

SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

BBA Program

Semester - V

UM05ABBA21 BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I

Credits: 3

Marks: 100

Objectives:

1. To impart training to the students with a view to developing their communicative competence in English.
2. To equip students with the skills necessary at the workplace.

Unit 1: Business Etiquettes 25%

1. Business Etiquettes: Concept and Importance
2. Etiquettes for:
  - a. Meetings
  - b. Telephone/Cellphone conversations
3. Etiquettes at Workplace (Internal - superiors, peers and subordinates)
4. Etiquettes with Stakeholders (External - suppliers and customers)

Unit 2: Business Presentation 25%

1. Importance and Role of Business Presentation
2. Planning for Presentation
3. Preparing and Practicing (Rehearsing) the Presentation
4. Delivering the Presentation

Unit 3: Communication in Public Relation 25%

1. Public Relation: Definition, Four elements of PR
2. Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question - and - Answer Discussions. (Short notes may be asked)
3. Publicity Media: Newspaper, Radio, TV, Internet
4. Crisis Communication: Concept and techniques to deal with crisis

Unit 4: Organisational Communication 25%

1. Definition and meaning of Organizational communication
2. Basics of Organisational communication
3. Communication climate in an organization
4. Intra-personal communication and interpersonal communication

Evaluation: Internal 40 Marks  
External 60 Marks (Two hours examination)

LECTURES PER WEEK:

- Three (Theory and Practical)

Reference Books:

1. Hasbany Ghassan: *How to make winning presentation*: Jaico Publication
2. Antony Jay & Ross Jay: *Effective Presentation*, Universities Press (UP).
3. David Robinson: *Business Etiquettes*, Kogan Page India Private Limited.
4. H. Frazier Moore & Frank Kalupa: *Public Relation*, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
5. Doctor, Rhoda A. & Doctor, Aspi H: *Principles and practices of Business Communication*, Sheth Publishers Pvt. Ltd. Mumbai.
6. Rajendra Pal & J S Korlahalli: *Essentials of Business Communication*, Sultan Chand & Sons
7. Raman, Minaxi & Singh, Prakash: *Business Communication*, OXFORD
8. Chatruvedi, P D & Chatruvedi, Mukesh: *Business Communication*, Second Edition, PEARSON.

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
BBA Semester – V  
(Effect from June, 2020)  
UM05ABBA22 Leadership Skills for Management-I

Credit – 03

Marks - 100

- Unit-1 Introduction: The Nature of Leadership 25%
- Definitions of leadership
  - Need or Importance of Leadership
  - Leadership effectiveness
  - Level of conceptualization for leadership
- Unit-2 Participative Leadership, Delegation, and Empowerment 25%
- Nature of participative leadership
  - Guidelines for participative leadership
  - Delegation: Concept, varieties, potential advantages, and guidelines for delegating
  - Empowerment: Concept, Consequences, and Facilitating conditions
- Unit-3 Developing Leadership Skills 25%
- Concept
  - Leadership training programme
  - Steps in designing effective training
  - Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation
- Unit-4 Ethical Leadership and Leadership Theories 25%
- Concept of ethical leadership
  - Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories

Evaluation : Internal : 40 Marks (Theory)

External : 60 Marks (Theory) -Two Hour Examination

References:

1. Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2. L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3. P.Guggenheimer& M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester - V

**UM05CBBA21 Management Accounting**

Credits: 3

Marks: 100

Unit	Description in Detail	Weightage (%)
1	<b>Management Accounting – Nature &amp; Scope (Theory)</b> Meaning & Definition of Management Accounting Characteristics of Management Accounting Scope and Limitation of Management Accounting Functions of Management Accounting, Methods of Management Accounting Difference between Management Accounting, Cost Accounting and Financial Accounting Role and Status of Management Accounting	25%
2	<b>Budget &amp; Budgetary Control (Examples)</b> Meaning and Definition of Budget and Budgetary Control Preparation of Production Budget, Raw Material Consumption & Purchase Budget Cash Budget, Flexible Budget	25%
3	<b>Absorption Costing and Marginal Costing (Theory &amp; Examples)</b> Meaning of Absorption Costing and Marginal Costing Difference between Absorption Costing and Marginal Costing Examples of Income determination under Absorption Costing and Marginal Costing (One Year Information)	25%
4	<b>Standard Costing &amp; Variance Analysis (Examples)</b> Examples On : Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit)	25%

**Basic Text Reference Books :**

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

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
BBA (General) Programme  
SEMESTER - V  
UM05CBBA22 BUSINESS TAXATION - I

Credit: 3

Marks: 100

UNIT 1 Conceptual Framework & Incidence of Tax (Theory only) (25%)

- Introduction to Income Tax Act
- Definitions: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income
- Residential status and incidence of tax of Individual assessee
- Fully exempted incomes for individual assessee

UNIT 2 Assessment Procedure & Filing of Return (Theory only) (25%)

- Meaning of Assessment, Types of Assessment, Tax Deducted at Source (TDS), Advance Payment of Tax
- Return of Income, Time for filling Return, Types of Income Tax Return, Permanent Account Number (PAN)

UNIT 3 Income from Salaries (Examples only) (25%)

- Simple Examples based on allowances, perquisites, Bonus, Commission, Provident Fund and deductions available from salary income.
- (No retirement benefits will be covered in the chapter)

UNIT 4 Income from House Property (Examples only) (25%)

- Simple Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out property

Evaluation: Internal 40 Marks  
External 60 Marks (Two hours examination)

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

Reference Books:

1. TAXMANN: Students' Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania
2. TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania
3. Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester - V  
**UM05CBBA23 MATERIALS MANAGEMENT**

Credits : 3

Marks : 100

Unit 1	<b>Fundamentals of Materials Management</b>	25%
	<ul style="list-style-type: none"><li>• Classification of Materials</li><li>• Materials Management: Meaning, Definition, Scope &amp; Importance</li><li>• Integrated Materials Management: Concept &amp; Advantages</li><li>• Material Planning: Concept, Need &amp; Factors Affecting Materials Planning.</li></ul>	
Unit 2	<b>Industrial Purchasing (Theory 70% &amp; Examples 30%)</b>	25%
	<ul style="list-style-type: none"><li>• Meaning, Definition &amp; Importance of Purchasing</li><li>• Principles of Right Purchasing</li><li>• Purchase Procedure</li><li>• Centralised v/s Decentralised Purchasing</li><li>• Buying Methods</li><li>• Vendor selection (Examples of Vendor Performance Rating)</li></ul>	
Unit 3	<b>Storekeeping</b>	25%
	<ul style="list-style-type: none"><li>• Meaning, Objectives &amp; Importance of Storekeeping</li><li>• Functions of Storekeeping</li><li>• Store Location and Layout</li><li>• Receiving and Inspection</li><li>• Store Records</li></ul>	
Unit 4	<b>Logistics and Supply Chain Management</b>	25%
	<ul style="list-style-type: none"><li>• Logistics Management – Meaning and Modes of Transportation</li><li>• Warehousing – Meaning &amp; Functions</li><li>• Packaging – Meaning &amp; Functions</li><li>• Supply Chain Management – Meaning Need &amp; Functions</li></ul>	

Evaluation: Internal 40 Marks

External 60 Marks (Two hours examination)

References:

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

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester - V

**UM05GBBA21 Indian Business Environment**

Credit : 3

Marks : 100

**Unit I Introduction to Business Environment (25%)**

- Meaning, Types and components of Business environment
- Interaction of Economic environment with non-economic environment
- Scanning - meaning, approaches, sources of information
- SWOT Analysis as a method of environmental scanning

**Unit II: Non Economic Environment (25%)**

- Demographic transition theory of population
- Compositional characteristics of Indian population and economic development
- Population policy of India
- Interaction between Government and Business
- Socio-cultural fabric, Lifestyles and business
- Women empowerment

**Unit III: Macro Economic Variables (25%)**

- National Income by Industrial origin and occupational structure
- Savings, investment and capital output ratio
- Foreign Trade: Main trends in imports and exports
- India's Balance of payments and currency convertibility

**Unit IV: Economic policies (25%)**

- Economic survey
- Current Union Budget - Highlights
- Export - Import policy
- Privatisation and EXIT Policy
- Credit Policy '

Evaluation: Internal - 40 Marks (Theory)

60 Marks (Theory) - 2 Hour Examination

**Reference Books:**

Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy  
Aswathappa K. Essentials of Business Environment  
Cherunilam F. Business and Government  
Cherunilam F. - Business Environment  
Data And Sundurum - Indian Economy  
Jain And Jain - Business Environment

SARDAR PATEL UNIVERSITY  
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B.B.A. Program  
Semester - V

**UM05GBBA22 PERSONAL FINANCE AND INVESTMENT MANAGEMENT**

Credits : 3

Marks: 100

Unit 1 PERSONAL FINANCE [Theory 70% and Examples 30%] Introduction, Goals & Importance of Personal Financial Management.- Financial Planning & Budgeting ( With examples on Preparation of Family Cash Budget, Personal income & expenditure A/c & Balance sheet	25%
Unit 2 INSURANCE [Theory 70% and Examples 30%] Life Insurance-Basic features of endowment assurance, Money back Plan, Whole life assurance & term assurance-General Insurance-Introduction & basic features of Vehicle insurance, Medical Insurance, Accident insurance & liability insurance-Calculation of premium & settlement of claims	25%
Unit 3 SAVINGS & INVESTMENTS [Theory 100%] Need for diversified personal investment portfolio,avenues for investment (basic features): Non marketable financial assets (a) Time deposits, Recurring Deposits, Monthly Income Schemes, National saving Certificates, Kisan Vikas Patra,Public Provident Fund, Postal Life Insurance (b) Bank Savings: Fixed deposit Recurring Deposit, RBI Bonds, Infrastructure bonds by ICICI & IDBI	25 %
Unit 4 MUTUAL FUNDS [Theory 100%] Introduction, Benefits of Mutual Fund Investment. Types: Growth Funds, Income Funds,Monthly Income Plans,Gift funds Liquid/Money Market Funds,Index funds Tax savings funds, Mutual funds in India	25%

Evaluation: Internal 40 Marks

External 60 Marks (Two hours examination)

**REFERENCE BOOKS:**

1. Securities Analysis & Portfolio Management-Avadhani V A
2. Investment Management-Prasanna Chandra
3. Investment Analysis & Portfolio Management -Ranganatham M & Madhumati R
4. Investment Management: Security analysis & Portfolio Management-Bhalla VK



SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester - V

UM05DBBA21 ADVANCED MARKETING MANAGEMENT – I

Credits : 3

Marks : 100

- Unit : I Marketing Research: 25%  
Marketing Information-concept, need, MKIS-concept, elements & components; Marketing Research-nature, features, scope, uses & limitations; Marketing Research process; Research designs
- Unit : II Data Collection & Sampling Decisions: 25%  
Primary & secondary data-sources, advantages & disadvantages; Questionnaire construction(process); Scaling & measurement; Sampling design & sample size decisions.
- Unit : III Data Analysis, Interpretation & Presentation: 25%  
Hypothesis testing procedure; Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test: Parametric statistics -Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents.
- Unit : IV Emerging Applications of Marketing Research: 25%  
Importance of Customer database; Relationship Marketing: Brand Equity Measurement; Customer Satisfaction & its measurement; Internet Marketing & Marketing Research; TQM.

Evaluation: Internal 40 Marks

External 60 Marks (Two hours examination)

Note: The weightage of calculations in External exam will be 35% of 60 marks.

REFERENCE BOOKS:

1. Marketing Management - Philip Kotler and Kevin Keller.
2. Marketing Research - Boyd, Westfall and Stasch
3. Marketing Research - Luck and Rubin
4. Marketing Research -Donald S Tull and Del I Hawkins
5. Marketing Research -G C Beri
6. Marketing Research-C N Sonatakki, Himalaya Publishing House
7. Marketing Research-Suja R Nair, Himalaya Publishing House

SARDAR PATEL UNIVERSITY  
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B.B.A. Program  
Semester - V

UM05DBBA22 ADVANCED FINANCIAL MANAGEMENT - I

Total Credits: 3

Total Marks: 100

Unit 1	Valuation of Securities [Theory 50% and Examples 50%]	25%
	<ul style="list-style-type: none"> <li>❖ Concept of Value</li> <li>❖ Basic Valuation Model</li> <li>❖ Bond Valuation <ul style="list-style-type: none"> <li>Basic Bond Valuation Model</li> <li>Bond Value Theorems</li> <li>Yield to Maturity <ul style="list-style-type: none"> <li>- Bond values with Semi-annual Interest</li> </ul> </li> </ul> </li> <li>• Present Value of Preference Shares</li> <li>Valuation of Equity <ul style="list-style-type: none"> <li>- Dividend Capitalization approach</li> <li>- Single Period Valuation</li> <li>- Multi period valuation</li> <li>- Valuation with Supernormal growth</li> </ul> </li> </ul>	
Unit 2	Cost of Capital [Theory 70% and Examples 30%]	25%
	<ul style="list-style-type: none"> <li>❖ Basic concepts, Rational &amp; Assumptions Significance</li> <li>❖ Specific cost of Equity, retained earnings, preference share &amp; debenture capital</li> <li>❖ Weighted average cost of capital (Cost of equity based on dividend capitalization approach, Earning price approach, realized yield approach, &amp; CAPM approach)</li> </ul>	
Unit 3	Leasing (Theory 100%)	25%
	<ul style="list-style-type: none"> <li>❖ Concept</li> <li>❖ Types of lease Arrangements</li> <li>❖ Factors relevant in making leasing Decisions</li> <li>❖ Potentiality of leasing as a means of financing (significance) ❖ Financial Evaluation from the lessee's point of view.</li> <li>❖ Evaluation of lease as a financing decision.</li> </ul>	
Unit 4	Venture Capital ((Theory 100%))	25%
	<ul style="list-style-type: none"> <li>❖ Introduction</li> <li>❖ Concept &amp; Features of Venture Capital</li> <li>❖ Stages &amp; Process of Venture Financing</li> <li>❖ Methods of Venture Financing</li> <li>❖ Disinvestment Mechanisms</li> <li>❖ Development of Venture Capital in India</li> <li>❖ Future of Venture Capital in India</li> </ul>	

Evaluation: Internal 40 Marks  
External 60 Marks (Two hours examination)

Reference Books

1. Financial Management : P.V.Kulkarni
2. Financial Management : S. N. Maheshwari
3. Financial Management : I. M. Pandey
4. Financial Management : Prasanna Chandra
5. Financial Management : Khan & Jain
6. Financial Management : R. S. Kulshreshta
7. Fundamentals of Financial Management: Van Horne

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester - V

**UM05DBBA23 Advance Human Resource Management - I**

Total Credits: 3

Total Marks: 100

- UNIT 1 Organizational Behaviour** 25%  
Meaning, Definition, historical development, contributing disciplines, factors affecting Human behavior at work, S-O-B-C model of human behavior.
- UNIT 2: Individual Behaviour** 25%  
Concept of personality, determinants of personality. Freudian and Neo Freudian stages of personality development, Concept of learning, factors affecting learning, classical and operant conditioning theory, reinforcement principle.
- UNIT 3: Group Dynamics** 25%  
Concept, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.
- UNIT 4: Organizational Change** 25%  
Concept, nature, influencing factors, planned change, change process, Resistance to change, overcoming resistance to change.

Evaluation: Internal 40 Marks

External 60 Marks (Two hours examination)

References:

1. Organizational behavior by Fred Luthans
2. Organizational behavior by Stephen Robbins
3. Organizational behavior by Keith Davis
4. Organizational behavior by L M. Prasad
5. Organizational behavior by K. Aswathappa

SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

B.B.A. Program

Semester - V

UM05DBBA24 Export Management - I

Credit: 03

Total Marks: 100

Unit 1: Indian Economy and Exports 25

%

Export Marketing: Meaning, scope, Difference between Export Marketing & Domestic Marketing, International Marketing Environment: Factors, Trade Barriers

Unit: 2 Institutional Infrastructures for Exports 25%

India's Current EXIM (Foreign Trade) Policy – Features and Amendments, Export Promotion Agencies: Export Promotion Councils, Commodity Boards & FICCI, Service Organisations: ITPO, FIEO, IIFT

Unit: 3 Export Assistance 25%

Need for Export Assistance, Export Promotion Measures Deemed Exports, Star Export-Houses, Assistance for reducing Price Disadvantage, Assistance in area of marketing Special Economic Zones (SEZs)

Unit: 4 Identification of Markets for Exports 25%

International Trade Promotion Agencies: WTO, IMF, UNCTAD Regional Economic Groups: EU, ASEAN, SAARC, NAFTA

Evaluation: Internal: 40 Marks (Theory)

: External: 60 Marks (Theory) Two Hour Examination

Reference Books:

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

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B. B. A. (General) Program  
Semester V

UM05DBBA25 Computer Based Project Management – I

Total Credits :3

Total Marks :100

UNIT -1 Project Fundamentals 25%  
Introduction to Microsoft Project Server and Microsoft Project Web  
Access Understanding project management Basics and processes-  
Understanding project stakeholders - Keys to successful Project  
management

UNIT - 2 Project planning and organizing 25%  
Creating a project plan - Focusing the project vision - Entering tasks -  
Importing Tasks from an Excel Worksheet- Recurring Task -  
Sequencing & organizing tasks-Organizing tasks into an Outline-  
Setting up work breakdown structures – Adding Supplementary  
Information to Tasks

UNIT - 3 Viewing Information 25%  
Different views in project management - Sorting project information -  
Grouping project information - Filtering Project information - Navigating  
to a specific location in view

UNIT - 4 Scheduling Task 25%  
Setting task durations - Task dependencies and scheduling task deadlines  
– Task calendars  
Evaluation:  
Internal - 40 Marks - Average of (Theory 40 Marks + Practical 40  
Marks) External - 60 Marks - Average of (Theory 60 Marks + Practical 60  
Marks)  
Two Hours Examination

**REFERENCES:**

1. Microsoft Office Project 2003 Publication, October 2003
2. Microsoft Office Project 2003 Publication  
Inside Out, by Teresa Stover, Microsoft Press  
Bible, Elaine J Marmel, Hungry Minds Inc, US

Lectures per week: Theory: I  
Inside Out, by Teresa Stover, Microsoft Press  
Bible, Elaine J Marmel, Hungry Minds Inc, US

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
B.B.A. Program  
Semester – V

**UM05SBBA21 : Social Entrepreneurship**

Credit: 3

Marks: 100

Unit I	Fundamentals of Social Entrepreneurship Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship	25%
Unit 2	Women Entrepreneurship Concept - Functions - Problems – Promotional measures adopted by the central government for the Development of women entrepreneurship in India - Role of women associations	25%
Unit 3	Rural Entrepreneurship Concept - Need - Problems - NGO & Rural entrepreneurship Development of rural entrepreneurship in India	25%
Unit 4	Trends in Social Entrepreneurship Major challenges - Major opportunities - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	25%

Evaluation: Internal 40 Marks

External 60 Marks (Two hours examination)

**References:**

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