

SARDAR PATEL UNIVERSITY
BBA (Information Systems Management)

Semester - V

UM05ABBS51 BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I

Credits: 3

Marks: 100

Objectives:

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

Unit 1: Business Etiquettes 25%

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

Unit 2: Business Presentation 25%

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

Unit 3: Communication in Public Relation 25%

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

Unit 4: Organisational Communication 25%

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

Reference Books:

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2021-22

Paper Code: UM05ABBS52	Total Credits: 3
Title Of Paper: Leadership Skills for Management -I	

Unit	Description in detail	Weightage (%)
1	<p>Managerial Traits and Skills: Nature of Traits & Skills: Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills. Managerial Traits and Effectiveness: High Energy level and Stress Tolerance, Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation. Managerial Skills and Effectiveness: Technical Skills, Conceptual Skills, Interpersonal Skills.</p>	25 %
2	<p>Relevant Competencies for Leadership Skills: Other Relevant Competencies: Emotional Intelligence, Social Intelligence, Systems Thinking, Ability to learn. Situational Relevance of Skills: Skills Needed at Different levels, Transferability of Skills Across, Organizations, Requisite Skills and the External Environment. Applications for Managers: Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a weakness, Compensate for weaknesses.</p>	25 %
3	<p>Leadership Developmental Activities: Learning from Experience: Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback. Developmental Activities: Multisource Feedback, Developmental Assessment Centers, Developmental Assignments, Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor Challenge Programs, Personal Growth Programs.</p>	25 %
4	<p>Contemporary Issues in Leadership: Inspirational Approach on Leadership: Charismatic Leadership, Transformational Leadership Authentic Leadership: Self-awareness, Self-regulation & development, Relational Transparency Contemporary Leadership Roles: Mentoring, Self-Leadership, E-Leadership Leadership Development: Ingredients of Leadership Development, Leadership Development Process</p>	25 %

Basic Text & Reference Books:

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management) Semester: V
Syllabus with effect from: June 2021-22

Paper Code: UM05CBBS51	Total Credits: 3
Title Of Paper: Electronic Commerce-I Marks= 100	

Unit	Description in detail	Weightage (%)
1	Unit -1 Foundation of Electronic Commerce Definition of Electronic Commerce-Benefits and Limitation of EC-The Driving forces of E-Commerce-Everything will be changed	25 %
2	Unit -2 Infrastructure of E Commerce Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications, HTTP, Internet Security: Cornerstones of security, Encryption, Digital Signature,	25 %
3	Unit -3 Electronic Payment System Electronic Payment System-Electronic Payment Protocols-Security schemes in electronic payment system: Transaction certificate and time stamp-Electronic credit card system on the internet-Electronic fund transfer and debit card on the internet	25 %
4	Unit -4 Internet Consumer and Market research Building Customer Relationship-Consumer Behavioral Model-Personal characteristics Demographics of surfers-Consumer Purchasing Decision Making-One to One Relationship marketing-Delivery Customer services in Cyberspace-Intelligent agents for consumers	25 %

Reference Books:

Electronic Commerce A Managerial Perspective
 By: Efraim Turban, Jae Lee, David King, H. Michael Chung.
 Electronic Commerce 2004 A Managerial Perspective
 By: Efraim Turban, Jae Lee, David King, Dennis Viehland.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management) Semester: V
Syllabus with effect from: June 2021-22

Paper Code: UM05CBBS52	Total Credits: 3
Title Of Paper: Data communication and Computer Network Marks= 100	

Unit	Description in detail	Weightage (%)
1	UNIT-1- FUNDAMENTALS Networks – Definition of LAN – Components – Models – Applications – Layered Architecture – OSI Model – The Internet Model – IEEE Standards	25 %
2	UNIT-2 – DATA TRANSMISSION Analog and Digital Signals – Digital and Analog Transmission – Multiplexing – Data Rate – Guided Media – Unguided Media – Transmission Impairment – Performance – Error Detection	25 %
3	UNIT-3 – LAN TOPOLOGIES Introduction – BUS Topology – Ring Topology – Star Topology – Hybrid Topology – Flow Control – Medium Access Methods	25 %
4	UNIT-4 – CONNECTING LANS Repeater – Hubs – Switch – Bridges – Routers – Gateways – Other Devices	25 %

Reference Books:

Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition
Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition

SARDAR PATEL UNIVERSITY
BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2021-22

Paper Code: UM05CBBS53	Total Credits: 3
Title Of Paper: VB.NET Total Marks : 100 All units carry equal weightage.	
PRACTICALS: 04 Labs/week	

Unit	Description in detail	Weightage (%)
1	UNIT-1 Introduction to .NET Framework and VB.NET .NET Frame Work, .NET Architecture, .NET Languages, Microsoft Intermediate Language (MSIL), The Just-In-Time (JIT) Compiler; VB.NET - Introduction, Applications and Types of Project; Introduction to Visual Studio IDE; Creating simple Windows Application using VB.NET; Variables, Data Types, Constants, Operators.	25 %
2	UNIT-2 Windows Forms Working with SDI and MDI forms, Controls - Button, CheckBox, ComboBox, DateTimePicker, GroupBox, RadioButton, Label, ListBox, PictureBox, TextBox and Timer; Working with Advanced Controls – LinkLabel, RichTextBox, ColorDialog, FontDialog, TreeView.	25 %
3	UNIT-3 Windows Programming Use of Conditional Statement (if), Multi-Branching Statement (select); Looping Statement (for, while), Working with EXIT; Working with Procedures – Introduction, Types, Use of Parameters, Parameter Passing, Calling Procedures; Working with Windows Forms – Introduction, Basic Properties, Methods and Events.	25 %
4	UNIT-4 Database Programming ADO.NET – Introduction, Applications, Architecture (Connected and Disconnected); Database Connectivity using ADO.NET; Use of Data Sources and Coding, Server Explorer and working with DataSet; Populating Data in a Data Controls.	25 %

Main Reference Book:

1. Steven Holzner; VB.NET Black Book by Dreamtech publication

Additional Reference Books:

1. Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press

2. Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
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Paper Code: UM05CBBS54	Total Credits: 3
Title Of Paper: SUPPLY CHAIN MANAGEMENT	
Total Marks : 100.	

Unit	Description in detail	Weightage (%)
1	Introduction Evolution of Supply Chain Management Objectives, Benefits of Supply Chain Management Seven Components of Supply Chain Management	25%
2	UNIT - 2 SUPPLY CHAIN MANAGEMENT STRATEGY <ul style="list-style-type: none"> - Concept - Supply Chain Framework Design - Factors Affecting Supply Chain Design - Performance Measures 	25%
3	UNIT – 3 CONTEMPORARY ISSUES IN SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> - Demand Chain Management - Green Supply Chain Management - Challenges of Supply Chain Management 	25%
4	UNIT – 4 INDIAN SCENARIO OF SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> - Overview of Indian Scenario - Outsourcing in Indian Context - Indian Specific Problems - Indian Success Stories 	25%

Reference Books:

1. Sarikakulkarni and ashoksharma , “supply chain management”- creating Linkages for faster business turnaround ,tatamcgraw – Hill publication -2008
2. D.K.Agrawal –“supply chain management” –strategy,cases and best practices Publisher-macmillan publishers India ltd
3. Dr.milindM.oka and prof. Deepak P.bhivpathaki, “supply chain management” Everest publishing House ,pune

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Paper code : UM05DBBS51	Total Credits:3 Total Marks: 100
Title of Paper : Personal Finance	

Unit	Description in detail	Weightage (%)
1	Unit – 1 : Introduction Of Personal Finance <ul style="list-style-type: none"> • Introduction, Meaning and importance • Goals of personal Finance • Financial Planning and budgeting process • Examples based on preparation of Family Cash budget • Importance of Personal Finance 	25%
2	Unit – 2: Saving and Investment <ul style="list-style-type: none"> • Introduction • Need for a Diversified Personal investment Portfolio • Investment avenue <ul style="list-style-type: none"> ○ Bank – Fixed Deposits, Recurring Deposits ○ Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond ○ Government Schemes – NSC, PPF, Post Office Schemes ○ Company Deposits ○ Overseas Investments – ADRs, GDRs, FCCBs, FCEBs 	25%
3	UNIT3 – Mutual Fund Meaning, Concept, Definition <ul style="list-style-type: none"> • Types of Mutual Fund • Importance of mutual Fund • Drawbacks of Mutual funds • Mutual Fund in India 	25%
4	UNIT – 4 Insurance <ul style="list-style-type: none"> • Introduction • Life insurance : basic feature of endowment assurance, Money back plan, Whole life assurance plan and term assurance • General Insurance: basic features of medical insurance, vehicle insurance and accident insurance • IRDA • Calculation of premium and settlement of claim 	25%

Reference Books:

1. Investment Management – V.K.Bhalla
2. Financial Markets and Services – Gordon and Natrajan
3. Investment Management -Prasan Chandra
4. Financial Services – M.Y.Khan
5. Financial Services – S.Mohan and R.Elangoval

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
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Syllabus with effect from: June 2021-22

Paper code UM05DBBS52	Total Credits:3 Total Marks: 100	
Title of Paper : MARKETING MANAGEMENT		

Unit	Description in detail	Weightage (%)
1	UNIT 1: INTRODUCTION - Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing	25%
2	Unit – 2 UNIT 2: CONSUMER BEAVIOUR - Concept of and importance of Consumer behavior - Scope and Factors affecting consumer Behavior - Basic and Howard sheth Model of Consumer behavior - Buying Decision-making process	25%
3	UNIT 3: -Product Mix and Channel of Distribution -concept of product, stages of product life cycle and its strategies -new product development process, product mix, types of channel of distribution -factors affecting channel decision	25%
4	UNIT – 4 UNIT 4: PRICING, PROMOTION, AND MEDIA - Concept of Pricing, objective and Methods of pricing - Concept of Promotion, tools, and Promotion mix - Concept, types, Merits and Demerits of each Media	25%

REFERENCE BOOKS:

1. Marketing Management By, Kotler Philip K, Keller Kevin Lane, JhaMithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication
2. Marketing Management, 13th Edition, Sherlekar S.A , Himalaya Publishing House, 2007
3. Marketing Management by Dr.Varma M.M & Agarwal R.K (Forward Publishing Company)

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Syllabus with effect from: June 2021-22

Paper code : UM05DBBS53	Total Credits:3 Total Marks: 100	
Title of Paper : Software Engineering		

Unit	Description in detail	Weightage (%)
1	UNIT 1 UNIT: 1 Introduction Problem Domain The Software Engineering Challenges The Software Engineering Approach	25%
2	UNIT: 2 Software Process Software Process-Process and Process Model-Component Software Processes Desired Characteristics of Software Processes Software Development Process Model	25%
3	UNIT: 3 Software Requirement Analysis and Specification Software Requirement- Problem Analysis – Characteristics of SRS-Component of SRS Validation Role of Software Architecture	25%
4	UNIT: 4 Coding and Testing Coding –Programming Principles and Guidelines-structured and Unstructured Programming Coding Standard Testing-Testing Fundamentals-Test Cases and Test Criteria-Black Box Testing	25%

Reference:

- 1) **An Integrated Approach to Software Engineering 3rd Edition Pankaj Jalote**
- 2) **Software engineering Programs, Documentation, Operating Procedures**
By K. K. Aggarwal & Yogesh Singh

SARDAR PATEL UNIVERSITY
Programme : BBA(ISM) Semester: V
Syllabus with effect from: JUNE 2021-22

Paper Code: UM05GBBS51	Total Credit: 3
Title Of Paper: Indian Business Environment	

Unit	Description in detail	Weighting (%)
1	Introduction to Business Environment Meaning, Types and components of Business environment Interaction of Economic environment with non-economic environment Scanning -meaning, approaches, sources of information SWOT Analysis as a method of environmental scanning	25 %
2	Non Economic Environment Demographic transition theory of population Compositional characteristics of Indian population and economic development Population policy of India Interaction between Government and Business Socio-cultural fabric, Lifestyles and business Women empowerment	25 %
3	Macro Economic Variables National Income by Industrial origin of Origin Savings, investment and capital output ratio Foreign Trade: Main trends in imports and exports – Directions India's Balance of payments and currency convertibility	25 %
4	Economic policies Economic survey Current Union Budget - Highlights Export - Import policy Fiscal Policy of India with Special reference to Tax Reforms Monetary Policy '	25 %

Objectives: To develop the understanding about the Indian Business Environment. To develop the understanding about the Economic Policies of India.
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Basic Text & Reference Books

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

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management) Semester: V
Syllabus with effect from : JUNE 2021-22
UM05GBBS52 Entrepreneurship Development

Total Credit: 3

Unit Description in detail Weighting (%)

Unit	Description in detail	Weightage (%)
1	UNIT 1 UNIT: 1 Introduction Unit 1 Introduction Concept of entrepreneur and entrepreneurship Difference between entrepreneur and intrapreneur Types of an entrepreneurs Common Characteristics of an entrepreneur Qualities and skills of an entrepreneur	25%
2	Unit 2 Women Entrepreneurship Concept and Growth of women entrepreneurship Problems and Remedies National level associations working for women entrepreneurship development Success stories of women entrepreneurship	25%
3	UNIT: 3 Unit 3 I Institutions In Aid of Entrepreneurs Introduction , Meaning Entrepreneurship development Programme organizations Role of MDI , EDII ,NIESBUD Role of NAYE for promoting women entrepreneurship	25%
4	Unit 4 Small scale Industries Definition as per MSMED Act-2006 Classifications of small scale industry Procedure to start small scale industries I Importance of small scale industries in Indian economy Problems of small scale industries	25%

Basic Text & Reference Books :-

Desai vasant, “ Dynamics of entrepreneurial Development and management,”
 Himalaya Publishing House, Mumbai Gupta C.B.andsrinivasan N.P.,
 “ Entrepreneurial Development,” Sultan chand And Sons, New Delhi. KulshreshtaKalyani , “
 Successful Entrepreneurship,”
 Kanishka Publishers, Distributors, New Delhi

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Semester: V
Syllabus with effect from: June 2021-22

Paper Code: UM05SBBS51	Total Credits: 3
Title Of Paper: BUSINESS ETHICS	

Unit	Description in detail	Weightage (%)
1	Unit-1 Ethics and Business Ethics: Concept of Ethics, Characteristics of Ethics, Concept of Business Ethics, Need for Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, Benefits of Business Ethics.	25 %
2	Unit-2 Ethics of Consumer Protection: Introduction, Parties to Consumer Protection, Consumer Duties and Responsibility, Consumer Protection in India, Legal protection to consumers.	25 %
3	Unit-3 Definition , Traits of ethical leader, How does leadership affect the ethics of a corporation, ethical theories, normative theories of business ethics.	25 %
4	Unit-4 Whistle Blowing Definition, Whistle blower and Types, Whistle Blowing Policy, Whistle Act ,Problems of whistle blowing policy, Whistle Blowing in India.	25 %

Reference Books:

1. Principles of Management: T. Ramaswamy
2. Principles and Techniques of Business: C. P. Mahajan
3. Business Organization and Management: C. B. Gupta
4. Business Environment: Francis Cherunilam
5. Business Ethics- An Indian perspective :A.C.Fernando

**SARDAR PATEL UNIVERSITY
VALLABH VIDHYA NAGAR
BBA(ISM) PROGRAMME
SEMESTER –V
UM05SBBS52 CONSUMER RIGHTS**

Credit:03

Marks:100

UNIT: 1	Right of the consumer Objects & reasons of C. P. Act – 1986 Amendment made in 2002 Rule of Buyer Beware & its exceptions implied condition & warranties	25%
UNIT: 2	Deficiency Person Consumer Consumer dispute, Complaint, Complainants, Goods, Sherries Unfair Trade Practice, Manufacturer Restrictive Trade Practice, Defect Deficiency Hazardous Goods , Excessive Price	25%
UNIT: 3	Consumer Protection Councils Object - Constitution Procedure for meeting Central Council State Council District Council	25%
UNIT: 4	Three Redressal Agencies District Forum National Commissions State Commissions Appeals Dismissal of Vexations & Frivolous Complaints	

Reference Books:

- 1) **Business Law For Management By K. R. Balchandani**
- 2) **Business Law By N. D. Kapoor**