



Programme: BBA (General) Semester: V

Course Code	UM05ABBA71	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To impart training to the students with a view to developing their communicative competence in English.• To equip students with the skills necessary at the workplace.
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Course Content (Theory)		
	Description	Weightage
1.	Business Etiquettes 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)	25%
2.	Business Presentation 1. Importance and Role of Business Presentation 2. Planning for Presentation 3. Preparing and Practicing (Rehearsing) the Presentation 4. Delivering the Presentation	25%
3.	Communication in Public Relation 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	25%





4.	Organisational Communication 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	25%
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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		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	15 marks
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15 marks
3.	University Examination	70 marks





Course Outcomes: After completion of the course, the learner is able to,

- Communicate Effectively in Global Business Environment.
- Can apply English for specific Business Purposes

**Sr.
No.**

References (Theory)

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*, SultanChand & Sons
7. Raman, Minaxi & Singh, Prakash: *Business Communication*, OXFORD
8. Chatruvedi, P D & Chatruvedi, Mukesh: *Business Communication*, Second Edition, PEARSON.

On-line resources to be used as and when required.





Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05CBBA72	Title of the Course	Leadership Skills for Management-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<p>1. The Course is designed to understand the importance of Leadership.</p> <p>2. It is helpful to understand the participative leadership.</p> <p>3. It helps to understand leadership training and techniques.</p> <p>4. It helps to understand the role of leaders and the impact of different leadership levels.</p> <p>5. It helps to understand the nature of human decision-making and what it takes to make effective team decisions.</p>
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction: The Nature of Leadership Definitions of leadership Need or Importance of Leadership Leadership effectiveness Level of conceptualization for leadership	25 %
2.	Participative Leadership, Delegation, and Empowerment Nature of participative leadership. Guidelines for participative leadership. Delegation: Concept, varieties, potential advantages, and guidelines for delegating. Empowerment: Concept, Consequences, and Facilitating conditions	25 %
3.	Developing Leadership Skills Concept Leadership training programme. Steps in designing effective training. Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation	25 %
4.	Ethical Leadership and Leadership Theories Concept of ethical leadership Leadership Theories: Charismatic, Trait, Behavioural and Situational Theories	25 %

Teaching-Learning Methodology	<p>These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.</p>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	The students will understand the concept of leadership, importance of leadership and level of conceptualization for leadership.
2.	The students will acquire knowledge regarding participative leadership, delegation, and empowerment.
3.	The students will understand the leadership training programme, steps in designing effective training and special techniques of leadership training programme.
4.	The students will understand the ethical leadership and leadership theories.

Suggested References	
Sr. No.	References
1.	Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
2.	L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
3.	Patricia Guggenheimer & Mary Diana Szulc: Understanding Leadership Competencies.

On-line resources to be used if available as reference material
On-line Resources
https://youtu.be/nkXr8P8cnXc
https://youtu.be/yT242UO4cgw





<https://youtu.be/V3VYtT4Fw2g>

<https://youtu.be/Bz0hx8Ck1QQ>

<https://youtu.be/Ee2evuc8j4o>





Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05CBBA71	Title of the Course	Management Accounting
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none">1. This course provides the students an understanding of the application of accounting techniques for management.2. The concepts and principles underlying the managerial accounting procedures and methods.3. The preparation and uses of accounting information for use within the firm.4. The use of accounting information for business decisions and as a basic language of business.5. To make the students develop competence with their usage in managerial decision making and control.
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Course Content		
Unit	Description	Weightage (%)
1.	Management Accounting – Nature & Scope (Theory) Meaning & Definition of Management Accounting Characteristics of Management Accounting Scope and Limitation of Management Accounting Functions of Management Accounting Methods of Management Accounting Difference between Management Accounting, Cost Accounting and Financial Accounting Role and Status of Management Accounting	25 %
2.	Budget & Budgetary Control (Examples) Meaning and Definition of Budget and Budgetary Control, Examples on Production Budget, Raw Material Consumption & Purchase Budget, Cash Budget, Flexible Budget	25 %
3.	Absorption Costing and Marginal Costing (Theory & Examples) Meaning of Absorption Costing and Marginal Costing Difference between Absorption Costing and Marginal Costing Examples on Income statement under Absorption Costing and Marginal Costing (One Year Information)	25 %
4.	Standard Costing & Variance Analysis (Examples) Examples on Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit)	25 %



Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

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



Suggested References	
Sr. No.	References
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

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



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

Course Code		Title of the Course	Business Taxation - I
Total Credits of the Course	03	Hours per Week	03

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





	<ul style="list-style-type: none">• Overview of GST• Need for GST in India• Advantages of GST• GST Council• GSTN and Its Process• Definition: Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge	
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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		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

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





5	Outlining the concepts of Indirect tax and GST from the pre-GST period to postGST period.
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Programme Outcomes: Having completed this course, the learner will be able to

1.	Enabling the students to have a fair idea on set-off and carry forward of losses, capital gain among students, concept of income from other source, assessment of individual income, compute the total income and tax liability of individual assesses and firms, expertise to file return of income tax and to take up job in filing of tax.
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Suggested References:

Sr. No.	References
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

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





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

Course Code	UM05CBBA73	Title of the Course	Materials Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concepts and definitions of materials management.2. To Acquire knowledge about industrial purchasing, purchase procedure and buying methods, stores and supply chain management.3. To prepare students Competent enough to take up to employment in Industrial Sector..4. To acquire knowledge about the modes of transportation and packaging.
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Course Content		
Unit	Description	Weightage*(%)
1.	Fundamentals of Materials Management • Classification of Materials • Materials Management: Meaning, Definition, Scope & Importance • Integrated Materials Management: Concept & Advantages • Material Planning: Concept, Need & Factors Affecting Materials Planning.	25%
2.	Industrial Purchasing (Theory 60% & Examples 40%) • Meaning, Definition & Importance of Purchasing • Principles of Right Purchasing • Purchase Procedure • Centralised v/s Decentralised Purchasing • Buying Methods • Vendor selection (Examples of Vendor Performance Rating)	25%
3.	Storekeeping • Meaning, Objectives & Importance of Storekeeping • Functions of Storekeeping • Store Location and Layout • Receiving and Inspection • Store Records	25%



4.	Logistics and Supply Chain Management	25%
	<ul style="list-style-type: none"> • Logistics Management – Meaning and Modes of Transportation • Warehousing – Meaning & Functions • Packaging – Meaning & Functions • Supply Chain Management – Meaning Need & Functions 	

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		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to identify the technical terms related to materials management.
2.	Students should be able to make independent purchase and storekeeping decisions.
3.	Students will be able to understand the various benefits of logistics and supply chain management.
4.	Students will be able to compute problems of vendor selection.
5.	Outlining the concepts of warehousing , stores records and stores layout.



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

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| 1. | Enabling the students to have a fair idea on Materials Management, storekeeping, warehousing, buying methods and procedures, vendor selection , supply chain management for modern business management in corporate world. |
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Suggested References:

Sr. No.	References
1.	Materials Management by K. Shridhar Bhat, Himalaya publication
2.	Logistics Management by Satish C. Ailawadi & Rakesh P. Singh PHI
3.	Production Management by Chunawalla and Patel



Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05DBBA71	Title of the Course	ADVANCED MARKETING MANAGEMENT – I
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<p>The course aims the students :</p> <ul style="list-style-type: none"> • To explain the significance of marketing research in the current scenario. • To develop understanding of sampling designs and data collection methods in market research. • To analyze marketing data using various statistical techniques to gain marketing insights. • To enhance the knowledge of various emerging applications of Marketing research.
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Course Content		
Unit	Description	Weightage (%)
1.	<p>Marketing Research</p> <ul style="list-style-type: none"> • Marketing Information-concept, need • MKIS-concept, elements & components • Marketing Research-nature, features, scope, uses & limitations • Marketing Research process • Research designs 	25 %
2.	<p>Data Collection & Sampling Decisions</p> <ul style="list-style-type: none"> • Primary & secondary data-sources, advantages & disadvantages • Questionnaire construction(process) • Scaling & measurement • Samplingdesign & sample size decisions. 	25 %
3.	<p>Data Analysis, Interpretation & Presentation:</p> <ul style="list-style-type: none"> • 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. 	25 %



4.	Emerging Applications of Marketing Research: <ul style="list-style-type: none">• Importance of Customer database• Relationship Marketing• Brand Equity Measurement• Customer Satisfaction & its measurement• Internet Marketing & Marketing Research• TQM.	25 %
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Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: At the end of the course, the learner will be able to	
1.	Understand the marketing research process and how it is used in various industries.
2.	Apply appropriate sampling design and sample size in the specific marketing research problem.
3.	Evaluate marketing data and choose a suitable statistical technique for the report's presentation.
4.	Identify the most recent marketing applications and their industry relevance.



Suggested References

Sr. No.	References
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

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

On-line Resources

<https://youtu.be/ABLHV5Ce6TI?list=PLPjSqITyvDeWBBaFUbkLDJ0egyEYuNeR1>

<https://youtu.be/kFM72UJhW8s>

<https://youtu.be/1Vi49F2q99o?list=PLPjSqITyvDeWBBaFUbkLDJ0egyEYuNeR1>



Objectives -Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05DBBA72	Title of the Course	ADVANCED FINANCIAL MANAGEMENT-I
Total Credits of the Course	03	Hours per Week	03

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



Teaching-Learning Methodology	.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	Explain the valuation of various securities.
2.	<ul style="list-style-type: none">• Calculate the cost of equity, bond and preference share.• Calculate the weighted average cost of capital (WACC).
3.	Explain what a lease is from the viewpoint of the lessor for both operating leases and finance leases.

Suggested References	
Sr. No.	References
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

On-line resources to be used if available as reference material
On-line Resources
https://youtu.be/xItNGPRBQKg
https://youtu.be/KJLHIOIdqA4
https://youtu.be/QzhaziGs6lQ
https://youtu.be/Ux69_UreKcU
https://youtu.be/Ex0sQ8xaQ0M
https://youtu.be/rUO8Qvcs7cY
https://youtu.be/SHiSe6-mOiY
https://youtu.be/mOM6XjY6NqE
https://youtu.be/UA5hfZoV7QE

Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05DBBA73	Title of the Course	<i>Advance Human Resource Management-I</i>
Total Credits of the Course	03	Hours per Week	03

Course Objectives	To acquaint students with Organizational Behavior, Group Dynamics and Organizational Change.
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Course Description		
Unit	Description	Weightage
1.	Organizational Behaviour Meaning, Definition, historical development, contributing disciplines, factors affecting Human behavior at work, S-O-B-C model of human behavior.	25%
2.	Individual Behaviour 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.	25%
3.	Group Dynamics Concept, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.	25%
4.	Organizational Change Concept, nature, influencing factors, planned change, change process, Resistance to change, overcoming resistance to change.	25%

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

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Case Study Practices
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* 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 behavior of various persons at work places.
2.	Understand reaction of people and employee towards change.
3.	Impact of change in organization, causes of change.
4.	Understand various aspects of human personality.
5.	Apply process of forming group in the organization.
6.	Learn group dynamics among the people.

Suggested References:	
Sr. No	References
1.	Organizational Behavior By Fred Luthans
2.	Organizational Behavior By K. Aswathappa
3.	Organizational Behavior By L. M. Prasad
4.	Organizational Behavior By Keith Davis
5.	Organizational Behavior By Stephen Robbins



Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05EBBA04	Title of the Course	Export Management - I
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none">1. To provide students with a working knowledge of the concepts,2. To demonstrate the role of Foreign Trade Policy3. To engage in a collaborative learning process to develop a better understanding of the context and domain of export management.4. To prepare students personally and professionally for meaningful employment by reflecting on the issues of export assistance.
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Course Content		
Unit	Description	Weightage (%)
1.	Indian Economy and Exports Export Marketing: Meaning, scope, Difference between Export Marketing & Domestic Marketing , International Marketing Environment: Factors, Trade barriers	25 %
2.	Institutional Infrastructures for Exports India's Current EXIM (Foreign Trade) Policy-features and amendments ,Export Promotion Agencies: Export Promotion Councils, Commodity Board & FICCI Service Organizations: ITPO, FIEO, IIFT	25 %
3.	Export Assistance 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)	25 %
4.	Identification of Markets for Exports International Trade Promotion Agencies: WTO, IMF, UNCTAD Regional Economic Groups: EU, ASEAN, SAARC, NAFTA	25 %



Teaching- Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	The Students will understand the concept of Export Marketing, Environmental factors and Trade barriers of International Trade
2.	The Students will acquire knowledge regarding Foreign Trade Policy, Promotion agencies and service organization
3.	The Students will be able to know need for export assistance, export promotion measures and special economic zone
4.	The Students will understand objectives and functions of International Trade Promotion Agencies and Regional Economic Groups



Suggested References	
Sr. No.	References
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

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



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

Bachelor of Business Administration (General)

Semester: V

Course Code:	UM05DBBA75	Title of the course:	Computer Based Project Management - I
Total Credits of the course	3	Hours per week:	3 Lectures + 3 Practical = 06
Course Objective	On completion of this course delegates will be able to: Use Project effectively, including how to juggle tasks and resources Create and assign resources, conflict leveling and splitting tasks Create a project plan file containing tasks Organize these tasks in a work breakdown structure containing task relationships Finalize the project to implement the project plan.		

Course Content		Weightage [%]
Unit	Description	
1	Project Fundamentals Introduction to Microsoft Project Server and Microsoft Project Web Access Understanding project management Basics and processes Understanding project stakeholders Keys to successful Project management	25%
2	Project planning and organizing 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	25%
3	Viewing Information Different views in project management Sorting project information Grouping project information Filtering Project information Navigating to a specific location in view	25%

4	Scheduling Task Setting task durations Task dependencies and scheduling task deadlines Task calendars	25%
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Teaching Learning Methodology	1	Lectures + Practical Lab
	2	Power Point Presentation
	3	Assignments

Evaluation Pattern	
Serial No.	Details of the Evaluation
1.	Internal Test
2.	Assignment
3.	External Execution

Course Outcomes: Having completed this course, the learner will be able to	
1.	You will exchange project plan data with other applications.
2.	Update project plans, create custom reports and reuse project plan information.
3.	Plan the project and understand project management.
4.	Evaluate project progress and address issues and risks and Create inter-dependency between projects and resources

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



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

Course Code	UM05GBBA71	Title of the Course	Indian Business Environment
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> 1. To impart knowledge on the concept of business environment and its interaction with non economic environment. 2. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business. 3. To develop understanding about the various economic policies.
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Unit	Description in detail	Weighting (%)
I	Unit I: Introduction to Business Environment <ul style="list-style-type: none"> • 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 	25%
II	Unit II: Non Economic Environment <ul style="list-style-type: none"> • Demographic transition theory of population • Compositional characteristics of Indian population and economic development • Concept of Socio-cultural fabric, Lifestyles and business, • Impact of socio cultural on business 	25%
III	Unit III: Technology and Natural Environment Concept of Technological Environment, Time lags in Technology introduction/absorption. Appropriate Technology, Technology – A Reason for Internationalization, Enabling Technologies and Globalizations, IT and Business, Impact of IT on Distribution and Retailing, IT and Global Competitiveness, IT Business and India, Transfer of Technology, Levels of TT, Channels of Technology Flow, Methods of Technology Transfer, Issues in Transfer in Technology, Promotion and Regulation, Areas of Regulation, Promotional Measures, Natural Environment	25%
IV	Unit IV: Economic policies <ul style="list-style-type: none"> • Economic survey • Union Budget – concept and salient features • Export - Import policy • Privatisation concept , ways, arguments for and against privatisation and EXIT Policy • Wage policies and Gig labours 	25%



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-2024

Teaching Learning Methodology	The course would be taught / learnt through ICT (e.g., Power Point Presentation, Audio-Visual Presentation), lectures, Group discussions, Assignments, Attendance (As per CBCS R.6.8.3)
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EVALUATION PATTERN:

Sr. No.	Details of the Evaluation	Weightage%
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

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

1.	To analyze various categories that constitute the business environment and apply various approaches that is helpful to manage both the internal and external environment of the business.
2.	To develop the understanding of technological, demographical, social, and cultural factors that play an important part in an organization's functioning and to evaluate the recent trends in the environment of the firm.
3.	To familiar the students with various economic policies of India like the Exit Policies and Export import policies and able them to understand the concept of budget and its salient features.

SUGGESTED REFERENCES::

1	Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy
2	Aswathappa K. Essentials of Business Environment
3	Cherunilam F. Business and Government
4	Cherunilam F. - Business Environment
5	Data And Sundurum - Indian Economy
6	Jain And Jain - Business Environment
7	Francies Cherunilam- Global Economy and Business Environment

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

On-line resources:

Websites:

- https://www.google.co.in/books/edition/Business_Environment
- https://www.google.co.in/books/edition/BUSINESS_ENVIRONMENT
- <https://www.google.co.in/books/edition/Xp0PEAAAQBAJ?hl=en&gbpv=1&dq=business+environment+books&printsec=frontcover>



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

Course Code	UM05GBBA72	Title of the Course	Personal Finance and Investment Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To develop sense and practice of savings and investment among students.2. To impart comprehensive knowledge on the various insurance policies , claim settlement, preparation of family cash budget and mutual fund.3. To enable students to deal with challenging scenario of future savings and investment opportunities.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction Of Personal Finance [Theory 50% and Example 50%] <ul style="list-style-type: none">• Introduction, Meaning and importance of personal financial Management• Goals of personal Finance• Financial Planning and budgeting process• Examples based on preparation of Family Cash budget, Personal Income and Expenditure Account and Balance sheet	25%
2.	Insurance [Theory 70% and Example 30%] <ul style="list-style-type: none">• Introduction• Life insurance: basic feature of endowment assurance, Money back plan, Whole life assurance plan and term assurance• General Insurance: basic features of medical insurance, vehicle insurance and accident insurance and liability insurance• IRDA• Examples on Calculation of premium and settlement of claim	25%
3.	Saving and Investment [Theory 100%] <ul style="list-style-type: none">• Introduction• Need for a Diversified Personal Investment Portfolio	25%



	<ul style="list-style-type: none"> • Investment avenue <ul style="list-style-type: none"> ○ Bank – Fixed Deposits, Recurring Deposits ○ Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond, Infrastructure bonds by ICICI and IDBI ○ Government Schemes – NSC, PPF, Post Office Schemes ○ Company Deposits ○ Overseas Investments – ADRs, GDRs, FCCBs, FCEBs 	
4.	Mutual Fund <ul style="list-style-type: none"> • Meaning, Concept, Definition <ul style="list-style-type: none"> • Classification of Mutual Fund • Importance of mutual Fund • Drawbacks of Mutual funds • Mutual Fund in India • NAV- Calculation • NAV for Mutual Funds • Role of NAV in the performance of a Fund 	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
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%



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

1.	The Student will be able to enhance skill of selecting better source of saving and investment.
2.	The student will gain knowledge of basic understanding of operation of mutual fund investment.
3.	The student will be able to apply course knowledge for their personal benefit also.

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

1.	Personal financial management will gauge the students with future investment opportunities and investment possibilities.
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Suggested References:

Sr. No.	References
1.	Securities Analysts and Portfolio Management, Avadhani V A
2.	Investment Management –Prassana Chandra
3.	Investment Analysis and Portfolio Management- Ranganatham M & Madhumati R
4.	Investment Management: Security analysis and Portfolio Management – Bhalla V K
5	Financial Markets and Services – Gordon and Natrajan
6	Financial Services – M.Y.Khan
7	Financial Services – S.Mohan and R.Elangoval



Bachelor of Business Administration (BBA General)
Semester - V

Course Code	UM05SBBA71	Title of the Course	SOCIAL ENTREPRENEURSHIP
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none"> 1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship. 2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social. 3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.1 4. To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.
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Course Content		
Unit	Description	Weightage (%)
1.	Fundamentals of Social Entrepreneurship Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship	25 %
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 %
3.	Rural Entrepreneurship Concept - Need - Problems - NGO & Rural entrepreneurship Development of rural entrepreneurship in India	25 %
4.	Trends in Social Entrepreneurship Major challenges - Major opportunities - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	25 %

Teaching-Learning Methodology	These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes	
1.	The Students will understand the concept of Social entrepreneur & entrepreneurship, Functions, Areas of social entrepreneurship
2.	The Students will acquire knowledge regarding women entrepreneur, Functions, Problems, Role of women associations
3.	The Students will be able to know rural entrepreneurship, Need & Problems
4.	The Students will understand Major challenges, Major opportunities, Global trends & Contribution of Successful Social entrepreneurs of India and abroad

Suggested References	
Sr. No.	References
1	Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press.
2	Social Entrepreneurship - Meaning, Challenges & Strategies by Hamza El Fasiki, Lambart 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

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



Bachelor of Business Administration
B.B.A. (General) NCC Semester V

Course Code	UB05SBBA72	Title of the Course	NCC Army-5
Total Credits of the Course	2	Hours per Week	3

Course Objectives: (Theory)	<p>Cadets will be able to: -</p> <ul style="list-style-type: none">(a) Understand the concept of Team and its functioning.(b) Understand the concept of Team and its functioning.(c) Hone Public speaking skills.(d) Understand the security set up and management of Border/Coastal areas.(e) Acquire knowledge about an Infantry Battalion organisation and its weapons.(f) Acquire knowledge about Indo-Pak Wars fought in 1965 & 1971.
Course Objectives: (Practical)	<p>Cadets will be able to:</p> <ul style="list-style-type: none">(a) Understand that drill as the foundation for discipline and to command a group for common goal.(b) Appreciate grace and dignity in the performance of ceremonial drill.(c) Use the compass and GPS to locate places on the ground and map.



Course Content : Theory (1 Credit : 1hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Personality Development</u> ➤ Group Discussions – ➤ Team work. ➤ Public speaking	25 %
2	<u>Unit 2. Border & Coastal Areas</u> ➤ Security Setup and Border/Coastal management in the area.	25 %
3	<u>Unit 3. Introduction to Infantry Battalion and its Equipment</u> ➤ Organisation of Infantry Battalion & its weapons	25 %
4	<u>Unit 4- Military History</u> ➤ Study of Battles of Indo-Pak Wars 1965 &1971	25 %



Course Content : Practical (1 Credit : 2 hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Drill</u> <ul style="list-style-type: none">➤ Ceremonial Drill.➤ Guard Mounting.	15 %
2	<u>Unit 2. Weapon Training</u> <ul style="list-style-type: none">➤ Short Range firing.	15 %
3	<u>Unit 3- Map Reading</u> <ul style="list-style-type: none">➤ Google Maps & applications.	10 %
4	<u>Unit 4- Field Craft & Battle Craft</u> <ul style="list-style-type: none">➤ Fire control orders.➤ Types of fire control orders.➤ Fire and Movement-<ul style="list-style-type: none">• when to use fire and movements tactics• Basic considerations• Appreciation of ground cover• Types of cover• Dead ground• Common Mistakes• Map and air photography• Selection of Fire position and fire control.	15 %
5	<u>Unit 5- Social Service and Community Development</u> Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.	15 %
6	<u>Unit 6. Health & Hygiene</u> <ul style="list-style-type: none">➤ Yoga- Introduction, Definition, Purpose, Benefits.➤ Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Sarvaangasana, Halasana etc.	15%



7	<p><u>Unit 7. Obstacle Training</u></p> <ul style="list-style-type: none"> ➤ Obstacle training – Intro, Safety measures, Benefits. ➤ Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc. 	15%
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Teaching-Learning Methodology	<p>ICT through</p> <ul style="list-style-type: none"> ➤ Power Point Presentation ➤ Audio-Visual Presentation ➤ Group Discussion ➤ Role Playing ➤ Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	External University Written Examination (As per CBCS R.6.8.3)	50 %
2.	External University Practical Examination in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	50%

Course Outcomes (Theory)

Expected Learning Outcomes.

After completing this course, the cadets will be able to: -

- (a) Participate in team building exercise and value team work.
- (b) Improve communication skills by public speaking activities.
- (c) Understand the security mechanism and management of Border/Coastal areas.
- (d) Get motivated to join armed forces.



Course Outcomes (Practical)

Expected Learning Outcomes:

After completing this course, the cadets will be able to: -

- (a) Perform ceremonial drill and follow the different word of command.
- (b) Do the social service on various occasions and get connected with the community.
- (c) Do all the asana and gain the physical& mental fitness.

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

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.
3.	Hand book of NCC by Kanti Publication, Etava U. P.
4.	Hand book of NCC by Ramesh Publishing house, New Delhi.

On-line Resources

<https://indiancc.nic.in/dg-ncc-gen-aich>

<https://indiancc.mygov.in/>

DGNCC training App
