stephen Lemay, Joe B. Hanna – Printing Hall [For Unit – 4]
3.	Text Book of Logistic & Supply chain mgt. – D. K. Agrawal – Macmilan

Online Resources	
1.	The international journal of logistics management – Emrald insight
2.	Journal of logistics management – http://journal.sapub.org
3.	Logistics and warehousing management e book by IIMM https://iimm.org

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

Course Code	UM06MIBBS04	Title of the Course	**Security Analysis**
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	1. To develop skills among students to understand how Financial Market workto analyse securities. 2. To make intelligent investment decisions. 3. To provide a general overview of Capital Markets, Financial instrumentsand Investment Process. 4. To understand how to buy and sell securities in the Financial Market. 5. To provide general overview of Capital Market.

Course Content

Unit	Description	Weightage*(%)
1.	**Investment Environment [Theory only]** • Conceptual understanding of investment, Speculation and Gambling • Stock Exchange- Meaning, Function, Working, Defects • BSE,NSE and OTCEI • Trading Mechanism in stock Exchange	25%
2.	**Security Analysis [Theory only]** • Meaning of security analysis • Approaches to security analysis o Fundamental analysis (EIC framework) o Technical analysis – Meaning, assumption, Dow's Theory o Conceptual understanding of Bullish and Bearish market o Efficient Market Hypothesis [excluding test of efficiency]	25%
3.	**Valuation of Security [50%Theory and 50%Example]** • Concept of value • Theorem of Bond Valuation • Valuation of Equity shares • Valuation of Preference share • Valuation of Debenture and Bond • Yield to Maturity (YTM)	25%

4.	**Portfolio Management [Theory and Example]** • Meaning of Portfolio Management • Portfolio Management Process • Modern Portfolio Theory / Markowitz Theory (Theory) • Diversification of risk (Theory) • Capital Asset Pricing model (Theory and Example) • Risk and Return [Theory and examples on individual and portfolio of Two securities only]	25%

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

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

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

Suggested References:

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

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

Course Code	UM06MIBBS05	Title of the Course	**Business Information Systems-II**
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. To learn Business Information System (BIS) in E-Business Systems 2. To learn IT in Business and corporate Environment. 3. To improve the Business developments and implementation Information Needs of Business. 4. To the various challenges and Failures in Business Systems System. 5. To understand Security and Ethical Challenges in Business Systems 6. To identify Computer Crime Privacy Issues in IT applications Management Challenges in Business Systems.

Course Content

Unit	Description	Weightage (%)
1.	**Electronic Business System** **Enterprise Business Systems** **ERP: Definition** Benefits and Failures of ERP Causes of ERP Failures CRM: The Business Focus Benefits and Challenges of CRM Failures of CRM SCM: The Business Network Benefits and Challenges of SCM Application Integration and Collaboration System	**25%**
2.	**Functions Business Systems** IT in Business Marketing System Manufacturing System Human Resource Systems Accounting Systems	**25%**

3.	Development Process: Developing Business Systems: Implementing Business Systems Implementation Implementing New System Evaluating Hardware Software and Services Other Implementation Activities	**25%**
4.	Management Challenges : Security and Ethical Challenges: Ethical Responsibility of Business Professionals Computer Crime Privacy Issues Other Challenges	**25%**

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

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.
4.	Necessary planning for IT infrastructure.

Suggested References:	
Sr. No.	References
1.	Introduction to Information Systems ,Twelfth Edition James A.O.Brien, TATAMcGraw Edition
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.indiamart.com/proddetail/introduction-to-information-systems-book-17816433262.html
2. https://paginas.fe.up.pt/~apm/ESIN/docs/bis.pdf

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

Course Code	**UM06AEBBS01**	**Title of the Course**	**BUSINESS ETIQUETTES AND PRESENTATION SKILLS**
Total Credits of the Course	**02**	**Hours per Week**	**02**

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

Course Content		
Unit	**Description**	**Weightage (%)**
1.	**Business Etiquettes** ❖ Business Etiquettes: Concept and Importance ❖ Etiquettes for Meetings ❖ Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions ❖ Negotiation: Concept and Importance, Stages in the Negotiation Process	50%
2.	**Business Presentation** ❖ Importance and Role of Business Presentation ❖ Planning for Presentation ❖ Preparing and Practicing(Rehearsing) the Presentation, Coping with Presentation fears ❖ Delivering the Presentation	50%

Teaching – Learning Methodology	**Learner-centered Instructional methods** - Direct method, - quiz, - interactive sessions, - visual presentations, - group discussions, - role - play, - use of e-resources, including films

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.

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

Sr. No.	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

On-line resources to be used as and when required
On-line Resources
https://fireflies.ai/blog/business-meeting-etiquette-rules
https://www.indeed.com/career-advice/career-development/business-presentation
https://www.pon.harvard.edu/tag/importance-of-negotiation/
https://www.investopedia.com/terms/n/negotiation.asp