

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (GENERAL)**  
**Semester: IV**  
**Syllabus with Effect from: November/December-2020**

Theory

|   |                        |
|---|------------------------|
| <b>Paper Code: UM04ABBA51</b>                       | <b>Total Credit: 3</b> |
| <b>Title Of Paper: Corporate Communication – II</b> |                        |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| I           | <b>Press Reports</b><br>Drafting of Press Reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)  | 13%(08 marks)        |
|             | <b>Non-verbal aspects of communication</b><br>( Kinesics, Proxemics, Chronemics, Paralanguage)<br>( General questions / short notes may be asked)  | 12%(07 marks)        |
| II          | <b>Business Reports</b><br>Drafting of Individual and Committee Reports on the following topics:<br>Selection of Site ( Feasibility Report)<br>Labour and Personnel Problems<br>Decline in Sales<br>Fire and Accidents   | 25% (15 Marks)       |
| III         | <b>Drafting of Speeches</b><br>Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman’s speech at the Annual General Meeting, vote of thanks)   | 25% (15 Marks)       |
| IV          | <b>Notice, Agenda and Minutes of Corporate Meetings</b><br>Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting ) | 25% (15 Marks)       |

## Practical (Advanced Language Skills)

| <b>Unit</b> | <b>Description in detail</b>                          | <b>Weighting (%)</b> |
|-------------|---|----------------------|
| I           | Note Taking/Note Making                               | 33% (20 Marks)       |
| II          | Group Discussion                                      | 33% (20 Marks)       |
| II          | Review Writing (A Novel/a Biography/an Autobiography) | 34% (20 Marks)       |

## **Basic Text & Reference Books (Theory)**

Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)  
Principles and Practice of Business Communication – Rhoda A Doctor &Aspi H Doctor (AR Sheth & Company, Mumbai)  
Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)  
Developing Communication Skills – Krishna Mohan &MeeraBenerji (Macmillan)  
Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)  
Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)  
Effective Business Communication – M V Rodriques (Concept Publishing House)  
Writing with a purpose – ChampaTickoo and Jaya Sasikumar (Oxford University Press, Mumbai)  
Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)  
Communication Skills – Sanjay Kumar &PushpLata (OUP)

## **Books / Programmes Recommended: (Practical)**

|                           |              |
|---------------------------|--------------|
| Starting Business English | BBC ( Video) |
| Follow Through            | BBC (Video)  |

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**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (General)**  
**Semester: IV**

**Syllabus with effect from: November/December-2020**

|   |                   |
|---|-------------------|
| <b>Paper Code: UM04CBBA51</b>                         | <b>Total</b>      |
| <b>Title of Paper: Human Resource Management - II</b> | <b>Credits: 3</b> |

| Unit No. | Description in Detail   | Weightage  |
|----------|---|------------|
| <b>1</b> | <b>Employee Safety and Health</b> <ul style="list-style-type: none"> <li>• Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India.</li> <li>• Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956</li> </ul> | <b>25%</b> |
| <b>2</b> | <b>Industrial Relations and Industrial Disputes</b> <ul style="list-style-type: none"> <li>• Industrial Relations: Concept, Objectives, Parties, Importance and Approaches</li> <li>• Industrial Dispute: Definition, Forms, Causes and Preventive Machinery (Settlement Authorities)</li> </ul>  | <b>25%</b> |
| <b>3</b> | <b>Trade Union and Collective Bargaining</b> <ul style="list-style-type: none"> <li>• Trade Union: Meaning, Functions, Problems and Measures. Evolution of Trade Union.</li> <li>• Collective Bargaining: Meaning, Strategies and Process</li> </ul>  | <b>25%</b> |
| <b>4</b> | <b>Recent Trends in HRM</b> <ul style="list-style-type: none"> <li>• HRM and Human rights (UNO)</li> <li>• Challenges of HRM at National &amp; International level</li> <li>• HRM &amp; Globalisation</li> <li>• ILO</li> </ul>   | <b>25%</b> |

**Reference Books:**

- Personnel Management: C B Memoria & S V Gankar, Himalaya Publishing House
- Human Resource Management: S S Khanka, S Chand
- Human Resource Management: C B Gupta, Himalaya Publishing House
- Text and Cases of Human Resource Management: P SubbaRao, Himalaya Publishing House
- Human Resource and Personnel Management: K Aswathappa

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (General)**  
**Semester: IV**  
**Syllabus with effect from: November/December-2020**

**Title of Paper: Marketing Management-II**

**Paper Code: UM04CBBA52**

**Total Credit: 3**

| Unit     | Description in detail   | Weighting (%) |
|----------|---|---------------|
| <b>1</b> | <b>Buyer Behavior and Market Segmentation</b><br>Introduction<br>Model of Buyer Behavior,<br>Scope of Buyer Behavior,<br>Process of Buyer Behavior,<br>Major influencing Factors,<br>Bases of Market Segmentation,<br>Segmentation Process  | <b>25 %</b>   |
| <b>2</b> | <b>Consumerism</b><br>Concept of Consumerism,<br>History & Evolution of Consumerism,<br>Causes of Consumerism,<br>Consumer Protection Act,<br>Consumer Movement   | <b>25 %</b>   |
| <b>3</b> | <b>Service Marketing</b><br>Introduction of Service Marketing,<br>Characteristics of Service,<br>Classification of Service,<br>Service Marketing Mix,<br>Introduction of Service Quality,<br>Determinants of Service Quality,<br>4 P's of Service Marketing.  | <b>25 %</b>   |
| <b>4</b> | <b>Social Marketing:</b> Concept of Social Marketing, Benefits of Social Media Marketing (with reference to individual and company), Tools of social media.<br><b>Direct Marketing:</b> Major Channels of Direct Marketing & Types of Direct Marketing Channels<br><b>Online marketing:</b> Advantages and challenges of Online Marketing , Rules for online economy.<br><b>Green Marketing:</b> Meaning, Importance, Fundamentals For Effective Green Marketing, Problems. | <b>25 %</b>   |

**Basic Text & Reference Books**

- Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
- Marketing Management by Philip Kotler, Eastern Economy Edition, 10<sup>th</sup> Edition
- Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13<sup>th</sup> Edition.
- Marketing Management by S. A. Sherlekar, Himalaya Publication.
- Service Marketing by P. K. Gupta, Everest Publishing House
- Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press
- Marketing Management by D. Datta and M. Datta, Vrinda Publication (P) Ltd., Delhi

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: IV**  
**Syllabus with effect from : NOV./ DEC 2020**

**UM04CBBA53 Financial Management-II**

| Unit | Description in detail  | Weightage |
|------|--|-----------|
| 1.   | <p><b>Cash Management:</b><br/> 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 &amp; Investing surplus cash.</p>   | 25 %      |
| 2.   | <p><b>Receivables and Inventory Management:</b><br/> <b>(Theory 50% &amp; Examples 50%)</b><br/> Meaning and Nature of Receivables, Meaning and objectives of Receivables Management, Credit Policy variables, Examples of credit evaluation Relaxation in credit period &amp; Cash discount proposals only)</p> <p>Meaning of inventories &amp; inventory management, Objectives, Importance, Inventory Management techniques - EOQ &amp; levels of inventory (Theory only)</p> | 25 %      |
| 3.   | <p><b>Capitalization:</b><br/> Meaning, Theories of Capitalization- Cost &amp; Earning Theory Over-capitalization &amp; Under-capitalization: Meaning, Causes, Effects &amp; Remedies</p>  | 25 %      |
| 4.   | <p>Leverage Analysis &amp; Capital Structure:[Theory 50% &amp; Examples 50%]<br/> Meaning of Leverage, Importance, Types of Leverages-, Operating Leverage, Financial Leverage and combined Leverage- Meaning, computation, utility and degree of each leverage.</p> <p>Capital Structure: Meaning, Features, Principles, Importance, optimum capital structure, Factors affecting capital structure, Examples on EPS.</p>   | 25 %      |

**Basic Text & 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 Programme:**  
**BBA (GENERAL)**  
**Semester: IV**  
**Syllabus with Effect From: November/December-2020**  
**UM04DBBA51 Cost Accounting**  
**Total Credit : 3**

| Unit | Description in detail   | Weighting (%) |
|------|---|---------------|
| I    | <p><b>Essential of Cost Accounting: (Theory Only)</b><br/>           Introduction &amp; Definition and Concept of Cost Accounting.<br/>           Advantages &amp; Objectives of Cost Accounting.<br/>           Financial Accounting and Cost Accounting.<br/>           Methods and Techniques of Cost Accounting.<br/>           Installation of Costing System.</p>   | 25 %          |
| II   | <p><b>Material and Labour Cost:</b><br/> <b>Material Cost:</b><br/>           Meaning of Material; Material Control; Techniques of Material Control – ABC Techniques – VED Analysis.<br/>           Examples based Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity.<br/> <b>Labour Cost:</b><br/>           Meaning; Control of Labour Cost; Labour Turn Over; Causes of Labour Turn Over.<br/>           Methods of remuneration ; Time Rate; Piece Wage<br/>           Examples based on Labour Turn Over and Incentive Plans: Halsey Premium Plan; Rowan Plan; Taylor’s Differential Piece Rate System and</p> | 25%           |
| III  | <p><b>Overhead Cost:</b><br/>           Meaning of Overheads; Classification of Overhead Cost; Fixed Cost and Variable Cost.<br/>           Allocation and Apportionment of Overheads; Absorption of Overheads<br/>           Examples based on Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method.<br/>           Examples based on Machine Hour Rate.</p>   | 25%           |
| IV   | <p><b>Unit Costing and Reconciliation of Cost and Financial Accounts:</b><br/> <b>Unit Costing:</b><br/>           Costing Procedure; Treatment of Stocks<br/>           Examples based on Cost Sheet and Price Quotation<br/> <b>Reconciliation of Cost and Financial Accounts:</b><br/>           Need for Reconciliation; Methods of Reconciliation.<br/>           Problems on Preparation of Cost Reconciliation Statement.</p>  | 25%           |



### **Basic Text & Reference Books:-**

Cost Accounting - Khan My And Jain Pk

Cost Accounting And Financial Management - Kishore Ravi M

Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari S K

Advanced Cost Accountancy - Nigam Lall And Sharma G.L

Cost Accounting Method And Problems - Bhar B K

Studies In Cost Accounting - Das Gupta

Cost Accounting - Saxena V K

Advanced Cost Accounting - Jain S P And Narang K L



**SARDAR PATEL UNIVERSITY**  
**BBA (GENERAL) SEMISTER: IV**  
**PAPER CODE: UM04DBBA52**

**TITLE OF PAPER: STATISTICS FOR MANEGMENT - II**

**(TOTAL CREDIT: 3)**

**Objectives:** (1) To enhance analytical ability in students for processing data  
 (2) To familiarize students with applications of Statistical techniques in business decision Making .

| UNIT | DESCREIPTION IN DETAIL   | WEIGHTAGE (%) |
|------|--|---------------|
| 1    | <b>Sampling (Theory Only)</b><br>(a) Terminology :Population ,Sample, Parameter, Statistics<br>(b) Characteristics of ideal sample<br>(c) Population Survey V/s Sample Survey<br>(d) Concept of Sampling errors and Non-Sampling Errors<br>(e) Sampling Methods: Procedure, Merits, Demerits :Simple Random Sampling, Stratified random Sampling, Systematic Sampling , Cluster Sampling               | 25            |
| 2    | <b>Probability</b><br>(a) Terminology: Event , Sample space, Mutually exclusive , equally likely, exhaustive , joint, dependent, independent events<br>(b) Definitions : Mathematical , Statistical and Axiomatic<br>(c) Additional and multiplication rules of probability for two and three events respectively<br>(d) Mathematical Expectation: Meaning and properties. Examples on $E(x)$ ; $V(x)$ | 25            |
| 3    | <b>Probability Distributions</b><br>(a) Meaning and importance of probability distributions<br>(b) Binomial, Poisson, Normal distribution: Meaning, Conditions, pdf , properties and uses.   | 25            |
| 4    | <b>Statistical Quality Control ( SQC )</b><br>(a) Meaning , Importance's and Principles of SQC<br>(b) Charts for variables (Mean and Range chart)<br>(c) Charts for Attributes ( p, np & c charts)   | 25            |

**References:**

- D. C Sancheti & V K Kapoor: Statistics (Theory, Methods and Applications) Sultan Chand Publication, New Delhi
- S C Gupta: Fundamentals of Statistics, Himalaya Publishing House
- Prof. H R Vyas and Others, Business Statistics, B S Shah Prakashan
- R P Hooda: Statistics for Business and Economics, Mac Millian Publication, New Delhi



**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (GENERAL)**  
**Semester: IV**  
**Syllabus with Effect from: November/December-2020**

**Title of Paper: Customer Relationship Management**

**Paper Code: UM04DBBA33**

**Total Credit: 3**

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>1</b>    | <b>Conceptual Foundation</b><br>Concept of Customer Relationship Management,<br>Benefits of CRM,<br>Objectives of CRM,<br>Significance of CRM,<br>Relationship between CRM and technology,<br>Evolution of CRM,<br>Customer Life Cycle value | <b>25 %</b>          |
| <b>2</b>    | <b>CRM Strategy</b><br>Strategic Perspective on CRM,<br>Creating CRM Culture,<br>Building Blocks of CRM,<br>CRM Strategies   | <b>25 %</b>          |
| <b>3</b>    | <b>CRM in Marketing</b><br>Importance of CRM in Marketing,<br>Types in CRM,<br>Marketing Initiatives of CRM  | <b>25 %</b>          |
| <b>4</b>    | <b>E- Customer Relationship Management</b><br>E-CRM,<br>Different Levels of E-CRM,<br>Evolution of E-CRM,<br>Difference between CRM and E-CRM,<br>E-CRM Tools  | <b>25 %</b>          |

**Basic Text & Reference Books**

- CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
- CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
- E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
- Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh

**SARDAR PATEL UNIVERSITY**  
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**UM04GBBA51 Economic Analysis-II**

**Credit:3**

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>1</b>    | <b>Revenue and Perfect Competition</b><br>Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point | <b>25%</b>           |
| <b>2</b>    | <b>Monopoly</b><br>Characteristics, Price and output determination, Price discrimination-degrees, possibility and profitability, dumping.  | <b>25%</b>           |
| <b>3</b>    | <b>Monopolistic competition:</b><br>Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve<br>Concept of excess capacity.                                    | <b>25%</b>           |
| <b>4</b>    | <b>Duopoly and Oligopoly:</b><br>Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy                                     | <b>25%</b>           |

**Basic Text & Reference Books:-**

1. Economic Theory And Operation Analysis – W.J. Baumol
2. Managerial Economics – Samuel Paul
3. Managerial Economics – Coyne
4. Introduction To Managerial Economics – Savage And Small
5. Managerial Economics – D.C. Hague
6. Economic Theory – Stonier Hague
7. Advance Economic Theory – H.L. Ahuja
8. Managerial Economics – Gopal Krishna
9. Managerial Economics – G.S. Gupta

# SARDAR PATEL UNIVERSITY

Programme: BBA (General)

Semester: IV

Syllabus with Effect From: Nov./Dec., 2020

Total Credit:3

## UM04SBBA51 Rurban Planning for India

| Unit | Description in detail  | Weighting (%) |
|------|--|---------------|
| 1    | <b>Rural Development</b><br>Concept of Rural Development, Size, Structure and Characteristics, Determinants of Rural Development, Gandhian model of Rural Development.   | 25%           |
| 2    | <b>Urban Development</b><br>Concept of Urbanization, Causes of Urbanization, Trends in Urbanisation, Effects of Urbanisation, Urban informal Sector, Women in Informal Sector. Migration – Meaning, Types and Causes, Migration and development, Todaro’s Migration Model. | 25%           |
| 3    | <b>Rurban Development</b><br>Concept, Rurban orphology in Gujarat, Rurban objectives, Rurban Development Plan in Gujarat   | 25%           |
| 4    | <b>Rurban Schemes and model village</b><br>Current Schemes of rurban development, Initiatives and Future Challenges. A Study of Model Rurban village in state of Gujarat (e.g. Dharmaj or Thamna in Anand district).   | 25%           |

### Basic Text & Reference Books:-

1. Michael P Todaro (2001), “Economic Development,” Pearson Education.
2. Mishra S K And Puri, “Economics Of Development And Planning Theory & Practice,” Himalaya Publications
3. M L Jhingan, “Economics Of Development And Planning,” Vrinda Publications.
4. Wwww.Rural-Urban.Org
5. [Http://Www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-Changing-Face-Of-Modern-India](http://Www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-Changing-Face-Of-Modern-India)
6. Government of Gujarat, Development Program-2011-12, General Administration Department, Planning Development, Gandhinagar, February 2011.
7. [Http://Www.Invr.Net/Thechandigarhproject/Rurbanplanning.Html](http://Www.Invr.Net/Thechandigarhproject/Rurbanplanning.Html)
8. [Http://Www.Invr.Net/Thechandigarhproject/Rurbanmodels.Html](http://Www.Invr.Net/Thechandigarhproject/Rurbanmodels.Html)
9. Website Of Gujarat Knowledge Society
10. Statistical Handbook of Gujarat.

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (General)**  
**Semester: IV**

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|  |                             |
|--|-----------------------------|
| <b>Paper Code: UM04SBBA52</b>              | <b>Total<br/>Credits: 3</b> |
| <b>Title of Paper: Disaster Management</b> |                             |

| Unit No. | Description in Detail   | Weightage  |
|----------|---|------------|
| <b>1</b> | <b>Overview of Disaster Management</b><br>Introduction to disaster, nature, characteristics and significance. Distinguishing between an emergency and a disaster situation. Concept of Risk, hazards and Vulnerability. Types of natural and non-natural disasters. Disaster Management Cycle.  | <b>25%</b> |
| <b>2</b> | <b>Disaster Mitigation and Disaster Preparedness</b><br>Disaster Mitigation, Approaches and strategies. Disaster Preparedness and Precautionary measures. Meaning of Search and Rescue. Disaster Risk Reduction (DRR). The Emergency Operation Plan (EOP).  | <b>25%</b> |
| <b>3</b> | <b>Disaster Management and Technology</b><br>Meaning of predictability, Forecasting and Warning. Emergency Management Systems (EMS). Geographic Information Systems (GIS) and Disaster Management. The Role of Media in Disaster Management   | <b>25%</b> |
| <b>4</b> | <b>Disaster Management in India</b><br>Geographical classification of India on the basis of natural disasters. Disaster management policy of India: Significance, Main elements of national body. National Disaster Management Authority. Nodal Agencies: State, district and local authorities. Stakeholders in disaster management. | <b>25%</b> |

**Reference Books:**

- Sinha, P. C. (Ed) Encyclopedia of Disaster Management; Anmol Publications, New Delhi.1998.
- W. Nick. Carter, Disaster Management –a Disaster Manager’s handbook, Asian Development bank February 1992
- IGNOU study material.
- Srinivas, H. (2005) Disasters: a quick FAQ.
- Rajdeep Dasgupta, Disaster Management and Rehabilitation
- Mukesh Kapoor, Disaster Management, Surabh Publication House, New Delhi.
- B.B.N Murthy Disaster Management, Text and Case studies, Deep and Deep Publication, new Delhi