



BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06MABBI01	Title of the Course	Python Fundamental
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">– To learn the fundamentals of the Python programming language.– To study the concepts of object-oriented programming in Python.– To learn exception handling and file handling in Python.– To understand how to access files and databases from Python
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Course Content		
Unit	Description	Weightage* (%)
1.	Python Basics - I <ul style="list-style-type: none">– Python Overview and History, Features of Python, Difference Between C, JAVA & Python,– Applications of Python, Programming Structure of Python,– Introduction to Python Libraries (NumPy, Pandas, Matplotlib, etc.)– Basic Syntax of Python, Python Data types, Python variables, Casting, Operators, Comments,– User Input, Decision making and Branching	25%
2.	Python Basics - II <ul style="list-style-type: none">– Looping, Range– List and Tuple– Set and Dictionary– Strings and basic operations– RegEx Module (Regular Expressions), Python JSON	25%
3.	Object Orientated Concepts and Exception Handling <ul style="list-style-type: none">– Concept of Class, Object and Instances,– Constructor, class attributes and destructors,– Functions, Scope, Iterators Inheritance, method overloading and overriding in python, Modules, Lamda function,– Debugging, Python Error with its Types, Exception handling in Python, Try-finally, raising exceptions, user-defined exceptions.	25%
4.	File IO Management and Databases <ul style="list-style-type: none">– File Handling (Introduction, Create, Read, Write and Delete File)– Database connection using MYSQL, Creating, Searching and Drop– Tables, Record Manipulation (Select, Insert, Update, Delete, Searching, Sorting, Join)	25%

Teaching- Learning Methodology	<ul style="list-style-type: none">– 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.	Ability to develop computer programs using the Python programming language.
2.	Knowledge of manipulating different Python data types.
3.	Ability to develop object-oriented programs using Python.
4.	Basic knowledge of exception handling, file handling and database access in Python.

Suggested References:	
Sr. No.	References
1.	John V Guttag. "Introduction to Computation and Programming Using Python", Prentice Hall of India
2.	Wesley J. Chun. "Core Python Programming -Second Edition", Prentice Hall
3.	Learning Python: By Mark Lutz, David Ascher
4.	Exploring Python Book by Timothy Budd
5.	Head First Python: A Brain-Friendly Guide by Aaul Barry
6.	Introducing Python-Modern Computing in Simple Packages –Bill Lubanovic, O'Reilly Publication
7.	Introduction to Computer Science Using Python-Charles Dierbach, Wiley Publication Learning with Python “, Green Tea Press, 2002
8.	Beginning Programming with Python for DummiesPaperback–2015 by John Paul Mueller

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



BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06MABBI02	Title of the Course	Desktop Application Development (T/P)
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none">– Intended to teach Windows Development in advanced programming language– To understand the need, model, application of a desktop development
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to .NET Framework and VB.NET <ul style="list-style-type: none">– .NET Architecture, .NET Languages, Microsoft Intermediate Language (MSIL), The Just-In-Time (JIT) Compiler;– VB.NET Introduction, Applications and Types of Project; Introduction to Visual Studio IDE;– Creating simple Windows Application using VB.NET;– Variables, Data Types, Constants, Operators	25%
2.	Windows Forms <ul style="list-style-type: none">– Working with SDI and MDI forms– Controls - Button, Check Box, Combo Box, Date Time Picker, Group Box, Radio Button, Label, List Box, Picture Box, Text Box and Timer;– Working with Advanced Controls – Link Label, Rich Text Box, Color Dialog, Font Dialog, Tree View	25%
3.	Windows Programming <ul style="list-style-type: none">– Use of Conditional Statement (IF), Multi-Branching Statement (SELECT)– Looping Statement (FOR, WHILE)– Working with EXIT;– Working with Procedures – Introduction, Types, Use of Parameters, Parameter Passing, Calling Procedures;– Working with Windows Forms – Introduction, Basic Properties, Methods and Events	25%
4.	Database Programming <ul style="list-style-type: none">– ADO.NET – Introduction, Applications,– Architecture (Connected and Disconnected);– Database Connectivity using ADO.NET; Use of Data Sources and Coding, Server Explorer and working with DataSet;– Populating Data in a Data Controls	25%

Teaching- Learning Methodology	<ul style="list-style-type: none">– 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.	Understand the fundamentals advanced programming in windows environment
2.	Proper implement of any desktop application through windows programming
3.	In-depth knowledge about basic functionalities, models etc...

Suggested References:	
Sr. No.	References
1.	Steven Holzner; VB.NET Black Book by Dreamtech publication
2.	Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press
3.	Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

On-line resources to be used if available as reference material	
On-line Resources	
1.	https://learn.microsoft.com/en-us/dotnet/visual-basic/
2.	https://www.tutorialspoint.com/vb.net/index.htm



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

Course Code	UM06MABBI03	Title of the Course	ADVANCEMARKETING MANAGEMENT-II
Total Credits Of the Course	04	Hours per Week	04

Course Objective:	<ul style="list-style-type: none"> • Describe the implications of current trends in social media advertising and promotion • Applytheknowledge,conceptandtoolsofdigitalandsocialmediainmakingmarketingdecisions • Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies. • Examine brand concepts in real-life setting by articulating econtext of and the rationale for the application
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Course Content		
Unit	Description	Weightage*(%)
1.	SOCIALMEDIAMARKETING <ul style="list-style-type: none"> • Introduction • Characteristics of Social Media • Social Media Platforms • Benefits of SMM to Individuals and business 	25%
2.	BRANDMANAGEMENT <ul style="list-style-type: none"> • Understanding Brand • Characteristics of brand • Types of Brand • Branding Decisions, Significance of Branding • Challenges, Brand Building 	25%
3.	GREENMARKETING <ul style="list-style-type: none"> • Meaning, Evolution • Reasons for Adoption of Green Marketing • Green Marketing Mix, Importance of Green Marketing • Challenges Ahead of Green Marketing • Some Case Studies of Successful Green Marketing 	25%
4.	ONLINEMARKETING&SERVICEMARKETING <ul style="list-style-type: none"> ➤ Online Marketing: <ul style="list-style-type: none"> • Definition, Components of E-commerce • Advantages of Online Marketing • Growth of Online Marketing ➤ Service Marketing: <ul style="list-style-type: none"> • Concept of service Quality, Impact of Service Quality • Approaches To Service Quality • 10original Dimensions of Service Quality 	25%





Teaching-Learning Methodolog	ICT through (e.g.PowerPointPresentation,Audio-VisualPresentation)GroupDiscussion, Role Playing, Case Study
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Internal/ External Exam Evaluation Pattern			
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%)
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.	Studentswillbeabletoidentifythescopeandsignificanceofsocialmediamarketingtobusinessas well as individual
2.	Underst and what quality means in service delivery and how customers develop perceptions of service quality.
3.	Understand and explain the environmental importance of green marketing from consumer and business perspective.
4.	Increase the consciousness about Green Products

Suggested References:	
Sr. No.	References
1.	FoundationofAdvertingbyS.A.Chunawala, HimalayaPublishingHouse





2.	Basics Of Marketing Management By Dr. R.B. Rudani, S. Chand Publications (pg. no. - 52 "Green Marketing Importance")
3.	Marketing Research By G.C. Beri, Publication TATA Mcgrew Hills
4.	Marketing Management By Dr. C.B. Gupta And Dr. Rajan Nair, Sultan Chand & Sons, New Delhi
5.	Advertising And Promotion By Kruti Shah & Alan D'souza
6.	Advertising Management By Manendra Mohan, Tata Mc Graw Hill

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

On-line resources:

Website:

<https://iide.co/blog/social-media-benefits-for-business/>

<https://www.marketing91.com/types-of-brands/>

<https://www.yourarticlelibrary.com/marketing/green-marketing-evolution-reasons-advantages-and-challenges/32326>

<https://www.simplilearn.com/digital-marketing-benefits-article>

<https://www.shiksha.com/online-courses/articles/what-is-social-media/>

<https://www.younedia.com/post/6-features-of-social-media-marketing>

<https://www.vedantu.com/commerce/branding>





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

Course Code	UM06MABBI04	Title of the Course	Advanced Financial Management–II
Total Credits of the Course	04	Hours per Week	

Course of Objectives:	<ol style="list-style-type: none"> 1. The course helps to develop the knowledge of Investment Decision by using different Investment Methods. 2. The course is helpful in acquiring knowledge of Risk and Return and CAPM model. 3. To study of Portfolio selection and management by using different theories of Portfolio Management. 4. The course is helpful to develop the knowledge about International Trading by using different Foreign Exchange rate and Internal as well as External Techniques.
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Course Content		
Units	Description	Weightage *(%)
1.	INVESTMENT DECISION [Theory 50% and Examples 50%] <ul style="list-style-type: none"> • Nature of Risk - Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Coefficient of variation, Probability Distribution approach [i] Independent cash flows, [ii] Dependent cash flows • Conventional techniques of risk analysis - Risk-adjusted discount rate approach, Certainty equivalent approach, Sensitivity analysis - Decision - Tree Analysis 	25%
2.	RISK AND RETURN-CONCEPTS AND ANALYSIS [Theory 50% and Examples 50%] <ul style="list-style-type: none"> • Components of return - Risk elements - Systematic and unsystematic risks • Precise measures of risk - Risk and returns - Capital assets pricing model – Security market line 	25%
3.	PORTFOLIO SELECTION & MANAGEMENT (Theory 100%) <ul style="list-style-type: none"> • Efficient market theory • Random walk theory • Portfolio risk/return • Growth investing • Value investing-Performance index • Portfolio revision 	25%





4.	FUNDAMENTALS OF INTERNATIONAL FINANCIAL MANAGEMENT [Theory-100%] <ul style="list-style-type: none"> • Foreign Exchange Market - Foreign Exchange Rates - Spot rate, Forward rate, Cross rate, Bid and Ask rate, Spread – • Determinant and select theories of exchange rates Foreign exchange risk and hedging - Foreign exchange risk management techniques – Internal & External 	25%
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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-centered 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%)
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.	Gain knowledge about what is risk and what are the different techniques to evaluate investment decision.
2.	Measure risk and return associated with investment decisions and get idea regarding what is risk and its components.
3.	Know different investment style, portfolio revision plans and gain knowledge of how to build and manage portfolio.
4.	Learn basics of foreign exchange market, how to manage foreign exchange risk and what the determinants of foreign exchange rates are.
5.	Help the students in taking investment decisions and in future if they pursue higher studies in this field they can serve as Finance Manager in any business organization.
6.	Enhance their knowledge of Financial Management and apply the concepts of Financial Management in contemporary financial dealings.





Suggested References:	
Sr. No.	References
1.	Financial Management: S.N. Maheshwari
2.	Financial Management: I. M. Pandey
3.	Financial Management: Prasanna Chandra
4.	Financial Management: Khan & Jain
5.	Foreign Exchange and Risk Management by C. Jeevanandam, Sultan Chand and Sons
6.	Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education

On-line resources to be used if available as reference material:
On-line resources:
https://www.fao.org/3/w4343e/w4343e07.htm
https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-and-return/
https://www.cbic.gov.in/Exchange-Rate-Notifications





SARDAR PATEL UNIVERSITY

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

BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06MABBI05	Title of the Course	Advance Human Resource Management-II
Total Credits of the Course	04	Hours per week	04

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

Course Content		Weightage
Unit	Description	
1.	Perception <ul style="list-style-type: none"> • Concept of perception • Sensation v/s Perception • Importance of perception • Perceptual process • Perceptual selectivity • Developing perceptual skill 	25 %
2.	Conflicts Management <ul style="list-style-type: none"> • Concept of conflict management • Stages of conflict episode • Positive and negative aspects of conflict • Conflict management 	25 %
3.	Organizational Cultures <ul style="list-style-type: none"> • Concept of organizational cultures • Characteristics of organizational cultures • Types of organizational cultures • Functions of organizational cultures • Steps for developing a sound organizational culture 	25 %
4.	Organizational Development <ul style="list-style-type: none"> • Concept of organizational development • Nature of organizational development • Process of organizational development • Types of OD interventions • Future trends of OD interventions 	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Course Outcomes	
1.	Students will demonstrate a comprehensive understanding of perception, its distinction from sensation, its importance, the perceptual process, selectivity, and skills for enhanced perceptual awareness.
2.	Students will gain understanding of conflict management concepts, stages, and its positive and negative aspects, along with effective management strategies.
3.	Students will learn and analyse knowledge of organizational culture concepts, characteristics, types, functions, and steps for developing a robust culture.
4.	Students will understand organizational development concepts, processes, types of interventions, and future trends in the field.

Internal and / or External Examination Evaluation

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

Suggested References

1.	Psychology for Management, S. S. K. Sinha, : Himalaya Publishing House, 2010.
2.	Organizational Behavior , K. Aswathapp, Himalaya Publishing House, 2010.
	Organizational Behavior, L. M. Prasad, Sultan Chand & Sons, 2011.
3.	Understanding Organizational Behavior, V. S. Gupta, Prentice Hall India, 2012.
4.	Conflict Management and Resolution, Dr. N. R. S. Bhatia, Deep & Deep, 2013.
5.	Managing Workplace Conflict, M. S. K. Kumar, Sage Publications, 2014.
6.	Organizational Culture: An Indian Perspective , Prakash Singh, Global Vision Publishing House, 2011.
7.	Organizational Development: Theory, Practice, and Research", A. S. K. Reddy, Himalaya Publishing House, 2011.
8.	Handbook of Organizational Development", K. M. L. K. Kumar, Sage Publications, 2015.

Online Resources

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



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

BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06MABBI06	Title of the Course	Export Management-II
Total Credits of the Course	04	Hours per week	04

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

Course Content		Weightage
Unit	Description	
1.	Export Product Planning <ul style="list-style-type: none">• Product Planning: Meaning, Importance• Product Standardization and Product Adaptation Strategies• Product Positioning: Meaning, Steps and Importance• Packaging: meaning, importance	25 %
2.	Export Pricing <ul style="list-style-type: none">• Meaning• objectives• Factors affecting Export Pricing• Methods of export pricing• INCO terms 2000	25 %
3.	Export Finance <ul style="list-style-type: none">• Pre shipment and Post shipment Finance• EXIM bank , ECGC• Mode of Payments• Marine Insurance	25 %
4.	Export Procedure and Documentation <ul style="list-style-type: none">• Steps of Export Procedure• Export Documentation	25 %

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



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

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

Internal and / or External Examination Evaluation

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

Suggested References

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

Online Resources

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



BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06MIBBI01	Title of the Course	Global Business Environment
Total Credits of the Course	4	Hours per Week	4

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

Teaching- Learning Methodology	– Blended learning approach incorporating traditional classroom teaching and online/ICT-based teaching practices.
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Internal and / or External Examination Evaluation

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

Course Outcomes: Having completed this course, the learner will be able to	
1.	At the end of the course, the student will be able to understand the concept of International business environment and also will become aware about the functioning of MNE in home and host country
2.	This course will enable them to understand the concept of FDI and various hurdles of FDI and also understand the role of government in FDI
3.	To develop the understanding of various International Economic Organizations like WTO, IMF, EU etc and also know their structure and functions.

Suggested References:	
Sr. No	References
1.	Francis Chrunilam - International business Environment R Chandran - International business Environment
2.	D M Mithani - Money, Banking, International Trade and Finance K Subbarao - International Business, Himalaya Publication
3.	Aswathappa - International Business- Tata McGraw Hill
4.	Dr R Chandran - International Business – JAICO Publishing House
5.	K Subbarao – International Business ,Himalaya Publication
6.	Francis Cherunilam : Global business and business environment

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



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

Bachelor of Business Administration (ITM)

(B.B.A (ITM). SEM – VI)

Course Code	UM06MIBBI02	Title of the Course	Management Accounting
Total Credits of the Course	04	Hours per week	04

Course Objectives	1. This course provides the students an understanding of the application of accounting techniques for management.
	2. The concepts and principles underlying the managerial accounting procedures and methods.
	3. The preparation and uses of accounting information for use within the firm.
	4. The use of accounting information for business decisions and as a basic language of business.
	5. To make the students develop competence with their usage in managerial decision making and control.

Course Content		Weightage
Unit	Description	
1.	Management Accounting–Nature & Scope(Theory) <ul style="list-style-type: none"> • Meaning & Definition of Management Accounting • Characteristics of Management Accounting • Scope and Limitation of Management Accounting • Functions of Management Accounting • Methods of Management Accounting • Difference between Management Accounting, Cost Accounting and Financial Accounting • Role and Status of Management Accounting 	25 %
2.	Budget & Budgetary Control: (Theory and Examples) <ul style="list-style-type: none"> • Meaning and Definition of Budget and Budgetary Control, • Types of Budgets • Example of Cash Budget and Flexible Budget 	25 %
3.	Absorption Costing and Marginal Costing (Theory & Examples) <ul style="list-style-type: none"> • Meaning of Absorption Costing and Marginal Costing Difference between Absorption Costing and Marginal Costing Features of Absorption Costing and Marginal Costing. • Examples on Income statement under Absorption Costing and Marginal Costing (One Year Information) 	25 %
4.	Standard Costing & Variance Analysis (Examples) <ul style="list-style-type: none"> • Examples on Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit) 	25 %

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

Course Outcomes

1.	Students would explain the significance of basic concept, importance & Functions of Management Accounting.
2.	Prepare a budget and demonstrate an understanding of the relationship between the components.
3.	Prepare various income statements under different costing methods where an analysis of cost classification, behavior, and type is completed.
4.	Perform cost variance analysis and demonstrate the use of standard costs.

Internal and / or External Examination Evaluation

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

Suggested References

1.	Advanced Cost Accounting – Jain S.P. and Narang K.L.
2.	Textbook of Cost & Management Accounting – Arora M.N.
3.	Cost Accounting – Khan My and Jain P.K.
4.	Cost Accounting and Financial Management – Kishore Ravi M
5.	Problems and Solution in Adv. Accounting – Maheshwari S.N. and Maheshwari S.K.
6.	Advanced Cost Accountancy – Nigam Lalla and Sharma G.L.
7.	Cost Accounting – Saxena V.K.
8.	Advanced Management Accounting: Ravi M. Kishore.
9.	Accounting for Management: Dr. Jawaharlal.

Online Resources

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



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

Course Code	UM06MIBBI03	Title of the Course	Taxation
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concepts and definitions under the Income Tax Act, 1961.2. To acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.3. To prepare students Competent enough to take up to employment in Tax planner.4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.5. To understand the concept and basics of GST
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual Framework & Incidence of Tax(Theory only) <ul style="list-style-type: none">• History of Income Tax• Types of Income Tax• Introduction to Income Tax Act• <u>Definitions:</u> Person, Assesse, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income• Residential status (Rules & Example) and incidence of tax of Individual assessee (Only Rules)• Fully exempted incomes for individual Assesse	25%
2.	Income from Salaries (Examples only) <ul style="list-style-type: none">• Simple Examples on allowances, Perquisites, Bonus, Commission, Provident Fund and Deduction available from Salary income (No retirement benefits will be covered in the chapter)	25%
3.	Income from House Property(Examples only) <ul style="list-style-type: none">• Simple Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out property	25%



4.	Introduction to Goods and Services Tax Act:(Theory only) <ul style="list-style-type: none"> • Overview of GST • Need for GST in India • Advantages of GST • Types of GST, Limitations and salient features of GST • Exemption from GST • GSTN and Its Process • Definition: Goods, Services, capital goods, Supply, Taxable Person, Business, Place of Business, Reverse Charge 	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments , case Study and browsing e- resources
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Internal/ External Exam Evaluation Pattern			
Sr. No.	Details of the Evaluation/Exam pattern	50 Marks (%)	25 Marks (%)
1.	Class Test (at least one)	15 (30%)	10 (40%)
2.	Quiz (at least one)	15 (30%)	05 (20%)
3.	Active Learning	05 (10%)	----
4.	Home Assignment	05 (10%)	05 (20%)
5.	Class Assignment	05 (10%)	----
6.	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to identify the technical terms related to business taxation.
2.	Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.
3.	Students will be able to understand the various benefits/deductions under Chap VI-A of the Income tax act, 1961 that are to be reduced from the gross total income of the assessee



4	Students will be able to compute the net total income and the total tax liability of an individual assessee considering the income from all heads of income and the deduction under Chap VI- A of the Income tax act, 1961.
5	Outlining the concepts of Indirect tax and GST from the pre-GST period to post GST period.

Suggested References:

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

Online Resources

1.	https://www.incometaxindia.gov.in for relevant provisions of Act and Rules applicable to concerned assessment year.
2.	https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/293

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



BBA (Information Technology Management)

BBA (ITM) Semester – VI

Course Code	UM06AEBBI01	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ul style="list-style-type: none"> • To impart training to the students with a view to developing their communicative competence in English • To equip students with the skills necessary at the workplace. • To make students aware about the Presentation skills.
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Course Content		
Unit	Description	Weightage (%)
1.	Business Etiquettes <ul style="list-style-type: none"> ❖ Business Etiquettes: Concept and Importance ❖ Etiquettes for Meetings ❖ Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions ❖ Negotiation: Concept and Importance, Stages in the Negotiation Process 	50%
2.	Business Presentation <ul style="list-style-type: none"> ❖ Importance and Role of Business Presentation ❖ Planning for Presentation ❖ Preparing and Practicing(Rehearsing) the Presentation, Coping with Presentation fears ❖ Delivering the Presentation 	50%

Teaching – Learning Methodology	Learner-centered Instructional methods
	<ul style="list-style-type: none"> - Direct method, - quiz, - interactive sessions, - visual presentations, - group discussions, - role - play, - use of e-resources, including films



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

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

Suggested References	
Sr. No.	References
1	Hasbany Ghassan: How to make winning presentation: Jaico Publication
2	Antony Jay& Ross Jay: Effective Presentation, Universities Press(UP)
3	David Robinson: Business Etiquettes, Kogan Page India Private Limited.
4	Rajendra Pal& J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
5	Raman, Minaxi & Singh, Prakash: Business Communication, OXFORD
6	Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, PEARSON

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



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.(ITM) SEM – VI)

Course Code	UM06SEBBI01	Title of the Course	Internship/Comprehensive Project
Total Credits of the Course	04	Hours per week	04

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

Course Content		Weightage
Unit	Description	
1	<ul style="list-style-type: none">Students will be required to carry out a micro-analysis of an organisation from the subject area chosen. The microanalysis will include collecting information regarding chosen major functional areas such as marketing, finance, human resources. Students will be required to prepare questionnaire and use suitable statistical / mathematical techniques for analysis of information/data and draw suitable conclusions / recommendations. It will be a individual Project.The learning can be carried out through: 1. Study of secondary data from books, journal and magazine articles, newspaper articles, websites, electronic and physical databases, etc. 2. Primary data collection through interviews, discussions, and other research instruments. Students are encouraged to pursue the research in the organization where they had undergone their second year project work. The students will work on their projects individually and not in pairs or teams.The institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students.As a rule, no faculty member may be permitted to guide more than 10 students. <p>The format of the report would comprise following points:</p> <ol style="list-style-type: none">1) Title page2) Preface3) Acknowledgement4) Certificate5) Table of Content6) Introduction and Identification of Problem with reasons7) Literature Review8) Research Methodology9) Data Collection	100%



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	<p>10) Data analysis and Interpretation 11) Recommendations and conclusion 12) Bibliography</p> <p>The report must be prepared taking into following guidelines:</p> <p>Sr. No. Particular Details</p> <ol style="list-style-type: none"> 1. 1 Paper Size A4 2. Margins Left Side - 1.5 cm Right Side - 1 cm Top and Bottom - 1 cm 3. Line Spacing 1.5 cm 4. Font Type Times New Roman 5. Font Size 12 6. Alignment Page Justify 7. The report should of minimum 40 pages. <p>No of Copies 3 copies 1 each for University (hard bound), College and Student</p> <p>Note: Project should be prepared on any of the major subject opted by the student.</p>	
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ Case Study ➤ Research Based study ➤ Project report ➤ Data Analysis ➤ Discussions and Guidance under the supervision of a faculty ➤ Company Visits and discussions with managers of the organizations, reading and analyzing annual reports, writing reports and presentations.
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Course Outcomes	
1	Perform company analysis and learn to take decisions in changing environment.
2	Apply marketing mix strategies in a competitive scenario.
3	Perform financial analysis and suggest strategies to improve the financial health of the organization.
4	Apply production management related strategies, including inventory management etc.
5	To work in a team and learn group dynamics.
6	Enhance employability

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

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