

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with Effect from : JUNE 2020

Paper Code: UM03ABBA51	Total Credit: 3
Title Of Paper: Corporate Communication – I	

Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages- unabridged) Name of the Text: Lord of the Flies – by William Golding (OUP)	
1	Two text-based essay type questions	25 %
2	(A) Text-based short note (B) Comprehension (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)	8 % 17 %
3	Communication Methods of Communication (Written / Oral/ Face-to-Face/ Audio-Visual/ Computer-based/ Silence) and Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Diagonal/ Consensus–Informal Communication: the Grapevine) Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio-psychological) (General questions / short notes may be asked)	25 %
4	Sales Promotion letters:(Including theory) (Questions on Theory, Drafting of letters to promote the sales of products and services)	25 %

Basic Text & Reference Books

- 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)



SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (General)
Semester: III

Syllabus with effect from: June-2019

Paper Code: UM03CBBA51	Total Credits: 3
Title of Paper: Human Resource Management - I	

Unit No.	Description in Detail	Weightage
1	Human Resource Management <ul style="list-style-type: none"> • Introduction: Concept, Evolution, Objectives, Importance, Functions. Human Resource Planning: <ul style="list-style-type: none"> • Concept, Process, Job Analysis, Job Description and Job Specification 	25%
2	Recruitment, Selection and Employee Training <ul style="list-style-type: none"> • Recruitment: Concept, Sources • Selection: Definition, Procedure • Employee Training: Meaning, Techniques- On-the-Job and Off-the-Job 	25%
3	Promotion, Transfer and Absenteeism <ul style="list-style-type: none"> • Promotion: Meaning, Policy, Types and Basis • Transfer: Meaning, Types, Policy • Demotion: Meaning, Causes • Absenteeism: Concept, Causes 	25%
4	Compensation and Performance Appraisal <ul style="list-style-type: none"> • Compensation: Concept, Objectives, Factors , Types of Wages • Performance Appraisal: Meaning, Process, • Traditional Methods: Paired Comparison, Checklist Method • Modern Method: MBO and 360 Degree Method 	25%

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: III
Syllabus with effect from : JUNE 2020

Paper Code: UM03CBBA52	Total Credit: 3
Title Of Paper: Marketing Management-I	

Unit	Description in detail	Weighting (%)
1	Conceptual Foundation Nature and Concept of marketing Management, Core Concepts, Philosophies of Marketing, Evolution of Marketing, Marketing Environment	25 %
2	Product Mix Concept, Product Planning, Significance, Packaging, Product Development, Product Life Cycle & strategies ,New product development process	25 %
3	Price Mix Concept, Significance of price ,objectives of pricing decision, Factors affecting pricing Decision, Methods	25 %
4	Promotion & Distribution Mix Types &tools of promotion, kinds of media of advertising, Meaning of distribution ,Types of channels of distribution, Factors affecting channels of distribution.	25 %

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.
Marketing Management by S.A.Sherlekar ,Himalaya Publication.



SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2020

UM03CBBA53 Financial Management-I

Unit	Description in detail	Weightage
1.	Introduction: Meaning, Importance, Scope, Goals / Objectives of Financial-Management Profit maximization, Wealth maximization, Finance Functions- Traditional approach, Modern approach (Executive & Routine Finance Functions), Role & Responsibilities of modern financial manager.	25%
2.	Financial Planning: Meaning & Nature of financial planning, Characteristics of sound financial plan, Importance of Financial Planning, Factors affecting Financial Planning, Limitations of Financial Planning.	25%
3.	Capital Budgeting: (Theory 50% & Examples 50%) Meaning, Nature, Features, Significance, Process, Types of Capital Budgeting Decisions, Rationale, Techniques of Capital Budgeting: PBP, ARR, NPV, IRR & PI.(Examples)	25%
4.	Management of Working Capital: (Theory 50% & Examples 50%) Meaning, Types of Working Capital, Significance, Factors affecting working capital requirement, Estimation of Working Capital requirements- Operating Cycle method with example & Forecasting of Net Current Assets method with example, Sources of Working Capital.	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 Horn**

SARDAR PATEL UNIVERSITY

Program: BBA (Semester III)

Syllabus with effect from: June-2020

Paper Code: UM03DBBA51	Total Credits: 3
Title of Paper: Corporate Accounting-II	

Objective: Objective: The Objective of this paper is to help students to acquire conceptual knowledge of corporate accounting and to impart skills for recording various transactions related to Corporate transactions.

Unit	Description in detail	Weightage
1	ACCOUNTING FOR AMALGAMATION	25%
	<ul style="list-style-type: none">• Meaning and Objectives of Amalgamation and Absorption• Accounting Treatment of Amalgamation (As Per as 14)• Examples based on amalgamation of only two companies, and accounting treatment only in books of purchasing company	
2	RATIO ANALYSIS	25%
	<ul style="list-style-type: none">• Meaning of Accounting Ratio• Utility & limitations of Ratio Analysis• Classification of Accounting Ratios- Liquidity Ratios, Profitability Ratios, Turnover Ratios, & Leverage Ratios• Examples based on two years data with interpretation	
3	PREPARATION OF FUND FLOW STATEMENT	25%
	<ul style="list-style-type: none">• Meaning & importance of Fund Flow Statement and Cash Flow Statement• Difference between Fund Flow Statement and Cash Flow Statement• Statement Showing Changes in Working Capital• Adjusted Profit & Loss Account• Examples: Fund Flow Statement	
4	PREPARATION OF CASH FLOW STATEMENT	25%
	<ul style="list-style-type: none">• Meaning and Importance of Cash Flow• Preparation of Cash Flow Statement as per AS-III	

Reference Books:

- Advanced Accounting 2 - Sehgal Ashok And Sehgal Deepak
- Advanced Accounts - Shukla M C And Grawal T S
- Problems And Solution In Adv Accounting - Gupta R L
- Company Accounts - Gupta R L And Radhaswamy M
- Rathmans Company Accounts Theory Prob. And Solution - Rathman P V And Raju D R
- Accounting Standards And Corporate Accounting Practice - Ghosh T P

SARDAR PATEL UNIVERSITY

BBA (GENERAL)

SEMISTER: III

PAPER CODE: UM03DBBA22

TITLE OF PAPER: STATISTICS FOR MANEGMENT - I

(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	DESCREPTION IN DETAIL	WEIGHTAGE (%)
1	Measures of Central tendency and dispersion (a) Data Collection: Variables, Constants, Attributes, primary & secondary data and their sources, Data Presentation, formation of frequency distribution (b) Measures of central tendency: Mean, Median, Mode, Quartiles, Deciles, Percentiles, Combined Mean (c) Measures of Dispersion: Meaning of Range, Quartiles Deviation, Standard Deviation, Variance, Coefficient of Variance (CV)	25
2	Correlation: (a) Introduction and meaning, interpretation and types of correlation, (b) Method to study Correlation: Scatter Diagram, Karl Pearson's Product Moment Methods, Spearman's Rank correlation (C) Properties of Correlation and Example based on Probable Error	25
3	Regression (a) Introduction and meaning (b) Regression Lines, Regression Coefficients, Regression Equations (c) Properties of Regression	25
4	Time series Analysis (a) Meaning, importance and components (b) Methods to study trend: Free hand curve, Moving average (3,4,5 yearly), Least square method(Linear Trend) (c) Seasonal indices by Simple average method	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: III
Syllabus with effect from : JUNE 2020

Paper Code: UM03DBBA53	Total Credit: 3
Title Of Paper: Supply Chain Management	

Unit	Description in detail	Weighting (%)
1	Conceptual foundation Introduction, Generic Types of SCM, Importance of SCM, Objective of SCM, SCM Skills	25 %
2	Supply chain strategies Relationship Matrix, Competitive and Supply Chain Strategy, SCOR Model Structure, Cycle View of Supply Chain Process	25 %
3	Managing Supply Chain Drivers of Supply Chain Performance, Reverse Supply Chain V/s Forward Supply Chain, Components of Inventory Decision	25 %
4	Designing Supply Chain Network Components of Pricing Decisions, Obstacles of SCM, Factors Influencing Distribution Network, Impact of E-Business on Customer Service, Frame work for network Design Decision	25 %

Basic Text & Reference Books

Supply Chain management By Sunil Chopra, Peter Meindl and D V Kalra, Pearson Education
 Supply Chain Management Theories and Practices By K P Mohanty and S G Deshmukh, published by biztzntra
 N Kumar , “Supply Chain Management, lakshmiNarainAgrawal, Agra
 Donald B., “Logistic Management - The Integrated Supply Chain process”, McGraw Hill,NY.



SARDAR PATEL UNIVERSITY
Programme: BBA (General)
Semester: III
Syllabus with effect from : June 2020
Paper Code: UM03GBBA51
Title of Paper: Economic Analysis - I
Total Credit: 3

Unit	Description in detail	Weighting (%)
1	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
2	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers’ survey methods 2) Sales force opinion methods 3) Experts’ opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	25%
3	Indifference Curve Approach Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer’s Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs.Kind.	25%
4	Production Function Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line –Iso quant- properties, principle of marginal rate of Technical substitutions -Least cost combination - law of variable proportion with the help of TPP,APP and MPP, law of return to scale with the help of Iso -quants.	25%

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 – GopalKrishna
9. Managerial Economics – G.S. Gupta
10. Managerial Economics-P.L.Mehta

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2020

Paper Code: UM03SBBA51	Total Credit: 3
Title Of Paper: Industry Exposure	

Unit	Description in detail	Weighting (%)
1	<p>The visit will include the following aspects</p> <p>Study of Organization and Organizational Structure. Study of manufacturing processes. Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department Discussion with concern officials and executives</p>	
2	<p>The Industrial exposure report should include following points:</p> <p>Profile of Organization (History & Establishment – Organization structure & nature – Promoters & Board of Directors – Products – Employees – Major markets & customers) Production Marketing HRM & Industrial relations Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available). Contribution of unit towards economic and industrial development.</p>	

NOTE :

- The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.
- Report must include One Public limited company and One private limited company
- A copy of report must be submitted to the university for final university viva-voce examination.
- Students shall draft their report individually (hand written) under the guidance of concern teacher.

