



**BBA (Information Technology Management)**

**BBA (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MABBI01</b>	<b>Title of the Course</b>	<b>Computer Graphics</b>
<b>Total Credits of the Course</b>	<b>4</b>	<b>Hours per Week</b>	<b>4</b>

<b>Course Objectives</b>	<ul style="list-style-type: none"><li>– Understand the structure of modern computer graphics systems.</li><li>– Understand the basic principles of implementing computer graphics primitives.</li><li>– Familiarity with key algorithms for modeling and rendering graphical data.</li></ul>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
1.	<b>Introduction to Computer Graphics and Applications</b> <ul style="list-style-type: none"><li>– Introduction to Computer Graphics</li><li>– A survey of major applications of Computer Graphics</li><li>– Overview of various Video Display - Cathode Ray Tubes, Raster Scan, Flat Panel</li><li>– Graphics Input Devices – Keyboard, Mouse, Trackball, Joystick, Digitizer and Graphics Tablet, Touch Panel, Light Pen, Data Glove, Voice Recognition System, Space-ball, Image Scanners</li><li>– Hard Copy Output Devices – Printers, Plotters</li></ul>	25%
2.	<b>Overview of Output Primitives and their attributes(Theory Only)</b> <ul style="list-style-type: none"><li>– Output Primitives: Points, Lines, Circles</li><li>– Line Drawing Algorithms (without program): Digital Differential Analyzer (DDA) and Bresenham</li><li>– Circle generating algorithm (without program): Midpoint Circle Algorithm Filled area primitives – Scan line Polygon Fill Algorithm</li><li>– Inside–Outside tests: Odd even rule &amp; non-zero winding number rule Boundary-fill algorithm, Character generation, Attributes of output primitives</li></ul>	25%
3.	<b>Overview of Two– dimensional Geometric Transformations, Viewing &amp; Clipping (Theory Only)</b> <ul style="list-style-type: none"><li>– 2-D geometric Transformations: Translation, Rotation, Scaling, Reflection &amp; Shear (with example)</li><li>– Viewing Pipeline, Window-to-Viewport transformation</li><li>– Point Clipping</li><li>– Line clipping (without program)</li><li>– Cohen Sutherland line clipping algorithm</li><li>– Polygon Clipping (without program) Text clipping, Exterior Clipping</li></ul>	25%



4.	<p><b>Graphical User Interface and Interactive Input methods and Overview of 3D Concepts</b></p> <ul style="list-style-type: none"> <li>– Graphical User Interface and Interactive Input methods – Introduction to user Dialogue, Input of Graphical Data</li> <li>– Input Functions- Introduction to Input functions and input modes, Interactive Picture Construction Techniques, Virtual -Reality Environments</li> <li>– 3D Concepts (Overview)</li> <li>– Three-Dimensional Display Methods</li> <li>– Three-Dimensional Object Representations – Introduction to different methods used for representation of Three-Dimensional Objects</li> </ul>	25%
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<b>Teaching- Learning Methodology</b>	– Blended learning approach incorporating traditional classroom teaching and online/ICT-based teaching practices.
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**Internal and / or External Examination Evaluation**

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

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

1.	construct and manipulate complex models
2.	compare and evaluate different computer graphics techniques based on performance

**Suggested References:**

Sr. No.	References
1.	Computer Graphics by Donald Hearn & M. Pauline Baker
2.	Computer Graphics
3.	Computer Graphics: Principles and Practice



<b>On-line resources to be used if available as reference material</b>
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<b>On-line Resources</b>
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1.	<a href="https://math.hws.edu/eck/cs424/downloads/graphicsbook-linked.pdf">https://math.hws.edu/eck/cs424/downloads/graphicsbook-linked.pdf</a>
2.	<a href="https://mpbou.edu.in/uploads/files/p-data-science-COMPUTER_GRAPHICS.pdf">https://mpbou.edu.in/uploads/files/p-data-science-COMPUTER_GRAPHICS.pdf</a>
	<a href="https://students.aiu.edu/submissions/profiles/resources/onlineBook/a6A8H5_computer%20graphics.pdf">https://students.aiu.edu/submissions/profiles/resources/onlineBook/a6A8H5_computer%20graphics.pdf</a>

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**Bachelor of Business Administration**  
**B.B.A (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MABBI02</b>	<b>Title of the Course</b>	<b>Database Management System</b>
<b>Total Credits Of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To study basic concepts related to DBMS, Data Models and Relational Data Model terminologies.</li> <li>2. To learn basics of SQL data types, SQL statements and concepts like DML, DDL, DCL, TCL.</li> <li>3. To work with tables, applying and modifying constraints, functions, joins queries.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	<b>Introduction to DBMS</b> Basics of Database and DBMS (Data, Information, field, record, file) –Three level Architecture of Database- external, conceptual and internal–Data Models concepts: Hierarchical, Network and Relational–Relation data models concept, terminologies: tuple, attribute, domain, relation (Definition)–Relationships and Relationship types–Keys: Introduction: super key, candidate key, primary key, alternate key, foreign key, Dr. E.F. Codd Rules–Consequences of Poor database design and Functional dependencies–Difference between DBMS and RDBMS–Normal Forms:1st Normal Form, 2nd Normal Form, 3rd Normal Form–Examples of normalization.	25%
2.	<b>SQL Basic Concepts</b> SQL introduction , advantages and disadvantages –Data types –Types of SQL Statements : DDL DML ,DCL, TCL –Working with SQL*Plus – overview and basic commands of SQL Plus.–Tables: Creation, Removal and Alteration–Table Data: insertion, selection, updation, deletion –Filtering data using WHERE clause, ordering using ORDER BY–Pseudo Columns –ROWID, ROWNUM, USER, UID, SYSDATE–Transaction control language statements – COMMIT, ROLLBACK and SAVEPOINT	25%
3.	<b>Operators and Functions</b> Operators – Arithmetic, Relational, Logical, Range Searching, Pattern Matching –Null Values, Tab Table, Dual Table–Data Constraints and its types–Modifying Constraints and Use of User_Constraint–Functions – Introduction, Types of Functions (Scalar And Aggregate)–Scalar : Numeric Functions , Character Functions, Date Functions Conversion Functions–Aggregate Functions : Avg, Count, Max, Min, Sum	25%
4.	<b>Subquery, Joins and Views</b> Grouping using GROUP BY and HAVING–Subquery and its types–Joining tables, Types of joins–Creation and manipulation of database objects –indexes, views, sequences –Data control language statements – GRANT and REVOKE	25%





<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lectures and discussion</li> <li>• Exploration and inquiry</li> <li>• Co-operative group work</li> <li>• Demonstrations</li> <li>• Presentations.</li> </ul>
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<b>Course Outcomes</b>	
1.	To develop a Database with practical concept.
2.	Understand the basic concepts associated with DBMS, Data Models and Relational Data Model terminologies.
3.	Develop familiarity with the DBMS language.
4.	Become adept at implementing client-side interfaces through the use of the DBMS
5.	Understand the basics of SQL data types, SQL statements and concepts like DML, DDL, DCL, and TCL.
6.	Gain knowledge on tables, applying and modifying constraints, functions, joins queries.

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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>University Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Suggested References</b>	
Sr.No.	References
1.	Bipin C. Desai, An introduction to Database Systems, Galgotia Publications Pvt. Ltd., 2010.
2.	Ivan Bayross, SQL, PL/SQL The programming language of Oracle, 4th edition, BPB Publications, 2010.
3.	S. Parthasarthy and B.W. Khalkar, Understanding Database Management Systems, First edition, Master Academy, 2007

<b>On-line resources to be used if available as references material</b>	
<b>On-line resources</b>	
<a href="https://www.geeksforgeeks.org/dbms/">https://www.geeksforgeeks.org/dbms/</a>	
<a href="https://www.tutorialspoint.com/dbms/index.htm">https://www.tutorialspoint.com/dbms/index.htm</a>	
<a href="https://www.javatpoint.com/dbms-tutorial">https://www.javatpoint.com/dbms-tutorial</a>	

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**Bachelor of Business Administration**  
**B.B.A (ITM) Semester-V**

<b>Course Code</b>	<b>UM05MABBI03</b>	<b>Title of the Course</b>	<b>ADVANCED MARKETING MANAGEMENT-I</b>
<b>Total Credits Of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objective:</b>	<ol style="list-style-type: none"><li>1. To understand advance level of Marketing and use them to grow the Business.</li><li>2. To develop understanding of Publicity as an element of Marketing Communication.</li><li>3. To develop a marketing strategy with an understanding of CRM</li><li>4. To provide the knowledge of contemporary issues related to the field of Marketing Information System.</li><li>5. To familiarize the students regarding various dimensions of retail management</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage*(%)</b>
1.	<b>PUBLICITY MANAGEMENT</b> <ul style="list-style-type: none"><li>• Concept, characteristics</li><li>• Difference between advertising &amp; publicity</li><li>• Importance of Publicity</li><li>• Objectives of publicity</li></ul>	25%
2.	<b>MARKETING INFORMATION SYSTEM</b> <ul style="list-style-type: none"><li>• Meaning, characteristics</li><li>• Importance of MIS</li><li>• Elements/Components of MIS</li><li>• Steps involved in MIS process</li><li>• Difference between Marketing &amp; MIS</li></ul>	25%
3.	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• CRM Process</li><li>• Features &amp; Benefits of CRM</li><li>• Types of CRM</li><li>• Factors responsible for CRM growth</li><li>• Difference Between CRM &amp; E-CRM</li></ul>	25%



4.	<b>RETAILING</b>	<ul style="list-style-type: none"> <li>• Introduction, Characteristics of retailing</li> <li>• Evolution stages of Retail Format</li> <li>• Functions of retailers</li> <li>• Types of Retail Formats</li> <li>• Retail Location and Retail Strategies</li> </ul>	25%
<b>Teaching-Learning Methodology</b>		ICT through (e.g. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study	

<b>Internal/ External Exam Evaluation Pattern</b>			
Sr. No.	Detailsofthe 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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>University Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes :Having completed this course, the learner will be able to</b>	
1.	Understandanddevelopinsightsandknowledgebaseofvariousconceptsthatdrivingmarketing strategies.
2.	StudentswillbeabletoexamineAdvancemarketingconceptsandphenomenontocurrent business events in the industry
3.	Students will be able to understand the exact difference between MIS & MR
4.	Students will be able to practice marketing communication skills relevant to the corporate world on the basis of CRM.
5.	Understand the various retail format sand retails strategies.



**Suggested References:**

<b>Sr. No.</b>	<b>References</b>
1.	Basics Of Marketing Management By Dr.R.B.Rudani,S.Chand Publications(pg. No-368 “Evolution stages of Retail Format”)
2.	Marketing Management By Arun Kumar and N. Meenakshi, Vikas Publishing House, 2 <sup>nd</sup> Edition, 2011
3.	Marketing Management By Rajan Saxena, 5 <sup>th</sup> Edition, McGraw Hill Education
4.	Marketing Management By Philip Kotler, Millennium Edition, Pearson Education
5.	Marketing Management By S.A. Sherlekar, Himalaya Publishing House, 13 <sup>th</sup> Revised Edition
6.	Marketing Management By S.A. Chunawala, Himalaya Publishing House.
7.	Marketing Management text and cases an Indian Perspective by Rajendra P Maheshwari

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

**On-line resources:**

<https://www.managementstudyhq.com/public-relations-and-publicity.html>

<https://www.geektonight.com/what-is-mis/>

<https://www.zendesk.com/in/blog/crm-process/>

<https://www.yourarticlelibrary.com/retailing/stages-of-retail-trade-6-stages/48735>

<https://indiafreenotes.com/factors-responsible-for-crm-growth-crm-process-framework-of-crm-benefits-of-crm-types-of-crm-scope-of-crm/>

<https://www.shopify.com/blog/crm>

<https://www.geeksforgeeks.org/marketing-information-system-mis-meaning-types-benefits-tips/>

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**Bachelor of Business Administration B.B.A (ITM)**  
**Semester-V**

<b>Course Code</b>	<b>UM05MABBI04</b>	<b>Title of the Course</b>	<b>Advanced Financial Management – I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course of Objectives:</b>	<ol style="list-style-type: none"><li>1. The course helps to develop the knowledge of investment and investment sources.</li><li>2. The course is helpful in acquiring knowledge to run their business profession and profitability.</li><li>3. To study of dividend policy of companies and its impact on shareholders' wealth.</li><li>4. The course is helpful to develop the knowledge of leasing and valuation of securities for business successfully.</li></ol>
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<b>Course Content</b>		
<b>Units</b>	<b>Description</b>	<b>Weightage *(%)</b>
<b>1.</b>	<b>INTRODUCTION TO INVESTMENT AND SECURITIES (100% Theory)</b> <ul style="list-style-type: none"><li>• Concept of investment, security, portfolio, security analysis</li><li>• Characteristics and Objectives of investment</li><li>• Types of investors - Investment vs. speculation - Investment vs. Gambling - Investment avenues</li><li>• Investment opportunities for foreign citizens of Indian origin</li><li>• Sources of investment information - Risk &amp; Return relationships</li></ul>	<b>25%</b>
<b>2.</b>	<b>VALUATION OF SECURITIES:</b> [Theory 30%, Examples 70%] <ul style="list-style-type: none"><li>• Valuation of Securities - Concepts of Value, Basic Valuation Model, Bond Valuation Model - Bond Value Theorems - Yield to Maturity Bond values with Semi-annual Interest</li><li>• Present Value of Preference Shares</li><li>• Valuation of Equity-Dividend Capitalization approach - Single Period Valuation – Multi-period valuation - Valuation with Normal as well as Supernormal growth</li></ul>	<b>25%</b>
<b>3.</b>	<b>LEASING (Theory 100%)</b> <ul style="list-style-type: none"><li>• Concept - Types of lease Arrangements</li><li>• Factors relevant in making leasing Decisions</li><li>• Potentiality of leasing as a means of financing(significance)</li><li>• Financial Evaluation from the lessee's point of view</li><li>• Evaluation of lease as a financing Decision</li></ul>	<b>25%</b>



<b>4.</b>	<p><b>DIVIDEND POLICY DECISION : [Theory 50% and Examples 50%]</b></p> <ul style="list-style-type: none"> <li>• Forms of Dividend payment - Significance of Dividend policy in Financial Decision - Variables influencing Dividend Decision (Theory)</li> <li>• Examples of Walter's Model - Gordon's Model Modigliani - Miller's Model</li> </ul>	<b>25%</b>
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Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.
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#### Internal and / or External Examination Evaluation

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

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
<b>1.</b>	<ul style="list-style-type: none"> <li>• The students will understand the concept of Portfolio and Investment</li> <li>• The Students will understand the concept Investment, Security, Portfolio, Security Analysis.</li> </ul>
<b>2.</b>	The students will acquire knowledge regarding different securities like Bond, Preference Shares, Equity Shares etc.
<b>3.</b>	The students will acquire knowledge regarding Leasing.
<b>4.</b>	The students will understand concept and calculation about Dividend Policy



Suggested References:

Sr. No.	References
1.	Financial Management : S. N.Maheshwari
2.	Financial Management : I. M.Pandey
3.	Financial Management : PrasannaChandra
4.	Financial Management : Khan &Jain
5.	Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi

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

On-line resources:

<https://www.yourarticlelibrary.com/company/dividend-policy/top-9-factors-affecting-the-dividend-policy-of-a-company/74187>

<https://gharpedia.com/blog/different-types-of-lease/>

<https://cytonn.com/blog/article/investing-vs-gambling>

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**Bachelor of Business Administration**  
**B.B.A (ITM) Semester-V**

<b>Course Code</b>	<b>UM05MABBI05</b>	<b>Title of the Course</b>	<b>ADVANCEDHUMEN RESOURCE MANAGEMENT-I</b>
<b>Total Credits Of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objective:</b>	<ol style="list-style-type: none"><li>1. To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.</li><li>2. To define the interpersonal relationship</li><li>3.Improved working conditions for the employee and increase organizational effectiveness</li><li>4. To Demonstrate a basic understanding of different types of groups in the organisation</li><li>5. To give a final understanding of human resource practices in organizations.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage*(%)</b>
1.	<b>Organizational Behavior</b> <b>Organizational Behavior:</b> Meaning, Nature, factors affecting human behavior at work, limitations of OB, model of human behavior(S-R,S-O-R,S-O-B-C) <b>Personality:</b> Concept, Determinants, Freudian and Neo Freudian Stages of personality, Psychoanalytic theory & Self Theory	25%
2.	<b>Perception&amp; Learning</b> <b>Perception:</b> Concept, Importance, Sensation and Perception, Perceptual Process, Perceptual Selectivity, Developing Perceptual skills. <b>Learning:</b> Nature, components of learning process, factors affecting learning, conditioning theory(classical & operant)	25%



3.	<p><b>Interpersonal Behavior &amp; Quality of Work Life</b></p> <p><b>Interpersonal Behavior:</b>            Nature of Interpersonal Behavior, Transactional Analysis (TA), Level of self-awareness, Ego states, Life positions, Transactions, Benefits &amp; uses of TA.</p> <p><b>Quality of Work Life:</b> Dimensions, Principles of QWL, Techniques for improving QWL, Work life Balance.</p>	
4.	<p><b>Group Dynamics &amp; Work Teams</b></p> <p><b>Group Dynamics:</b> Concept, Features, Stages of Group Development, Group Norms, Group Cohesiveness, Methods of Group decision making, Techniques for improving group decision making.</p> <p><b>Work Teams:</b> Concept, Difference between group and team, importance of team, types of team, characteristics of an effective team, process of team creation</p>	25%

<b>Teaching-Learning Methodolog</b>	ICT through (E.g.Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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<b>Internal/ External Exam EvaluationPattern</b>			
Sr. No.	Detailsofthe 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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>University Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes :Having completed this course, the learner will be able to</b>	
1.	The unit help to understand the employees in better way, to know the job satisfaction level, how to find right people for the organizational work. It also helps to know ways to lead team and highest productivity.



2.	This unit upgrades these selection skills, idea and knowledge about the employee's selectivity's even also helps to students to improve observation power.
3.	Unit will help to students for their Clear direction, Open and honest communication, Support risk taking and change, well Defined roles, mutually accountable, communicate freely, Common goals and help to Encourage differences in opinions.
4.	Each student gets an idea about the teamwork and understands the mission or objective, and the team has a plan of action.

**Suggested References:**

Sr. No.	References
1.	Organizational Behavior by L.M.Prasad, Published by Sultan Chand & Sons, New Delhi.
2.	Human Resource Management by C.B. Gupta, Published by Sultan Chand & Sons, New Delhi.
3.	Organizational Behavior by Fred Luthans, Published by Mc Graw Hill, Singapore.

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

**On-line resources:**

**Website:**

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



**SARDARPATELUNIVERSITY**  
Vallabh Vidyanagar, Gujarat (Reaccredited with 'A' Grade by NAAC (CGPA3.11))  
Syllabus with effect from the Academic Year 2025-2026

**BBA (Information Technology Management)**

**BBA (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MABBI06</b>	<b>Title of the Course</b>	<b>Export Management- I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per week</b>	<b>04</b>

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

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



## SARDARPATELUNIVERSITY

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Syllabus with effect from the Academic Year 2025-2026

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

### Internal and / or External Examination Evaluation

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

### Suggested References

1.	Export Management: TAS Bala Gopal, Himalaya Publishing House.
2.	International Marketing Management: V.L. Varshney & B. Bhattacharya.
3.	Export Marketing: B.s. Rathore & J.S. Rathore, Himalaya Publishing House.
4.	Export Marketing: Acharya & Jain, Himalaya Publishing House.
5.	Foreign Trade-Review: Indian Institute of Foreign Trade.
6.	International Business: Dr. R. Chandran, Jaico Publishing House.

### Online Resources

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



**BBA (Information Technology Management)**

**BBA (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MIBBI01</b>	<b>Title of the Course</b>	<b>Indian Business Environment</b>
<b>Total Credits of the Course</b>	<b>4</b>	<b>Hours per Week</b>	<b>4</b>

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



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

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

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

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

**Suggested References:**

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



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

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

**On-line Resources**

1.	<a href="https://ug.its.edu.in">https://ug.its.edu.in</a>
2.	<a href="https://iimm.org/wp-content">https://iimm.org/wp-content</a>
3.	<a href="https://ebooks.lpude.in">https://ebooks.lpude.in</a>

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 NEP2020 with effect from the Academic Year 2025-2026  
**BBA (Information Technology Management)**  
**BBA (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MIBBI02</b>	<b>Title of the Course</b>	<b>Materials &amp; Operations Management</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per week</b>	<b>04</b>

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

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

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

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

**Course Outcomes**

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

**Suggested References**

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

**Online Resources**

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



# SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar, Gujarat

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Syllabus as Per NEP 2020 with effect from the Academic Year 2025-2026

## Bachelor of Business Administration (B.B.A ITM)

### Semester V

<b>Course Code</b>	<b>UM05MIBBI03</b>	<b>Title of the course</b>	<b>Social Entrepreneurship</b>
<b>Total Credits of the course</b>	<b>04</b>	<b>Hours per week</b>	<b>04</b>

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

<b>Course Content</b>		<b>Weightage</b>
<b>Units</b>	<b>Description</b>	
<b>1</b>	<b>Fundamentals of Social Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Concept of Social entrepreneur &amp; entrepreneurship</li> <li>• Evolution</li> <li>• Need</li> <li>• Major Functions</li> <li>• Difference between Social and Commercial entrepreneurs</li> <li>• Areas of social entrepreneurship</li> </ul>	25%
<b>2</b>	<b>Women Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Functions</li> <li>• Problems</li> <li>• Promotional measures adopted by the central government for the Development of women entrepreneurship in India</li> <li>• Role of women associations</li> </ul>	25%
<b>3</b>	<b>Rural Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Need</li> <li>• Problems</li> <li>• NGO &amp; Rural entrepreneurship</li> <li>• Development of rural entrepreneurship in India</li> </ul>	25%
<b>4</b>	<b>Trends in Social Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Major challenges</li> <li>• Major opportunities</li> <li>• Global trends in social entrepreneurship</li> <li>• Contribution of Successful Social entrepreneurs of India and abroad</li> </ul>	25%

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>➤ Lecture Centered Instructional Method,</li> <li>➤ Visual Presentation</li> <li>➤ Case Study</li> <li>➤ Project Based Learning</li> </ul>
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# SARDARPATELUNIVERSITY

Vallabh Vidyanagar, Gujarat

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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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>University Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

## COURSE OUTCOMES:

1	The Students will understand the concept of Social entrepreneur & entrepreneurship, Functions, Areas of social entrepreneurship
2	The Students will acquire knowledge regarding women entrepreneur, Functions, Problems, Role of women associations
3	The Students will be able to know rural entrepreneurship, Need & Problems
4	The Students will understand Major challenges, Major opportunities, Global trends & Contribution of Successful Social entrepreneurs of India and abroad

## Suggested References:

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

## Online Resources

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



**Bachelor of Business Administration**  
**B.B.A (ITM) Semester – V**

<b>Course Code</b>	<b>UM05MIBBI04</b>	<b>Title of the Course</b>	<b>Fundamentals of Internet Technology</b>
<b>Total Credits Of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. This course presents basic networking technology and terminology, including the ISO/OSI Network Reference Model, IP addressing and name resolution, and other concepts and information relevant to setting up and using TCP/IP-based networks.</li> <li>2. Identify protocols and standards in the Internet.</li> <li>3. Describe the TCP/IP protocol suite, subnetting and supernetting and Internet addressing.</li> </ol>
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<b>Course Content</b>		
Unit	Description	Weightage (%)
1.	<b>Basics of Internet Technology</b> Internet History, Timeline, Standards, Standards Organizations, Protocol Documents, Protocol Suit & Their Functions, Different Protocol under TCP/IP	25%
2.	<b>Addressing</b> IP Addressing Scheme, Subnetting, IP Overview, IP Header	25%
3.	<b>Protocols</b> ICMP and Ping, UDP Header, TCP Header, Three Way Handshake, Port Numbers, TCP Services, TCP/IP Command Line Utilities	25%
4.	<b>TCP/IP Services</b> FTP Service, TELNET Service, ARP Service, DHCP Service, DNS Service, WINS Service	25%

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lectures and discussion</li> <li>• Exploration and inquiry</li> <li>• Co-operative group work</li> <li>• Demonstrations</li> <li>• Presentations.</li> </ul>
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<b>Course Outcomes</b>	
1.	Define fundamental concepts of TCP/IP architecture and protocols, with emphasis on the network layer, transport layer, and application layer of the suite.
2.	Describe the applications of TCP/IP to the Internet.
3.	Understand how the Internet works today.





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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.	B. A. Forouzan, "Data Communications and Networking", 2nd Ed., TMH
2.	Behrouz A Forouzan, "TCP/IP Protocol Suite"
3.	Matt Naugle, "Illustrated TCP/IP: A Graphic Guide"

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

**On-line resources**

<https://www.ibm.com/docs/en/aix/7.1?topic=protocol-tcpip-protocols>

<https://www.techtarget.com/searchnetworking/definition/TCP-IP>

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Syllabus as Per NEP 2020 with effect from the Academic Year 2025-2026

## Bachelor of Business Administration (ITM)

### (B. B. A. SEM – V)

<b>Course Code</b>	<b>UM05SEBBI01</b>	<b>Title of the Course</b>	<b>Innovation Management</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per week</b>	<b>02</b>

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

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

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>➤ White Board</li> <li>➤ Presentation</li> <li>➤ Video</li> <li>➤ Case Study</li> <li>➤ Quiz</li> </ul>
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Syllabus as Per NEP 2020 with effect from the Academic Year 2025-2026

Course Outcomes	
1.	The students will understand the concept of Innovation & Creativity which will build a foundation in creative thinking among the students.
2.	The students will gain knowledge on Innovation & Creativity process, principles and hurdles in creativity.
3.	The students will acquire knowledge regarding evolution and significance of Innovation Management.
4.	The students will acquire knowledge regarding Tools For Innovation through Individual and Group Creative Techniques.
5.	The students acquire knowledge regarding Areas of Innovation and will learn about Product and Process Innovation and use of TQM.

## Internal and / or External Examination Evaluation

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

## Suggested References

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

## Online Resources

1.	<a href="https://youtu.be/FXJUDyqobbM">https://youtu.be/FXJUDyqobbM</a>
2.	<a href="https://youtu.be/FF_38_ZuRbQ">https://youtu.be/FF_38_ZuRbQ</a>
3.	<a href="https://youtu.be/33JjV_NDbpY">https://youtu.be/33JjV_NDbpY</a>
4.	<a href="https://youtu.be/DNUwZctwwhw">https://youtu.be/DNUwZctwwhw</a>
5.	<a href="https://youtu.be/_PC1qbAhKz0">https://youtu.be/_PC1qbAhKz0</a>
6.	<a href="https://youtu.be/wbFVNBNI7Bk">https://youtu.be/wbFVNBNI7Bk</a>
7.	<a href="https://youtu.be/kfpERveB8kM">https://youtu.be/kfpERveB8kM</a>
8.	<a href="https://youtu.be/Y6R9ps2E1oM">https://youtu.be/Y6R9ps2E1oM</a>
9.	<a href="https://youtu.be/66N5SM73AEc">https://youtu.be/66N5SM73AEc</a>
10	<a href="https://youtu.be/1YLtkc6U3Rs">https://youtu.be/1YLtkc6U3Rs</a>
11.	<a href="https://youtu.be/Ej5niRS-h7k">https://youtu.be/Ej5niRS-h7k</a>



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

<b>Course Code</b>	<b>UM05SEBBI02</b>	<b>Title of the Course</b>	<b>Soft Skills – I</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objective:</b>	<p>The paper is designed to enhance the soft skills of the students.</p> <p>It focuses on some theories and detailed tips to improve usage of career and self development strategies.</p>
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Course Content		
Unit	Description	Weightage* (%)
1.	<p><b>Soft Skills : An Introduction</b></p> <p>What is Soft Skill ?</p> <p>Soft Skills – A man made skill</p> <p>Hard Skills v/s Soft Skills</p> <p>Importance of Soft Skills</p> <p>Types of Soft Skills</p> <p>Career of Soft Skills</p> <p>Identification of your Soft Skills</p>	50
2.	<p><b>Learning to Prioritize :</b></p> <p>The importance of managing time and money wisely</p> <p>How to regulate the way you spend time</p> <p>Developing the attitude to work hard</p> <p>How to counter procrastination</p> <p>Enjoying your work</p> <p>Planning work</p> <p>Organizing your work</p> <p>Team work</p> <p>Preparing blueprint of your priorities</p>	50

<b>Teaching-Learning Methodology</b>	Direct Teaching Method, ICT enabled Teaching, Q&A sessions, Problem Solving Activities, Collaborative & Co-operative Learning, Project, Class Seminar.
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Internal and /or External Examination Evaluation:

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

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

1.	Effectively communicate through verbal/oral communication and improve the listening skills. Write precise briefs or reports and technical documents.
2.	Write precise briefs or reports and technical documents
3.	Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.
4.	Become more effective individual through goal/target setting, self motivation and practicing creative thinking.

**Suggested References:**

Sr. No.	References
1.	Shalini Verma, Enhancing Employability @ Soft Skills, Person, India
2.	Dr. K. Alex, Soft Skills, S.Chand & Sons, India.
3.	Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.

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# 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 (ITM)**

**(B. B. A. SEM – V)**

<b>Course Code</b>	<b>UM05SEBBI03</b>	<b>Title of the Course</b>	<b>Leadership Skills for Management</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per week</b>	<b>02</b>

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

<b>Course Content</b>		<b>Weightage</b>
<b>Unit</b>	<b>Description</b>	
<b>1.</b>	<b>The Nature of Leadership and Leadership Theories:</b> <ul style="list-style-type: none"><li>• Definitions of leadership</li><li>• Need or importance of leadership</li><li>• Leadership effectiveness</li><li>• Level of conceptualization for leadership</li></ul> <b>Leadership Theories:</b> <ul style="list-style-type: none"><li>• Charismatic, Trait, Behavioural and Situational Theories</li></ul>	<b>50 %</b>
<b>2.</b>	<b>Participative Leadership, Delegation and Empowerment:</b> <ul style="list-style-type: none"><li>• Nature of participative leadership</li><li>• Guidelines for participative leadership</li></ul> <b>Delegation:</b> <ul style="list-style-type: none"><li>• Concept, varieties, potential advantages and guidelines for delegating</li></ul> <b>Empowerment:</b> <ul style="list-style-type: none"><li>• Concept, Consequences and facilitating conditions</li></ul>	<b>50 %</b>

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li><li>➤ Quiz</li></ul>
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<b>Course Outcomes</b>	
1.	The students will understand the importance and effectiveness of leadership.
2.	The students will understand the charismatic, trait, behavioural and situational theories of leadership.
3.	The students will acquire knowledge regarding participative leadership.
4.	The students will understand the concepts of delegation and empowerment.

## Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
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<b>University Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

## Suggested References

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

## Online Resources

1.	<a href="https://youtu.be/nkXr8P8cnXc">https://youtu.be/nkXr8P8cnXc</a>
2.	<a href="https://youtu.be/yT242UO4cgw">https://youtu.be/yT242UO4cgw</a>
3.	<a href="https://youtu.be/cx_RXvE1qic">https://youtu.be/cx_RXvE1qic</a>
4.	<a href="https://youtu.be/uGbQFnnTYpE">https://youtu.be/uGbQFnnTYpE</a>