



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

Course Code	UM07MABBI01	Title of the Course	Programming with PHP (T/P)
Total Credits Of the Course	04	Hours per Week	04
Course Objectives	1. Introduce server-side scripting using PHP. 2. Help students create dynamic web pages and web forms. 3. Develop skills in handling databases. 4. Build simple interactive web applications.		
Course Content			
Unit	Description	Weightage (%)	
1.	Introduction to PHP - History of PHP, Features of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, - Variables — (Declaring, Assigning, Destroying), Constants - Datatypes, Setting and Testing Datatypes - Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)	25%	
2.	PHP Basics - Control structures (if, if-else, if-else if, select) - Looping structures (while, for) - Arrays: indexed, associative, and multidimensional arrays. - User-defined functions.	25%	
3.	State Management and Advanced Concepts - Working with Number, Strings functions - Working with Dates and Time - Creating tables using PhpMyAdmin - Interaction with HTML form	25%	
4	Database Programming and PHP - Introduction to MySQL with PHP - Working with Forms PHP and MySQL Integration — Basic SQL - Commands (Insert, Update, Delete, Select) - Database functions(mysql_connect, mysql_select_db, mysql_query, mysql_num_rows, mysql_fetch_array, mysql_fetch_field, mysql_close) - Generating reports using PHP and MySQL	25%	

Teaching-Learning Methodology	- Lectures and discussion - Case-Study Based Learning - Co-operative group work - Blended Practical Demonstrations - Presentations.
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Course Outcomes	
1.	Write basic PHP scripts independently.
2.	Process HTML form data using PHP.
3.	Use of arrays and functions
4.	Connect PHP with a database.
5.	Develop a small dynamic web application.



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Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA3.11))
Syllabus as per NEP 2020 with effect from the Academic Year:2026-2027

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%)

On-line resources to be used if availSuggested References	
Sr.No.	References
1.	PHP — A Beginner's guide, VikramVaswani, TMH 2009
2.	Web enabled commercial application development using HTML, Javascript, DHTML and PHP by Ivan Bayross, BPB Publication.
3.	Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wanky Choi, Wrox Publication
4.	Professional PHP by Castagnetto Jesus, Shroff Publication
able as references material	
Sr.No.	On-line resources
1.	https://www.php.net/
2.	https://www.javatpoint.com/php-tutorial
3.	https://www.tutorialspoint.com/php/index.htm



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

Course Code	UM07MABBI02	Title of the Course	Advertising Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	• Understand the fundamentals of advertising management, including its concepts, principles in modern marketing • Analyze the role of advertising in business and society • Examine the structure and functioning of advertising agencies • Evaluate different advertising strategies including comparative advertising • Develop critical thinking skills to assess advertising campaigns • Apply theoretical knowledge to practical scenarios, enabling students to design and manage effective advertising strategies.
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Course Content		
Unit	Description	Weightage* (%)
1.	Overview of Advertising Management • Concept & Definitions • Features, Principles • Evolution of Advertising and Growth of Advertising in India • Classification of Advertising • People Actively Involved in Advertising Process	25%
2.	Role of Advertising • Introduction • Role of Advertising in Society • Role of Advertising in Communication • Economic Role of Advertising • Advertising Management in Digital Environment	25%
3.	Advertising Agency • Conceptual Foundation of Ad. Agency • Key Features of an Ad. Agency • Types of Ad. Agency • Role & Functions of an Ad. Agency • Steps to Start an Ad. Agency • Digital v/s Traditional Ad. Agency	25%
4.	Comparative Advertising • Definitions • History/ Evolution • Functions • Risks of Comparative Advertising • Pros & Cons of Comparative Advertising • Examples of Comparative Advertising	25%

Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion Role Playing Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Explain the fundamental concepts, feature and principles of advertising management in modern business environment
2.	Analyze the role and impact of advertising on businesses and society
3.	Understand the structure, functions and types of advertising agencies and evaluate their role in campaign development
4.	Assess comparative advertising effectiveness
5.	Develop and propose basic advertising plans using learned concepts and strategies.
Suggested References:	
Sr.No.	References
1.	Advertising Management - Concepts and Cases by Manendra Mohan (McGraw Hill)
2.	Advertising Management by Dr. F. C. Sharma : SBPD Publications, 2020
3.	Foundations of Advertising, S.A. Chunawalla, KC Sethia , Himalayan Publishing House
4.	Advertising: An Introduction Text, S. A. Chunawalla, Himalayan Publishing House
5.	Advertising Management, Dr. Varma & Aggarwal, King Books

On-line resources to be used if available as reference material
1. https://www.scribd.com/doc/145846458/Content
2. https://www.slideshare.net/slideshow/comparative-advertising-1/9535048
3. https://www.slideshare.net/slideshow/different-types-of-advertising-agency-pptx/273638415



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Bachelor of Business Administration
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Course Code	UM07MABBI03	Title of the Course	Security Analysis & Portfolio Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	1) To understand investment environment and securities market. 2) To develop skills in security analysis. 3) To understand portfolio construction and management. 4) To evaluate portfolio strategies and investment decisions.
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Course Content		
Unit	Description	Weightage*(%)
1.	Investment Environment & Securities Market (Theory 100%) Investment: Meaning and Objectives Investment Alternatives Financial Markets (Primary & Secondary Market) Stock Exchanges (BSE, NSE) Risk and Return Relationship Types of Risk Behavioral Finance (Investor Psychology)	25%
2.	Security Analysis (Theory 100%) Fundamental Analysis: Economic, Industry & Company Analysis Financial Statement Analysis (Basic Ratios) Technical Analysis: Meaning and Assumptions Dow Theory Trend Analysis Support and Resistance Moving Average (Concept Only)	25%
3.	Portfolio Management (Theory 60% & Example 40%) Portfolio Management: Meaning and Objectives Diversification Portfolio Construction Active vs Passive Portfolio Management Portfolio Revision Examples: Portfolio construction example, Diversification example	25%
4.	Investment Process & Portfolio Strategies (Theory 50% & Example 50%) Investment Process Portfolio Selection Portfolio Strategies Growth Strategy Income Strategy Balanced Strategy Portfolio Monitoring Portfolio Revision Techniques Examples: Portfolio strategy example, Investment decision example	25%

Teaching-Learning Methodology	The course would be taught/learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments and browsing e-resources
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Evaluation Pattern		
As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%



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

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| | <ol style="list-style-type: none">1) Students will understand investment environment.2) Students will analyze securities.3) Students will construct portfolio.4) Students will apply portfolio strategies.5) Students will take investment decisions. |
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Suggested References:

Sr. No.	References
1.	Prasanna Chandra – Investment Analysis & Portfolio Management
2.	V.K. Bhalla – Investment Management
3.	Fisher & Jordan – Security Analysis & Portfolio Management
4.	Kevin – Portfolio Management



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Course Code	UM07MABBI04	Title of the Course	ORGANIZATIONAL BEHAVIOUR
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	• To understand the basics of Organizational Behaviour and its application. • To understand the concepts of attitude and values and their impact on behavior. • To understand work stress and its management. • To understand organizational effectiveness and its measurement.
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual framework for Organizational Behaviour • Concept of organizational Behaviour • Nature of organizational behavior • Foundation of OB • Importance of OB • Approaches to the study of OB • Organizational Behaviour models • Challenges in organizational Behaviour	25%
2.	Attitude and Values • Concept of Attitude • Attitude and Behaviour • Theories of attitude Formation • Developing positive attitudes by Individuals • Concept and meaning of values • Factors in value formation • Types of values	25%
3.	Work Stress • Concept • Causes of stress • Effect of stress • Stress Management: Individual coping strategies and organizational coping strategies • Work stress Model	25%
4.	Organizational Effectiveness • Concept of organizational effectiveness • Approaches to measure Effectiveness: Goal approach, functional approach, system resource approach, internal process approach and strategic constituencies approach • Criteria for organizational effectiveness • Managerial Effectiveness • Effectiveness through Adoptive- coping cycle	25%



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Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to understand and apply Organizational Behaviour concepts to improve effectiveness.
2.	Students will be able to understand attitude and values and their impact on behavior.
3.	Students will be able to understand work stress and apply strategies to manage it effectively.
4.	Students will be able to understand organizational effectiveness and its improvement strategies.



Suggested References:

Sr.No.	References
1.	Organisational Behaviour by LM.Prasad Sultan Chand & Sons 2019 Edition
2.	Management by T. Ramasamy, Himalaya Publishing House, 8 th Revised Edition
3.	Management: Concepts and Practices By Dr.Manmohan Prasad Himalaya Publishing House 4 th Edition
4.	Personnel and HRM By P.Subba Rao Himalaya Publishing House 5th Edition, 2022
5	Human Resource Management: Text and Cases By K. Ashwathappa McGraw Hill Education 6th Edition

<https://www.geeksforgeeks.org/business-studies/organisational-behaviour-concept-nature-and-role/>

<https://ebooks.inflibnet.ac.in/mgntp13/chapter/attitude-meaning-and-concept/>

<https://www.mind.org.uk/information-support/tips-for-everyday-living/how-to-be-mentally-healthy-at-work/work-and-stress/>

https://www.econtent.cppfhsc.org/eContent/drseema/ORGANISATIONAL_DEVELOPMENT/ORGANISATIONAL_DEVELOPMENT_4.pdf



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

Course Code	UM07MABBI05	Title of the Course	Advanced Export Management- I
Total Credits Of the Course	04	Hours per Week	04
Course Objectives	To provide students with a clear understanding of the structure and role of developmental banking in India, key financial institutions supporting industrial, agricultural, and export growth, and the major classical and modern theories of international business. The course also aims to develop knowledge of export promotion organizations and equip learners with practical insights into the complete export order processing cycle, including documentation, quality control, logistics, and compliance procedures.		
Course Content			
Unit	Description	Weightage (%)	
1.	Developmental Banking in India • Concept and Structure of Developmental Banking in India • Industrial Development Banks - IFCI, IDBI, IRBI, ICICI, NSIC, • Agriculture Development Banks- NABARD-RRBs	25%	
2.	Theories of International Business Classical Country based theories • Mercantilism, • Absolute Advantage, • Comparative advantage, • Heckscher-Ohlin Theory of International Trade Modern Firm based theories • Country similarity theory • Product life cycle theory • Global strategic rivalry theory • Porter’s national competitive advantage theory • Haberler’s theory of International Business	25%	
3.	Export promotion Organizations • Export Marketing Organizations in India • Marine Products Export Development Authority (MPEDA) • Agricultural and Processed Food Product Export Development Authority (APEDA) • Indian Institute of Packaging (IIP) • Directorate General of Foreign Trade(DGFT) • Chamber of Commerce (COC) • SOFTWARE TECHNOLOGY PARKS (STP) • 100% EXPORT ORIENTED UNITS (EOUs)	25%	
4.	Processing of Export Order • Nature and Format of Export Order; • Examination and Confirmation of Export Order; • Manufacturing or Procuring Goods • Central Excise Clearance. • Pre Shipment Inspection and Post Shipment Inspection: • Quality Control and Pre Shipment Inspection • Cargo Insurance • Appointment of Clearing and Forwarding Agents	25%	



	• Transportation of Goods to Port of Shipment • Port Formalities and Customs Clearance • Dispatch of Documents by Forwarding Agent to the Exporter • Certificate of Origin and Shipment Advice; • Presentation of Documents to Bank; • Claiming Export Incentives; Excise Rebate	
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Teaching-Learning Methodology	• Lectures and discussion • Case-Study Based Learning • Co-operative group work • Presentations.
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Course Outcomes : Having completed this course , the learner will be able to	
1.	Explain the concept, structure, and role of developmental banking in India and identify key institutions supporting industrial, agricultural, and export development.
2.	Analyze classical and modern theories of international business and apply them to global trade practices.
3.	Describe the functions and importance of export promotion organizations in India.
4.	Demonstrate understanding of the complete export order processing cycle, including documentation, inspection, insurance, and logistics.
5.	Apply knowledge of export procedures, compliance requirements, and incentives in real-world business scenarios.

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

Suggested References	
References	
1.	Export Marketing by Dr. Deelip Palsapure, Dr. Khushpat S. Jain, Prof. Rimi Moitra, Prof. Poonam Kakkad
2.	Ram Paras (2004). Export: What, Where and How? Anupam Publications.
3.	Das Bhagirath Lal (2003). The WTO and the Multilateral Trading System: Past, present and future, Third
4.	World Network and Zen Books.
5.	David Rainbridge (2003). Intellectual Property. Pearson Education.
6.	International Business: Environment and Operations. 8th Edition, Pearson Education.
7.	Charles, W. L. Hill (5th Edition, 2005). International Business: Competing in the Global Marketplace. Tata McGraw Hill.



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

Course Code	UM07MIBBI01	Title of the Course	Research Methodology - I
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	• To develop an understanding of the fundamental concepts, processes, and significance of research in academic and professional fields. • To equip students with knowledge of various research designs, methods, and techniques used in scientific inquiry. • To familiarize students with census, sampling techniques, and process. • To encourage critical thinking and the ability to identify research problems and formulate hypotheses.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Research • Definition • History, Evolution • Scope, Characteristics • Objectives And Importance • Types of research • Steps In Research Process	25%
2.	Formulating Research Problem • Defining Research Problem • Characteristics of Good Research Problem • Steps Involved In Research Problem • Techniques Involved In Defining Research Problem • Hypothesis: Basic Concepts, Meaning, Types, Formulation of Hypothesis	25%
3.	Research Design • Meaning, Need, Importance • Concepts Related to Research Design • Types of Research Design • Basic Principles of Experimental Design • Review of Literature	25%
4.	Sampling • Introduction, Meaning • Sample VS. Census • Purpose of Sampling • Sampling Process • Types of Sampling Methods • Characteristics of Good Sample Design	25%

Teaching-Learning Methodology	ICT through (e.g Power Point presentation, Audio-Visual Presentation) Group Discussion Role Playing Case Study
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Evaluation Pattern As per Sardar Patel University Letter : (E-3/2384) (06/01/2024)		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand and explain the basic concepts, types, and importance of research in various disciplines
2.	Identify research problems and formulate research objectives and hypotheses
3.	Apply appropriate research designs and sampling methods
4.	Exhibit awareness of research ethics, plagiarism, and academic integrity
5.	Critically review existing literature to identify research gaps and support problem formulation

Suggested References:	
Sr.No.	References
1.	Research Methodology – Dr. S.L. Gupta & Hitesh Gupta International Book House Pvt. Ltd, New Delhi.
2.	Comprehensive Research Methodology – B.L. Agrawal New Age International Publishers
3.	Research Methodology: Methods & Techniques - C.R. Kothari & Gaurav Garg New Age International Publishers

On-line resources to be used if available as reference material	
1.	https://ddceutkal.ac.in/Syllabus/MCOM/Research_Methodology.pdf
2.	https://gacbe.ac.in/pdf/ematerial/18BGE24A-U2.pdf
3.	https://www.youtube.com/watch?v=-6AmNKSQFvo



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

Course Code	UM07MIBBI02	Title of the Course	Applied Economics
Total Credits of the Course	04	Hours per Week	04
Course Objectives	To clarify the scope and methodology of microeconomics. To explain the equilibrium in economics. To make the students understand the relationship between input and output in production and measure productivity of input.		
Course Content			
Unit	Description		Weightage (%)
1.	Introduction to Business Economics ➤ Micro and Macro Economics; ➤ Static and dynamic Analysis, ➤ Methodology of Economics – Deductive and Inductive Methods; ➤ Equilibrium Analysis- Meaning and Kinds of Equilibrium – Stable, Unstable and Neutral Equilibrium; ➤ Walras on stable and unstable equilibrium		25%
2.	Theory of Production ➤ Law of Variable proportions; ➤ Iso-quants- characteristics, ➤ Diminishing marginal rate of technical substitution, ➤ Laws of Returns – The law of diminishing returns, the law of constant return, the law of increasing returns		25%
3.	Price Effect and Consumer Surplus ➤ Income effect, Substitution Effect and Price Effect ➤ Decomposition of Price Effect into Income and Substitution Effects ➤ Giffen paradox ➤ Meaning and Definition of Consumer Surplus ➤ Consumer Surplus by Hicks ➤ Revealed preference theory		25%
4.	Economic Environment Information Technology ➤ Concept of Technological Environment, Time lags in Technology introduction/absorption- Appropriate Technology. ➤ Technology — A Reason for Internationalization', Enabling ➤ Technologies and Globalizations, IT and Business, ➤ Impact of IT on Distribution and Retailing, IT and Global Competitiveness, IT Business and India ➤ Transfer of Technology, Levels of TT, Channels of Technology Flow, Methods of Technology Transfer, Issues in Transfer in Technology		25%
Teaching-Learning Methodology	• Lecture and discussion • Case-Study Based Learning • Co-operative group work • Blended Learning • Presentations.		



Course Outcomes	
1.	The students will be able to have clarity about the methodology and different types of equilibrium.
2.	The students will be able to discuss the factors determining the level of production.
3.	The students will be able to interpret consumer behaviors and will be able to identify and analyze income and substitution effects.
4.	This course will prepare students to effectively use economic tools and techniques to solve managerial problems and optimize business operations.

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

Suggested References

Sr. No.	References
1.	Ahuja, H. L. Advanced economic theory-Microeconomic Analysis. New Delhi: S. Chand & Co.
2.	Koutsoyiannis A., Modern Microeconomics, Macmillan press, London.
3.	Samuelson, Economics, Tata McGraw Hill, New Delhi

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

On-line resources

<https://www.economicdiscussion.net/> - (creative commons)

<https://www.economicshelp.org/microessays>

https://onlinecourses.swayam2.ac.in/ini24_cm04/preview

www.businesseconomicslib.org



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

Course Code	UM07MIBBI03	Title of the Course	Cyber Security
Total Credits Of the Course	04	Hours per Week	04
Course Objectives	1. Foundational Literacy: To provide a comprehensive understanding of the cyber security landscape, starting from basic terminology to the identification of complex digital threats. 2. Strategic Risk Management: To equip students with the ability to evaluate organizational vulnerabilities and implement effective security policies and defensive tools (like Firewalls and Encryption). 3. Legal and Ethical Alignment: To familiarize students with the Indian IT Act and international security standards, ensuring they can lead IT departments within the boundaries of digital law and ethics.		
Course Content			
Unit	Description	Weightage (%)	
1.	The Basics - Understanding the Digital Battlefield What is Cyber Security? History, evolution, and the difference between Information Security and Cyber Security. The Pillars of Security: Understanding Confidentiality, Integrity, and Availability (CIA). Asset Identification: What are we protecting? (Hardware, Software, Data, and People). Basic Vulnerabilities: Why systems are weak (Bugs, poor configuration, and human error). Identity Management: Authentication (Passwords, Biometrics) vs. Authorization (Permissions)	25%	
2.	Intermediate - The World of Cyber Crimes & Threats Malware 101: Clear definitions of Viruses, Worms, Trojans, Spyware, and Ransomware. Social Engineering: How hackers trick people (Phishing, Pretexting, and Tailgating). Network Level Threats: Introduction to Sniffing, Spoofing, and Denial of Service (DoS) attacks. Web & Mobile Security: Basic risks in browsing, social media safety and mobile app permissions. Practical Defense: Intro to Antivirus, Personal Firewalls, and System Patching.	25%	
3.	Cryptography and Network Security Encryption Basics: Symmetric vs. Asymmetric Key Cryptography. Digital Signatures: The role of Public Key Infrastructure (PKI) and Digital Certificates. Security Tools: Firewalls (Packet filtering vs. Application-level), Intrusion Detection Systems (IDS), and Intrusion Prevention Systems (IPS). Virtual Private Networks (VPN): Implementation and importance for remote business operations.	25%	
4.	Cyber Laws, Ethics, and Digital Forensics The IT Act 2000: Section 66 (Hacking), Section 67 (Obscenity), and subsequent amendments (2008/2023). Intellectual Property Rights (IPR): Copyright, Patents, and Trademarks in the digital age. Digital Forensics: Introduction to the collection and preservation of digital evidence (Chain of Custody). Information Security Standards: Overview of ISO 27001 and its implementation in corporate environments.	25%	



Teaching-Learning Methodology	• Lectures and discussion • Case-Study Based Learning • Co-operative group work • Blended Practical Demonstrations • Presentations.
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Course Outcomes	
1.	Identify and Categorize Threats: Discriminate between various types of malware and social engineering attacks, and explain the fundamental principles of the CIA triad.
2.	Implement Defensive Strategies: Design and recommend appropriate security frameworks, including the use of cryptography, multi-factor authentication, and network security protocols for a business environment.
3.	Execute Legal Compliance: Apply the provisions of the IT Act 2000 and ISO 27001 standards to ensure a company's digital operations are legally compliant and ethically sound.

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%)

On-line resources to be used if available **Suggested References**

Sr. No.	References
1.	The "Starting Point" (Best for Beginners) Book: <i>Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives</i> Authors: Nina Godbole and Sunit Belapure (Wiley India).
2.	The "Technical Bible" (Best for Units 2 & 3) Book: <i>Cryptography and Network Security</i> Author: Atul Kahate (McGraw Hill).
3.	The "Manager's Guide" (Best for Units 1 & 4) Book: <i>Principles of Information Security</i> Authors: Michael E. Whitman and Herbert J. Mattord.

as references material

On-line resources

NPTEL - Cyber Security and Privacy (Managerial Focus): <https://nptel.ac.in/courses/106106248>

SWAYAM - NPTEL Course Catalog: <https://swayam.gov.in/NPTEL>



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

Course Code	UM07SEBBI01	Title of the Course	Strategic Business Management
Total Credits of the Course	04	Hours per Week	04

Core Objectives	1. To develop strategic thinking and analytical skills 2. To understand environmental and organizational analysis 3. To formulate, implement, and evaluate business strategies 4. To examine the role of Information Systems in strategy
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Course Content		
Unit	Description	Weightage (%)
1	Introduction to Strategic Management • Meaning, nature, and scope of strategic management • Importance of strategy in modern business • Strategic management process • Vision, Mission, Objectives • Levels of strategy: Corporate, Business, Functional • Role of top management in strategic planning	25 %
2	Environmental and Internal Analysis • External environment analysis: PESTLE framework • Industry analysis using Porter's Five Forces • Competitive environment and strategic groups • Internal environment analysis: ➤ Resources and capabilities ➤ Core competencies • Value Chain Analysis (Value Chain Analysis) • SWOT Analysis	25 %
3	Strategy Formulation • Corporate-level strategies: ➤ Growth strategies ➤ Stability strategies ➤ Retrenchment strategies • Business-level strategies: ➤ Cost leadership ➤ Differentiation ➤ Focus strategies • Diversification and integration strategies • Strategy in digital business environment	25%
4	Strategy Implementation and Evaluation • Strategy implementation: ➤ Organizational structure and strategy ➤ Leadership and corporate culture • Strategic change management • Strategy evaluation and control • Performance measurement: Balanced Scorecard, KPIs • Role of Information Systems in strategy implementation • Digital transformation and strategic control	25%



Teaching Learning Methodology	➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Internal and /or External Examination Evaluation

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

Course Outcomes

1	Understand and explain the concepts, process, and importance of strategic management in modern organizations.
2	Analyze the external business environment using tools such as Porter's Five Forces and PESTLE, and assess internal resources and capabilities.
3	Apply strategic frameworks like Value Chain Analysis and SWOT to evaluate organizational competitiveness
4	Formulate corporate and business-level strategies including growth, stability, retrenchment, and competitive strategies.
5	Evaluate the implementation of strategies with respect to organizational structure, leadership, and change management
6	Assess strategic performance using tools such as Balanced Scorecard and strategic control systems
7	Examine the role of Information Systems and digital technologies in supporting strategic decision-making and execution

Suggested References

1	Strategic Management: Concepts and Cases By Fred R. David and Forest R. David, Pearson Education, 2020
2	Strategic Management and Business Policy By AzharKazmi, Tata Mcgraw-Hill Education (India), 2002
3	Strategic Management and Business Policy Toward Global Sustainability, Thomas L. Wheelen J. David Hunger, Pearson Education, 2004
4	Strategic Management and Business Policy Globalization, Innovation, and SustainabilityBy Thomas L. Wheelen J. David Hunger Alan N. Homan Charles E. Bamford, Pearson Education, 2012

Online Resources

1	https://vitbargarh.ac.in/notes/mba/even/sem2/SM.pdf
2	https://ebooks.lpude.in/commerce/mcom/term_4/dcom506_dmgt502_strategic_management.pdf
3	https://www.bdu.ac.in/cde/SLM/MBA/MBA%20III%20Semester/Core/Strategic%20Management/Strategic%20Management.pdf
4	https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA2SemesterCommon/4StartegicManagementPartI.pdf



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

Course Code	UM07SEBBI02	Title of the Course	Business Communication and Career Success Skills-I
Total Credits Of the Course	02	Hours per Week	02
Course Objectives	• Understand the changing workplace dynamics and the essential competencies required for professional success in modern organizations. • Develop effective interpersonal and relationship-building skills to enhance workplace communication and collaboration. • Acquire teamwork and leadership skills necessary for contributing productively in diverse organizational teams. • Apply creative problem-solving techniques and tools to address workplace challenges and make informed decisions. • Understand the role of ethics and values in business communication and recognize ethical issues faced by organizations and managers.		

Course Content

Unit	Description	Weightage (%)
1.	Being Effective in the organization: • The 50 New Rules of Work • Building Relationships within an Organization: Making Clear the Expectation, What gets in the way of Relationship?, Relation Building, How to Say no, Being Assertive in Relationship • Working in Teams: Characteristics of Effective Teams, Forms of Teams in organizations, Ten Qualities of an Effective Team Player, Dealing with Different Type of People in Teams • Creative Problem Solving: What is a problem?, Creative approach to problem solving, Creative-problem solving process	50%
2.	Ethics in Business Communication: • Introduction • Ethical Communication • Values, Ethics and Communication • Ethical Dilemmas Facing Managers • A strategic Approach to Corporate Ethics	50%

Teaching-Learning Methodology	• Interactive Lectures • Group Discussions • Problem-Based Learning (PBL) • Case Study Analysis
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Course Outcomes : Having completed this course , the learner will be able to

1. Explain contemporary workplace expectations and demonstrate professional behaviors required for organizational effectiveness. 2. Build and maintain positive workplace relationships through assertive communication, expectation management, and conflict resolution skills. 3. Function effectively as team members by adapting to diverse personalities and contributing to team goals. 4. Analyze organizational problems and apply creative problem-solving models and techniques to generate effective solutions. 5. Evaluate ethical dilemmas in business communication and recommend appropriate ethical actions based on organizational values and corporate ethics principles.



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus as per NEP 2020 with effect from the Academic Year 2025-26

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

Suggested References

References

- Joshi, G. (2016). *Campus to corporate*. New Delhi: Sage Publications India Pvt. Ltd.
- Wadkar, A. (2016). *Life skills for success*. New Delhi: Sage Publications India Pvt. Ltd.
- Kaul, A. (2002). *Business communication*. New Delhi: Prentice Hall of India Private Limited.
- Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business communication: Making communication in the digital world*. New Delhi: Tata McGraw Hill