SARDAR PATEL UNIVERSITY
BBA (ISM) Semester: VI
Syllabus with Effect from: December 2019
Theory

Paper Code: UM06ABBS21	Total Credit:3
Title Of Paper: Business Etiquettes And Presentation Skills - II	

Unit	Description in detail	Weighting (%)
I	**Essentials of Presentation** 1.Using Visual Aids for Presentation · Oral Presentation (Transparencies, graphs, charts, etc.) 2.Using Audio /Visual Aids for Presentation · Electronic Presentation Multimedia/PPT) 3.Coping with Presentation fears 4.Non-Verbal aspects of Presentation	25%
II	**Intercultural Business Communication** Need and importance of Intercultural Business Communication Developing intercultural awareness Patterns of cultural differences Factors of cross cultural relationship	25%
III	**Business Etiquettes (Advanced)** Etiquettes in Written Communication. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25%
IV	**Negotiation Skills** Negotiation: Concept and Importance Stages in the Negotiation Process Strategies of negotiation: initial, during and reaching (closing)	25%

Practical

		Total redit:3
Title Of Paper: Business Etiquettes And Presentation Skills - II		

	Description in detail	Weighting (%)
I	Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas)	50%
II	Viva Voce (Based on the Presentation)	50%

Basic Text & Reference Books:-

Hasbany Ghassan: How to make winning presentation: Jaico Publication
Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
David Robinson: Business Etiquettes, Kogan Page India Private Limited.
H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
Doctor, Rhoda A. & Doctor, Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
Herb Cohen: You can Negotiate anything, Jaico Publishing House
Lesikar & Flately : Basic Business Communication, Tata McGraw Hill Edition
Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.
Om P Juneja & Aarti Mujumdar: Business Communication Techniques and Methods: Orient Blackswan
Scot Ober : Contemporary Business Communication, Fifth Edition, Indian Adaptation, Biztantra

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06ABBS22	Total Credit: 3
Title Of Paper: Leadership Skills for Management - II	

Unit	Description in detail	Weighting (%)
1	**Introduction: The Nature of Leadership** Definitions of leadership Leadership effectiveness Overview of major research approaches Level of conceptualization for leadership	25 %
2	**Participative Leadership, Delegation, and Empowerment** Nature of participative leadership Guidelines for participative leadership Delegation: Concept, varieties, potential advantages, and guidelines for delegating Empowerment: Concept and Consequences	25 %
3	**Developing Leadership Skills** Concept Leadership training programme Steps in designing effective training Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation	25 %
4	**Leadership Theories and Leadership Styles** Difference between leadership and management Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories Leadership styles Leadership styles in Indian Organisation	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: VI
Syllabus with effect from : December 2019

Paper Code: UM06CBBS21	Total Credit: 3
Title Of Paper: Electronic Commerce – II	

Unit	Description in detail	Weighting (%)
1	**E-Commerce Marketing & Retailing** Basic Marketing Concept, Internet Marketing Technology, Business Models of Electronic Marketing, Electronic Marketing in B2B, Direct Marketing, Online Customer Service, Electronic Intermediaries, Procedure for Internet Shopping, Aiding Comparison Shopping, The Impact of EC on Traditional Retailing Systems	25 %
2	**Advertisement in Electronic Commerce** Web Advertisement, Internet Advertising Terminology, Why Internet Advertisement, The Internet Versus Traditional Methods, Types of Internet Advertisement, Advertisement Methods: Banners, Splash Screen, Spot Leasing, URL, E-Mail, Chat Rooms, Other Forms.	25%
3	**Electronic Commerce for Service Industries** Employment Placement and The job Market: The Internet job market, Advantage of the Electronic job market, The Limitations of the Electronic job markets Trading Stocks Online: Online Stock Trading, Initial public Offerings (IPOs) and the Internet, Related Markets. Cyber banking and Personal Finance: Implementation Issues in Banking and online Trading, Billing Online.	25 %
4	**Intranet and Extranet** Architecture of the Internet, Intranet and Extranet, The internet, The extranet, Application of Internets, Generic functions of internet, Intranet application areas, The Application of Extranets, Benefits of Extranet.	25 %

Evaluation Scheme:

Internal (Theory) = 40 Marks **External** (Theory) = 60 Marks (2 Hours Examination)**Reference Books:**

1.Electronic Commerce A Managerial Perspective;Efraim Turban ,Jae Lee, David King, H.Michael Chung.

2. Electronic Commerce 2004 A Managerial Perspective;Efraim Turban ,Jae Lee, David King, Dennis Viehland.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06CBBS22	
Title Of Paper: Data Communication and Computer Network – II	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Fundamental and Connecting LANS:** Ethernet: Layers –MAC Layer, Physical Layer-10 Mbps Implementation Token Ring: MAC Layer, Physical Layer-Ring Management	25%
2	**Wireless and ATM LANS** Networks –Definition of LAN - OSI Model ATM LANs-Architecture-LANE-LANE Operation-Frame Format Wireless LANs-Wireless Transmission –ISM Frequency Band-Architecture	25%
3	**TCP/IP and IP Addressing** Overview of TCP/IP-Network Layer-other protocol IP Addressing Scheme-Class A, B, C, D, E Addressing-Subnetting-custom subnetting-supernetting	25%
4	**4 Transport Layer Protocol and IPV6** Transport layer –DHCP-Next Generation: IPV6 and ICMV6 Other protocol: TELNET-HTTP-SMTP Data Encryption Terms: Data Encryption, Decryption, Cipher text, plaintext, Authentication	25%

Evaluation Scheme:
Internal (Theory):40 Marks
External (Theory): 60 Marks (2 Hours Examination)

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
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06CBBS23	
Title Of Paper: Programming with PHP	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Introduction to PHP** History of PHP, Features of PHP, General structure of PHP, WAMP / ZAM P SERVER AS INTRO. Displaying Output, Escaping Special Characters, Variables – (Declaring, Assigning, Destroying), Datatypes, Setting and Testing Datatypes – Constants -Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)	25%
2	**PHP Basics** Control structures (if, if-else, if-elseif, select) – Looping structures (while, for) - 1-D Array (Number-Indexed and Associative) (Storing Data, Assigning, Accessing Array Elements, Displaying) - User-Defined Functions	25%
3	**Advanced PHP and Form Interaction** Working with Number, Strings functions, Working with Dates and Time – Creating tables using PhpMyAdmin, Interaction with HTML form	25%
4	**Database programming and PHP 25%** Working with Forms PHP and MySQL Integration – Basic SQL Commands (Insert, Update, Delete, Select) – Database functions (mysql_connect, mysql_select_db, mysql_query, mysql_num_rows, mysql_fetch_array, mysql_fetch_field, mysql_close) – Generating reports using PHP and MySQL.	25%

Evaluation:
Internal- 40 Marks – Average of (Theory 40 Marks + Practical 40 Marks)
External- 60 Marks - Average of (Theory 60 Marks + Practical 60 Marks)
Two Hours Examination

REFERENCES:
1. PHP – A Beginner's guide, VikramVaswani, TMH 2009
2. Web enabled commercial application development using HTML, Javascript, DHTML and PHP by Ivan Bayross, BPB Publication.
3. Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication
4. Professional PHP by Castagnetto Jesus, Shroff Publication
Lectures per week: Theory: 2 Practical: 2

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06CBBS24	
Title Of Paper: MANAGEMENT CONTROL SYSTEM	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Management Control System [Theory]** - Introduction - Strategic formulation - Operational control - Management control process - Evolution and revolution of management control system	25%
2	**Responsibility Accounting [Theory]** - Introduction , responsibility centre - Types of responsibility centre - Transfer pricing methods –(only theory) - Responsibility performance reporting	25%
3	**Audit under Computer System [Theory]** - Meaning of data, information and data processing - Methods of computer data processing - Types of computer processing - Role of computer in accounting	25%
4	**Management Control and Emerging Areas [Theory]** - Control systems and conflict resolution - Framework for conflict resolution - Management control and ethical issues - Control systems supporting the ethics Programme	25%

Evaluation Scheme:
> **Internal (Theory)   : 40 Marks**
> **External (Theory)   : 60 Marks   Two – Hour Examination**

Reference Books:
1. Management control system-A management emphasis by pradip kumar sinha
2. Maheshwari, S.N., Management accounting and financial control , sultan chand And sons , new delhi
3. Jawaharlal , accounting for managers , Himalaya publishing house,new Delhi

Paper Code: UM06DBBS21	
Title Of Paper: Security Analysis	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Investment Environment** **[Theory only]** • Conceptual understanding of investment, Speculation and Gambling • Stock Exchange- Meaning, Function, Working, Defects • BSE,NSE and OTCEI • Trading Mechanism in stock Exchange	25%
2	**Security Analysis** **[Theory only]** • Meaning of security analysis • Approaches to security analysis o Fundamental analysis (EIC framework) o Technical analysis – Meaning, assumption, Dow's Theory o Conceptual understanding of Bullish and Bearish market o Efficient Market Hypothesis [excluding test of efficiency]	25%
3	**Valuation of Security [50%Theory and 50%Example]** • Concept of value • Valuation of Equity shares • Valuation of Preference share • Valuation of Debenture and Bond • Yield to Maturity	25%
4	**Portfolio Management [Theory and Example]** • Meaning of Portfolio Management • Portfolio Management Process • Modern Portfolio Theory / Markowitz Theory (Theory) • Diversification of risk (theory) • Capital Asset Pricing model (Theory and Example) • Risk and Return [Theory and examples on individual and portfolio of Two securities only]	25%

Evaluation Scheme:
       Internal (Theory)   : 40 Marks
       External (Theory)   : 60 Marks   Two – Hours Examination

Reference Books:
1. Investment Management – V.K.Bhalla
2. Financial Markets and Services – Gordon and Natrajan
3. Security Analysis and Portfolio Management – V.A.Avdhani
4. Investment Analysis and Portfolio Management -Prasan Chandra
5. Financial Management – I.M.Pandey
6. Security Analysis and Portfolio Management – S.Kevin
7. Investment Analysis and Portfolio Management – Madhumati and Rangrajan

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06DBBS22	
Title Of Paper: ADVANCE MARKETING MANAGEMENT	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**UDERSTANDING THE MARKETING ENVIRONMENT & COMPETITION** • Concept of Indian Marketing Environment • Macro Environmental Forces • Recent Shifts of Marketing Management • Competitive Forces And It's Strategies	25%
2	**MARKETING RESEARCH** • Concept of Marketing Research • Marketing Research Process • Scope of Marketing Research • Research Design(Meaning and Major Types) • Sampling Methods • Steps and Contents Of Research Reports	25%
3	**RETAILING MANAGEMENT** • Concept of Retailing • Functions Performed by Retailers • Opportunities in Retailing • Retail Management Decision Process	25%
4	**SERVICE MARKETING** • Introduction, Characteristics of Service • Classification of Service, Service Marketing Mix • Introduction, Determinants of Service Quality • Characteristics of Service Quality, Strategies for recovering Service Quality Failures.	25%

EVALUATION SCHEME:
        Internal (Theory): 40 Marks
        External (Theory): 60 Marks   Two – Hours Examination

 REFERENCE BOOKS:
1. Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, And Prentice Hall Publication.
2. Marketing Research, Beri C.G, 3rd Edition, Published By Tata McGraw-Hill Publishing Company Limited.
3. Research Methodology, Methods and Techniques, Kothari R.C, Second Revised Edition, Published By New Age International Publishers.
4. Retailing Management, Text & Cases By, Swapna Pradhan, 3rd Edition, Published By Tata McGraw-Hill Publications.
5. Retailing Management By, Levy Michael, Weitz Barton A., Pandit Ajay , Sixth Edition, Published by Tata McGraw-Hill Publication
6. Service Marketing by P.K.Gupta, Everest Publishing House.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06DBBS23	
Title Of Paper: E-Business: Managerial Application	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Overview of E-Business** • Introduction of E-Business • Meaning and Importance of E-Business • E-Commerce Framework • Difference between E-Business and Traditional Business • E-Business as a Strategy • Benefits and Barriers in E-Business • Business Models for E-Commerce	25%
2	**Marketing in E-commerce Environment** • Internet Marketing and its Types • Techniques • Factor for Successful E-tailing • B2B on –line Marketing • Effective Web Presence	25%
3	**CRM, SCM and E-Payments** • Meaning • Scope and Benefits • CRM Applications • Meaning of SCM • Scope & Benefits • E-Payments and its Types • Security Issues in E-Payments	25%
4	**E-commerce Applications** • Strategy Formulation and Implementation • E-Governance • Tourism and Travels • Auctions • Data Mining and Data Warehousing.	25%

Evaluation Scheme:
Internal (Theory) = 40 Marks
External (Theory) = 60 Marks (2 Hours Examination)

Reference Books:
1. Electronic Commerce : A Managerial Perspective: By Turban
2. Electronic Commerce : A Manager Guide : By Ravi Kalakota
3. Electronic Commerce : By Laudon and Traver

SARDAR PATEL UNIVERSITY
Programme: BBA (ISM)
Semester: VI
Syllabus with Effect From: December 2019

Paper Code:	UM06GBBS21	Total Credit:3
Title Of Paper :	Global Business Environment	

Objectives: To develop understanding about the global business environment and International Investment. To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.

Unit	Description in detail	Weighting (%)
I	**Introduction to Global Environment** Global Environment -Characteristics and Components Strategies for India going global Multinational Enterprises(MNE) - Benefits to host and home country Demerits of MNE	25%
II	**International Investment** International Investment-Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India	25%
III	**World Trade Organisation** World Trade Organization (WTO)- Functions, Principles, Organizational Structure The WTO Agreements - A Bird's eye view Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences	25%
IV	**International Economic Organisations** Introduction, Objectives, Organisational Structure and Functions of following organisation - International Monetary Fund (IMF) International Bank for Reconstruction and Development (IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%

Basic Text & Reference Books:-
- Francis Chrunilam - International business Environment
- R Chandran - International business Environment
- Francis Chrunilam - Business Environment
- Ahswathappa K - Business Environment
- Ahswathappa K - Business Environment
- R Daft and K P M Sundaram - Indian Economy
- A N Agrawal - Indian Economy
- D M Mithani - Money, Banking, International Trade and Finance K Subbarao - International Business, Himalaya Publication

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06GBBS22	
Title Of Paper: Social Entrepreneurship	**Total Credit: 3**

Unit	Description in detail	Weighting (%)
1	**Fundamentals of Social Entrepreneurship** Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship	25%
2	**Women Entrepreneurship** Concept-Functions-Problems-Development of women entrepreneurship in India - Role of women associations	25%
3	**Rural Entrepreneurship** Concept-Need-Problems-NGO & Rural entrepreneurship-Development of rural entrepreneurship in India	25%
4	**Trends in Social Entrepreneurship** Major challenges - Major opportunities - Role of government for growth of social entrepreneurship in country - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	25%

Basic Text & Reference Books

Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press
Social Entrepreneurship - Meaning,Challenges & Strategies by Hamza El Fasiki, Lambart Academic Publication.
Entrepreneurship Development by S.S.Khanka
Entrepreneurship Development and Project Management by Neeta Baporikar
Entrepreneurial Development by Gupta and Shrinivasan

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: VI
Syllabus with effect from : December 2019

Paper Code: UM06SBBS21	
Title Of Paper: Comprehensive Project	**Total Credit: 3**

Unit Description in detail Weightage (%)
The objective of the project is to motivate them to work in emerging/latest technologies, help the students to develop ability, to apply theoretical and practical tools/techniques to solve real life problems related to industry, academic institutions and research laboratories. The project is of 6 hours/week for one (semester VI) semester Duration and a student is expected to do planning, analyzing, designing, coding, and implementing the project. The initiation of project should be with the project proposal. The synopsis approval will be given by the project guides. The project proposal should include the following: 1. Title   2. Objectives 3. Input and output 4. Details of modules and process logic. Maximum 2 Tools are used 5. Limitations of the project 6. Tools/platforms, Languages to be used (Compulsory VB.net & PHP) 7. Scope of future application For the project work, the guide (internal) evaluate the work for 40 marks based on the performance of the candidates during the development of the project and the external examiner will evaluate the project work as Follows: 1. Project Report - 20 marks 2. Viva –Voce - 40 marks The Project work should be either an individual one or a group of not more than three members. B.B.A (ISM): Syllabus (CBCS). Document is not more than 60 or less than 40.