

**SARDAR PATEL UNIVERSITY**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Structure with effect from: June – 2023-24**  
**BBA (General) (3 Years) SEMESTER – VI**

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM06ABBA71	Business Etiquettes and Presentation Skills-II	T	3	2	30	70	100
	UM06ABBA72	Leadership Skills for Management-II	T	3	2	30	70	100
Core Courses (Any Three)	UM06CBBA71	Accounting for Decision Making	T	3	2	30	70	100
	UM06CBBA72	Business Taxation-II	T	3	2	30	70	100
	UM06CBBA73	Operations Management	T	3	2	30	70	100
Generic Elective (Any One)	UM06GBBA71	Entrepreneurship Development	T	3	2	30	70	100
	UM06GBBA72	Global Business Environment	T	3	2	30	70	100
Discipline Specific Elective (Two One)	UM06DBBA71	Advanced Marketing Management-II	T	3	2	30	70	100
	UM06DBBA72	Advanced Financial Management-II	T	3	2	30	70	100
	UM06DBBA73	Advance Human Resource Management-II	T	3	2	30	70	100
	UM06DBBA74	Export Management-II	T	3	2	30	70	100
	UM06DBBA75	Computer Based Project Management-II	T	3	2	30	70	100
Skill Enhancement Elective Course (Any One)	UM06SBBA71	Comprehensive Project	T	3	2	30	70	100
	UM06SBBA72	NCC Army-6	T+P	3	2	30 (15+15)	70 (35+35)	100



Course Code	UM06ABBA71	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"> <li>• To impart training to the students with a view to developing their communicative competence in English.</li> <li>• To equip students with the skills necessary at the workplace.</li> </ul>
--------------------	--

<b>Course Content (Theory)</b>		
	Description	Weightage
1.	<b>Essentials of Presentation</b> <ol style="list-style-type: none"> <li>1. Using Visual Aids for Presentation Oral Presentation (Transparencies, graphs, charts, etc.)</li> <li>2. Using Audio /Visual Aids for Presentation Electronic Presentation (Multimedia/PPT)</li> <li>3. Coping with Presentation fears</li> <li>4. Non-Verbal aspects of Presentation</li> </ol>	25%
2.	<b>Intercultural Business Communication</b> <ol style="list-style-type: none"> <li>1. Need and importance of Intercultural Business Communication</li> <li>2. Developing intercultural awareness</li> <li>3. Patterns of cultural differences</li> <li>4. Factors of cross cultural relationship</li> </ol>	25%
3.	<b>Business Etiquettes (Advanced)</b> <ol style="list-style-type: none"> <li>1. Etiquettes in Written Communication</li> <li>2. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview</li> </ol>	25%
4	<b>Negotiation Skills</b> <ol style="list-style-type: none"> <li>1. Negotiation: Concept and Importance</li> <li>2. Stages in the Negotiation Process</li> <li>3. Strategies of negotiation: initial, during and reaching (closing)</li> </ol>	25%

Teaching-Learning Methodology	<b>Learner-centred Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
-------------------------------	--

**Practical:**

1. Presentations (Oral or PPT) 50% (For Presentation a student may select any topic from social, academic, management and business related areas )
2. Viva Voce (Based on the Presentation)



**Evaluation Scheme:**

1. The examination will be conducted in two parts: Written and Practical. Both will carry equal weighting in internal as well as external examination in the ratio of 70:30.
2. The Written Examination will be of Three Hours duration and carry 70 Marks.
3. Practical Examination will comprise:
  - a. PPT / Oral Presentation; answering questions on the presentation.
4. The total number of marks obtained by a candidate out of 140, i.e., the total of written and practical examination shall be divided by two so as to get marks out of 70 at external examination.

<b>Course Outcomes:</b> After completion of the course, the learner is able to,	
	<ul style="list-style-type: none"><li>• Communicate Effectively in Global Business Environment.</li><li>• Can apply English for specific Business Purposes</li></ul>

Sr. No.	References (Theory)
	Reference Books: <ol style="list-style-type: none"><li>1. Hasbany Ghassan: <i>How to make winning presentation</i>: Jaico Publication</li><li>2. Antony Jay &amp; Ross Jay: <i>Effective Presentation</i>, Universities Press (UP).</li><li>3. David Robinson: <i>Business Etiquettes</i>, Kogan Page India Private Limited.</li><li>4. H. Frazier Moore &amp; Frank Kalupa: <i>Public Relation</i>, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.</li><li>5. Doctor, Rhoda A. &amp; Doctor, Aspi H: <i>Principles and practices of Business Communication</i>, Sheth Publishers Pvt. Ltd. Mumbai.</li><li>6. Rajendra Pal &amp; J S Korlahalli: <i>Essentials of Business Communication</i>, SultanChand &amp; Sons</li><li>7. Raman, Minaxi &amp; Singh, Prakash: <i>Business Communication</i>, OXFORD</li><li>8. Chatruvedi, P D &amp; Chatruvedi, Mukesh: <i>Business Communication</i>, Second Edition, PEARSON.</li></ol>

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

\*\*\*\*\*



**Bachelor of Business Administration (BBA General)**  
**Semester - VI**

<b>Course Code</b>	<b>UM06ABBA72</b>	<b>Title of the Course</b>	<b>Leadership Skills for Management-II</b>
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>
<b>Course Objectives</b>	1. The course is designed to understand the importance of leadership skills for management. 2. It is helpful to understand the managerial traits and skills. 3. It helps to understand the competencies for leadership skills. 4. It helps to understand the various developmental activities of leadership. 5. It helps to understand leadership development process and approach.		

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Managerial Traits and Skills</b>  • Nature of Traits & Skills 1. Emotional Stability 2. Defensiveness 3. Integrity 4. Interpersonal Skills 5. Technical & Cognitive Skills  • Managerial Traits and Effectiveness 1. High Energy level and Stress Tolerance 2. Self Confidence 3. Internal Locus of Control 4. Emotional Stability and Maturity 5. Power Motivation 6. Personal Integrity 7. Achievement Orientation 8. Need for Affiliation  • Managerial Skills and Effectiveness 1. Technical Skills 2. Conceptual Skills 3. Interpersonal Skills	<b>25 %</b>
<b>2.</b>	<b>Relevant Competencies for Leadership Skills</b>  • Other Relevant Competencies 1. Emotional Intelligence 2. Social Intelligence 3. Systems Thinking 4. Ability to learn  • Situational Relevance of Skills 1. Skills Needed at Different levels 2. Transferability of Skills Across Organizations 3. Requisite Skills and the External Environment	<b>25 %</b>



	<ul style="list-style-type: none"> <li>• Applications for Managers               <ol style="list-style-type: none"> <li>1. Maintain Self-Awareness</li> <li>2. Develop relevant skills</li> <li>3. Remember that a strength can become a weakness</li> <li>4. Compensate for weaknesses.</li> </ol> </li> </ul>	
<b>3.</b>	<p><b>Leadership Developmental Activities</b></p> <ul style="list-style-type: none"> <li>• Learning from Experience               <ol style="list-style-type: none"> <li>1. Amount of challenge</li> <li>2. Variety of Tasks or Assignments</li> <li>3. Relevant Feedback</li> </ol> </li> <li>• Developmental Activities               <ol style="list-style-type: none"> <li>1. Multisource Feedback</li> <li>2. Developmental Assessment Centers</li> <li>3. Developmental Assignments</li> <li>4. Job Rotation Programs</li> <li>5. Action Learning</li> <li>6. Mentoring</li> <li>7. Executive Coaching</li> <li>8. Outdoor Challenge Programs</li> <li>9. Personal Growth Programs</li> </ol> </li> </ul>	<b>25 %</b>
<b>4.</b>	<p><b>Contemporary Issues in Leadership</b></p> <ol style="list-style-type: none"> <li>1. Inspirational Approach on Leadership           <ol style="list-style-type: none"> <li>(a) Charismatic Leadership</li> <li>(b) Transformational Leadership</li> </ol> </li> <li>2. Authentic Leadership           <ol style="list-style-type: none"> <li>(a) Self-awareness</li> <li>(b) Self-regulation &amp; development</li> <li>(c) Relational Transparency</li> </ol> </li> <li>3. Contemporary Leadership Roles           <ol style="list-style-type: none"> <li>(a) Mentoring</li> <li>(b) Self-Leadership</li> <li>(c) E-Leadership</li> </ol> </li> <li>4. Leadership Development           <ol style="list-style-type: none"> <li>(a) Ingredients of Leadership Development</li> <li>(b) Leadership Development Process</li> </ol> </li> </ol>	<b>25 %</b>

<b>Teaching-Learning Methodology</b>	<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>
--------------------------------------	--



<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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%

<b>Course Outcomes</b>	
<b>1.</b>	The students will understand the concept of managerial traits and skills.
<b>2.</b>	The students will acquire knowledge regarding competencies for leadership skills and applications for managers.
<b>3.</b>	The students will understand the leadership developmental activities.
<b>4.</b>	The students will understand inspirational approach on leadership, authentic leadership and contemporary leadership roles.

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

On-line resources to be used if available as reference material
On-line Resources
<a href="https://youtu.be/cx_RXvE1qic">https://youtu.be/cx_RXvE1qic</a>
<a href="https://youtu.be/uGbQFnnTYpE">https://youtu.be/uGbQFnnTYpE</a>
<a href="https://youtu.be/61OzhSrgsd8">https://youtu.be/61OzhSrgsd8</a>
<a href="https://youtu.be/6XSx_uGVe5g">https://youtu.be/6XSx_uGVe5g</a>

\*\*\*\*\*



**Bachelor of Business Administration (BBA General)**  
**Semester - VI**

<b>Course Code</b>	<b>UM05CBBA71</b>	<b>Title of the Course</b>	<b>ACCOUNTING FOR DECISION MAKING</b>
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. Explain how Cost-Volume Profit (CVP) analysis is related to planning for a profitable business and describe the relationship between sales volume, costs and profit.</li><li>2. Learn how to make better decisions, better focus and identify specific decisions</li><li>3. Identify relevant and irrelevant costs and benefits in a decision.</li><li>4. Value added accounting indicate the value or wealth created by an enterprise.</li></ol>
--------------------------	--

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Cost Volume Profit Analysis (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning, Assumptions, and Limitations of CVP Analysis</li><li>• Break Even chart and its utility</li><li>• Examples On: (a) P/V Ratio, Break Even Point and Margin of Safety (b) Sales Mix (c) Plant Merger</li></ul>	<b>25 %</b>
<b>2.</b>	<b>Decision Making (Examples)</b> Examples On: Key Factor, Product Mix, Dropping & Replacement of Product	<b>25 %</b>
<b>3.</b>	<b>Differential Cost Analysis (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning &amp; Significance of Differential Cost Analysis,</li><li>• Compare &amp; Contrast between Differential Cost Analysis and Marginal Cost Analysis.</li><li>• Examples on: Level of Activity Planning, Pricing Decision, Dumping Decision (Export Order), Acceptance of Special offer, Make or Buy</li></ul>	<b>25 %</b>
<b>4.</b>	<b>Value Added Accounting (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Introduction &amp; Definition of Value Added Accounting</li><li>• Value Added Statement as Performance Measurement</li><li>• Difference Between Value Added Statement and Profit &amp; Loss Account</li><li>• Examples On: Preparation of Value Added Statement</li></ul>	<b>25 %</b>



<b>Teaching-Learning Methodology</b>	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.
--------------------------------------	---

<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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%

<b>Course Outcomes</b>	
<b>1.</b>	Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques.
<b>2.</b>	Evaluate complex ideas and tolerate ambiguity in managerial and organisational problem-solving.
<b>3.</b>	Evaluate the costs and benefits of different conventional and contemporary costing systems
<b>4.</b>	Apply management in ethical decision making.
<b>5.</b>	Understand problem solving techniques and analyse their outcomes used in various business decision making.





<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1</b>	Advanced Cost Accounting – Jain S.P And Narang KL
<b>2</b>	Textbook of Cost & Management Accounting – Arora M.N.
<b>3</b>	Cost Accounting – Khan My and Jain PK
<b>4</b>	Cost Accounting and Financial Management – Kishore Ravi M
<b>5</b>	Problems And Solution in Adv. Accounting – Maheshwari S.N. And Maheshwari S.K.
<b>6</b>	Advanced Cost Accountancy – Nigam Lalla and Sharma G.L.
<b>7</b>	Cost Accounting – Saxena V.K.
<b>8</b>	Advanced Management Accounting: Ravi M. Kishore
<b>9</b>	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- VI**

Course Code	UM06CBBA72	Title of the Course	Business Taxation - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To understand the basic concepts and definitions under the Income Tax Act, 1961.</li><li>2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.</li><li>3. To prepare students Competent enough to take up to employment in Tax planner.</li><li>4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.</li></ol>
--------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	<b>Profits and Gain from Business &amp; Profession of Individual (Examples only)</b> <ul style="list-style-type: none"><li>• Simple examples for both business and professional income(Examples on Depreciation will not be covered separately in this Unit)</li></ul>	25%
2.	<b>Income from Capital Gains (Examples only)</b> <ul style="list-style-type: none"><li>• Computation of Short term &amp; Long term Capital Gain based on exemptions available under section 54, 54F &amp; 54EC only.</li></ul>	25%
3.	<b>Income from Other Sources &amp; Computation of Total Income</b> <p><b>A. Income from other sources: (Examples only)</b></p> <ul style="list-style-type: none"><li>• Computation of Income from Other Sources</li></ul> <p><b>B. Computation of Total Income from the given Gross Total Income only:(Theory only)</b></p> <ul style="list-style-type: none"><li>• Deductions from Gross Total Income in respect of payment covering Section 80C, 80D and 80 G.</li></ul>	25%



4.	<b>Assessment, TDS, Advance Tax &amp; Return of Income (Theory only)</b> <ul style="list-style-type: none"><li>• Meaning of Assessment, Types of Assessment</li><li>• Tax Deducted at Source (TDS)</li><li>• Advance Payment of Tax</li><li>• Return of Income, Time for filling Return, Types of Income Tax Return</li><li>• Permanent Account Number (PAN)</li></ul>	25%
----	--	-----

<b>Teaching-Learning Methodology</b>	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
--------------------------------------	---

<b>Evaluation Pattern</b>		
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%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
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	To help the students to understand the various deductions under Chap VI-A of the Income tax act, 1961.
6	To make the students determine the net total taxable income of an assessee after reducing the deductions from the gross total income earned from all or either of the five heads of income and also to compute tax based on slab rates.

**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.
----	---

**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- VI

Course Code	UM06CBBA73	Title of the Course	<b>Operations Management</b>
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> <li>1. To understand the basic concepts and definitions of operations management.</li> <li>2. To Acquire knowledge about production processes and types of plant layout..</li> <li>3. To prepare students Competent enough to take up to employment in operations management area of corporate sector.</li> <li>4. To acquire knowledge about the production planning and control in industrial sector.</li> </ol>
--------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	<b>Fundamentals of Operations Management (Theory-100%)</b> Operating System and operation management: Meaning of operating system; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment.	25%
2.	<b>Production Process and Plant Layout (Theory-100%)</b> Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)	25%
3.	<b>Work Design (Theory-60% Examples - 40%)</b> Meaning and concept of work design - Techniques of work study - Method study: meaning, objective, basic procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) - Time study: Meaning, objectives and basic procedure - Tools of time study - Computation of standard time (Examples)	25%



<b>4.</b>	<p style="text-align: center;"><b>Operation/Production Planning and Control</b>  <b>(Theory-60% Examples - 40%)</b></p> <p>Production Planning:  Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up</p> <p>Production control:  Meaning, objectives and importance of production control - Examples on Critical Path Method (CPM)</p>	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
-------------------------------	--

<b>Evaluation Pattern</b>		
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 operations management.
2.	Students should be able to determine applicability of plant layout concept and its practical applicability.
3.	Students will be able to understand the work design ,man machine charts and tools of time study.



4	students will be able to compute critical path for project implementation.
5	To help the students to understand the various concepts of production planning and control.
6	To make the students determine the flow process charts and string diagram for operations management.

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

1.	Enabling the students to have a fair idea on various aspects of operations management, production planning, production control, work design, techniques of production planning and control including its practical applicability and its emerging trends.
----	---

**Suggested References:**

Sr. No.	References
1.	Production Management by L.C. Jhamb, Everest Publication
2.	Production and Operation Management by S.N. Chary, Tata McGraw Hill
3.	Modern Production Management by E.S. Buffa.

\*\*\*\*\*



**Bachelor of Business Administration (BBA General)**  
**Semester - VI**

<b>Course Code</b>	<b>UM06DBBA71</b>	<b>Title of the Course</b>	<b>ADVANCED MARKETING MANAGEMENT – II</b>
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>

<b>Course Objectives</b>	<p>The course aims the students :</p> <ul style="list-style-type: none"><li>• To develop understanding of Integrated Marketing Communications to provide a smooth customer focused experience.</li><li>• To learn how sales force management optimises the performance of the sales and marketing teams.</li><li>• To impart the knowledge of efficient and effective distribution system and marketing control.</li><li>• To explore various aspects of rural marketing as an integral part of marketing management.</li></ul>
--------------------------	---

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>Integrated Marketing Communications</b></p> <ul style="list-style-type: none"><li>• Advertising: advertising objectives, advertising budget (Examples of Vidale &amp; Wolfe Model, Palda's Distribution Lag Model, Decisions under risk &amp; Uncertainty) (Game Theory, Adaptive Model &amp; Stochastic Model- only Theory), advertising message including Ad Copy, Copy Creation &amp; Production), advertising media (types, media selection, media scheduling), advertising measurement</li><li>• Sales Promotion: Objectives, Major Sales Promotion tools</li><li>• Public relations (PR): Marketing public relations and major decisions in marketing PR</li><li>• Direct Marketing : Meaning, Scope and Importance</li></ul>	<b>25 %</b>
<b>2.</b>	<p><b>Sales Force Management</b></p> <ul style="list-style-type: none"><li>• Designing the sales force Structure</li><li>• Various approaches to decide about the Sales force structure and size</li><li>• Compensation plans for sales people</li><li>• Budgetary and non-budgetary methods for the control of Sales force</li><li>• Allocation of Sales territories to salespeople and fixing of sales quotas</li><li>• Appraisal of performance of salespersons</li></ul>	<b>25 %</b>





<b>3.</b>	<b>Distribution Channels &amp; Marketing Control</b> <ul style="list-style-type: none"> <li>• An overview of distribution channels</li> <li>• Emergence of unconventional modes of distribution, Physical distribution and logistics decision</li> <li>• Marketing control and marketing Audit: Concept, types and tools of control and marketing audit procedure</li> </ul>	<b>25 %</b>
<b>4.</b>	<b>Rural Marketing:</b> <ul style="list-style-type: none"> <li>• The rural market environment</li> <li>• Tapping the rural markets</li> <li>• Segmentation &amp; Targeting</li> <li>• Product strategy- Specially designed for Rural Market</li> <li>• Brand decisions</li> <li>• Physical Distribution</li> <li>• Channel decision</li> <li>• Sales force Management</li> <li>• Marketing Communications</li> </ul>	<b>25 %</b>

<b>Teaching-Learning Methodology</b>	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.
--------------------------------------	---

<b>Evaluation Pattern</b>		
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%

<b>Course Outcomes: At the end of the course, the student will be able to</b>	
<b>1.</b>	Critically evaluate the impact of advertising, sales promotion, public relation and direct marketing on the sales performance.
<b>2.</b>	Create a sales force structure and evaluate it using various performance evaluation methods.



3.	Gain knowledge about distribution channels, including unconventional modes of distribution and marketing control.
4.	Investigate the rural price, distribution, communication, and product, including the rural marketing strategy.

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Marketing Management - Philip Kotler and Kevin Keller.
2.	Marketing Management - V. S. Ramaswamy & S. Namakumari
3.	Sales force Management - Kundiff, Still and Govani
4.	Fundamentals of Advertising by Chunawalla
5.	Advertising and Promotion by Kruti Shah & Alan D'Souza

On-line resources to be used if available as reference material
On-line Resources
<a href="https://youtu.be/IVbcWsuM-mI">https://youtu.be/IVbcWsuM-mI</a>
<a href="https://youtu.be/IVbcWsuM-mI">https://youtu.be/IVbcWsuM-mI</a>

\*\*\*\*



**Bachelor of Business Administration (BBA General)**  
**Semester - VI**

Course Code	UM06DBBA72	Title of the Course	Advanced Marketing Management-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none"> <li>1. To understand forms of Dividend payment, Significance of Dividend Policy and variables influencing Dividend decision.</li> <li>2. To study different techniques of risk analysis.</li> <li>3. To study basics of foreign exchange rates and risk management techniques.</li> <li>4. To know types and benefits of mutual funds.</li> </ol>
-------------------	--

Course Content		
Unit	Description	Weightage (%)
1.	Dividend Policy Decision : (Theory 50% & Examples 50%) Forms of Dividend payment, Significance of Dividend Policy in Financial Decision, Variables influencing Dividend decision, Walter's Model, Gordon's Model and Modigliani - Miller's Model.	25 %
2.	Investment Decision: (Theory 30% & Examples 70%) Nature of Risk. Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Coefficient of variation, Probability Distribution approach (i) Independent cash flows, (ii) Dependent cash flows Conventional techniques of risk analysis - Risk - adjusted discount rate approach. Certainty equivalent approach, Sensitivity analysis & Decision - Tree Analysis.	25 %
3.	Fundamentals of International Financial Management: (Theory-100%) Introduction, Foreign Exchange Market, Foreign Exchange Rates - Spot rate, forward rate, Cross rate, Bid and Ask rate, Spread Determinant and select theories of exchange rates, Foreign exchange risk and hedging Foreign exchange risk management techniques - Internal & External.	25 %
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 %

Teaching-Learning Methodology	.
-------------------------------	---



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.	<p>discuss the concept and importance of cost of capital</p> <ul style="list-style-type: none"><li>•distinguish among various classes of cost of capital</li><li>•illustrate the computation of cost of long term debt, preferences shares, equity shares and retained earnings</li><li>•discuss and illustrate the various weighting approaches and the weighted average cost of capital (WACC)</li></ul> <p>discuss the concept and importance of cost of capital</p> <ul style="list-style-type: none"><li>•distinguish among various classes of cost of capital</li><li>•illustrate the computation of cost of long term debt, preferences shares, equity shares and retained earnings</li><li>•discuss and illustrate the various weighting approaches and the weighted average cost of capital (WACC)</li></ul> <p>discuss the concept and importance of cost of capital</p> <ul style="list-style-type: none"><li>•distinguish among various classes of cost of capital</li><li>•illustrate the computation of cost of long term debt, preferences shares, equity shares and retained earnings</li><li>•discuss and illustrate the various weighting approaches and the weighted average cost of capital (WACC)</li></ul> <p>To understand meaning, forms, significance and factors affecting dividend decision. Also to study various dividend decision models.</p>
2.	Calculate the values through risk management techniques.
3.	Know the foreign exchange rates and foreign exchange risk management techniques.
4.	Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features organization structure and services can be recommended to investors and prospective investors in the market.



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

\*\*\*\*\*



<b>B.B.A. (General) Program SEMESTER-VI</b>		
<b>Course Code</b> UM06DBBA73	<b>Course Title</b> <b>Advance Human Resource</b> <b>Management - II</b>	<b>Total Credit</b> <b>3</b>
<b>Course Objectives</b>	The Objectives of the course is to acquaint students with Organizational Behavior, Group Dynamics and Organizational Change.	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Perception</b> Concept - Sensation v/s Perception - Importance - Perceptual process - Perceptual selectivity - Developing perceptual skill	<b>25%</b>
<b>2.</b>	<b>Conflicts Management</b> Concept, Stages of conflict episode, positive and negative aspects of conflict, Conflict management.	<b>25%</b>
<b>3.</b>	<b>Organizational Cultures</b> Concept, Characteristics, Types, Functions, steps for developing a sound organizational culture.	<b>25%</b>
<b>4.</b>	<b>Organizational Development</b> Concept, Nature, Process, Types of OD interventions, future trends of OD interventions.	<b>25%</b>

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

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>● Lecture Method</li><li>● Online Lectures</li><li>● Group Discussion</li><li>● Case Study Practices</li></ul>
--------------------------------------	--



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

---

<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>15%</b>
<b>3.</b>	University Examination	<b>70%</b>



\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Understand the behavior of various persons at work places.
<b>2.</b>	Reaction of people and employee towards change.
<b>3.</b>	Impact of change in organization, causes of change.
<b>4.</b>	Understand various aspects of human personality.
<b>5.</b>	Process of forming group in the organization.
<b>6.</b>	Also can learn group dynamics among the people.
<b>7.</b>	Factors which affect learning and behavior of the various persons.

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





**Bachelor of Business Administration (BBA General)**  
**Semester - VI**

<b>Course Code</b>	UM06DBBA74	<b>Title of the Course</b>	Export Management - II
<b>Total Credits of the Course</b>	<b>03</b>	<b>Hours per Week</b>	<b>03</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. To provide students with a working knowledge of export product planning</li><li>2. To demonstrate the role of export pricing</li><li>3. To develop a better understanding of the context and domain of export finance.</li><li>4. To prepare students personally and professionally for meaningful employment by reflecting on the issues of export procedure and documentation.</li></ol>
--------------------------	---

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	Export Product Planning Product Planning: Meaning, Importance Product Standardization and Product Adaptation Strategies, Product Positioning: Meaning, Steps and Importance Packaging: meaning, importance	<b>25 %</b>
2.	Export Pricing Meaning ,objectives, Factors affecting Export Pricing ,Methods of export pricing, INCO terms 2000	<b>25 %</b>
3.	Export Finance Pre shipment and Post shipment Finance , EXIM bank , ECGC, Mode of Payments and Marine Insurance	<b>25 %</b>
4.	Export Procedure and Documentation Steps of Export Procedure, Export Documentation	25 %

<b>Teaching-Learning Methodology</b>	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.
--------------------------------------	---



<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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%

<b>Course Outcomes</b>	
<b>1.</b>	The Students will understand the concept of Export product planning, product standardization and product positioning
<b>2.</b>	The Students will acquire knowledge regarding export pricing objective, factors affecting pricing and methods of pricing
<b>3.</b>	The Students will be able to know Pre shipment and Post shipment Finance , EXIM bank , ECGC, Mode of Payments and Marine Insurance
<b>4.</b>	The Students will understand export procedure and documentation

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1</b>	Export Management: TAS BalaGopal, Himalaya Publishing House
<b>2</b>	International Marketing Management: V. L. Varshney & B. Bhattacharya
<b>3</b>	Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House
<b>4</b>	Export Marketing: Acharya & Jain, Himalaya Publishing House
<b>5</b>	Foreign Trade-Review: Indian Institute of Foreign Trade
<b>6</b>	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**  
 Syllabus with effect from the academic year 2023-24  
**Program Name: BBA [GENERAL]**  
 Semester: VI<sup>th</sup>

Course Code:	UM06DBBA75	Title of the course:	Computer Based Project Management - II
Total Credits of the course	3	Hours per week:	3 Lectures + 3 Practical = 06
Course Objective	<b>On completion of this course delegates will be able to:</b> Use Project effectively, including how to manage hyper linking to resource information Changing and contouring resource assignments Planning resources Reducing project costs, changing project scope and updating task progress Generating report custom and built-in reports and analyzing progress and costs		

Course Content		Weightage [%]
Unit	Description	
1	<b>Resources Planning</b> Setting up resources in the project Adding work & material resources Specifying Resource Availability Adding Material Resources to the Project Hyper linking to Resource Information Removing a resource Resource working time calendars	25%
2	<b>Assigning Resources and cost to Task</b> Assigning work and material resources to task Reviewing, changing and contouring resource assignments Planning resource cost & fixed task cost	25%
3	<b>Monitoring and adjusting</b> Critical path and tasks Reducing project costs Changing project scope Saving original plan information using a baseline Updating task progress	25%
4	<b>Analysis and reports</b> Establishing communications plan Setting up and printing views Generating report Custom and built-in reports Analyzing progress and costs	25%

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.	Update project plans, create custom reports and reuse project plan information.
2.	Exchange project plan data with other applications.
3.	Understand & Plan the project management.
4.	Evaluate project progress and analyzing progress and costs

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- VI

Course Code	UM06GBBA71	Title of the Course	Entrepreneurship Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	The purpose of the <b>Entrepreneurship Development</b> is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities
--------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	<b>Fundamentals of Entrepreneurship</b> Concept of Entrepreneur and entrepreneurship Common Characteristics of an entrepreneur Functions of Entrepreneur Types of Entrepreneurs Role of Entrepreneurs in Indian Economic Development Difference between entrepreneur and intrapreneur Qualities and skills of an entrepreneur	25%
2.	<b>Entrepreneurial Motivation</b> Need Motivating Factors- (Internal and External) Theories of Entrepreneurial Motivation Achievement Motivation – Including Kakinanda Experiment	25%
3.	<b>Entrepreneurship Development</b> Concept and Need of EDP Phases of EDP Process of EDP Role of Government: Role of MDI, EDII, NIESBUD Role of NAYE for promoting women entrepreneurship	25%



4.	<b>Small scale Industries</b> Definition as per MSMED Act-2006 Classifications of small scale industry Procedure to start small scale industries Importance of small scale industries in Indian economy Problems of small scale industries	25%
----	---	-----

<b>Teaching-Learning Methodology</b>	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
--------------------------------------	--

<b>Evaluation Pattern</b>		
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%

<b>Course Outcomes:</b> Having completed this course, the learner will be able to	
1.	Sharpen creative, innovative and problem solving skills of students
2.	Students will learn life skills and how to tackle failures and uncertainties
3.	Learn new business models and entrepreneurial ethics
4.	Examine the characteristics of an entrepreneur as well their role in the economic development of the country.
5.	Process & develop business plan , foreseeing the entry barriers to the industry
6.	Identify stages of growth in entrepreneurial ventures along with changing face of family business in India



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

1.	Will prepare students with knowledge and skill sets that will not only make them industry ready but also foster entrepreneurial and innovative thinking.
2	Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

**Suggested References:**

Sr. No.	References
1.	Desai vasant, “ Dynamics of entrepreneurial Development and management,” Himalaya Publishing House, Mumbai
2.	Gupta C.B.andsrinivasan N.P., “Entrepreneurial Development,” Sultan chand And Sons, New Delhi.
3.	Kulshreshta Kalyani , “ Sucessful Entrepreneurship,” Kanishka, publishers,sributors,New Delhi
4.	Entrepreneurship Development by S S Khanka

\*\*\*\*\*



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

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

Course Code	UM06GBBA72	Title of the Course	Global Business Environment
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country.</li><li>2. To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.</li></ol>
--------------------	---

Unit	Description in detail	Weighting(%)
I	<b>Introduction to Global Environment</b> Global Environment- Characteristics and components, Strategies for India going global Multinational Enterprises (MNE) - Benefits to host and home country, Demerits of MNE to Host country.	25%
II	<b>International Investment</b> International Investment- Factors affecting International Investment- Foreign Investment Growth- Significance of Foreign Investment- Foreign Investment in India.	25%
III	<b>Political and Regulatory Environment</b> Economic roles of government, Economic systems, Trends in Political/Economic Philosophies, New Tribalism, Regulatory Environment, International Legal Environment, International Regulations, Incoterms, Settlement of Disputes, Laws of Foreign Countries, Regulation of Price, Regulation of Trade and Practices, Indian Laws	25%
IV	<b>International Economic Organizations</b> Introduction, Objectives, Organizational Structure and Functions of following organizations- Functions and Organizational Structure of World Trade Organization (WTO) International Monetary Fund(IMF) International Bank for Reconstruction and Development(IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%





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)
-------------------------------	---

<b>EVALUATION PATTERN:</b>		
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%

<b>COURSE OUTCOMES:</b>	
1	At the end of the course, the student will able to understand the concept of International business environment and also will become aware about the functioning of MNE in home and host country.
2	This course will able them to understand the concept of FDI and various hurdle of FDI and also understand the role of government in FDI.
3	To develop the understanding of various International Economic Organization like WTO,IMF, EU etc and also know their structure and functions.

<b>SUGGESTED REFERENCES::</b>	
1.	Francis Chrunilam - International business Environment
2.	K Subbarao – International Business ,Himalaya Publication
3.	Francis Chrunilam – Business Environment
4.	R Chandran – International Business Environment
5.	Ahswathappa K- Business Environment
6.	Ahswathappa K-Business Environment
7.	R Datta and K P M Sundaram - Indian Economy
8.	A N Agrawal - Indian Economy
9.	D M Mithani - Money, Banking, International Trade and Finance
10.	Francies Cherunilam- Global Economy and Business Environment

On-line resources to be used if available as references material:
On-line resources:
<b>Websites:</b>
1. <a href="https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5_18KP1CO04_2020120412382790.pdf">https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5_18KP1CO04_2020120412382790.pdf</a>
2. <a href="https://backup.pondiuni.edu.in/sites/default/International%20business%20environment.pdf">https://backup.pondiuni.edu.in/sites/default/International%20business%20environment.pdf</a>
3. <a href="https://epgp.inflibnet.ac.in/Home">https://epgp.inflibnet.ac.in/Home</a>

\*\*\*\*\*



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

Course Code	UM06SBBA71	Title of the Course	Comprehensive Project
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	The purpose of this course is to enable the students for in-depth analysis of a topic relating to his/her area of specialization, and develop a comprehensive understanding on the same. For this the students will choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty.
--------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	<p>Students will be required to carry out a micro-analysis of an organisation from the subject area chosen. The microanalysis will include collecting information regarding chosen major functional areas such as marketing, finance, human resources. Students will be required to prepare questionnaire and use suitable statistical / mathematical techniques for analysis of information/data and draw suitable conclusions / recommendations.</p> <p>It will be a individual Project The learning can be carried out through:</p> <ol style="list-style-type: none"><li>1. Study of secondary data from books, journal and magazine articles, newspaper articles, websites, electronic and physical databases, etc.</li><li>2. Primary data collection through interviews, discussions, and other research instruments. Students are encouraged to pursue the research in the organization where they had undergone their second year project work.</li></ol> <p>The students will work on their projects individually and not in pairs or teams. The institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students. As a rule, no faculty member may be permitted to guide more than 10 students.</p> <p>The format of the report would comprise following points:</p> <ol style="list-style-type: none"><li>1) Title page</li><li>2) Preface</li></ol>	100%



	<p>3) Acknowledgement  4) Certificate  5) Table of Content  6) Introduction and Identification of Problem with reasons  7) Literature Review  8) Research Methodology  9) Data Collection  10) Data analysis and Interpretation  11) Recommendations and conclusion  12) Bibliography</p> <p>The report must be prepared taking into following guideline:</p> <p>Sr. No. Particular Details  1 Paper Size A4  2 Margins Left Side - 1.5 cm Right Side - 1 cm Top and Bottom - 1 cm  3 Line Spacing 1.5 cm  4 Font Type Times New Roman  5 Font Size 12 6 Alignment Page Justify 7</p> <p>No of Copies  3 copies 1 each for University, College and Student</p>	

<b>Teaching-Learning Methodology</b>	Discussions and Guidance under the supervision of a faculty, Company Visits and discussions with managers of the organisations, reading and analyzing annual reports, writing reports and presentations.
--------------------------------------	--

<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	<b>Internal Evaluation</b> The performance of students in the course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance which will carry 30 marks.	30%
2.	<b>External Evaluation</b> The University examination will be based on oral presentation, review of reports and a viva-voce which will carry 70 marks for the course evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this course. ONE copy of report (Computerized) should be submitted to the university by the	70%



	student, before the commencement of his/her external examination.	
Course Outcomes: Having completed this course, the learner will be able to :		
1.	Perform company analysis and learn to take decisions in changing environment.	
2.	Apply marketing mix strategies in a competitive scenario.	
3.	Perform financial analysis and suggest strategies to improve the financial health of the organization.	
4.	Apply production management related strategies, including inventory management etc.	
5.	To work in a team and learn group dynamics.	
6.	Enhance employability	

Programme Outcomes: Having completed this course, the learner will be able to		
1.	Enabling the students to have a fair idea on various aspects of company management, functions of management, financial and marketing strategies ,operations management, its practical applicability and its emerging trends.	

<b>Suggested References:</b>		
Sr. No.	References	
1.	Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, etc	
2.	Annual reports of companies, SEBI , NSE, BSE reports. secondary sources including databases	
3.	secondary sources including databases	

\*\*\*\*\*



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

Course Code	UB06SBBA51	Title of the Course	NCC Army-6
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"><li>a. Get acquainted about counselling process its need and importance.</li><li>b. Know about SSB procedure and different tasks and tests.</li><li>c. Know about the conduction during the interview.</li><li>d. Understand the security challenges &amp; role of cadets in Border Areas.</li><li>e. Know about the modes of entry in Armed forces, CAPF &amp; police.</li><li>f. Understand the life history &amp; leadership qualities of great generals.</li><li>g. Learn about 1999 Kargil war.</li><li>h. Acquire the knowledge about various wars and their heroes.</li><li>i. Know about various components of communication process.</li></ul>
Course Objectives: ( Practical )	<p>Cadets will be able to:</p> <ul style="list-style-type: none"><li>(a) Understand that drill as the foundation for discipline and to command a group for common goal.</li><li>(b) Appreciate grace and dignity in the performance of ceremonial drill.</li><li>(c) Know about various knots and lashing used in soldiering.</li><li>(d) Acquire awareness about the basic weapon system in use in the Armed Forces.</li></ul>



<b>Course Content : Theory ( 1 Credit : 1hours, 25 Marks)</b>		
Unit	Description	Weightage* (%)
1.	<b><u>Unit 1. Personality Development</u></b> <ul style="list-style-type: none"><li>➤ Career Counselling</li><li>➤ SSB Procedure</li><li>➤ Interview Skills</li></ul>	20 %
2	<b><u>Unit 2. Border &amp; Coastal Areas</u></b> <ul style="list-style-type: none"><li>➤ Security Challenges &amp; Role of cadets in Border management.</li></ul>	20 %
3	<b><u>Unit 3. Armed Forces</u></b> <ul style="list-style-type: none"><li>➤ Modes of Entry into Army, Police and CAPF.</li></ul>	20 %
4	<b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Biographies of Renowned Generals.</li><li>➤ War Heroes : Param Veer Chakra Awardees.</li><li>➤ Study of Battles of Kargil.</li><li>➤ War Movies.</li></ul>	20 %
5	<b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Introduction to Communication &amp; Latest Trends.</li></ul>	20 %



<b>Course Content : Practical ( 1 Credit : 2 hours, 25 Marks)</b>		
Unit	Description	Weightage* (%)
1.	<b><u>Unit 1. Drill</u></b> ➤ Ceremonial Drill. ➤ Guard of Honour.	15 %
2	<b><u>Unit 2. Weapon Training</u></b> ➤ Short Range firing.	15 %
3	<b><u>Unit 3- Map Reading</u></b> ➤ Google Maps & applications.	10 %
4	<b><u>Unit 4- Field Craft &amp; Battle Craft</u></b> ➤ Knots, Lashing and Stretchers.	15 %
5	<b><u>Unit 5- Social Service and Community Development</u></b> 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	<b><u>Unit 6- Introduction of Infantry Weapons &amp; Equipment(INF)</u></b> ➤ Characteristics of 5.56MM INSAS Rifle. ➤ Ammunition. ➤ Fire Power. ➤ Stripping, Assembling & Cleaning Practice.	15%



7	<p><b><u>Unit 7. Communication (COM)</u></b></p> <ul style="list-style-type: none"> <li>➤ Basic Radio Telephony (RT) Procedure.</li> <li>➤ Introduction, Advantages, Disadvantages, Need for standard procedures.</li> </ul>	15%
---	--	-----

Teaching-Learning Methodology	<p>ICT through</p> <ul style="list-style-type: none"> <li>➤ Power Point Presentation</li> <li>➤ Audio-Visual Presentation</li> <li>➤ Group Discussion</li> <li>➤ Role Playing</li> <li>➤ Case Study</li> </ul>
-------------------------------	--

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%

<b>Course Outcomes ( Theory )</b>
<p><b><u>Expected Learning Outcomes.</u></b></p> <p>After completing this course, the cadets will be able to: -</p> <ol style="list-style-type: none"> <li>a. Get motivated to join Armed forces, police &amp; CAPF.</li> <li>b. Write their CV effective and appealing.</li> <li>c. Face SSB interview effectively in their future.</li> <li>d. Understand individual responsibilities &amp; role in meetings the security challenges on Border/Coastal areas.</li> <li>e. Imbibe the feeling of patriotism.</li> <li>f. Communicate more effectively.</li> </ol>





**Course Outcomes ( Practical )**

**Expected Learning Outcomes:**

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

- (a) Perform foot drill and follow the different word of command.
- (b) Aiming range and figure targets.
- (c) Use the different knots and lashing in day-to-day life for different purposes.
- (d) Develop the feeling of altruism.

**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 to be used if available as reference material

On-line Resources

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

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

DGNCC training App

\*\*\*\*\*