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: 2026-27

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

Course Code	UM08MABBI01	**Title of the Course**	**Server Side Web Programming(T/P)**
Total Credits Of the Course	**04**	**Hours per Week**	**04**
Course Objectives	Understand the architecture of server-side web applications. Learn to create dynamic web pages using ASP.NET and VB.NET. Use server controls, validation, state management, and database connectivity. Build small web applications using ADO.NET.		

Course Content

Unit	Description	Weightage(%)
1.	**Introduction** ASP.NET — Introduction, Overview of ASP.NET Framework, Understanding ASP.NET Controls, Understanding ASP.NET Page Life Cycle, Advantages of ASP.NET Web Servers — Introduction and Role, Internet Information Server (IIS) —Introduction ASP.NET Application — Introduction, Creating ASP.NET Web forms(Pages).	**25%**
2.	**ASP.NET Standard Controls and Validation Controls** Standard controls: TextBox, Button, Label, CheckBox, RadioButton, ListBox, and DropDownList Client-side validation vs. Server-side validation Validation controls: RequiredFieldValidator, CompareValidator, RangeValidator, RegularExpressionValidator, and CustomValidator	**25%**
3.	**State Management and Advanced Concepts** Introduction to State Management, State Management usingViewState, SessionState, ApplicationState QueryString; The Global.asax Application file, Master Page, Site Navigation Controls.	**25%**
4	**Database Connectivity (ADO .NET)** ADO.NET Architecture - Connected and Disconnected Connection, Command, DataReader, DataAdapter, and DataSet objects. Data Binding; Introduction to Data controls (GridView, DetailsView, DataList) Simple Operations: Insert, Update, Delete, and Display.	**25%**

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

Course Outcomes	
1.	Develop basic dynamic web applications using ASP.NET and VB.
2.	Design interactive forms with validation.
3.	Store and retrieve data from a database.
4.	Use state management techniques effectively.
5.	Create a small ASP.NET web application.

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.	Matthew MacDonald : Beginning ASP.NET 2.0 in VB 2005 by Apress, First Indian Reprint 2006
2.	Stephen Walther : ASP.NET 2.0 Unleashed by Sams Publication
3.	Scott Mitchell : Teach Yourself ASP.NET 2.0 in 24 Hours by Sams Publication
4.	Steven Holzner; VB.NET Black Book by Dreamtech publication

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

Sr.No.	On-line resources
1.	https://softcoretechno.com/asp-net-training/
2.	https://learn.microsoft.com/en-us/aspnet/web-pages/overview/getting-started/
3.	https://dotnet.microsoft.com/en-us/apps/aspnet
4.	https://learn.microsoft.com/en-us/dotnet/visual-basic/
5.	https://www.javatpoint.com/asp-net-tutorial
6.	https://www.tutorialspoint.com/asp.net/index.htm
7.	https://learn.microsoft.com/en-us/aspnet/web-pages/overview/getting-started/

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

Course Code	UM08MABBI02	Title of the Course	Digital Marketing
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives:	To develop a strong conceptual foundation in digital marketing, including its evolution, scope and strategic importance in modern business To equip students with knowledge of social media marketing tools and SEO strategy To analyze the impact of digital transformation on business models To provide insights into E-business models & online consumer behaviour.

Course Content

Unit	Description	Weightage* (%)
1.	**Conceptual Foundation of Digital Marketing** Introduction Evolution , Importance Fundamentals of Digital Marketing Steps to Create a Successful Digital Marketing Plan Challenges Digital v/s Traditional Marketing	**25%**
2.	**Digital Transformation** Meaning, Definitions SWOT Analysis of Digital Marketing Terminology Used in Digital Marketing Consumer Behaviour in the Digital Era Recent trends in Digital marketing	**25%**
3.	**Social Media Marketing** Concept of SMM SEO Strategy Types of Digital marketing Digital Marketing & Digital Payment Content marketing – Concept, Steps Channels of Digital marketing	**25%**
4.	**E- Business** Definitions Advantages & Disadvantages of E- Business Types of Business Models: B2B, B2C, C2C, C2B Application of E-Business E- Commerce and E- Business: E-Commerce & its relation to E- Business Advantages & Disadvantages of E-Commerce	**25%**

Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion Role Playing Case Study

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.	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment
2.	To know the key elements of digital marketing strategy
3.	To demonstrate advanced practical skills in common digital marketing tools such as SEO, social media
4.	Effectively utilize the synchronization between video content and digital marketing platform
5.	New idea generation will be possible for future market.

Suggested References:

Sr.No.	References
1.	Kotler P., Kartajay H., and Setiawan I. (2016). Marketing 4.0: Moving from Traditional to Digital, ISBN: 978-1-119- 34120-8, Wiley, USA.
2.	Digital Marketing –Kamat and Kamat-Himalaya
3.	"Digital Marketing – Strategy, Implementation & Practice" – Dave Chaffey, Fiona Ellis-Chadwick – Pearson Education Limited
4.	Gupta S (2018), Digital Marketing, ISBN: 13: 978-93-5316-979-4, McGraw Hill Education (India) Private Limited, Second Edition.
5.	Internet Marketing and e-Commerce; by Ward Hanson; Cengage
6.	Marketing Strategies for Engaging the Digital Generation, D. Ryan

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

https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7033.pdf
https://www.slideshare.net/slideshow/different-types-of-advertising-agency-pptx/273638415
https://www.rccmindore.com/wp-content/uploads/2025/01/Digital-Marketing-IV-year.pdf
https://www.scribd.com/document/830427512/Digital-Markeing-Black-Book

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

Course Code	UM08MABBI03	**Title of the Course**	**Banking and Financial Services**
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives:	To provide knowledge of functioning of banking in India. To develop understanding of types and role of bank in economic development To families students with electronic banking system To introduce importance of financial services, financial market and regulatory body.

Course Content

Unit	Description	Weightage*(%)
1.	**An Overview of Banking Industry** Definition of Bank, Types of Bank Banking system in India, Overview of RBI , Public, Private , Co operative, Payment Bank, Regional Rural Bank, Agriculture and Rural development Banks, Universal Banking EXIM Bank and their functions.	**25%**
2.	**Electronic Banking** Meaning, definition , features , advantages and limitations – core banking, the evolution of e banking in India, Legal framework for e banking Internet banking ATM, NEFT, RTGS, IMPS Mobile banking Credit card, Debit card MICR, ECS (Electronic clearing services.)	**25%**
3.	**Financial services** Introduction, Meaning of financial services , functions , Characteristics ,importance , types , scope of financial services Challenges face by financial services	**25%**
4.	**Financial market and regulation** Introduction, types of capital market Money market instruments RBI – Functions , SEBI – introduction and regulations Types of exchange – BSE ,NSE & OTCEI	**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

Evaluation Pattern		
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	
	Students will understand structure, types and functioning of Bank. Students will learn scope of financial services and their importance. Students will understand regulatory framework of banking and financial services in India. Student will identify challenges and emerging trends in banking and financial service sector.

Suggested References:	
Sr. No.	**References**
1.	Financial Mgt and Services , E Gordan & K Natarajan
2.	Indian Financial System , M Y Khan
3.	Banking and Financial System, B Santhanan.

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

Course Code	UM08MABBI04	**Title of the course**	**Managerial Training and Development**
Total Credits of the Course	**04**	**Hours per week**	**04**

Course Objectives:	1. Identify the training need analysis for an organization. 2. Design training programmes and develop alternative methods of instruction. 3. Effectively implement training programmes in various contexts. 4. Design feedback systems and evaluate training programme effectiveness. 5. Enhance employability.

Course Objective:	• To provide information about training need analysis. • To study the processes and approaches involved in developing a training programme. • To understand the various processes at each stage of training. • To study the methods to evaluate training effectiveness.

Course Description

Unit	Description in detail	Weightage (%)
1	**Training: An Overview** Introduction Need and Rationale of Training Definition of Training Objectives of Training Training, Development and Education Significance of Training Benefits of Training to Employers Benefits of Training to Employees Changing Facets of Training Roles and Responsibilities for the Trainers	**25%**
2	**MANAGEMENT OF TRAINING FUNCTION** Introduction Designing A Training Programme Identification Of Training Needs Organizational Set-Up for Training Methods of Training Evaluation of Training Training Effectiveness Essentials of Good Training	**25%**
3	**TRAINING NEEDS ASSESSMENT & ACTION RESEARCH** Introduction Environmental Contexts in Training Need Identification Understanding Training Needs Scope of Training Needs Importance of Identifying Training Needs Training Needs Matrix Components of Training Needs Statement	**25%**

4	**Management Development: An Overview** Concept Objective of Management Development Importance of Management Development Process of Management Development Various Techniques Used in Management Development Principles of Management Development	**25%**

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 Continues Assessment in the form of practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	**50%**

Course Outcomes: Having completed this course, the learner will be able to	
1.	Explain the concept, need, objectives, significance, and changing dimensions of training, and differentiate between training, development, and education.
2.	Analyze and manage the training function by identifying training needs, designing training programmes, selecting appropriate training methods, and evaluating training effectiveness.
3.	Assess organizational and individual training needs using training need assessment tools, environmental analysis, action research approaches, and training needs matrices.
4.	Demonstrate understanding of management development concepts, objectives, processes, principles, and techniques used for developing managerial competencies in organizations.

Sr. no	**Basic Text & Reference Books:**
1.	John Werner and Randy Desimone, Human Resources Development Cengage Latest Edition, 2011
2.	Udai Pareekh,&,T.V.Rao Designing and managing Human Resource Systems Oxford Latest Edition
3.	Noe Human Resources Development Tata McGraw-Hill Latest Edition
4.	Pareekh Udai & TV Rao Understanding HRD System Tata McGraw-Hill Latest Edition
5.	Biswanath Ghosh Human Resource Development & Management Vikas Latest Edition
6.	Mankin Human Resource Development Oxford Latest Edition

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

Course Code	UM08MABBI05	**Title of the Course**	**Advanced Export Management- II**
Total Credits Of the Course	**04**	**Hours per Week**	**04**
Course Objectives	To understand the basics, structure, features, and participants of the foreign exchange market. To learn about spot and forward markets, cross exchange rates, and interest arbitrage. To understand foreign currency derivatives such as futures, options, and swaps along with their features. To learn the use of hedging techniques, including futures, call and put options, and financial swaps. To understand foreign exchange risk, its types, and methods to manage it. To gain knowledge of the role and functions of major international institutions like the World Bank Group and the International Labour Organization, including their key components such as International Bank for Reconstruction and Development, International Development Association, International Finance Corporation, Multilateral Investment Guarantee Agency, and International Centre for Settlement of Investment Disputes.		

Course Content

Unit	**Description**	**Weightage (%)**
1.	**The Foreign Exchange Market** Introduction Structure of the foreign exchange market Salient Features Participants Spot Market The Forward Market Cross rates of Exchange Interest Arbitrage	**25%**
2.	**Foreign Currency Futures, Currency Options, Currency Swaps** Definition Currency Futures, Currency Options, Currency Swaps Features of Futures and Option Contract Hedging with Futures Call and Put Option Financial Swaps	**25%**
3.	**Management of Foreign Exchange Risk** The Management of Foreign Exchange Risk Exchange risk meaning and its concept Types of Exposure Tools and Techniques of Foreign Exchange Risk Management	**25%**
4.	**World Bank Group and ILO** International Bank for Reconstruction and Development (IBRD) - Introduction, function, Objectives International Development Association (IDA) - Functions International Finance Corporation (IFC) - Vision, Organization structure, Functions Multilateral Investment Guarantee Agency (MIGA) - Objectives, Organization structure , Functions	**25%**

	International Centre for Settlement of Investment Disputes (ICSID) Objectives, Organization Structure and Functions International Labour Organization (ILO) - Introduction, Structure and Functions	

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

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

Understand the foreign exchange market, its structure, and participants.
Explain spot and forward markets and calculate exchange rates.
Understand derivatives like futures, options, and swaps.
Apply basic hedging techniques using financial instruments.
Identify and manage foreign exchange risk and exposure.
Understand the role of institutions like the World Bank Group and International Labour Organization.

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

Marc Williams - International Economic Organisations and the Third World
D M Mithani - Money, Banking, International Trade and Finance
Francis Chrunilam - International business Environment
Ahswathappa K - Business Environment
K Subbarao - International Business, Himalaya Publication
Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons.
International Financial Management by V.K.Bhalla, Anmol Publications.
International Financial Management by Madhu Vij, Excel Books.
International Financial Management by P.G. Apte.
International Financial Management by Alan Shapiro, Prentice Hall of India
www.imf.org
www.worldbank.org

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

Course Code	UM08MIBBI01	**Title of the Course**	**Research Methodology - II**
Total Credits of The Course	**04**	**Hours per Week**	**04**

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

Course Content

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

4.	**Research Report** Meaning Need of research report General format of research report Significance of report writing Different steps in writing report – Precautions for writing research report. Types of report Layout of research report Synopsis Research publication process Plagiarism	**25%**

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources

Internal and / or External Examination Evaluation

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

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to identify and apply appropriate methods of collecting primary and secondary data for research purposes.
2.	Students will be able to process, analyze, and interpret data using suitable statistical techniques.
3.	Students will be able to apply quantitative tools and perform hypothesis testing using methods such as correlation, regression, T-test, and ANOVA.
4.	Students will be able to prepare structured research reports and understand the research publication process while maintaining ethical standards including plagiarism.

Suggested References:

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

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

Course Code	UM08MIBBI02	**Title of the Course**	**Applied Economics-II**
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives	To explain the in theories of trade cycles in economics To make the students understand the relationship between custom unions, tariffs, policies related to it

Course Content

Unit	Description	Weightage (%)
1.	**Trade Cycles** Meaning of Trade cycles Characteristics of Trade cycles Different Stages of Trade cycles Theories of trade cycles (Hayek, Wicksell)	**25%**
2.	**Terms of Trade** Advantages and Disadvantages of International Trade Concept of Terms of Trade and its Types Factors Affecting Terms of trade Offer curves and determination of Terms of trade Theory of Reciprocal Demand	**25%**
3.	**Trade Policy** Meaning, advantages and disadvantages of free trade Meaning, advantages and disadvantages of Protectionist policy Infant Industry Argument Employment Argument Industrialization Argument Free trade policy and Protectionist policy- A comparison Meaning of Dumping and Antidumping policy	**25%**
4.	**Custom union and Tariffs** Theory of Customs Unions– Trade Creation and Trade Diversion, Production and Consumption Effects. Dynamic effects of Customs Union Tariffs- Types of tariffs, Effects of tariffs, Optimum tariff andProtective tariff; Import Quota–Types and its Effects	**25%**

Teaching-Learning Methodology	Lecture and discussion Case-Study Based Learning Co-operative group work Blended Learning

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 (%)	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 availab **Suggested References**

Sr.No.	**References**
1.	Gupta, G.S. (2001). Macroeconomics: Theory and Applications, Tata McGraw-Hill publishing Company Ltd., New Delhi.
2.	Ackley, G (1978). Macroeconomics: Theory and Policy, MacMillan, New York
3.	Jha, R. (1991). Contemporary Macroeconomic Theory and Policy, Wiley Eastern Ltd. New Delhi.

able as references material

On-line resources

https://www.scribd.com/document/61344967/Theories-of-Trade-Cycles

https://www.economicsdiscussion.net/tariffs/tariffs-meaning-and-types-international-trade-economics/30413

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

Course Code	UM08MIBBI03	**Title of the Course**	**Artificial Intelligence**
Total Credits of the Course	**04**	**Hours per Week**	**04**

Course Objectives	To introduce the fundamental concepts and techniques of Artificial Intelligence. To understand problem-solving and knowledge representation methods To explore machine learning basics and AI applications To develop awareness of ethical and societal impacts of AI

Course Content

Unit	Description	Weightage(%)
1.	**Introduction to Artificial Intelligence** Introduction to AI: Definition, Scope, and History Characteristics of Intelligent Systems Applications of AI (Healthcare, Finance, Education, E-commerce, Robotics) Problem Solving in AI: State Space Representation Search Techniques: BFS, DFS	**25%**
2.	**Knowledge Representation and Reasoning** Knowledge Representation: Concepts and Approaches Logic in AI: Propositional Logic and Predicate Logic (Basics) Inference Mechanisms Rule-Based Systems and Expert Systems Semantic Networks and Frames	**25%**
3.	**Machine Learning Basics** Introduction to Machine Learning Types of Learning: Supervised Learning Unsupervised Learning Reinforcement Learning Basic Algorithms (Conceptual Overview): Decision Trees K-Nearest Neighbors (KNN)	**25%**
4.	**AI Applications, Ethics and Future Trends** AI in Real-world Applications (Chatbots, Recommendation Systems, Autonomous Vehicles) Robotics and Computer Vision (Basic Concepts) Ethical Issues in AI: Bias, Privacy, Accountability AI and Society: Opportunities and Challenges Future Trends: Deep Learning (Overview) Internet of Things (IoT) and AI	**25%**

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

Internal and / or External Examination Evaluation

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

Course Outcomes: Having completed this course, the learner will be able to develop	
1.	Understand fundamental concepts and techniques of AI
2.	Apply problem-solving and reasoning methods
3.	Explain knowledge representation techniques
4.	Analyze ethical issues and societal impacts of AI
5.	Identify real-world applications and future trends of AI

Suggested References:

Sr.No.	References
1.	Artificial Intelligence: A Modern Approach Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.
2.	Artificial Intelligence Rich, E., & Knight, K. (2018). *Artificial Intelligence*. McGraw-Hill.
3	Machine Learning Mitchell, T. M. (1997). *Machine Learning*. McGraw-Hill.
4	Deep Learning Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep Learning*. MIT Press
5	Artificial Intelligence: Foundations of Computational Agents Poole, D. L., & Mackworth, A. K. (2017). *Artificial Intelligence: Foundations of Computational Agents*. Cambridge University Press.

Sr.No	Online Resource
1.	https://www.cet.edu.in/noticefiles/271_AI%20Lect%20Notes.pdf
2.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SECA3011.pdf
3.	https://devacomputerscience.in/ugcnet/AI/AI.pdf

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

Course Code	UM08SEBBI01	**Title of the Course**	**Contemporary issues in Business Management**
Total Credits Of the Course	**04**	**Hours per Week**	
Course Objectives	**1. Understand Emerging Trends:** To provide students with a comprehensive understanding of the **evolving global business environment**, focusing on the transition from traditional administrative roles to modern, tech-driven management. **2. Develop Ethical and Sustainable Perspectives:** To instill a strong foundation in **business ethics, CSR, and corporate governance**, enabling students to make decisions that are socially responsible and environmentally sustainable. **3. Enhance Adaptive Leadership Skills:** To equip students with the tools to lead **diverse and digital workforces**, fostering the agility needed to manage organizational change and technological disruptions effectively.		

Course Content

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

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

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

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

1. Analyze Management Evolution: Students will be able to evaluate the shift from classical theories to modern paradigms, integrating **Indian ethos** and cross-cultural perspectives into global business practices.

2. Navigate Digital Transformation: Students will demonstrate the ability to assess the impact of **AI and Big Data** on organizational strategy and apply agile methodologies to improve operational efficiency.

3. Implement Ethical Governance: Students will be equipped to design and critique **CSR initiatives** and corporate governance frameworks, ensuring business decisions align with ethical and environmental sustainability.

4.Lead Diverse Teams: Students will develop the soft skills necessary to manage **hybrid workforces**, fostering an inclusive environment that balances generational diversity with employee well-being.

5. Strategize Change and Resilience: Students will be able to apply **change management models** to help organizations remain resilient and competitive during periods of market disruption or structural transition.

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

Suggested References

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

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

Course Code	UM08SEBBI02	**Title of the Course**	Business Communication and Career Success Skills-II
Total Credits of the Course	**02**	**Hours per Week**	**02**

Course Objectives	To develop students' understanding of ethical and legal issues in professional communication, including defamation, privacy, and fraud. To equip students with the knowledge and skills required for drafting professional documents and communicating sensitive information effectively. To enable students to prepare impactful resumes/CVs that effectively showcase their qualifications, skills, and achievements. To develop students' competence in participating confidently and constructively in group discussions and collaborative selection processes. To enhance students' interview readiness by familiarizing them with various interview formats and developing effective response strategies.

Course Content

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

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

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

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

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

Suggested References

References

Joshi, G. (2016). *Campus to corporate*. New Delhi: Sage Publications India Pvt. Ltd.

Essentials of Business Communication (2009) – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)

Kaul, A. (2002). *Business communication*. New Delhi: Prentice Hall of India Private Limited.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business communication: Making communication in the digital world*. New Delhi: Tata McGraw Hill

Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)