



Bachelor of Business Administration
B.B.A (General) Semester - IV

Course Code	UM04MABBA01	Title of the Course	Human Resource Management-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	• To help students understand recent trends in HRM. • To enable students develop their understanding of various topics of human resource management and understand its relevance in organizations. • To provide knowledge and skills necessary for HR managers to work competently in changing business environment. • To make the students aware regarding Employee Safety and Health, Industrial Relations and Industrial Disputes, Trade union and • Collective bargaining and HRM in Global scenario.
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Course Content		
Unit	Description	Weightage*(%)
1.	Employee Safety and Health • Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India • Employee Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956.	25%
2.	Industrial Relations and Industrial Disputes • Industrial Relations: Concept, Objectives, Parties, Importance and Approaches • Industrial Dispute: Definition, Forms, Causes and Preventive Measures and Settlement Authorities	25%
3.	Trade Union and Collective Bargaining • Trade Union: Meaning, Functions, Problems and Measures • Collective Bargaining: Meaning, Strategies, and Process	25%





4.	HRM in Global Scenario • Challenges of HRM • Impact of Globalisation on HRM • Human Resource Information System (HRIS): Concept, Uses, Design, Advantages & Disadvantages • Virtual Organisation: Concept, Types, Features, Advantages & Disadvantages • HRD : Meaning & Functions	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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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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	• Have idea regarding basics of Employee Health and Safety measures and its related Statutory Provisions. • Have clear understanding of the operative functions of HRM.
2.	• Learn concept, approaches and importance of industrial Relations in organization. • Understand concept, forms and causes of industrial disputes and possible preventive measures of it.
3.	• Get idea about functions and measures of trade union. • Gain knowledge about collective bargaining and how it is used for grievance redressal.
4.	• Know various challenges of human resource management and how globalization has change human resource management practices. • Enhance their knowledge about Human Resources Information System(HRIS) and its use in business and forms of virtual organization. • Understand concept of HRD and important functions of HRD.





Suggested References	
Sr. No.	References
1.	Personnel Management: C B Memoria & S V Gankar, Himalaya Publishing House
2.	Human Resource Management: S S Khanka, S Chand
3.	Human Resource Management: C B Gupta, Himalaya Publishing House
4.	Text and Cases of Human Resource Management: P Subba Rao, Himalaya Publishing House
5.	Human Resource and Personnel Management: K Aswathappa
6.	Santosh Gupta and Sachin Gupta, 'Human Resource Development'- Concept and Practices, Second Edition, Deep & Deep Publications Pvt. LTD., New Delhi.





Bachelor of Business Administration
B.B.A (General) Semester - IV

Course Code	UM04MABBA02	Title of the Course	Marketing Management-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To Give Insight about Marketing Management. 2. To Outline Key Marketing Concepts and its Application to Different Markets. 3. To Analyse and Examine the Implementation of Marketing Concepts and Strategy to Firms. 4. Attainment of Organisational Marketing Goals.
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Course Content		
Unit	Description	Weightage*(%)
1.	Buyer Behavior and Market Segmentation • Introduction Model of Buyer Behavior, • Scope of Buyer Behavior, • Process of Buyer Behavior, • Major influencing Factors, • Bases of Market Segmentation, • Segmentation Process	25%
2.	Consumerism • Concept of Consumerism, • History & Evolution of Consumerism, • Causes of Consumerism, • Consumer Protection Act, • Consumer Movement	25%
3.	Service Marketing • Introduction of Service Marketing, • Characteristics of Service, • Classification of Service, • Service Marketing Mix, • Introduction of Service Quality, • Determinants of Service Quality, • 7 P's of Service Marketing.	25%





4.	Recent Trends in Marketing: • Influencer Marketing: Concept, Advantages, Disadvantages. • Direct Marketing: Major Types of Direct Marketing, Advantages, and Disadvantages. • Online Marketing: Advantages and disadvantages, challenges of Online Marketing. • Green Marketing: Meaning, Importance, Problems.	25%
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Teaching-Learning Methodology	• ICT through (Eg. 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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to identify the scope and significance of marketing in domain industry
2.	Students will be able to examine marketing concepts and phenomenon to current business events in the industry
3.	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms





Suggested References	
Sr. No.	References
1.	Marketing Management by Dr. C. B. Gupta. & Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2.	Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
3.	Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
4.	Marketing Management by S. A. Sherlekar, Himalaya Publication.
5.	Service Marketing by P. K. Gupta, Everest Publishing House
6.	Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press
7.	Marketing Management by D. Datta and M. Datta, Vrinda Publication (P) Ltd., Delhi





Bachelor of Business Administration
B.B.A (General) Semester – IV

Course Code	UM04MABBA03	Title of the course	Financial Management-II
Total Credits of the course	04	Hours per week	04

Course Objectives	1. To Develop the Knowledge of Students about the Significance of cash management in Business. 2. To Enhance the Knowledge of Students about the Debt and Equity Matrix in organization. 3. To Understand Effects, Causes and Remedies of Over Capitalization & Under Capitalization 4. To Study about the concept of leverages and its types.
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Course Content		
Unit	Description	Weightage
1	Cash Management Meaning and Nature of Cash, Motives for holding cash, objectives of cash Management, Dimensions of cash management-Cash Planning, Managing the cash flows, Determining optimum level of cash & Investing surplus cash.	25%
2	Receivables and Inventory Management (Theory only) Meaning and Nature of Receivables, Meaning and objectives of Receivables Management, Credit Policy variables, Examples of credit evaluation Relaxation in credit period & Cash discount proposals only) Meaning of inventories & inventory management, Objectives, Importance, Inventory Management techniques - EOQ & levels of inventory	25%
3	Capitalization Meaning, Theories of Capitalization- Cost & Earning Theory Over-Capitalization & Under-Capitalization: Meaning, Causes, Effects & Remedies	25%
4	Leverage Analysis Meaning of Leverage, Importance, Types of Leverages-, Operating Leverage, Financial Leverage and combined Leverage- Meaning, computation, utility and degree of each leverage.	25%

Teaching-Learning Methodology	➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus as per the NEP 2020 with effect from the Academic Year 2024-25

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 Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes	
1	Students will understand about requirement of Cash management in Firm.
2	Students will understand about Capitalization and its process.
3	Students will understand the role leverages and its effect in the capital cost.
4	Students will gain the knowledge inventory control and receivables.
5	Students will gain the knowledge about over and under capitalization

Suggested References	
1	Financial Management by Khan & Jain
2	Financial Management & Management Accounting by S.N.Maheshwari
3	Financial Management by I.M. Pandey
4	Financial Management by M.R.Agrawal
5	Financial Management by T.J.Rana



Bachelor of Business Administration
B.B.A (General) Semester – IV

Course Code	UM04MIBBA01	Title of the course	Cost Accounting
Total Credits of the course	04	Hours per week	04

Course Objectives	1. To provide students relevant and actual knowledge of Cost Accounting 2. Get foundational understanding and clarity of basic principles and core concepts of Cost Accounting. 3. To improve knowledge in students regarding various costing methods and its calculations. 4. To understand the operating process in the Industry
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Course Content		
Unit	Description	Weightage
1	Essential of Cost Accounting: (Theory Only) • Introduction & Definition and Concept of Cost Accounting • Advantages & Objectives of Cost Accounting & Financial Accounting • Methods and Techniques of Cost Accounting • Installation of Costing System.	25%
2	Material and Labour Cost Material Cost: • Meaning of Material & Material Control • Techniques of Material Control – ABC Techniques – VED Analysis. Examples: Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity. Labour Cost: • Meaning; Control of Labour Cost • Labour Turn Over • Causes of Labour Turn Over • Methods of remuneration ; Time Rate & Piece Wage Examples on: Incentive Plans: Halsey Premium Plan; Rowan Plan; Taylor's Differential Piece Rate System	25%
3	Overhead Cost • Meaning of Overheads • Classification of Overhead Cost; Fixed Cost and Variable Cost • Allocation and Apportionment of Overheads • Absorption of Overheads Examples - Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method. Examples based on Machine Hour Rate.	25%

**SARDAR PATEL UNIVERSITY**

Vallabh Vidyanagar, Gujarat

(Reaccredited with 'A' Grade by NAAC (CGPA 3.11)

Syllabus as per the NEP 2020 with effect from the Academic Year 2024-25

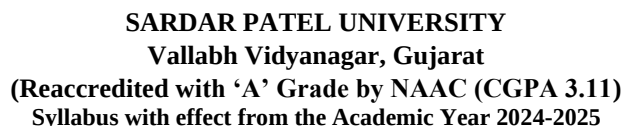
4	Unit Costing : • Meaning, Definition • Importance of Costing Examples based on Cost Sheet Operating Costing: • Meaning, Definition • Importance of operating costing. Examples :Calculation of cost of Transport company	25%
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Teaching-Learning Methodology	➤ White Board ➤ Presentation ➤ Video ➤ 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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes	
1	Get basic knowledge about cost accounting.
2	Understand the basic concepts of fixed and variable cost and practice.
3	Learn issues related to material, labour and remuneration.
4	Gain the knowledge of cost sheets.
5	Students will understand operating costing in transport company.

Suggested References	
1	Cost Accounting- Himalaya Publishing Company, M. N. Arora
2	Cost Accounting - Saxena V K
3	Accounting- Methods and problems, Bhar B. K
4	Cost Accounting - Jain & Narang
5	Cost Accounting - Sudhir Prakhn , B. S. Shah



Course Code	UM04AEBBA01	Title of the Course	Corporate Communication—II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To acquaint the learners with the skills necessary to draft effective Press Reports with precision and clarity 2. To demonstrate the impact of nonverbal aspects of communication in the process of communication 3. To acquaint the learners with the skills necessary to draft effective speeches and make short Presentations/Speeches using proper body language 4. To equip the learners with the skills necessary to draft effective Business Reports; Notices, Agendas and Minutes of Corporate Meetings.
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Course Content (Theory)		
Unit	Description	Weightage
1.	A. Non-verbal aspects of communication • Kinesics, Proxemics, Paralanguage • Importance of Learning Non-Verbal Communication Skills • Positive and Negative Non-verbal Clues • Guidelines for Developing Non-verbal Communication Skills B. Drafting of Speeches • Speeches on the occasions like inauguration, welcoming, condolence, farewell, vote of thanks, and celebration of important days and national holidays. (General questions / short notes may be asked)	25% 25%
2.	Business Reports and Proposals • What is Report? • Steps in Writing Reports • What is Business Proposal? • Types of Business Proposal (Internal, External, Solicited, Unsolicited) • Components of a Proposal • Format of Proposal	50%





Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	Develops effective writing skills in drafting of Press Reports.
2.	Understands the importance of non-verbal aspects of communication and subsequently improves his/her ability to relate, engage and establish meaningful interactions in everyday life
3.	Makes better Presentations and is able to deliver short speeches using proper body Language.
4.	Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.





Suggested References	
Sr. No.	References (Theory)
1.	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
2.	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3.	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4.	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5.	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
6.	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7.	Effective Business Communication – M V Rodriques (Concept Publishing House)
8.	Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
9.	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)
10.	Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
11.	Business Communication second edition –Meenakshi Raman and Prakash Singh (Oxford University Press New Delhi)
12.	Business Communication Making Connection in a Digital World –Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw –Hill New Delhi)
13.	Developing Communication Skills – Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)





Bachelor of Business Administration B.B.A (General) Semester-IV

Course Code	UM04SEBBA01	Title of the Course	Industry Exposure
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Industrial training is requires to overcome the hurdles in the academic curriculum and in the industry. 2. This will help the students create and develop specific skills and competencies they require to become operable. 3. It gives the students a feel of how their work environment will be when they join the company.
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Course Description		
Unit	Description	Weightage
1.	The visit will include the following aspects : • Study of Organization and Organizational Structure. • Study of manufacturing processes. • Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department • Discussion with concern officials and executives	50%
2.	The Industrial exposure report should include following points: • Profile of Organization (History & Establishment • Organization structure & nature • Promoters & Board of Directors • Products • Employees • Major markets & customers • Production • Marketing • HRM & Industrial relations • Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available). • Contribution of unit towards economic and industrial development.	50%

Teaching-Learning Methodology	• The teacher concern shall guide the students in collecting relevant Information prior to each visit as well as in writing of report. • Report must include one Public limited company and one private limited company. • A copy of report must be submitted to the University for Final University viva-voce Examination. • Students shall draft their report individually (hand written) under the guidance of concern teacher. The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report. Report must include One Public limited company and one private limited company. A copy of report must be submitted to the university for final university viva-voce examination. Students shall draft their report individually (hand written) under the guidance of concern teacher.
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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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having Completed this course, the students will be able to

1.	Industrial Visit brings clarity to important management concepts, as student practical experience firsthand how these concepts are put into action.
2.	Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
3.	Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
4.	The students get to see the best practices opted by different companies for similar work.

Suggested References:

Sr. No.	References
1	• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
2	• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
On-Line Resources to be used as and when required.	



Bachelor of Business Administration B.B.A (General) Semester - IV

Course Code	UM04SEBBA02	Title of the Course	Entrepreneurship Development
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. The purpose of the Entrepreneurship Development is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities. 2. To develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction & Entrepreneurial Motivation • Introduction • Concept of entrepreneur and entrepreneurship • Difference between entrepreneur and intrapreneur • Types of an entrepreneurs • Qualities and skills of an entrepreneur • Needs of Entrepreneurial Motivation • Motivating Factors (Internal and External) • Theories of Entrepreneurial Motivation • Achievement Motivation including Kakinada Experiment	25%
2.	Entrepreneurial Development Programs And Small Scale Industries Concept and Need of EDP Phases of EDP Process of EDP Role of Government: Role of MDI, EDII, NIESBUD Role of NAYE for promoting women entrepreneurship Definition as per MSMED Act-2006 Classifications of small scale industry Procedure to start small scale industries Importance of small scale industries in Indian economy Problems of small scale industries	25%





Teaching-Learning Methodology	• ICT through (Eg. 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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	To able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry.
2.	To transform an initial idea into a fully-fledged business opportunity and effectively Communicate this opportunity through a business plan and pitch.
3.	You have developed your skills in effectively working in and leading professional.
4.	To understand the key risks and the most effective processes in bringing different types of products or services to market
5.	To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

Suggested References	
Sr. No.	References
1.	Desai Vasant, “ Dynamics of entrepreneurial Development and Management,”
2.	“ Sucessful Entrepreneurship,” Kanishka Publishers, Distributors, New Delhi
3.	“Entrepreneurial Development,” Sultan chand And Sons, New Delhi. Kulshreshta Kalyani





Bachelor of Business Administration B.B.A (General) Semester - IV

Course Code	UM04SEBBA03	Title of the Course	Project Management
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To equip students with a comprehensive understanding of the principles, methodologies, and practices essential for successful project delivery. 2. Students will learn to initiate and plan projects effectively, defining scope, objectives, and deliverables while considering constraints. 3. Develop skills in scheduling and time management, enabling them to create realistic project timelines and allocate resources efficiently. 4. Students will delve into effective Project Formulation, preparation of Project Report and Project Appraisal
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Course Content			
Unit	Description	Weightage*(%)	
1.	Project Management & Project Identification and Formulation Project Management • Meaning of Project & Project Classification • Dimensions of a project • The Project Life cycle • Project Management-Meaning and Phases Project Identification and Formulation • Criteria for selecting a project • Importance of Project Identification • Project Formulation Seven Sequential Stages • Checklist for Feasibility report • Planning Commission's Guidelines for Project Formulation	50%	
2.	Project Reports and Project Appraisal A)Project Report • Meaning & Significance of Project Report • Performa of Project Report (B) Project Appraisal • Meaning & Definition • Steps in Project Appraisal	50%	





Teaching-Learning Methodology	• ICT through (Eg. 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 Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the foundational principles, methodologies, and theories of project management.
2.	Initiate projects, define scope, objectives, and deliverables, and develop comprehensive project plans.
3.	Develop skills in creating project schedules, managing timelines, and effectively allocating resources to meet project deadlines.
4.	Identify, analyze, assess, and mitigate project risks throughout the project lifecycle.
5.	Prepare Project Reports and perform Performance Appraisal effectively.





Suggested References	
Sr. No.	References
1.	"A Guide to the Project Management Body of Knowledge (PMBOK® Guide)" published by the Project Management Institute (PMI) - This guide provides a comprehensive framework of project management processes, knowledge areas, and best practices.
2.	"Project Management: A Managerial Approach" by S. Choudhury, S. B. Garg, and N. C. Saha - This book provides a comprehensive overview of project management principles, methodologies, and practices from an Indian perspective.
3.	"Project Management: Principles and Practices" by S. Anand - This book covers project management principles and practices with a focus on Indian case studies and examples, making it relevant for Indian students and professionals.
4.	"Project Management: Concepts and Applications" by P. Choudhury and N. Kumar - With a blend of theory and practical examples, this book covers various aspects of project management, including planning, execution, and monitoring.



BCom. : Business Studies
(B.COM) (Programme Name) Semester (IV)

Course Code	UM04VABBA01	Title of the Course	NCC Army – II
Total Credits of the Course	2	Hours per Week	2
Course Objectives:	To impart basic knowledge of Social Awareness and Community development, social skills, health and Sanitation, Yoga, and Exercises.		
Course Content			
Unit	Description		Weightage* (%)
1.	Social Awareness & Community Development: Basics of Social Service, Contribution of Youth towards Social Welfare, Family Planning, Counter Terrorism, Corruption, Social Evils, Causes & Prevention of HIV/ AIDS, Civic Responsibilities, NGOs: Role & Contribution. Social Skills: Introduction, Etiquette: Meaning, Types of Etiquettes Mannerisms: Meaning, Bad Manners, Improving Social Skills.		50%
2.	Hygiene And Sanitation: Hygiene: Introduction, Personal Hygiene, Water Supply and Its Purification, Food Hygiene. Sanitation: Definition, Types Of Waste Products / Refuse, Sources of Refuse, Disposal of Waste Products /Refuse, Disposal of Human Waste, Disposal of Sewage. Yoga and Exercises: Introduction, Historical perspective and purpose of Yoga, Potential benefits of Yoga, Potential problems of Yoga.		50%

Teaching-Learning Methodology	Teacher- learner-Centered, Focused, Interactive /Participative.
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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.	To make NCC as an important part of the society.
2.	To teach positive thinking and attitude to the youths.
3.	To develop a sense of social harmony among the students and to inform them about the ways to remove them by giving information about social evils.
4.	To prepare good citizens who are useful to the society.
5.	To explain the importance of hygiene for a healthy life.
6.	To explain the importance of exercise and yoga in personal life.

	Suggested References:
Sr. No.	References
1.	Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi.
2.	Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi.
	On-line Resources available that can be used as reference material:
1.	Indiancc.nic.in
2.	DGNCC Training App





Bachelor of Business Administration
B.B.A (General) Semester - IV

Course Code	UM04VABBA02	Title of the Course	National Service Scheme – II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To know the Special camping Programme. 2. To understand the Health, Hygiene & Sanitization Programmes.
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Course Content		
Unit	Description	Weightage (%)
1.	Special camping Programme • Selection of Camp Site • Identification of Specific Theme • Co-ordination with Local, Government and other Agencies. • Special Camp Activities. • Feedback and Evaluation. • Post Camping activities.	50 %
2.	Health, Hygiene & Sanitization Programmes • Definition, Need and Scope of Health Education • National Health Programmes • Food & Nutrition • Safe Drinking Water, • First Aid, Healthy Lifestyle • Swachh Bharat Abhiyan	50 %

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, camps, field work and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

Course Outcomes	
1.	To know about Special camping Programme planning.
2.	It helps to maintain healthy life style.
3.	To understand the importance of health care & nutrition programme

Suggested References	
Sr. No.	References
1	NATIONAL SERVICE SCHEME MANUAL

On-line resources to be used if available as reference material
https://nss.gov.in





BBA (General) Semester: 4

Course Code-	UM04VABBA03	Title of the Course	Reasoning Ability
Total Credits of the Course	02	Hours per Week	02

Course Objectives	This course is designed to suit the need of the outgoing students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning during various examinations and campus interviews.
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Course Description		
Unit	Description	Weightage
1.	Reasoning Ability: An Introduction Reasoning an overview Importance of aptitude Types of Reasoning – Verbal Reasoning and Non Verbal Reasoning Reasoning for Public Exam: List of Public Exam, State Public Exam & National Public Exam. Entrance Exam and Reasoning Ability General Knowledge V/s Reasoning Ability.	25%
2.	Logical Reasoning: Reasoning & Relationship Coding & Decoding Order Arrangement Fact–Advice–Inference–Opinion or Prejudice Data Interpretation: Table Charts Bar Charts Pie Charts Line Charts	25%

*Units will have the same Weightage in three evaluations as suggested in the course outline.

Teaching-Learning Methodology	- Lecture Method - Online Lectures - Group Discussion
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*Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Understand the basic concepts of logical reasoning Skills
2.	Acquire satisfactory competency in use of reasoning
3.	Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning Ability

Suggested References:	
Sr.No.	
1	Quantitative Aptitude – Abhijit Guha, Tata McGraw Hill
2	A Fresh Approach to Reasoning Test – Dr. Lal & Maurya, Upkar Prakashan, Agra
3	CBSE, UGC University Grant Commission Net/Set – Trueman's Specific Series
On-Line Resources available that can be used as Reference Material	



Bachelor of Business Administration B.B.A (General) Semester - IV

Course Code	UM04VABBA04	Title of the Course	Digital Marketing
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To impart basic skills for digital marketing. 2. Learn Steps of effective marketing. 3. To familiarize with market ongoing process.
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Digital Marketing • Fundamentals of Digital marketing & Its Significance • Traditional marketing Vs Digital Marketing • Skills require in Digital Marketing • Digital marketing Plans • Terminology used in Digital Marketing	50%
2.	Advertising Tools & Its Optimization • Advertising & its importance • Different Digital Advertisement • Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship • YouTube Advertising: YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & Optimization, Designing & Monitoring Video Campaigns, Display Campaigns	50 %

Teaching-Learning Methodology	ICT through (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 Written (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%





Course Outcomes	
1.	Through the course study students can get acquainted him with basics of digital marketing.
2.	Students can find new techniques for marketing by using various skills.
3.	New idea generation will be possible for future market.
4.	Student can have details of various Digital marketing plans

Suggested References	
References	
1.	Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
2.	Digital Marketing, S. Gupta, McGraw-Hill
3.	Digital Marketing –Kamat and Kamat-Himalaya
4.	Marketing Strategies for Engaging the Digital Generation, D. Ryan
5.	Digital Marketing, V. Ahuja, Oxford University Press

On-line resources to be used if available as reference material
https://youtu.be/bixR-KIJKYM
https://youtu.be/dS0PtshQDIIs
https://youtu.be/h9i8U3SxKF0





BBA (General)) Semester: 4

Course Code	UB04VABBA05	Title of the Course	Integrated Personality Development
Total Credits of the Course	02	Hours per Week	02

Course Name: IPDC-2

Recommended Credit: 2

Course Duration: 30 Hours

The Integrated Personality Development Course – An Introduction

The Integrated Personality Development Course (IPDC) has been designed, by the BAPS Swaminarayan Sanstha, to enhance student awareness of India's glory and global values and create citizens who contribute to their families, college, workforce, community, and nation. This course supports the requirements of the National Education Policy (NEP), to “build character, enable learners to be ethical, rational, compassionate, and caring, while at the same time prepare them for gainful, fulfilling employment”.

Easily integrated into the university syllabus, IPDC effectively teaches essential Indian values, develops character, strengthens morality, and nourishes constructive and creative thinking. Through this course, students can enjoy, understand, and practise priceless lessons, giving them the tools to prepare for a brighter future towards nation-building.

Introductory Resources:

<u>IPDC Intro</u> IPDC-YouTube	<u>Lecturer Glimpse</u> IPDC - YouTube	<u>IPDC Impact - 1</u> IPDC - YouTube
		

Type of Course:

Value-Based Holistic Personality Development Course for University Students.

Rationale / Scope:

IPDC aims to prepare students to become ideal citizens of India, promoting fortitude in the face of failures, Indian values like seva, pride for the Indian heritage, self-discipline amidst distractions and many more priceless lessons. The course enables students to become self-aware, sincere, and successful in their many roles – as ambitious students, reliable employees, caring family members, and contributing Indian citizens.

Course Outcomes/Objectives:

- To enhance awareness of India's glory and global values, and to create considerate citizens who strive for the betterment of their family, college, workforce, communication, and nation.
- To provide students with a holistic value-based education that will enable them to succeed academically, professionally, and socially.
- To give the students the tools to develop effective habits, promote personal growth, and improve their well-being, stability, and productivity.
- To allow students to establish a stronger connection with their family through critical thinking and the development of qualities such as unity, forgiveness, empathy, and effective communication.
- To provide students with soft skills that complement their hard skills, making them more marketable when entering the workforce.
- To inspire students to strive for a higher sense of character by learning from Indian role models who have lived principled, disciplined, and value-based lives.

Course-Content / IPDC Syllabus:

IPDC-2 is distributed across one semester and consists of 15 topics. Each topic will be 2 lecture hours per week, and therefore a total of 30 hours.

IPDC-2			
	Module & Subject	Topic Description	Hrs
1	Module: Remaking Yourself Subject: Begin with the End in Mind	Students will learn to visualize their future goals and will structure their lives through smart goals to give themselves direction and ultimately take them to where they want to go.	2
2	Module: Remaking Yourself Subject: Being Addiction-Free	Students will explore the detrimental effects of addictions on one's health, personal life, and family life. They will learn how to take control of their life by becoming addiction free.	2
3	Module: Selfless Service Subject: Case Study: Disaster Relief	Students will apply previous lessons of seva, to analyze the case study of the Bhuj earthquake relief work.	2
4	Module: Soft Skills Subject: Teamwork & Harmony	Students will learn the six steps of teamwork and harmony that are essential for students' professional and daily life.	2
5	Module: My India My Pride Subject: Present Scenario	To implement the transformation of India from a developing country into a developed country it is necessary to have a value-based citizen. Students will see how the transformation to a greater India relies on the vision and efforts of themselves as youth.	2
6	Module: Learning from Legends Subject: Leading Without Leading	Students will explore a new approach to leadership, through humility.	2
7	Module: My India My Pride Subject: An Ideal Citizen – 1	Students will learn that to become value-based citizens, they must first develop good values in their lives. They start by exploring the values of responsibility and integrity.	2
8	Module: My India My Pride Subject: An Ideal Citizen – 2	Students will learn that by developing the values of loyalty, sincerity, and punctuality; they become indispensable and can leave a strong impression. They will start developing these values by trying to keep perfection in every small task and by looking at the bigger picture.	2

9	Module: Facing Failures Subject: Timeless Wisdom for Daily Life	Students will learn the role wisdom plays in finding long-term stability. They will use ancient wisdom to solve their modern-day challenges.	2
10	Module: From House to Home Subject: Forgive & Forget	Students will understand the importance and benefits that forgiveness plays in their personal and professional life. They will learn to apply this knowledge in realistic situations.	2
11	Module: Remaking Yourself Subject: Stress Management	Students will learn to cope with current and future causes of stress.	2
12	Module: Remaking Yourself Subject: Better Health Better Future	A healthy body prevents disease and stress; increases positivity, productivity, and brainpower. Students will learn to maintain good health through regular exercise, healthy eating habits, and regular and sufficient sleep.	2
13	Module: Learning from Legends Subject: Words of Wisdom	A panel of learned and experienced mentors will personally answer practical questions that students face in their daily life.	2
14	Module: Soft Skills Subject: Financial Planning	Students will develop a variety of practical financial skills that prepare them to become financially stable throughout their future careers.	2
15	Module: Remaking Yourself Subject: Impact of Company	Students will understand that the type of company that we keep has a crucial role in determining who we are and who we will become. They will develop the ability to create a positive environment around them.	2

Lecture Breakdown:

In accordance with the academic structure, each topic will span a duration of two hours, which can be divided into two distinct lecture hours, as elaborated below.

During the **first hour**, the focus will be on contextualizing the topic for the week. Students will commence with an introductory film to spark curiosity. This is followed by a lecture video (part A) that introduces essential concepts, followed by a class discussion aimed at fostering active participation and engagement. These activities aim to facilitate the comprehension of foundational aspects related to the subject matter.

During the **second hour**, the topic will be explored in greater depth. A second lecture video (part B) will build upon the foundational knowledge. Thereafter, interactive activities including workbook activities, group discussions, critical thinking exercises, case studies, and topic analysis enable students to apply their acquired knowledge, thereby fostering a more comprehensive understanding of the subject matter with emphasis on practical application.

By adhering to this format, the IPDC lectures aim to provide a conducive learning environment where students can effectively acquire knowledge, develop practical application skills, and enhance their overall academic performance.

Core Components:

The IPDC lectures will take place in college classrooms and will be hosted by a university-appointed course instructor/faculty. BAPS will provide the teaching resources, guidance, and training to effectively implement the four components shown below.

1. Introductory Film

Each lecture begins with a short film that introduces the topic through modern production. The original content displays relatable scenarios and visuals that captivate the students' attention and stimulates their curiosity to learn more.

2. Lecture Video

Students watch a lecture video presented by a dynamic speaker. The lecture reinforces the significance and necessity of fundamental principles and skills. The experience of the speaker, eloquence of presentation, and use of interactive visuals collectively create a profound impact on each student's mind and heart.

3. Student Interaction

These sessions promote stimulating discussion and conversation and help create safe spaces for the healthy exchange of ideas. Thus, each session provides a forum in which students can openly express their emotions and thoughts.

4. Workbook Activities

Workbooks assist students implement the values taught in the lecture into their personal lives. Reliable research, priceless experience, practical scenarios, and reflective questions are innovatively depicted, motivating students to contemplate and think creatively.

Preview the IPDC Workbook at the link - <https://www.youtube.com/watch?v=C09aqOszvY>

Teaching and Examination Scheme:

Teaching Scheme: Lecture – 2 hrs/week

Examination Scheme

The assessments can include both continuous evaluation and end-of-semester examinations. The assessment scheme should include student attendance, assignments, mid-term exams, viva, workbook submission, and end-of-semester examinations.

The IPDC team will provide a question-bank resource with answers for each subject of IPDC to assist the faculties in creating exams. Marks distribution in theory and practical exams depends on the respective system of the institute/university.

Course Material / Main Course Workbook:

The IPDC-2 Workbook will be the official course material for the study of IPDC-2. The workbook will be designed and presented by BAPS IPDC Team. The workbook will serve as a basis for study, submission, viva and exams for students.

IPDC References –

These are the reference material for the IPDC lectures. This is not compulsory reading for the students as the essential information is contained in the workbooks.

No.	Module	References
1	Facing Failures	1. Thomas Edison's factory burns down, New York Times Archives, Page 1, 10/12/1914 2. <u>Lincoln Financial Foundation</u>, Abraham Lincoln's "Failures": Critiques, Forgotten Books, 2017 3. J.K. Rowling Harvard Commencement Speech Harvard University Commencement, 2008 4. Born Again on the Mountain: A Story of Losing Everything and Finding It Back, <u>Arunima Sinha</u>, Penguin, 2014 5. Failing Forward: Turning Mistakes Into Stepping Stones for Success, <u>John C. Maxwell</u>, Thomas Nelson, 2007 6. Steve Jobs: The Exclusive Biography Paperback, <u>Walter Isaacson</u>, Abacus, 2015 7. Failing Forward: Turning Mistakes Into Stepping Stones for Success, <u>John C. Maxwell</u>, Thomas Nelson, 2007
2	Learning from Legends	1. Chase Your Dreams: My Autobiography, Sachin Tendulkar, Hachette India, 2017 2. Playing It My Way: My Autobiography, Sachin Tendulkar, Hodder & Stoughton, 2014 3. The Wit and Wisdom of Ratan Tata, Ratan Tata, Hay House, 2018 4. The Tata Group: From Torchbearers to Trailblazers, Shashank Shah, Penguin Portfolio, 2018 5. The Leader Who Had No Title, Robin Sharma, Jaico Publishing House, 2010 6. In the Joy of Others: A Life-Sketch of Pramukh Swami Maharaj, Mohanlal Patel and BAPS Sadhus, Swaminarayan Aksharpath, 2013
3	My India My Pride	1. Rishis, Mystics, and Heroes of India, Sadhu Mukundcharandas, Swaminarayan Aksharpath, 2011 2. Physics in Ancient India, <u>Narayan Dongre</u>, <u>Shankar Nene</u>, National Book Trust, 2016 3. <u>The Rise of Civilization in India and Pakistan</u>, Raymond Allchin, Bridget Allchin, <u>Cambridge University Press</u>, 1982 4. <u>The Āryabhaṭīya of Āryabhata: An Ancient Indian Work on Mathematics and Astronomy (1930)</u>, <u>Walter Eugene Clark</u>, University of Chicago Press, reprint, Kessinger Publishing, 2006
4	Remaking Yourself	1. Power of Habit, Charles Duhigg, Random House Trade Paperbacks, 2014 2. Change Your Habit, Change Your Life, Tom Corley, North Loop Books, 2016 3. The Seven Habits of Highly Effective People, Stephen Covey, Simon & Schuster, 2013 4. Seven Habits of Highly Effective Teens, Sean Covey, Simon & Schuster, 2012 5. Atomic Habits, James Clear, Random House, 2018 6. How a handful of tech companies control billions of minds every day, Tristan Harris, TED Talk, 2017
5	From House to Home	1. "What Makes a Good Life? Lessons from the Longest Study on Happiness", R. Waldinger, Ted Talks, 2015 2. Long Walk To Freedom, <u>Nelson Mandela</u>, Back Bay Books, 1995 3. Outliers, Malcolm Gladwell, Back Bay Books, 2011
6	Soft Skills	1. The 17 Indisputable Laws of Teamwork, John Maxwell, HarperCollins, 2013 2. Team of Teams: New Rules of Engagement for a Complex World, Stanley McChrystal, Portfolio, 2015 3. Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions, <u>Dan Ariely</u>, Harper Perennial, 2010
7	Selfless Service	1. Open: An Autobiography, Andre Agassi, Vintage, 10 August 2010 2. The Physiological Power of Altruism [online], James Hamblin, The Atlantic, December 30, 2015, https://www.theatlantic.com/health/archive/2015/12/altruism-for-a-better-body/422280/ [last accessed June 10, 2020] 3. TBI Blogs: From Entrepreneurs to Doorkeepers, Everybody Serves with Love & Warmth at This Ahmedabad Café [online], <u>The People Place Project</u>, The Better India, May 29, 2017,

Basic Terms and Support Required from Institute:

Awarded Credits:

To ensure the full participation of the students, we insist the course be credit-based. The credits are according to the preference of the university.

Course Instructors:

As IPDC is about values and not just grades, an ideal candidate for teaching the course should be morally and ethically accomplished. The instructor should also be an effective communicator, well adept at conducting activities with the students. The required academic qualification for the instructor should be minimum graduation in any stream. We propose that all instructors appointed by your institute should attend an IPDC faculty workshop to get familiar with the style of the course. We are glad to inform you that BAPS is ready to provide this workshop.

Technical Requirements:

As elaborated in meetings and published in presentations, the foremost element of the course involves videos and interactive sessions which require a good level of audio/video amenities at the campus for students. A projector, laptop, internet connection, and basic audio-visual set-up are requisite for productive learning and positive outcome of the course.

IPDC Team will provide a digital portal to deliver all the IPDC video content. This platform allows smoothness in the learning and teaching process. IPDC Team will provide this digital system free of charge, and the University/Institute will approve and assist in implementing its use.

Approval of Teaching Mediums:

All the lecture videos and materials, alongside the teacher's guide, have been designed by BAPS and will be provided as discussed below.

The lecture videos will be provided through a web portal that runs on Windows devices or through a mobile app. This medium will be provided to all the registered teaching faculty, free of charge. The university should approve this medium and assist in the implementation of its use.

The IPDC workbook is an essential part of the course, as they provide the content and basis for the end-of-semester exams and the continuous assessments. The university should approve the use and purchase of this printed material for the students.

Registrations and Course-Beneficiaries Data:

To ensure the smooth implementation of the course, the university/institute will ensure that the students and faculties officially register with IPDC. For this purpose, the university/institutes will be required to provide the necessary information about the colleges, faculty members, and enrolled students in the course. Also, respective institutes need to provide enrolled students' final results in this subject for every batch in the format required by IPDC Team. IPDC Team will also offer a certificate to students upon completion of the course.

Fees/Charges:

BAPS Sanstha has always focused on social activities to empower the nation and its youth. This course focuses on moral and character development and is dedicated to providing holistic value-based education to the youth. So, as a noble service to society, we offer the course to your university/institute for free. All the following materials of all modules will be provided to end-users without any charges:

- Introductory Videos
- Main Lecture Videos
- Teacher's Guide
- IPDC Question Bank
- Exam Guide

However, the printed workbook for IPDC-2 is to be procured by students/institutes as per the printed price.

Copyrights/Intellectual Rights:

Copyright/IPR of all IPDC materials provided for the IPDC Course belongs to BAPS Swaminarayan Sanstha. Hence, the use of all these materials should be limited to the teaching of IPDC courses only.

For any further assistance please contact IPDC services.

Ph. 9099904146

E-mail: service.ipdc@in.baps.org



Bachelor of Business Administration B.B.A (General) Semester - IV

Course Code	UM04VABBA04	Title of the Course	Digital Marketing
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To impart basic skills for digital marketing. 2. Learn Steps of effective marketing. 3. To familiarize with market ongoing process.
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Digital Marketing • Fundamentals of Digital marketing & Its Significance • Traditional marketing Vs Digital Marketing • Skills require in Digital Marketing • Digital marketing Plans • Terminology used in Digital Marketing	50%
2.	Advertising Tools & Its Optimization • Advertising & its importance • Different Digital Advertisement • Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship • YouTube Advertising: YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & Optimization, Designing & Monitoring Video Campaigns, Display Campaigns	50 %

Teaching-Learning Methodology	ICT through (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 Written (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%





Course Outcomes	
1.	Through the course study students can get acquainted him with basics of digital marketing.
2.	Students can find new techniques for marketing by using various skills.
3.	New idea generation will be possible for future market.
4.	Student can have details of various Digital marketing plans

Suggested References	
References	
1.	Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition
2.	Digital Marketing, S. Gupta, McGraw-Hill
3.	Digital Marketing –Kamat and Kamat-Himalaya
4.	Marketing Strategies for Engaging the Digital Generation, D. Ryan
5.	Digital Marketing, V. Ahuja, Oxford University Press

On-line resources to be used if available as reference material
https://youtu.be/bixR-KIJKYM
https://youtu.be/dS0PtshQDIIs
https://youtu.be/h9i8U3SxKF0

