



**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 2026

Bachelor of Business Administrator

B.B.A(ISM) Semester–VIII

Course Code	UM08MABBS01	Title of the Course	Data Structure
Total Credits of the Course	4	Hours per Week	4
Course Objectives:	1. To study the fundamental concepts about data structures. 2. To learn the basics of arrays, stacks, queues, trees, and linked lists. 3. To understand the concepts related to sorting and searching techniques		

Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Data Structures – Introduction to data structures - Definition, Types of Data Structures, applications and advantages – Primitive and non-primitive data structures and operations on them – Introduction to arrays, one and two-dimensional arrays – Representation of arrays in memory: row-major and column-major order – Address calculation of elements of one and two-dimensional arrays - Applications of arrays	25%
2.	Stack and Queues – Introduction – Operations on the Stack- Push, Pop, Peep, Change – Applications of Stacks – Infix, Postfix, Prefix Notations – Conversion: Infix to Postfix – Types of queues : Simple queues, Circular queues, Double ended queues, Priority Queue – Applications of Queues - Operations on Simple Queues : Insert and Delete	25%
3.	Introduction to Trees – Definitions of basic terms : Tree, Directed Tree, Root, Leaf, Branch, Level, Node, Forest – Applications of a tree – Binary trees : introduction, linear and linked representations – Traversals of a binary tree: Preorder, In order and Post order - Types of binary trees : Full Binary Tree, Complete Binary Tree, Binary Search Tree	25%



**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 2026

4.	Linked Lists, Sorting and Searching techniques – Introduction to linked lists – Types of linked lists: Singly linked lists, Doubly linked lists, Circular linked lists, Circular Doubly linked list – Operations on Singly Linked Lists: Insertion: at Front, Deletion: from Beginning – Introduction to Sorting and Searching – Sorting techniques - Bubble Sort and Merge Sort – Searching techniques - Sequential Search and Binary Search	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 External Examination (%)		50 (100%)	25 (100%)

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

1.	To understand the fundamental concepts of various data structures.
2.	To gain knowledge on arrays, stacks, queues, trees, and linked lists.
3.	To understand the basic concepts of sorting techniques.
4.	To understand the basic concepts of searching techniques.

Suggested References:

Sr. No.	References
1.	Tremblay J. & Sorenson P. G., An Introduction to Data Structures with Applications, 2nd Edition, Tata McGraw-Hill Edition, 1991.
2.	Singh Bhagat & Naps Thomas, Introduction to Data Structures, Tata McGraw- Hill Publishing Co.Ltd.,1985.
3	R. B. Patel, Expert Data Structures with C, Khanna Publications, ISBN: 81-87522-41-0, 2018.
4	Samanta, Classis Data Structures, 2nd Edition, PHI Publication, 2009.
5	G. S. Baluja, Data Structures through C, 4th Edition, Dhanpat Rai & Co., 2016.



**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 2026

Bachelor of Business Administrator

B.B.A(ISM) Semester–VIII

Course Code	UM08MABBS02	Title of the Course	Python Programming
Total Credits of the Course	4	Hours per Week	2T+2P
Course Objectives:	1. Understand basic programming concepts using Python 2. Develop simple programs using variables, operators, and control structures 3. Apply functions, lists, and strings in problem-solving 4. Build logical thinking for real-world applications 5. Gain foundation for advanced programming (Data Science / AI / Web)		

Course Content		
Unit	Description	Weightage(%)
1.	INTRODUCTION TO PYTHON - Introduction to Programming Languages - Features of Python (Simple, Interpreted, Portable) - Installation of Python & IDE (IDLE / VS Code) - Python Tokens: Keywords, Identifiers, Literals - Variables and Data Types - Input and Output Functions (input(), print()) - Type Casting Practical: - Simple calculator program - Area of circle / rectangle	25%
2.	OPERATORS & CONTROL STRUCTURES - Operators: - Arithmetic, Relational, Logical, Assignment - Conditional Statements: - if, if-else, elif, nested if - Looping: - for loop - while loop - Loop Control: - break, continue, pass Practical: - Prime number check - Pattern printing - Factorial program	25%



**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 2026

3.	FUNCTIONS & STRINGS • Introduction to Functions • Types of Functions: - o Built-in - o User-defined • Function Arguments (default, keyword) • Return statement • Strings: - o String operations - o Indexing & slicing - o String functions (len(), upper(), etc.) Practical: • Palindrome string • Function for simple interest	25%
4.	DATA STRUCTURES • Lists: - o Creation, indexing, slicing - o List methods • Tuples: - o Basic operations • Dictionaries: - o Key-value pairs - o Basic operations • Introduction to Sets Practical: • Student marks list • Dictionary for student data	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 External Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to develop	
1.	Write basic Python programs using syntax and data types
2.	Implement decision-making and looping constructs
3.	Use functions and modular programming
4.	Apply Python data structures like lists, tuples, dictionaries



**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 2026

Suggested References:	
Sr.No.	References
1.	Python Crash Course – Eric Matthes
2.	Learning Python – Mark Lutz
3	Core Python Programming – Wesley Chun
4	Automate the Boring Stuff with Python – Al Sweigart
5	Programming in Python 3 – Mark Summerfield

Suggested online References:	
Sr.No.	Online References
1.	NPTEL
2.	SWAYAM
3	Tutorials Point
4	Geeks for Geeks
5	You Tube Channels



**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 2026

**Bachelor of Business Administrator
B.B.A(ISM) Semester–VIII**

Course Code	UM08MABBS03	Title of the Course	Global Marketing - II
Total Credit of Course	04	Hours Per Week	04

Course Objectives	- This course is designed to provide knowledge of marketing management in the international scenario - To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.
--------------------------	---

Course Content		
Unit	Description	Weightage* (%)
1.	<u>International Marketing Environment</u> The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings - Culture and Business Customs - Economic and Financial dimensions.	25%
2.	<u>Global Consumer Marketing</u> Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.	25%
3.	<u>Global Product and Pricing Strategies</u> Global product management - standardization vs. differentiation - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.	25%
4.	<u>Global Distribution and Promotion Strategy</u> Global logistics management - International distribution systems - Global advertising and promotional strategies - Sales management - Developing marketing strategies and programs for international markets.	25%

Teaching- Learning Methodology	Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises
---------------------------------------	---

Internal and/or External Examination Evaluation

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain and analyze the concepts of international marketing and its environment, including key factors affecting global markets.
2.	Evaluate market opportunities and develop effective marketing strategies for dynamic international markets.



**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 2026

Suggested References:	
Sr.No.	References
1.	Daniels, Raderbaugh&Sulliva, GLOBALIZATION AND BUSINESS, Prentice-Hall India,
2.	Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, OU Press, 2009
3.	Masaaki & Helsen, GLOBAL MARKETING MANAGEMENT, John Willey & sons Inc, 2004
4.	R. Srinivasan, INTERNATIONAL MARKETING, Prentice-Hall India Pvt. Ltd, New Delhi, 2008
5.	Terpstra & Sarathy, INTERNATIONAL MARKETING, Thomson Press002



**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 2026

BBA (ISM) Semester VIII

Course Code	UM08MABBS04	Title of the Course	Banking and Financial Services II
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	1. To provide knowledge about the structure, organization, and functions of the Reserve Bank of India and its role in controlling and regulating the financial system. 2. To understand the concept, classification, and functioning of Non-Banking Financial Companies (NBFCs) and their importance in the Indian financial system. 3. To develop an understanding of the structure, functions, and differences between money market and capital market in India. 4. To familiarize students with the concept, types, and significance of factoring services as a source of short-term finance.
--------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	Reserve Bank of India • Introduction and Capital Composition of RBI • Organization • Functions of Reserve Bank • Weapons of Credit control • Monetary Policy of India • Instruments of Monetary Policy • Limitations of Monetary Policy • Role of RBI in Economic Development	25%
2.	Non-Banking Financial Institutions • Introduction • Meaning • Classification of Non-Banking Companies • Functions of Non-Banking Companies • Commercial Banks Vs. Non-Banking Companies • Services Rendered by NBFCs • Non-Banking Financial Companies (Reserve Bank) Direction, 1998 • Revised Guidelines of NBFCs • Shadow Banking • Shadow Banking in India	25%
3.	Money Market and Capital Market • Introduction of Money Market • Functions of Money Market • Structure of Money Market • Characteristics of Indian Money Market • Defects of Indian Money Market • Capital Market	25%



**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 2026

	• Classification of Indian Capital Market • Functions of Capital Market • Structure of Indian Capital Market • Comparison of Money Market and Capital Market	
4.	Factoring • Introduction • Meaning and Definition of Factoring • Objectives of Factoring Services • Types of Factoring Services • Cost and Benefit Analysis of Factoring Services • Factoring Vs. Bills Discounting • Factoring Vs. Forfeiting • RBI Committee's Recommendation on Factoring Services • Growth and Development of Factoring Services in India	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
-------------------------------	---

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 : Having completed this course ,the learner will be able to	
1.	Explain the structure, functions, and monetary policy framework of the Reserve Bank of India and evaluate its role in economic development.
2.	Analyze the role, functions, and regulatory framework of Non-Banking Financial Companies (NBFCs) and their contribution to the financial system.
3.	Examine the structure and functions of money and capital markets and compare their roles in financial system development.
4.	Understand the concept, types, and benefits of factoring services and assess their role in business financing.

Programme Outcomes: Having completed this course, the learner will be able to	
1.	Develop analytical skills to understand central banking policies and their impact on the economy.
2.	Apply conceptual knowledge to differentiate between banking and non-banking financial institutions in real-world scenarios.
3.	Enhance critical thinking to evaluate financial market instruments and their economic significance.
4.	Develop decision-making skills in selecting appropriate financial services for business needs.



**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 2026

Suggested References:	
Sr. No.	References
1.	Gordon, E., & Natarajan, K. (2023). <i>Financial markets and services</i> , Himalaya Publishing House.
2.	Khan, M. Y., & Jain, P. K. (2022). <i>Financial services</i> , McGraw Hill Education (India).
3.	Machiraju, H. R. (2022). <i>Financial services</i> , Vikas Publishing House.
4.	Avadhani, V. A. (2021). <i>Indian capital market</i> , Himalaya Publishing House.
5.	Ravichandran, K. (2022). <i>Merchant banking and financial services</i> , Himalaya Publishing House.
6.	Somshekar, N. T. (2018). <i>Banking</i> . New Delhi: New Age International Publishers.
7.	Bhatnagar, A. B. (2017). <i>Banking and Indian financial system</i> . New Delhi: Abhinna Publishers.

Remark: 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 2026

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

Course Code	UM08MABBS05	Title of the Course	HR Analytics- I
Total Credits Of the Course	04	Hours per Week	04

Course Objectives

- To develop understanding of the concept, evolution, and significance of HR Analytics in modern organizations.
- To provide students with a comprehensive understanding of the evolution of HR Analytics, including fundamental concepts of Machine Learning, various types of HR analytics and the key challenges involved in implementing HR Analytics in organizations.
- To understand sources, types, and methods of HR data collection and its transformation into useful information.
- To examine the application of HR Analytics in recruitment, performance, and employee development.

Course Content		Weightage
Unit	Description	
1.	Introduction to HR Analytics • Meaning & concept of HR Analytics • Difference between HRM & HR Analytics • Importance of HR Analytics in modern organization • Role of HR Analytics in HR function • Steps to implement HR Analytics	25%
2.	Evolution of HR Analytics • Introduction to Machine Learning • Types of Machine Learning • Types of HR Analytics ▪ Descriptive analytics ▪ Diagnostic analytics ▪ Predictive analytics ▪ Prescriptive analytics • Challenges of HR Analytics	25%
3.	Data Management in HR • Sources of HR data • Methods of data collection in HR • Types of HR data • HR dashboard- Concept & Functions • Transforming HR Data into HR information	25%



**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 2026

4.	HR Analytics in Talent Management • Recruitment Analytics • Selection Analytics • Employee Engagement Analytics • Performance Analytics • Training & Development Analytics • Case Studies on HR Analytics applications	25%
----	---	-----

Course Outcome
• Students will be able to explain the concept and role of HR Analytics in organizational decision-making.
• Students will be able to classify different types of HR Analytics and Machine Learning, analyze HR data using appropriate analytical approaches, and identify challenges in applying HR Analytics for effective decision-making.
• Students will be able to analyze and interpret HR data using appropriate tools such as dashboards.
• Students will be able to apply HR Analytics techniques in talent management practices.

Reference Books

1. Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
2. Dipak kumar Bhattacharya, HR Analytics, Sage Publication
3. Data-Driven HR: Create Value with HR Metrics and HR Analytics by Irma Doze, Toin AL, Published by IRTE Intelligence
4. Martin Edwards, Kriston Edwards, Predictive HR Analytics: Mastering the HR Metrics by Kogan Page Ltd; 3rd edition (25 June 2024)
5. Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HR Analytics, Sage, 2019.
6. Ramesh Soundrarajan & Kuldeep Singh, Winning on HR Analytics, Sage, 2017.
7. Nishant Uppal, Human Resource Analytics, Pearson, 2021.
8. Michael Walsh, HR Analytics Essential, Vobrant Publishers
9. Dipak Kumar Bhattacharya, HR Analytics, Understanding Theory & Application , Willey Publication
10. Fitz-enz, Jac & Mattox, John – Predictive Analytics for Human Resources, Wiley.
11. Edwards, Martin R. & Edwards, Kirsten – Predictive HR Analytics: Mastering the HR Metric, Kogan Page.
12. Davenport, Thomas H., Harris, Jeanne G. & Shapiro, Jeremy – Competing on Talent Analytics, Harvard Business Press.
13. Bassi, Laurie – HR Analytics Handbook, Reed Business.
14. Marr, Bernard – Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page.
15. Dr.Mohammed Quadir Mohiuddin, HR Analytics: Insights for business Decision Makers. Vaagai International Publishing House, 2026



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 2026

Bachelor of Business Administrator

B.B.A(ISM) Semester–VIII

Course Code	UM08MABBS06	Title of the Course	Cyber Security
Total Credits of the Course	4	Hours per Week	4
Course Objectives:	• To understand fundamental concepts of cyber security and cyber threats. • To learn security mechanisms and technologies. • To analyse legal, ethical, and privacy issues. • To develop awareness about secure digital practices.		

Course Content		
Unit	Description	Weightage(%)
1.	Fundamentals of Cyber Security • Introduction to Cyber Security: Definition, Scope, Importance • Cyber Space and Cyber Threat Landscape • Types of Cyber Attacks: - o Malware (Virus, Worm, Trojan, Ransomware) - o Phishing and Social Engineering - o Denial of Service (DoS/DDoS) • Cyber Security Principles: Confidentiality, Integrity, Availability (CIA Triad) • Cyber Security Framework and Basic Terminology • Need for Cyber Security in Digital Economy	25%
2.	Security Technologies & Mechanisms • Cryptography Basics: - o Encryption and Decryption - o Symmetric and Asymmetric Key Cryptography • Digital Signatures and Certificates • Network Security Concepts: - o Firewalls - o Intrusion Detection System (IDS) & Intrusion Prevention System (IPS) • Authentication Mechanisms (Passwords, Biometrics, OTP)	25%
3.	Cyber Laws, Ethics & Privacy • Cyber Laws in India: - o Information Technology Act, 2000 - o Cyber Crimes and Penalties • Types of Cyber Crimes: Identity Theft, Hacking, Cyber Stalking, Fraud • Digital Evidence and Cyber Forensics (Basic Concepts) • Ethical Issues in Cyber Space • Privacy and Data Protection • Role of Government and Organizations in Cyber Security	25%



**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 2026

4.	Cyber Security Practices & Applications - Security Policies and Risk Management - Cyber Security in E-commerce and Banking - Security in Social Media and Mobile Devices - Cloud Security Basics - Incident Response and Disaster Recovery	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 External Examination (%)		50 (100%)	25 (100%)

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

1.	Understand cyber security concepts and common cyber threats.
2.	Apply basic security technologies and mechanisms
3.	Analyze cyber laws, ethical, and privacy issues
4.	Identify cyber risks and suggest preventive measures
5.	Understand emerging trends in cyber security

Suggested References:

Sr.No.	References
1.	Cyber Security Essentials Graham, J., Howard, R., & Olson, R. (2017). <i>Cyber Security Essentials</i> . CRC Press.
2.	Introduction to Cyber Security Wu, C. H., & Irwin, J. D. (2016). <i>Introduction to Cyber Security</i> . CRC Press.
3	Cyber Security and Cyber Laws Godbole, N., & Belapure, S. (2011). <i>Cyber Security and Cyber Laws</i> . Wiley India.
4	Network Security Essentials: Applications and Standards Stallings, W. (2017). <i>Network Security Essentials: Applications and Standards</i> . Pearson
5.	Information Systems Security: Security Management, Metrics, Frameworks and Best Practices God bole, N. (2008). <i>Information Systems Security</i> . Wiley India.

Sr. No	Online Resource
1.	https://baou.edu.in/assets/pdf/MSCIT_304_slm.pdf
2.	https://www.hrmrajgurunagar.ac.in/uploads/student_corner/notes.pdf
3.	https://mrcet.com/downloads/digital_notes/CSE/III%20Year/CSIT_III-II_CRYPTOGRAPHY%20AND%20NETWORK%20SECURITY%20DIGITAL%20NOTES%20(1).pdf



**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 2026

Bachelor of Business Administrator

B.B.A(ISM) Semester–VIII

Course Code	UM08MABBS07	Title of the Course	Current Trends in IT
Total Credits of the Course	4	Hours per Week	4
Course Objectives:	1. Understand modern IT trends like AI, Cloud, IoT, and Cyber Security 2. Analyze real-world applications of emerging technologies 3. Develop basic practical understanding of cloud platforms and APIs 4. Identify ethical and security issues in IT systems 5. Prepare for industry-oriented IT roles		

Course Content		
Unit	Description	Weightage(%)
1.	Introduction to Emerging IT Trends • Evolution of IT • Digital Transformation • Overview of: - o Artificial Intelligence - o Internet of Things (IoT) - o Blockchain - o Big Data • Applications in Business & Society	25%
2.	Cloud Computing & Web Technologies • Cloud Computing Concepts (IaaS, PaaS, SaaS) • Introduction to AWS / Google Cloud • Web APIs and REST Services • Basics of Web Frameworks • Introduction to DevOps	25%
3.	Artificial Intelligence & Data Science • Introduction to AI & Machine Learning • Types of Machine Learning • Data Science lifecycle • Tools: Python, Pandas (basic concept) • Real-world applications	25%
4.	Cyber Security & Future Technologies • Basics of Cyber Security • Types of Cyber Attacks • Cryptography basics • Ethical Hacking (intro) • Future trends: - o Quantum Computing - o AR/VR - o Edge Computing	25%

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



**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 2026

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 External Examination (%)		50 (100%)	25 (100%)

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

1. Explain current and future IT trends
2. Apply cloud and web-based tools
3. Demonstrate basic AI/ML concepts
4. Analyze cybersecurity threats and solutions

Suggested References:

Sr.No.	References
1.	Rajaraman – <i>Introduction to Information Technology</i>
2.	Kurose & Ross – <i>Computer Networking</i>
3	Ian Sommerville – <i>Software Engineering</i>
4	Michael Miller – <i>Cloud Computing</i>
5	Stuart Russell – <i>Artificial Intelligence: A Modern Approach</i>
6	Nina Godbole – <i>Information Systems Security</i>
7	Thomas Erl – <i>Cloud Computing Concepts</i>

Suggested online References:

Sr.No.	Online References
1.	NPTEL
2.	SWAYAM –
3	TutorialsPoint
4	GeeksforGeeks –
5	YouTube Channels:



**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 2026

Bachelor of Business Administration (Information System Management)

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

Course Code	UM08MIBBS01	Title of the Course	Applied Economics -II
Total Credits of The Course	04	Hours per Week	04

Course Objectives:	1. To understand the concept and process of economic development 2. To analyze key development issues such as poverty, unemployment, and inequality 3. To apply economic theories in real-life decision-making 4. To evaluate government policies and development strategies 5. To develop analytical and problem-solving skills in applied economics
---------------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to Economic Development • Meaning and concept of Economic Development • Economic Growth vs Economic Development • Indicators of Development: GDP, HDI, GNP, Per Capita Income • Characteristics of Developing Economies	25%
2.	Theories of Economic Development • Classical Theory (Adam Smith) • Marxian Theory • Rostow's Stages of Economic Growth • Lewis Dual Sector Model • Balanced vs Unbalanced Growth	25%
3.	Human Development and Inequality • Concept of Human Development • Human Development Index (HDI) • Poverty: Meaning, Causes, and Measurement • Income Inequality: Causes and Remedies • Inclusive Growth	25%
4.	Agriculture and Industrial Development • Role of Agriculture in Economic Development • Agricultural Productivity and Challenges • Industrialization: Importance and Strategies • MSMEs and Economic Development • Make in India Initiative	

T Saching-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
---------------------------------------	--



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 2026

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.	Understand key concepts of economic development
2.	Analyse socio-economic problems like poverty and unemployment
3.	Evaluate economic policies and development programs
4.	Develop critical thinking in economic decision-making

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

1.	Disciplinary Knowledge Acquire comprehensive knowledge of economic theories, concepts, and principles related to microeconomics, macroeconomics, and development economics.
2.	Critical Thinking Analyze economic issues such as poverty, unemployment, inflation, and inequality using logical reasoning and critical thinking skills.
3.	Analytical Skills Apply quantitative and qualitative techniques to interpret economic data and solve real-world economic problems.
4.	Environmental and Social Responsibility Recognize the importance of sustainable development and contribute to environmentally responsible decision-making.
5.	Ethical Awareness Understand ethical issues in economics such as income inequality, environmental sustainability, and responsible resource use.

Suggested References:

Sr. No.	References
1.	Todaro, M. P., & Smith, S. C. – <i>Economic Development</i>
2.	Meier, G. M. – <i>Leading Issues in Economic Development</i>
3.	Datt, R. & Sundharam, K. P. M. – <i>Indian Economy</i>
4.	Mishra, S. K. & Puri, V. K. – <i>Economic Development and Policy</i>
5.	Ahuja, H. L. – <i>Development Economics</i>



**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 2026

Bachelor of Business Administration

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

Course Code	UM08MIBBS02	Title of the Course	Research Methodology - II
Total Credits of The Course	04	Hours per Week	04

Course Objectives:	1. To develop understanding of data sources and collection methods, including primary and secondary data, their advantages, limitations, and various techniques of data collection. 2. To equip students with skills in data processing and analysis, covering stages of data processing, statistical approaches, and methods of interpretation and transcription of data. 3. To provide knowledge of quantitative tools and hypothesis testing, including measures of central tendency, dispersion, correlation, regression, and parametric and non-parametric tests such as T-test and ANOVA. 4. To enable students to prepare effective research reports, by understanding report writing formats, significance, types, research publication process, and ethical issues like plagiarism.
---------------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	Sources and Collection of Data • Meaning and definition of Primary Data • Advantages and Limitations of Primary Data • Methods of Collecting Primary Data: Observation Method, Interview Method, Questionnaire Method, Scheduling/ Schedule Method Other Methods • Meaning and definition of Secondary Data • Advantages and Limitations of Secondary Data • Methods of Collection of Secondary Data	25%
2.	Analysis of Data • Introduction • Stages of processing data • Analysis of data • Approaches to statistical analysis • Types of statistical analysis • Interpretation of data • Transcription of Data	25%
3.	Quantitative tools and Testing Hypothesis • Measures of central tendency • Measures of Dispersions • Correlation analysis • Regression analysis • Testing of Hypothesis • Types of Test: Parametric and Non Parametric Test • Examples on ANOVA and T –Test only	25%



**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 2026

4.	Research Report • Meaning • Need of research report • General format of research report • Significance of report writing • Different steps in writing report – • Precautions for writing research report. • Types of report • Layout of research report • Synopsis • Research publication process • Plagiarism	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 be able to identify and apply appropriate methods of collecting primary and secondary data for research purposes.
2.	Students will be able to process, analyze, and interpret data using suitable statistical techniques.
3.	Students will be able to apply quantitative tools and perform hypothesis testing using methods such as correlation, regression, T-test, and ANOVA.
4.	Students will be able to prepare structured research reports and understand the research publication process while maintaining ethical standards including plagiarism.

Suggested References:

Sr.No.	References
1.	Kothari, C. R. (2016). Research methodology: Methods and techniques (3rd ed.). New Age International.
2.	Kumar, R. (2015). Research methodology: A step-by-step guide for beginners (4th ed.). SAGE Publications.
3.	Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications.
4.	Dawson, C. (2009). Introduction to research methods: A practical guide for anyone undertaking a research project. How To Books.
5.	BBA-DSC14.pdf
6.	Fundamental of Research Methodology and Statistics by Yogesh Kumar Singh.pdf



**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 2026

Bachelor of Business Administration (Information System Management)

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

Course Code	UM08MIBBS03	Title of the Course	Management Control System
Total Credits of The Course	04	Hours per Week	04

Course Objectives:	1. To develop a clear understanding of the concepts, processes, and importance of the Management Control System in organizational performance. 2. To explain the principles of Responsibility Accounting, including responsibility centres, performance evaluation, and transfer pricing methods. 3. To familiarize learners with the role of computer systems in auditing and accounting, including data processing methods and types of computer-based systems. 4. To analyze emerging issues in management control, such as ethical considerations and conflict resolution frameworks in modern organizations.
---------------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to Management Control System • Introduction • Meaning of Control, Control as Function • Features of Good Management Control system • Strategic formulation • Operational control • Management control process • Evolution and revolution of management control system • Management Control Vs. Task Control	25%
2.	Responsibility Accounting • Introduction • Responsibility centre • Types of responsibility centre • Transfer pricing methods (only theory) • Responsibility performance reporting	25%
3.	Audit under Computer System • Meaning of data, information and data processing • Methods of computer data processing • Types of computer processing • Role of computer in accounting	25%
4.	Management Control and Emerging Areas • Control systems and conflict resolution • Framework for conflict resolution • Management control and ethical issues • Control systems supporting the ethics Programme	25%



**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 2026

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 be able to explain and apply the concepts of Management Control Systems , including strategic and operational control processes.
2.	Students will be able to analyze responsibility centres and evaluate performance using Responsibility Accounting techniques.
3.	Students will be able to understand and apply computer-based auditing concepts , including data processing methods and the role of computers in accounting.
4.	Students will be able to evaluate ethical issues and conflict resolution strategies within the framework of modern Management Control Systems.

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

1.	To develop students' ability to apply management and accounting knowledge in real-world business situations.
2.	To enhance analytical and problem-solving skills for effective decision-making in organizations.
3.	To build ethical awareness and professional responsibility in business practices.
4.	To equip students with technical and digital competencies relevant to modern accounting and management systems.

Suggested References:

Sr.No.	References
1.	Anthony, R. N., & Govindarajan, V. (2007). <i>Management control systems</i> (12th ed.). McGraw-Hill Education.
2.	Hornigren, C. T., Datar, S. M., & Rajan, M. V. (2018). <i>Cost accounting: A managerial emphasis</i> (16th ed.). Pearson Education.
3.	Kaplan, R. S., & Atkinson, A. A. (2015). <i>Advanced management accounting</i> (3rd ed.). Pearson.
4.	Romney, M. B., & Steinbart, P. J. (2021). <i>Accounting information systems</i> (15th ed.). Pearson.
5.	Drury, C. (2018). <i>Management and cost accounting</i> (10th ed.). Cengage Learning.
6.	Laudon, K. C., & Laudon, J. P. (2020). <i>Management information systems: Managing the digital firm</i> (16th ed.). Pearson.
7.	Sinha, P. K. (Year). <i>Management control system: A management emphasis</i> . Publisher.
8.	Jawaharlal. (Year). <i>Accounting for managers</i> . Himalaya Publishing House.
9.	Maheshwari, S. N. (Year). <i>Management accounting and financial control</i> . Sultan Chand & Sons.



**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 2026

Bachelor of Business Administration (Information System Management)

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

Course Code	UM08MIBBS04	Title of the Course	Knowledge Management
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. To understand the fundamentals of data, information, knowledge, and knowledge management.
	2. To understand strategic knowledge management and the role of leadership in developing knowledge culture.
	3. To understand the importance of time management and techniques for effective use of time.
	4. To understand managerial effectiveness and self-management skills for achieving excellence.

Course Content		Weightage
Unit	Description	
1.	Introduction - Data, Information and Knowledge - Definition of Knowledge management - Process of Knowledge management and transformation - Knowledge management Framework: Knowledge Administration, Analysis of knowledge, to identify the nature of knowledge, Knowledge Dissemination, Knowledge refinement, Knowledge enhancement - Knowledge management programme	25 %
2.	Strategic Knowledge - Introduction to Strategic Knowledge Management - The knowledge leader - Developing and sustaining a knowledge culture - Supporting knowledge management through Human Resource Management Practices - Developing a core knowledge framework - Evaluating the effectiveness of the knowledge strategy	25 %
3.	Corporate Relationship: - Introduction Objective of CR, The Need for - CR, The 'Publics' of PR - Internal & External PR - The Public Relations Society of India (PRSI) - Image Building , Use of Mass & Social Media for CR	25 %
4.	Excellence in management - Organizational effectiveness - Managerial effectiveness - Effectiveness V/s Efficiency - Mckinseys' 7s model (Shared values, Strategy, Structure, Systems, Style, Staff and Skills)	25 %



**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 2026

	• Self-Management Skills and Social Competency • Social Competency Behavior • Value Orientation Life Goals	
--	--	--

Teaching-Learning Methodology	☐ Blended Teaching Methods: 1. Lecture Method 2. Interactive Discussion Method ☐ Activity-Based Learning ☐ ICT-Enabled Teaching ☐ Role Play & Simulation ☐ 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.	Explain the concept of knowledge management and differentiate between data, information, and knowledge.
2.	Explain strategic knowledge management and the role of knowledge leaders.
3.	Apply time management techniques to improve productivity.
4.	Analyze managerial effectiveness and demonstrate self-management skills.

Suggested References

1.	Management: Theory and Practice-Dr.C B Gupta (7 th Edition), Sultan chand and Sons, 2004
2.	Managing Twenty-first Century Organization, S.G Bhanushali, Himalaya Publication, 2006
3.	Lesikar, R. V., Flatley, M. E., Rentz, K., Lentz, P., & Pande, N. (2015). Business communication: Connection in a digital world (13th ed.). McGraw Hill Education
4.	Brech, E.F.L. : Principles and Practice of Management
5.	Drucker, P.F. : Managements, Tasks, Responsibilities, Practices
6.	Pradhan, H., & Pradhan, N. S. (2005). Business communication (4th ed.). Himalaya Publishing House.
7.	Debowski, Shelda (2007). Knowledge Management; New Delhi: Wiley India
8.	Elias M. A. and, Hassan M. G., Knowledge Management, 2004, Pearson Education Inc., Prentice Hall
9.	Introduction to knowledge management: principles and practice



**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 2026

Bachelor of Business Administrator

B.B.A(ISM) Semester–VIII

Course Code	UM08SEBBS01	Title of the Course	Multimedia Technology
Total Credits of the Course	4	Hours per Week	4
Course Objectives	• To understand the fundamentals and components of multimedia • To learn multimedia technologies and tools • To explore design principles and development of multimedia applications • To analyze applications and future trends of multimedia		

Course Content		
Unit	Description	Weightage(%)
1.	Introduction to Multimedia • Introduction: Definition, Characteristics, and Scope of Multimedia • Elements of Multimedia: ◦ Text, Graphics, Audio, Video, Animation • Multimedia Hardware and Software Requirements • Multimedia Data Formats (JPEG, PNG, MP3, MP4, etc.) • Authoring Tools and Types (Card-based, Icon-based, Time-based) • Applications of Multimedia (Education, Entertainment, Business, Healthcare)	25%
2.	Digital Graphics and Image Editing • Bitmap and Vector Graphics • Image File Formats (JPEG, PNG, GIF, SVG) • Color Models (RGB, CMYK) • Image Resolution and Compression • Basic Graphic Design Principles	25%
3.	Audio and Video Editing • Digital Audio Concepts • Audio Formats (MP3, WAV, AAC) • Audio Recording and Editing • Video Basics • Video Formats and Compression • Video Production Workflow	25%
4.	Animation Fundamentals • Introduction to Animation • Principles of Animation • Frame-by-Frame Animation • Tweening Animation • Motion Graphics • Storyboarding • Character Design Basics • Animation for Web and Mobile Applications	25%



**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 2026

Tools

- Adobe Animate
- Blender
- Pencil2D
- Synfig Studio
- Flash 8.0

Practical List

1. Create a digital poster.
2. Design a college logo.
3. Edit and optimize images.
4. Record and edit audio.
5. Create a short promotional video.
6. Bouncing Ball Animation.
7. Moving Car Animation.
8. Text Animation.
9. Character Walking Animation.
10. Multimedia Mini Project.

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 External Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to develop	
1.	Understand multimedia concepts and components
2.	Identify multimedia tools and technologies
3.	Apply design principles for multimedia development
4.	Develop basic multimedia applications
5.	Understand emerging trends in multimedia technologies



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 2026

Suggested References:	
Sr.No.	References
1.	Multimedia: Making It Work Vaughan, T. (2017). <i>Multimedia: Making It Work</i> (9th ed.). McGraw-Hill.
2.	Multimedia Systems Steinmetz, R., & Nahrstedt, K. (2004). <i>Multimedia Systems</i> . Springer.
3	Fundamentals of Multimedia Li, Z. N., & Drew, M. S. (2004). <i>Fundamentals of Multimedia</i> . Pearson
4	Multimedia Communications: Applications, Networks, Protocols and Standards Halsall, F. (2001). <i>Multimedia Communications</i> . Addison-Wesley.
5	Designing Interactive Multimedia Systems Dastbaz, M. (2003). <i>Designing Interactive Multimedia Systems</i> . McGraw-Hill.
6	Adobe Animate Classroom in a Book, Publisher: Adobe Press

Sr.No	Online Resource
1.	https://www.gacwrmd.in/learning/Computer/7MCE3E3-Multimedia%20System.pdf
2.	https://www.mcu.ac.in/wp-content/uploads/2020/04/1PGDCA4A-Unit-I-Fundamentals-of-Multimedia-English.pdf
3.	https://ebooks.lpude.in/computer_application/bca/term_5/DCAP303_MULTIMEDIA_SYSTEMS.pdf



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 2026

Bachelor of Business Administration

B.B.A (ISM) Semester – VIII

Course Code	UM08SEBBS02	Title of the Course	Contemporary issues in Business Management- II
Total Credits Of the Course	04	Hours per Week	
Course Objectives	1. Understand Emerging Trends: To provide students with a comprehensive understanding of the evolving global business environment, focusing on the transition from traditional administrative roles to modern, tech-driven management. 2. Develop Ethical and Sustainable Perspectives: To instill a strong foundation in business ethics, CSR, and corporate governance, enabling students to make decisions that are socially responsible and environmentally sustainable. 3. Enhance Adaptive Leadership Skills: To equip students with the tools to lead diverse and digital workforces, fostering the agility needed to manage organizational change and technological disruptions effectively.		

Course Content

Unit	Description	Weightage (%)
1.	Unit 1: The Modern Management Landscape - Evolution Beyond Theory: Transition from classical and behavioral theories to modern contingency and systems approaches. - Globalization & Cross-Cultural Management: Managing across borders, understanding international trade policies, and cultural sensitivity (e.g., comparing Indian, US, and Chinese management styles). - Indian Ethos in Management: The role of <i>Dharma</i> (ethics), trust-based relationships, and "Vasudhaiva Kutumbakam" in modern Indian business practices	25%
2.	Digital Transformation and Strategic Agility - Technological Proliferation: Impact of Industry 4.0, Artificial Intelligence (AI), and Machine Learning on operational efficiency. - Data-Driven Decision Making: Leveraging Big Data and predictive analytics to inform strategic choices. - Agile Management: Adopting lean practices and agile methodologies beyond IT functions to foster organizational flexibility. - Innovation Management: Differentiating between incremental and radical innovation; the role of strategic alliances and acquisitions in fostering creativity.	25%
3.	Ethical Leadership and Social Responsibility - Business Ethics: Promoting integrity through codes of conduct; addressing contemporary dilemmas like privacy in AI and financial transparency. - Corporate Social Responsibility (CSR): Implementation of CSR as a core strategy, focusing on stakeholder engagement and the "Triple Bottom Line" (Economic, Social, Environmental). - Environmental Sustainability: Sustainable management practices, green marketing, and carbon footprint reduction. - Corporate Governance: Accountability mechanisms, the role of boards, and aligning management actions with shareholder interests	25%



**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 2026

4.	Workforce Dynamics and Organizational Change - The Future of Work: Managing remote and hybrid work models; maintaining culture and collaboration in virtual environments. - Diversity, Equity, and Inclusion (DEI): Strategies for building inclusive workplaces and managing generational differences (Gen Z to Baby Boomers). - Employee Well-being: Addressing burnout, promoting mental health, and balancing work-life integration as a priority for retention. - Change Management: Navigating organizational transitions, mergers, and disruptions with resilient leadership.	25%
----	--	-----

Teaching-Learning Methodology	• Lectures and discussion • Case-Study Based Learning • Co-operative group work • Blended Practical Demonstrations • Presentations.
--------------------------------------	---

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

- 1. Analyze Management Evolution:** Students will be able to evaluate the shift from classical theories to modern paradigms, integrating **Indian ethos** and cross-cultural perspectives into global business practices.
- 2. Navigate Digital Transformation:** Students will demonstrate the ability to assess the impact of **AI and Big Data** on organizational strategy and apply agile methodologies to improve operational efficiency.
- 3. Implement Ethical Governance:** Students will be equipped to design and critique **CSR initiatives** and corporate governance frameworks, ensuring business decisions align with ethical and environmental sustainability.
- 4. Lead Diverse Teams:** Students will develop the soft skills necessary to manage **hybrid workforces**, fostering an inclusive environment that balances generational diversity with employee well-being.
- 5. Strategize Change and Resilience:** Students will be able to apply **change management models** to help organizations remain resilient and competitive during periods of market disruption or structural transition.

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



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 2026

Suggested References		
References		
1. Essentials of Contemporary Management	Gareth R. Jones & Jennifer M. George	McGraw-Hill
2. Contemporary Issues in Management	Lindsay Hamilton, Laura Mitchell, & Anita Mangan	Edward Elgar
3. Principles of Management (2 nd Edition)	Pravin Durai	Pearson
4. Contemporary Management	C. B. Gupta	Ashish Publishing
5. Management Accounting	Dr. B. K. Mehta	SBPD Publications



**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 2026

Bachelor of Business Administration

B.B.A (ISM) Semester – VIII

Course Code	UM08SEBBS03	Title of the Course	Business Communication and Career Success Skills-II
Total Credits Of the Course	02	Hours per Week	02
Course Objectives	1. To develop students' understanding of ethical and legal issues in professional communication, including defamation, privacy, and fraud. 2. To equip students with the knowledge and skills required for drafting professional documents and communicating sensitive information effectively. 3. To enable students to prepare impactful resumes/CVs that effectively showcase their qualifications, skills, and achievements. 4. To develop students' competence in participating confidently and constructively in group discussions and collaborative selection processes. 5. To enhance students' interview readiness by familiarizing them with various interview formats and developing effective response strategies.		

Course Content

Unit	Description	Weightage (%)
1.	Legal Aspects of Business Communication • Introduction • Defamation • Sending unfavorable reports safely • Slander and Libel • Defamatory Terms • Invasion of privacy: Using a person's identity, Physical Surveillance of records • Fraud: Elements of Fraud, Warranties	50%
2.	Excelling through Placement Process • Writing a Perfect Resume or CV: Introduction, CV Focus and Objective, Education, Employment Experience, Duties and Responsibilities, Accomplishments, Using Key Words, Related Qualifications, Profile, References • Success at Group Discussions: Introduction, Case-based GDs, Knowledge and Ideas regarding a given subject, Group Discussion Phases and Skills required-Initiation Phase, Body of the GD, Summarization/Conclusion, Group Discussion Mistakes to avoid • Going through an Interview Process: Types of Interviews-Telephone Interview, Face-to-Face Interviews (Panel/Committee, Behavioural, Group, Case, Stress)	50%

Teaching- Learning Methodology	• Interactive Lectures • Group Discussions • Problem-Based Learning (PBL) • Case Study Analysis
---------------------------------------	--



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 2026

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

- Explain key legal and ethical aspects of business communication, including defamation, privacy rights, fraud, warranties, slander, and libel.
- Draft professional communication and unfavorable reports while minimizing legal and ethical risks.
- Design and present a professional resume/CV tailored to specific job requirements and career objectives.
- Demonstrate effective participation, leadership, critical thinking, and teamwork skills during group discussions.
- Perform confidently in different interview settings by applying appropriate communication, interpersonal, and problem-solving skills.

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

Suggested References

References

- Joshi, G. (2016). *Campus to corporate*. New Delhi: Sage Publications India Pvt. Ltd.
- Essentials of Business Communication (2009) – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Kaul, A. (2002). *Business communication*. New Delhi: Prentice Hall of India Private Limited.
- Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business communication: Making communication in the digital world*. New Delhi: Tata McGraw Hill
- Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)