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

Programme: BBA (ISM) Semester: V

Course Code	UM05ABBS71	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS - I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	• To impart training to the students with a view to developing their communicativecompetence in English. • To equip students with the skills necessary at the workplace.

<table>
<tr><th colspan="3">Course Content
(Theory)</th></tr>
<tr><td></td><td>Description</td><td>Weightage</td></tr>
<tr>
<td>1.</td>
<td>

Business Etiquettes
1. Business Etiquettes: Concept and Importance
2. Etiquettes for:
   a. Meetings
   b. Telephone/Cellphone conversations
3. Etiquettes at Workplace (Internal - superiors, peers and subordinates)
4. Etiquettes with Stakeholders (External - suppliers and customers)
</td>
<td>25%</td>
</tr>
<tr>
<td>2.</td>
<td>

Business Presentation
1. Importance and Role of Business Presentation
2. Planning for Presentation
3. Preparing and Practicing (Rehearsing) the Presentation
4. Delivering the Presentation
</td>
<td>25%</td>
</tr>
<tr>
<td>3.</td>
<td>

Communication in Public Relation
1. Public Relation: Definition, Four elements of PR
2. Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question- and- AnswerDiscussions. (Short notes may be asked)
3. Publicity Media: Newspaper, Radio, TV, Internet
4. Crisis Communication: Concept and techniques to deal with crisis
</td>
<td>25%</td>
</tr>
</table>

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4.	Organisational Communication 1. Definition and meaning of Organizational communication 2. Basics of Organisational communication 3. Communication climate in an organization 4. Intra-personal communication and interpersonal communication	25%

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

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

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Course Outcomes: After completion of the course, the learner is able to,
• Communicate Effectively in Global Business Environment.   • Can apply English for specific Business Purposes

Sr. No.	References (Theory)
	Reference Books: 1. Hasbany Ghassan: *How to make winning presentation:* Jaico Publication 2. Antony Jay & Ross Jay: *Effective Presentation,* Universities Press (UP). 3. David Robinson: *Business Etiquettes,* Kogan Page India Private Limited. 4. H. Frazier Moore & Frank Kalupa: *Public Relation,* ninth edition,principles,cases and problems, Surjeet Publications, Delhi. 5. Doctor, Rhoda A. & Doctor, Aspi *H: Principles and practices ofBusiness Communication,* Sheth Publishers Pvt. Ltd. Mumbai. 6. Rajendra Pal & J S Korlahalli: *Essentials of Business Communication,* SultanChand & Sons 7. Raman, Minaxi & Singh, Prakash: *Business Communication,* OXFORD 8. Chatruvedi, P D & Chatruvedi, Mukesh: *Business Communication,* SecondEdition, PEARSON.

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

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

Course Code	UM05ABBS72	Title of the course	Leadership Skills For Management – I
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	1. Leadership skills training helps to build **confidence** and paves the way for future inspirational leaders.
	2. By imparting such training, organizations can prepare the employees who have the potential to take up managerial roles in future.
	3. To differentiate between the good, fair and excellent leaders.

Unit	Title	Description in detail	Weightage (%)
1	**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.	25 %
2	**Relevant Competencies for Leadership Skills:**	**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.	25 %

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3	**Leadership Developmental Activities: Learning from Experience:**	**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.	**25 %**
4	**Contemporary Issues in Leadership: Inspirational Approach**	**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	**25 %**

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

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

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COURSE OUTCOMES:	
1	The **outcome** of **leadership** is influence, the ability to cause people to achieve a compelling vision.
2.	So **leadership**, in its simplest form, is the ability to turn vision into reality.
3.	Thus the **outcome** of **leadership** is vision, accompanied with passion and action.
4.	Leaders who engage in lifelong processes of formation will be persons who create nourishing work environments, virtuous cultures of productivity and compassion, and strong, reciprocal connections to the communities served by their organizations.
5.	The leadership they demonstrate — Identified, nurtured, and inspired information programs — will yield outcomes in these and other categories:

PROGRAME OUTCOMES	
1	To understand and apply principles of management for learn and organisation building
2.	To demonstrate critical thinking and analytical skills to solve business problems in a real world context
3.	To learn effective communication with components such as written oral and non verbal
4.	To understand various functional areas of management including Marketing, Finance and Human resource management
5.	To demonstrate competence to apply a variety of computer application to serve business needs

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

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

Course Code	UM05CBBS71	Title of the course	E- Commerce-I
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	• Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational.
	• Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

Course Content			Weightage
Units	**Description**		
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%
Unit – 2	**Infrastructure of E Commerce**	Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications,	25%
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%
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%

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Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:

1	Demonstrate an understanding of the foundations and importance of E-commerce
2.	Analyze the impact of E-commerce on business models and strategy
3.	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
4.	Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

REFERENCES:

1	Electronic Commerce A Managerial Perspective By: EfraimTurban ,Jae Lee, David King, H.Michael Chung.
2	Electronic Commerce 2004 A Managerial Perspective By: EfraimTurban ,Jae Lee, David King, Dennis Viehland.

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

Course Code	UM05CBBS72	Title of the course	Data communication and Computer Network-I
Total Credits of the course	3	Hours per week	3

Course Objectives:	- Build an understanding of the fundamental concepts of computer networking
	-Familiarize the student with the basic taxonomy and terminology of the computer Networking area.

Course Content			Weightage
Units		**Description**	
Unit – 1	**FUNDAMENTALS**	Networks – Definition of LAN – Components – Models – Applications – Layered Architecture – OSI Model – The Internet Model – IEEE Standards	25%
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%
Unit -3	**LAN TOPOLOGIES**	Introduction – BUS Topology – Ring Topology – Star Topology – Hybrid Topology – Flow Control – Medium Access Methods	25%
Unit-4	**CONNECTING LANS**	Repeater – Hubs – Switch – Bridges – Routers – Gateways – Other Devices	25%

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

COURSE OUTCOMES:	
1	Independently understand basic computer network technology.
2.	Understand and explain Data Communications System and its Components.
3.	Identify the different types of network topologies and protocols.
4.	Identify the different types of network devices and their functions within a Network.

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

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

Course Code	UM05CBBS73	Title of the course	VB.NET
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	- Students will be exposed to the following concepts and skills
	-Analyze program requirements
	- Design/develop programs with GUI interfaces
	-Code programs and develop interface using Visual Basic .Net

Course Contents			
Units		**Description**	**Weight age**
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%
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%
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%

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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%

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:

1	-Understand the programming algorithm, process, and structure .
2.	Understand and identify the fundamental concepts of object-oriented programming
3.	-Understand and use the concepts of objects, primitive value, message, method, selection control structure, repetition control structures, object reference, container, and method parameter
4.	-Understand the impact of Java and VB.NET on business
5.	-Know how to write and run a complete program

REFERENCES:

1	. Steven Holzner; VB.NET Black Book by Dreamtech publication
2	Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press
3	Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

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

Course Code	UM05CBBS74	Title of the course	Supply Chain Management
Total Credits of the course	3	**Hours per week**	3

Course Objectives:	-To give insight about supply chain management.
	-Attainment of organisational goals using supply chain mgmt. techniques.
	-To analyse and examine the implementation of supply chain mgmt. concepts and strategy to firms.
	-To outline key supply chain mgmt. concepts and its application to market.

Course Contents			
Units	**Title**	**Description**	**Weightage**
Unit – 1	Introduction	-Evolution of Supply Chain Management -Objectives, -Benefits of Supply Chain Management -Seven Components of Supply Chain Management	25%
Unit – 2	Supply Chain Management Strategy	- Concept - Supply Chain Framework Design - Factors Affecting Supply Chain Design - Performance Measures	25%
Unit -3	Contemporary Issues In Supply Chain Management	- Demand Chain Management - Green Supply Chain Management - Challenges of Supply Chain Management	25%
Unit-4	Indian Scenario Of Supply Chain Management	- Overview of Indian Scenario - Outsourcing in Indian Context - Indian Specific Problems - Indian Success Stories	25%

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Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

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

COURSE OUTCOMES:	
1	Identify the scope and significance of Supply Chain Relationships in business.
2.	Coordinate the various SCM variables and interpret them for designing marketing strategy for business firms
3.	Examine SCM concepts and phenomenon to current business events in the industry.

REFERENCES:	
1	Sarikakulkarni and Ashoksharma , "supply chain management"- creating Linkages for faster business turnaround ,tatamcgraw – Hill publication -2008
2	Dr.milindMoka and Prof. Deepak P.hBivpathaki, "supply chain management" Everest publishing House, pune
3	D.K.Agrawal –"supply chain management" –strategy, cases and best practices Publisher-macmillan publishers India ltd

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

Course Code	UM05DBBS71	Title of the Course	Personal Finance
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	1. To develop sense and practice of savings and investment among students. 2. To impart comprehensive knowledge on the various insurance policies, claim settlement, preparation of family cash budget and mutual fund. 3. To enable students to deal with challenging scenario of future savings and investment opportunities.

Course Content		
Unit	Description	Weightage*(%)
1.	**Introduction Of Personal Finance (50% Theory & 50% Examples)** • Introduction, Meaning and importance • Goals / Objectives of personal Finance • Financial Planning and budgeting process • Examples based on preparation of Family Cash budget • Importance / Significance of Personal Finance	25%

2.	**Saving and Investment**
	 • Introduction
	 • Need for a Diversified Personal Investment Portfolio
	 • **Investment avenue**
	     o Bank – Fixed Deposits, Recurring Deposits
	     o Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond
	     o Government Schemes – NSC, PPF, Post Office Schemes
	     o Company Deposits
	     o Overseas Investments – ADRs, GDRs, FCCBs, FCEBs
		25%

3.	**Mutual Fund** Meaning, Concept, Definition • Types of Mutual Fund • Importance of mutual Fund • Drawbacks / Limitations of Mutual funds • Mutual Fund in India (AMFI)	25%

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4.	**Insurance (70% Theory & 30% Examples)**	25%
	• 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 (Examples)	

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

Evaluation Pattern

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

Course Outcomes: Having completed this course, the learner will be able to	
1.	The Student will be able to enhance skill of selecting better source of saving and investment.
2.	The student will gain knowledge of basic understanding of operation of mutual fund investment.
3.	The student will be able to apply course knowledge for their personal benefit also.

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Programme Outcomes: Having completed this course, the learner will be able to
1. Personal financial management will gauge the students with future investment opportunities and investment possibilities.

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

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

Course Code	UM05DBBS72	Title of the course	Marketing Management
Total Credits of the course	3	**Hours per week**	3

Course Objectives:	• To give insight about marketing management.
	• To outline key marketing concepts and its application to different markets.
	• To analyse and examine the implementation of marketing concepts and strategy to firms.
	• To attain of organisational marketing goals.

Course Content		Weightage
Units	**Description**	
Unit – 1 INTRODUCTION	- Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing	25%
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%
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%

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Unit-4	PRICING, PROMOTION, AND MEDIA	- Concept of Pricing, objective and Methods of pricing	25%
		- Concept of Promotion, tools, and Promotion mix	
		- Concept, types, Merits and Demerits of each Media	
		- E-Marketing: Meaning, Objectives, Importance	

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

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

COURSE OUTCOMES:	
1	Identify the scope and significance of marketing in domain industry.
2.	Examine marketing concepts and phenomenon to current business events in the industry.
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

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

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

Course Code	UM05DBBS73	Title of the course	Software Engineering
Total Credits of the course	3	**Hours per week**	3

Course Objectives:	1. To provide the idea of decomposing the given problem into Analysis, Design, Implementation, Testing and Maintenance phases.
	2. To provide an idea of using various process models in the software industry according to given circumstances.
	3. To gain the knowledge of how Analysis, Design, Implementation, Testing and Maintenance processes are conducted in a software project.

Course Contents			
Units	**Title**	**Description**	**Weightage**
Unit – 1	**Introduction**	Software and Software Engineering, Phases of Software Development, The Software Engineering Challenges, The Software Engineering Approach	25%
Unit – 2	**Software Process**	- Software Process-Process and Process Model-Component Software Processes, Desired Characteristics of Software Processes, Software Development Process Model (Waterfall model & Spiral Model only)	25%
Unit -3	**Software Requirement Analysis and Specification**	- Introduction of SRS and needs of SRS, Software Requirement-Problem Analysis– Characteristics of SRS-Component of SRS Validation, COCOMO Model, Role of Software Architecture	25%

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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 Top down and bottom-up approach for testing Levels of Testing Levels of Testing. Functional Testing v/s Structural Testing (Difference ONLY) Automated testing tool.- Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	25%

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:

1	Students will be able to decompose the given project in various phases of a lifecycle.
2.	Students will be able to choose appropriate process model depending on the user requirements.
3.	Students will be able perform various life cycle activities like Analysis, Design, Implementation, Testing and Maintenance.

REFERENCES:

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

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

Course Code	UM05GBBS71	Title of the Course	Indian Business Environment
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	1. To impart knowledge on the concept of business environment and its interaction with non economic environment. 2. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business. 3. To develop understanding about the various economic policies.

Unit	Description in detail	Weighting (%)
I	**Unit I: 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%**
II	**Unit II: Non Economic Environment** • Demographic transition theory of population • Compositional characteristics of Indian population and economic development • Concept of Socio-cultural fabric, Lifestyles and business, • Impact of socio cultural on business	**25%**
III	**Unit III: Technology and Natural Environment** Concept of Technological Environment, Time lags in Technology introduction/absorption. Appropriate Technology, Technology – A Reason for Internationalization, Enabling Technologies and Globalizations, IT and Business, Impact of IT on Distribution and Retailing, IT and Global Competitiveness, IT Business and India, Transfer of Technology, Levels of TT, Channels of Technology Flow, Methods of Technology Transfer, Issues in Transfer in Technology, Promotion and Regulation, Areas of Regulation, Promotional Measures, Natural Environment	**25%**
IV	**Unit IV: Economic policies** • Economic survey • Union Budget – concept and salient features • Export - Import policy • Privatisation concept , ways, arguments for and against privatisation and EXIT Policy • Wage policies and Gig labours	**25%**

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

EVALUATION PATTERN:

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

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

SUGGESTED REFERENCES::

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

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

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

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

Course Code		Title of the course	Entrepreneurship Development
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	The purpose of the Entrepreneurship Development 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 Contents			
Units	Title	Description	Weightage
Unit – 1	Introduction	-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%
Unit – 2	Women Entrepreneurship	-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%
Unit -3	Institutions In Aid of Entrepreneurs	-Introduction , -Meaning -Entrepreneurship development Programme organizations -Role of MDI , EDII ,NIESBUD -Role of NAYE for promoting women Entrepreneurship	25%
Unit-4	Small scale Industries	-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	25%

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		-Problems of small scale industries	

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:

1	To able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry.
2.	To transform an initial idea into a fully-fledged business opportunity and effectively Communicate this opportunity through a business plan and pitch.
3.	You have developed your skills in effectively working in and leading professional teams.
4.	To understand the key risks and the most effective processes in bringing different types of products or services to market
5.	To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

REFERENCES:

1	Desai Vasant, " Dynamics of entrepreneurial Development and Management,"
2	" Sucessful Entrepreneurship," Kanishka Publishers, Distributors, New Delhi
3	" Entrepreneurial Development," Sultan chand And Sons, New Delhi. Kulshreshta Kalyani
4	Himalaya Publishing House, Mumbai Gupta C.B.and Srinivasan N.P.

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

Course Code	UM05SBBS71	Title of the course	Business Ethics
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	Understanding the basic concepts of ethics and its role in business, entrepreneurship and economy,
	Be able to recognize the essential characteristics of &quote good Society
	Identify consequences of unethical business activities on the development of Croatian / transition / global society
	Become familiar with the benefits of corporate social responsibility in the context of globalized economic and social relations
	Apply ethical principles in the process of leadership and decision-making,

Course Contents			
Units	**Title**	**Description**	**Weightage**
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%
Unit – 2	Ethics of Consumer Protection	-Introduction, -Parties to Consumer Protection, -Consumer Duties and Responsibility, -Consumer Protection in India, -Legal protection to consumers.	25%
Unit -3	Ethical Leader	-Definition, -Traits of ethical leader, -How does leadership affect the ethics of a corporation, -Ethical theories, -Normative theories of business ethics.	25%

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Unit-4	Whistle Blowing	-Definition, -Whistle blower and Types, -Whistle Blowing Policy, -Whistle Act , -Problems of whistle blowing policy, -Whistle Blowing in India.	25%

Teaching-Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:

1	Argumenting the importance of ethics in business and business communication Interpersonal relationships.
2.	Be able to prepare a code of ethics as a statement of norms and beliefs, and shape the company and strategy in business practice of companies
3.	Evaluate the importance of the care for the environment and education
4.	Analyse the relationship between macroeconomic policy and good economics, the importance of corporate social responsibility.
5.	Evaluate the application of fundamental ethical principles in the business decision-making and action taking.
6.	Ability to apply critical and argumentative thinking in the business judgment.

REFERENCES:

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

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

Course Code	UM05SBBS72	Title of the course	Consumer Rights
Total Credits of the course	**3**	**Hours per week**	**3**

Course Objectives:	-To educate students regarding consumer rights.
	-To give knowledge regarding consumer Redressal.
	-To make students understand regarding various councils of consumers.
	-To make students aware regarding procedure to get Redressal and the procedure to be followed.

Course Content		Weightage
Units	**Description**	
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 Consumer Redressal Rights	-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 -Central Consumer Protection Authority-2019 : - Concept and Purpose	25%
Unit-4 Three Redressal Agencies	-District Forum -National Commissions -State Commissions -Appeals Dismissal of Vexations & Frivolous Complaints	25%

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Teaching-Learning Methodology	➢ White Board
	➢ Presentation
	➢ Video
	➢ Case Study

EVALUATION PATTERN

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

COURSE OUTCOMES:	
1	To make students educated regarding the rights of Indian Consumers.
2.	To educate students regarding rights of consumer against hazardous and defective products
3.	To educate students regarding various councils of consumer protection.
4.	Consumer Redressal process of consumers will be taught.

REFERENCES:	
1	Business Law For Management By K. R. Balchandani
2	Business Law By N. D. Kapoor
3	Journals of India

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Bachelor of Business Administration NCC Semester V
BBA (ISM) (3 Years)

Course Code	UM05SBBS73	Title of the Course	NCC Army-5
Total Credits of the Course	2	Hours per Week	3

Course Objectives: (Theory)	Cadets will be able to: - (a) Understand the concept of Team and its functioning. (b) Understand the concept of Team and its functioning. (c) Hone Public speaking skills. (d) Understand the security set up amd management of Border/Coastal areas. (e) Acquire knowledge about an Infantry Battalion organisation and its weapons. (f) Acquire knowledge about Indo-Pak Wars fought in 1965 & 1971.
Course Objectives: (Practical)	Cadets will be able to: (a) Understand that drill as the foundation for discipline and to command a group for common goal. (b) Appreciate grace and dignity in the performance of ceremonial drill. (c) Use the compass and GPS to locate places on the ground and map.

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

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Course Content : Practical (1 Credit : 2 hours, 25 Marks)

Unit	Description	Weightage* (%)
1.	**Unit 1. Drill** ➢ Ceremonial Drill. ➢ Guard Mounting.	15 %
2	**Unit 2. Weapon Training** ➢ Short Range firing.	15 %
3	**Unit 3- Map Reading** ➢ Google Maps & applications.	10 %
4	**Unit 4- Field Craft & Battle Craft** ➢ Fire control orders. ➢ Types of fire control orders. ➢ Fire and Movement- • when to use fire and movements tactics • Basic considerations • Appreciation of ground cover • Types of cover • Dead ground • Common Mistakes • Map and air photography • Selection of Fire position and fire control.	15 %
5	**Unit 5- Social Service and Community Development** 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	**Unit 6. Health & Hygiene** ➢ Yoga- Introduction, Definition, Purpose, Benefits. ➢ Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Sarvaangasana, Halasana etc.	15%

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7	**Unit 7. Obstacle Training** ➢ Obstacle training – Intro, Safety measures, Benefits. ➢ Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc.	15%

Teaching-Learning Methodology	ICT through ➢ Power Point Presentation ➢ Audio-Visual Presentation ➢ Group Discussion ➢ Role Playing ➢ Case Study

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	External University Written Examination (As per CBCS R.6.8.3)	50 %
2.	External University Practical Examination in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	50%

Course Outcomes (Theory)

Expected Learning Outcomes.

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

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

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Course Outcomes (Practical)

Expected Learning Outcomes:

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

(a) Perform ceremonial drill and follow the different word of command.

(b) Do the social service on various occasions and get connected with the community.

(c) Do all the asana and gain the physical& mental fitness.

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

Suggested References:	
Sr. No.	References
1.	Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi.
2.	Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi.
3.	Hand book of NCC by Kanti Publication, Etava U. P.
4.	Hand book of NCC by Ramesh Publishing house, New Delhi.
On-line Resources	
https://indiancc.nic.in/dg-ncc-gen-aich	
https://indiancc.mygov.in/	
DGNCC training App	

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