

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020

Theory

Paper Code: UM04ABBS51	Total Credit: 3
Title Of Paper: Corporate Communication – II	

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

Practical (Advanced Language Skills)

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

Basic Text & Reference Books (Theory)

Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)

Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor
(AR Sheth & Company, Mumbai)

Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)

Developing Communication Skills – Krishna Mohan & Meera Benerji (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 – Champa Tickoo 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 & Pushp Lata (OUP)

Books / Programmes Recommended: (Practical)

Starting Business English Follow Through

BBC (Video)

BBC (Video)

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04ABBS52 Personality Development

Theory – 100 Marks

Credit – 3

Unit:1	Introduction Definition & meaning of personality Personality Development <ul style="list-style-type: none"> • Freudian stages • Neo – Freudian Stages Determinants of personality Personality Traits : Meaning & Types Personality Traits of Indian managers	25%
Unit:2	Learning Concept and Nature of Learning Components of learning process Factors affecting learning Learning organisation – Meaning Creating of Learning Organizations	25%
Unit:3	Perception Concept and Meaning Perceptual Process Perceptual selectivity : External & Internal Factors in Perceptual Selectivity Perceptual Organization Inter personal perception – Factors in Perceiver	25%
Unit:4	Team Building Definition & Meaning Need for team building Team building ingredients Types of Team Building Team Development	25%

Basic Text & Reference Books:

Personality Development – Hurlock, Tata Macgraw Hill
 Human Resource Management – S. K. Memoria, Himalaya Publication House
 Organisational Behaviour, L. M. Prasad
 Organisational Behaviour, Fred Luthans
 Personality Development – Paul Porcon

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04CBBS51 Management Information System – II

Total – 100 Marks

Credit – 3

Unit 1	Controlling <ul style="list-style-type: none"> • Concepts of Controlling Management • Control Cycle • Different feedback Loops • Principles of Controlling • Multiple control feedback • Quality control Total Quality Control Total Quality MGT	25%
Unit 2	Ethical and Social Issues in Information Systems <ul style="list-style-type: none"> • Understanding Ethical and Social Issues Related to Systems • Ethics in an Information Society • The Moral Dimensions of Information Systems 	25%
Unit 3	Managing Knowledge <ul style="list-style-type: none"> • The Knowledge Management Landscape • Enterprise-Wide knowledge Management Systems • Knowledge Work Systems • Intelligent Techniques 	25%
Unit 4	Basic System Approach <ul style="list-style-type: none"> • Introduction to Information System Development • What is System? • System development strategies • Tools for system Development • System approach to management • An introduction to Information Security(IS) • Importance of IS • Need for IS • Principles of IS • Standards for Information Security Management 	25%

References:

- 1) Management Information Systems by T.Lucey
- 2) Management Information Systems (Tenth Edition)
Kenneth C. Laudon and Jane P. Laudon

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04CBBS52 SYSTEM ANYLSIS AND DESIGN - II

Theory: 100 Marks

Credit: 3

Unit 1	Designing and Fact Gathering Techniques <ul style="list-style-type: none"> ➤ Fact Gathering- Interview, Questionnaires, Record Inspection, Observation ➤ Input Design – Data Capture, Data Verification ,Data validation , Basic Steps in Data Capture ➤ Output Design – Design Principle and Objectives, Types of Output and Considerations, Output Media 	25%
Unit 2	Designing and security <ul style="list-style-type: none"> ➤ Form Design – Types, Basic Principles, Considerations and Steps ➤ File Design – Types of files, File Structure, File Organization, File Access, File Design and Database. ➤ Code Design – Principles of code design, Significant codes, Logical codes, Collating codes, Non Significant codes. ➤ System Security - - Introduction, identification, Access Controls, Encryption, Audit Controls, System Integrity, Recovery/restart requirements, System failures and recovery - Disaster/Recovery Planning 	25%
Unit 3	Data flow Diagram & System Flowchart Symbols <ul style="list-style-type: none"> ➤ DFDs and Symbols used ➤ Construction a DFD for a small system ➤ Physical and Logical DFDs ➤ Example of System including physical and logical DFD ➤ Practice of DFD 	25%
Unit 4	Unified Modeling Language <ul style="list-style-type: none"> ➤ UML Introduction ➤ Three Aspects of UML ➤ Goal and Scope of UML ➤ History of UML ➤ UML process ➤ UML Diagrams <p>-Use Case Diagram – Actor – Actor Instance – Use cases - Use cases Instance – Dependencies – Generalization.</p>	25%

Reference Book:

- System Anylsis, Design And Introduction to Software Engineering-
-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR, 3rd Edition
- Analysis & Design of Information Systems 2nd Edition by-James A senn
(McGraw-Hill)
- Learning UML : By Sinan Si Alhir, Publisher :O'Relly
UML in nut shall : by O'Relly

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04CBBS53 DATABASE MANGEMENT SYSETEM

Marks: 100

Credit: 03

Unit 1	Database Management System -Basic concepts -Data, Information, Field, Record, Database File, -Advantages and Disadvantages of DBMS. -Organization of DBMS. -Components of DBMS. -Structure of DBMS.	25%
Unit 2	Data Models & Relational Database -Data Model -E-R Modeling -Entity, Attribute, Relationship & Types, Mapping cardinality, -Membership class of the entity type, Rules of Drawing ER Model -Relational Data Model : Concept, Example, Advantages, Disadvantages -Normalization : 1NF,2NF,3NF -Difference between Conventional DBMS and RDBMS -Codd Rules	25%
Unit 3	SQL -Introduction to SQL -Data Types Built in -Char, Varchar, Varchar2, number, date, raw, long, lob, etc. -CREATE TABLE (without constraints) -INSERT, UPDATE, DELETE -SELECT (simple, with form & where clause) -DROP table -SELECT * from Tab -DESC -ALTER TABLE(add/modify columns) - SPOOL -NULL values -Primary Key , Foreign Key -Unique Constraint -Check Constraint -Use of USER_CONSTRAINTS -Constraints in CREATE TABLE -ALTER TABLE to add/remove constraints	25%
Unit 4	SQL Functions and Pattern Matching - Range Searching and Pattern Matching ➔ Arithmetic Operators ➔ Relational operators ➔ Logical Operators ➔ IN, LIKE , BETWEEN - Group functions	25%

	<ul style="list-style-type: none"> ➔ AVG, MIN, MAX, COUNT, SUM - Numeric Functions ➔ ABS, POWER, ROUND, TRUNC, SQRT - Character Functions ➔ UPPER, LOWER, INITCAP, LENGTH, SUBSTR, LPAD, RPAD, LTRIM, RTRIM. - Date Functions ➔ ADD_MONTHS, LAST_DAY, MONTHS_BETWEEN ➔ Addition and Subtraction of dates - Conversion Functions ➔ TO_NUMBER, TO_CHAR, TO_DATE ➔ Number and date format models 	
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References:

1. Oracle Developer 2000 by Ivan Bayross, BPB Publishers.

PRACTICAL BASED ON DATABASE MANGEMENT SYSETEM

1	Create appropriate tables and insert the data.
2	Find the names of all the clients.
3	Retrieve the entire contents of the client _master table.
4	Retrieve the list of names and the cities of all the clients.
5	List the various products available from the product master table.
6	List the clients who are located in Bombay.
7	Find the names of the salesman who have a salary equal to Rs. 3000.
8	Change the city of client_no 'C00005' to 'Bombay'.
9	Selected all salesman from the salesman_master shoes salaries are equal to Rs. 3000.
10	Ad a column called 'telephone' of data type 'number and size = '10' to the client_amster table.
11	Change the size of sell_price column in product-master to 10,2.
12	Destroy the table client_master along with its data.
13	Find the names of all clients having 'a' as the second letter in their names.
14	Find out the clients who stay in a city whose second letter is 'a'.
15	Find out the list of all clients who stay in 'Bombay' or 'Delhi'.
16	Print the list of clients whose bal-due is greater than value 10000.
17	Print the information from sales_order table for orders placed in the month of January.
18	Display the order information for client_no 'C0001' and 'C0002'.
19	Find products whose selling price is greater than 2000 and less than or equal to 5000.
20	List the names , city and state of clients who are not in the state at 'Maharastra'.
21	Count the total number of orders.
22	Calculate the average price of all the products.
23	Count the number of products having price greater than or equal to 1500.
24	Find the products whose qty_on_hand is les than reorder level.
25	Find out the sum total of all the billed orders for the month of 'November'.
26.	Display the s_order_date in the format 'dd-month-yy' e.g. 12-February-98.
27.	Find the number of days elapsed between today's date and the delivery date of the orders placed by the clients.

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BBA (ISM) (3 Years) Semester - 4
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UM04CBBS54 MANAGEMENT FOR INNOVATIONS

Credit:03

Marks:100

Unit 1	Innovation Management Meaning – Importance – Need – Process – Principles – Models – Innovation as a process – Practices	25%
Unit 2	Creativity and Business Idea Sources of Ideas – Methods generating new ideas – Opportunity Recognition – Testing the Ideas – New Product Development – Considerations for New Product Development – Models of New Product Development	25%
Unit 3	Creative Problem Solving and Opportunity Brainstorming – Methods of Problem Solving – Parameter Analysis – Evaluation criteria – Methods of Opportunity Identification – E – Commerce and Business Opportunity	25%
Unit 4	Planning and Sequencing Change for Innovation Organizing Change Problem – Determining what to change – Sequencing changes and planning the change process – Manager’s Role in Implementing Change – Framework for understanding Manager’s role.	25%

Reference Books:

1. James A Christiansen “Competitive Innovation Management”- Macmillan Business, 2000.
2. Paul Trott, “Innovation Management & New Product Development”- Pitman 2000.
3. S.S George, “Managing Innovation in the new Millennium”, - The ICFAI Press.

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04DBBS51 FINANCIAL MANAGEMENT-II

Total:-Marks: 100

Credit: 3

Unit No.	Name of the Unit	Topics	Weightage
1.	Cash Flow Analysis	Meaning of cash flow statement ,Utility of cash flow analysis Limitations of cash flow analysis, Basic principles of cash flow estimation, Classification of Cash flow Statement activities, Illustration of cash flow analysis (As per AS-3)	25%
2.	Leverage Analysis	Meaning and Definition of Leverage, Significance of leverage Operating leverage, Financial leverage, Combined leverage & their implications (Examples of Leverage and Degree of Leverage)	25%
3.	Leasing Hire Purchase & project finance	Meaning and Definition of Leasing and Hire purchase Types of leases, Rational for leasing, Characteristics of leasing Operating lease & finance lease ,Hire purchase arrangement Choice between leasing & Hire purchase	25%
4.	Indian Financial System	Financial Market -Money market, Capital market, Call money market, Stock exchange: Meaning and Definition, Functions, Internet stock trading Financial Institution Mutual Funds: Importance of Mutual fund and Types of Mutual fund Financial services in Internet Era, Technology in use, Internet Banking.	25%

REFERENCES:

1. Financial Management by Khan & Jain
2. Financial Management by I.M.Pandy
3. Indian Financial system by V.A.Avdhani
4. Financial Management & Management Accounting by S.N.Maheshwari
5. Financial Management by M.R.Agrawal
6. Financial Market and services by Gordon & Natarajan
7. Financial Management by T.J.Rana

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04DBBS52 Organizational Behavior

Total :-100

Credit:-3

Unit – 1	Organisational Behaviour <ul style="list-style-type: none"> • Concept of organizational Behaviour • Nature of organizational Behaviour • Discipline contributing to organizational Behaviour • Challenges in organizational behaviour • Role of organizational Behaviour 	25%
Unit – 2	Power and Politics <ul style="list-style-type: none"> • Concept and importance of power • Bases of power • Tactics to gain power • Reasons for organizational politics • Management of organizational politics 	25%
Unit – 3	Organisational change Concept of OC <ul style="list-style-type: none"> • Internal and external factors in OC • Human response to change • Resistance to change (Meaning and factors) • Management of change or overcoming change • Process of planned change 	25%
Unit – 4	Organisational conflict <ul style="list-style-type: none"> • Concept of conflict • Types of conflict • Causes of interpersonal conflict • Causes of intergroup conflict • Conflict management 	25%

References:

- 1) L.M.Prasad , “ Organisational Behaviour,” Sultan Chand and sons, New Delhi, 4th Edition – Reprint 2008
- 2) Fred Luthans, “ Organisational Behaviour,” McGraw- Hill International Editions 7TH Edition.

Evaluation: Internal (theory) 40 marks
 External(theory) 60 marks

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
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Code: UM04DBBS53	Total Credit:
Title Of Subject: Information Security	

Unit	Description in detail	Weighting (%)
I	Introduction Attacks, services and mechanism Security attacks Security services A model for network security	25%
II	Cryptography Introduction Conventional encryption principles Basic terms : plaintext, ciphertext, cryptography, cryptanalysis Substitution ciphers vs. transposition ciphers Types of attack on encrypted messages Introduction to public key cryptography	25%
III	System Security Intruders Viruses and related threats : trap doors, logic bombs, trojan horses, viruses, worms, bacteria The nature of viruses Types of viruses Antivirus approaches : detection, identification and removal	25%
IV	Network Security Digital signatures Firewalls : introduction, design principles, characteristics, types, configuration	25%

Basic Text & Reference Books :-

William Stallings: Network Security Essentials (Applications and Standards), Pearson Education India, 2001.
 Tanenbaum A. S., Computer Networks, Prentice-Hall of India Pvt. Ltd., New Delhi, 1997.

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04GBBS21 Economic Analysis-II

Total – 100 Marks

Credit – 3

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

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020
UM04GBBS52 Cyber Law

Marks-100

Credit-3

Unit -1	<p>Basic of the Computer and Cyber World.</p> <ul style="list-style-type: none"> -Overview of computer and computer network Processing and communication of data - Computer languages/Programmers and software Development - History of development of internet. - Cyber Security – Cyber Security Threats 	25%
Unit 2	<p>Regulatory Framework of the cyber world</p> <ul style="list-style-type: none"> - Role of law in the cyber world. - General Principles of contract law and cyber space - Challenges in the cyber world - Introduction to electronic commerce - Online contracts - Consumer protection in cyber world 	25%
Unit 3	<p>Information technology Act. 2000</p> <ul style="list-style-type: none"> - Overview of - Digital Signature - Digital Certificates - Electronic Governance - Regulation of certifying authorities - Cyber regulation appellate tribunal offences - Temporary - Hacking - Publication of obscene information - Penalties - Computer evidence & Computer Forensics 	25%
Unit 4	<p>Intellectual Property Laws</p> <ul style="list-style-type: none"> - The trade marks Act 1999 - Definition and Elements - What is a good trademark? - Registration of Trademark(Procedure) - Appellate Board - Indian Copyright Act 1957 - Meaning - Copy Right Board - Rights of the Owner - Infringment of Copy Right 	25%

	<ul style="list-style-type: none"> - The patent Act 1970 - Meaning of Patent - Registration procedure of Patent - Opposition Board - Rights of Patentees <p>Infringement and reliefs</p>	
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References:-

- Bainbridge - David, Introduction to Computer Law(1993)
- Bainbridge – David, Software Copyright Law (1999)
- Copinger and James, Skone – Copyright (1999)
- Cornish, W.R. Intellectual Laws (1999)
- Ferrera, Gerald R, Lichtenstein, Stephen D. cyber law text cases(2001)
- Kamnath, Nandan (ed.,) law relating to computers, internet and E-commerce, A guide to cyber law & the information technology Act. 2000(2000)
- Sharma Vakul, Handbook of cyber Laws (McMillan, India, 2000)

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020

UM04SBBS51 Disaster Management

Credit:03

Marks:100

Unit :1	Fundamentals of Disaster Meaning,Nature,Characteristics and Types of Disasters (Naturel & Non-Natural Disasters and Man made Disasters)Concept of Hazard, Risk and Vulnerability-Theories(Behavioreal;Complexity&Structural)	25%
Unit : 2	Management of Disaster Disaster Management (Concept & Significance) – Planning, Coordination, Leadership and control of Disaster- Risk assessment and Disaster mitigation- Post-disaster management measures (Conceptual understanding of Recovery, relocation& re-construction measures for damaged properties)- Disaster Management Policy of India.	25%
Unit : 3	Disaster Management In India Institual Framework of Disaster Management in India – Stakeholders in Disaster Management-National Disaster Management Authority- Nodal Agencies- State, District and Local Authorities for Disaster Management- Geographical Classification of India on the basis of Disaster like Earthquakes, Drought,Flood,Tsunami and Volcano.	25%
Unit : 4	Disaster Preparedness and Disaster Relif Concept of Disaster Preparedness- predictability,Forcasting and warning of Disasters- Prevention and precautionary measurs-Concept of Disaster Relif- Damage Assessment- Search and Rescue operations,Shelter,Food and Medical Supply,ReliefAid,maintaining Public Order.	25%

References:

- Goel SL and Ram Kumar, **Disaster Management**, Deep & Deep Publications,New Delhi.
- Goel SL **Encyclopedia OfDisaster Management**, Deep & Deep Publications,New Delhi,2006
- Chakraborty,S.C.,Natural Hazards and Disaster Management,Pragatishil Prakashak,Kolkata,2007.
- Sinha P.C. (ED): **Encyclopedia OfDisaster Management**; AnmolPublications,New Delhi1998.
- Monappa,K.C. **Disaster Preparedness** Akshay Public Agencie, New Delhi.
- ModhSatish**Citizens Guid to Disaster Management: How to Save your own life and help others**,McMillian India 2006.

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 4
Syllabus with Effect from: Nov./Dec., 2020

UM04SBBS52 Rurban Development

Credit : 3
Marks : 100

UNIT-01	RURAL DEVELOPMENT Concept of Rural Development , size , structure and characteristics , determinants of rural development, Gandhian model of Rural Development	25%
UNIT -02	URBAN DEVELOPMENT Concept of Urbanization, Migration and Urbanization Dilemma: Trends in Urbanization, Urban informal Sector, Urban unemployment, Migration and development, Todaro's Migration Model.	25%
UNIT-03	Concept , rurban planning, Benefits and need analysis, rurban model- Spatial Model and economy Model, Sustainable Rurban Development – ways and means, Vision of Rurban Development Plan by Government of Gujarat.	25%
UNIT -04	Rurban Morphology in Gujarat, Gov. of Gujarat Current Schemes, Initiatives and Future Challenges. A study of Model village (Dharmaj & Thamna Village in Anand districts)	25%

INTERNAL EVALUATION: Internal-40 Marks , External-60 Marks

REFERENCES:

- 1.Micheal P Todaro (2001) :- “ECONOMIC DEVELOPMENT” Pearson Education
- 2.Mishra S K & Puri :- “ECONOMICS OF DEVELOPMENT & PLANNING THEORY & PRACTICE” Himalaya Publication
3. M L Jhingan :-“ECONOMICS OF DEVELOPMENT AND PLANNING” Virnda Publication
4. www, rural-urban.org
- 5.<http://www.vibrantgujarat.com/document/vibrant-gujarat-summer/Rurbanization-Changing-face-of-modern-India>
- 6.Government of Gujarat,Development Program 2011-12 general administration department,planning development, gandhinagar,Febr 2011.
- 7.<http://www.jnvr.net/thechandigarhproject/RURBANPLANNING.html>
8. <http://www.jnvr.net/thechandigarhproject/rurbanmodels.html>
