



Programme: BBA (ISM) Semester: VI

Course Code	UM06ABBS71	Title of the Course	BUSINESS ETIQUETTES AND PRESENTATION SKILLS - II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"><li>• To impart training to the students with a view to developing their communicative competence in English.</li><li>• To equip students with the skills necessary at the workplace.</li></ul>
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<b>Course Content (Theory)</b>		
	Description	Weightage
1.	<b>Essentials of Presentation</b>  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%
2.	<b>Intercultural Business Communication</b>  1. Need and importance of Intercultural Business Communication 2. Developing intercultural awareness 3. Patterns of cultural differences 4. Factors of cross cultural relationship	25%
3.	<b>Business Etiquettes (Advanced)</b>  1. Etiquettes in Written Communication 2. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25%



4	<b>Negotiation Skills</b> 1. Negotiation: Concept and Importance 2. Stages in the Negotiation Process 3. Strategies of negotiation: initial, during and reaching (closing)	25%
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Teaching- Learning Methodology	<b>Learner-centred Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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**Practical:**

1. Presentations (Oral or PPT) 50% (For Presentation a student may select any topic from social, academic, management and business related areas )
2. Viva Voce (Based on the Presentation)

**Evaluation Scheme:**

1. The examination will be conducted in two parts: Written and Practical. Both will carry equal weighting in internal as well as external examination in the ratio of 70:30.
2. The Written Examination will be of Three Hours duration and carry 70 Marks.
3. Practical Examination will comprise:
  - a. PPT / Oral Presentation; answering questions on the presentation.
4. The total number of marks obtained by a candidate out of 140, i.e., the total of written and practical examination shall be divided by two so as to get marks out of 70 at external examination.



**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)
	<p>Reference Books:</p> <ol style="list-style-type: none"><li>1. Hasbany Ghassan: <i>How to make winning presentation</i>: Jaico Publication</li><li>2. Antony Jay &amp; Ross Jay: <i>Effective Presentation</i>, Universities Press (UP).</li><li>3. David Robinson: <i>Business Etiquettes</i>, Kogan Page India Private Limited.</li><li>4. H. Frazier Moore &amp; Frank Kalupa: <i>Public Relation</i>, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.</li><li>5. Doctor, Rhoda A. &amp; Doctor, Aspi H: <i>Principles and practices of Business Communication</i>, Sheth Publishers Pvt. Ltd. Mumbai.</li><li>6. Rajendra Pal &amp; J S Korlahalli: <i>Essentials of Business Communication</i>, SultanChand &amp; Sons</li><li>7. Raman, Minaxi &amp; Singh, Prakash: <i>Business Communication</i>, OXFORD</li><li>8. Chatruvedi, P D &amp; Chatruvedi, Mukesh: <i>Business Communication</i>, Second Edition, PEARSON.</li></ol>

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



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

<b>Course Code</b>	<b>UM06ABBS72</b>	<b>Title of the course</b>	<b>Leadership Skills For Management – II</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	1. To help the students gain understanding of the functions and responsibilities of managers.
	2. To provide them tools and techniques to be used in the performance of the managerial job. To enable them to analyze and understand the environment of the organization
	3. To help the students to develop cognizance of the importance of management principles.

<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 1	<b>Introduction: The Nature of Leadership</b>	Definitions of leadership Leadership effectiveness Overview of major research approaches Level of conceptualization for leadership	25%
Unit – 2	<b>Participative Leadership, Delegation, and Empowerment</b>	Nature of participative leadership Guidelines for participative leadership Delegation: Concept, varieties, potential advantages, and guidelines for delegating Empowerment: Concept and Consequences	25%
Unit -3	<b>Developing Leadership Skills</b>	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%
Unit-4	<b>Leadership Theories and Leadership Styles</b>	Difference between leadership and management Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories Leadership styles Leadership styles in Indian Organisation	25%



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Syllabus with effect from the Academic Year 2023-2024

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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:**

<b>1</b>	leadership, personal, and professional development – the Student Office will formulate and assess student learning outcomes yearly. We believe that student learning outcomes provide the necessary framework by which our efforts, goals, mission, and objectives are made intelligible to all involved in the endeavour.
<b>2.</b>	Students will not just understand what the Student Development staff and advisors expect of them and their learning process, but also what to expect of the program and themselves.
<b>3.</b>	Self-Awareness, Personal Development, and Life Skills, Leadership and Communication, Social Justice and Responsibility

**PROGRAME OUTCOMES**

<b>1</b>	To understand and apply principles of management for learn and organisation building
<b>2.</b>	To demonstrate critical thinking and analytical skills to solve business problems in a real world context
<b>3.</b>	To learn effective communication with components such as written oral and non verbal
<b>4.</b>	To understand various functional areas of management including Marketing, Finance and Human resource management
<b>5.</b>	TO understand and apply principles of management for learn and organisation building

**REFERENCES:**

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



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

<b>Course Code</b>	<b>UM06CBBS71</b>	<b>Title of the course</b>	<b>E-Commerce – II</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	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.

<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 1	<b>E-Commerce Marketing &amp; Retailing</b>	-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%
Unit – 2	<b>Advertisement in Electronic Commerce</b>	- 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%
Unit -3	<b>Electronic Commerce for Service Industries</b>	- 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%
Unit-4	<b>Intranet and Extranet</b>	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%



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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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:**

<b>1</b>	Demonstrate an understanding of the foundations and importance of E-commerce
<b>2.</b>	Demonstrate an understanding of retailing in E-commerce by: <ul style="list-style-type: none"><li>a. analyzing branding and pricing strategies,</li><li>b. using and determining the effectiveness of market research</li><li>c. Assessing the effects of disintermediation.</li></ul>

**REFERENCES:**

<b>1</b>	Electronic Commerce A Managerial Perspective; Efraim Turban ,Jae Lee, David King, H.Michael Chung
<b>2</b>	Electronic Commerce 2004 A Managerial Perspective; Efraim Turban ,Jae Lee, David King, Dennis Viehland.



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

<b>Course Code</b>	<b>UM06CBBS72</b>	<b>Title of the course</b>	<b>Data Communication and Computer Network – II</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	- Build an understanding of the fundamental concepts of computer networking. □.
	- Introduce the student to advanced networking concepts, preparing the student for Entry Advanced courses in computer networking.
	- Allow the student to gain expertise in some specific areas of networking such as the design and maintenance of individual networks.

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





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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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<b>EVALUATION PATTERN</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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:**

<b>1</b>	Understand advanced computer network technology.
<b>2.</b>	Understand and explain Data Communications System and its Components and detail functions.
<b>3.</b>	Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.

**REFERENCES:**

<b>1</b>	Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition
<b>2</b>	Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition



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

<b>Course Code</b>	<b>UM06CBBS73</b>	<b>Title of the course</b>	<b>Programming with PHP</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	Develops skills to create server-side scripts using PHP. Introduces server-side programming concepts and terminology
	Explores a variety of server-side techniques and MySQL database manipulation. Covers the installation of PHP and MySQL..

<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 1	<b>Introduction to PHP</b>	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%
Unit – 2	<b>PHP Basics</b>	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%
Unit -3	<b>Advanced PHP and Form Interaction</b>	Working with Number, Strings functions, Working with Dates and Time –Creating tables using PhpMyAdmin, Interaction with HTML form	25%
Unit-4	<b>Database programming and PHP</b>	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%



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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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 Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

**COURSE OUTCOMES:**

<b>1</b>	Write PHP scripts to handle HTML forms.
<b>2.</b>	Write regular expressions including modifiers, operators, and metacharacters.
<b>3.</b>	Create PHP programs that use various PHP library functions, and that manipulate files and directories.
<b>4.</b>	Analyse the relationship between macroeconomic policy and good economics, the importance of corporate social responsibility.
<b>5.</b>	Analyze and solve various database tasks using the PHP language. Analyze and solve common Web application tasks by writing PHP programs.

**REFERENCES:**

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



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

<b>Course Code</b>	<b>UM06CBBS74</b>	<b>Title of the course</b>	<b>Management Control System</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	1. To provide the students with the skills to identify, analyze and construct proposals for solving a company & internal control problems.
	2. The students are enable to analyse the three major topics that form the core of Management Control Systems: Design of Management Controls, Strategy & the Balanced Score Card, and Corporate Governance.
	3. Students learn about the ways in which Management Control Systems can be used to ensure the implementation of a company strategy, secure direction and improve the quality of decision making.

<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 1	Management Control System [Theory]	-Introduction - Strategic formulation - Operational control - Management control process - Evolution and revolution of management control system	25%
Unit – 2	Responsibility Accounting [Theory]	-Introduction , responsibility centre - Types of responsibility centre - Transfer pricing methods ( only theory) - Responsibility performance reporting-	25%
Unit -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%
Unit-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%



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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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 Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

**COURSE OUTCOMES:**

<b>1</b>	By the end of the course, students are expected to be able to explain, apply and evaluate tools within management control systems, related to performance management.
<b>2.</b>	Students can also learn the basic principles of Corporate Governance and the governance structure of a company.

**REFERENCES:**

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



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

Course Code	<b>UM06DBBS71</b>	Title of the Course	<b>Security Analysis</b>
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To develop skills among students to understand how Financial Market work to analyse securities.</li><li>2. To make intelligent investment decisions.</li><li>3. To provide a general overview of Capital Markets, Financial instruments and Investment Process.</li><li>4. To understand how to buy and sell securities in the Financial Market.</li><li>5. To provide general overview of Capital Market.</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Investment Environment [Theory only]</b> <ul style="list-style-type: none"><li>• Conceptual understanding of investment, Speculation and Gambling</li><li>• Stock Exchange- Meaning, Function, Working, Defects</li><li>• BSE,NSE and OTCEI</li><li>• Trading Mechanism in stock Exchange</li></ul>	25%
2.	<b>Security Analysis [Theory only]</b> <ul style="list-style-type: none"><li>• Meaning of security analysis</li><li>• Approaches to security analysis<ul style="list-style-type: none"><li>○ Fundamental analysis (EIC framework)</li><li>○ Technical analysis – Meaning, assumption, Dow’s Theory</li><li>○ Conceptual understanding of Bullish and Bearish market</li><li>○ Efficient Market Hypothesis [excluding test of efficiency]</li></ul></li></ul>	25%
3.	<b>Valuation of Security [50%Theory and 50%Example]</b> <ul style="list-style-type: none"><li>• Concept of value</li><li>• Theorem of Bond Valuation</li><li>• Valuation of Equity shares</li><li>• Valuation of Preference share</li><li>• Valuation of Debenture and Bond</li><li>• Yield to Maturity (YTM)</li></ul>	25%



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4.	<b>Portfolio Management [Theory and Example]</b> <ul style="list-style-type: none"> <li>• Meaning of Portfolio Management</li> <li>• Portfolio Management Process</li> <li>• Modern Portfolio Theory / Markowitz Theory (Theory)</li> <li>• Diversification of risk (Theory)</li> <li>• Capital Asset Pricing model (Theory and Example)</li> <li>• Risk and Return [Theory and examples on individual and portfolio of Two securities only]</li> </ul>	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 , case Study and browsing e- resources
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<b>Evaluation Pattern</b>		
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.	Students will understand the characteristics of different financial assets such as money market instruments, bonds and stocks.
2.	Students will understand the benefits of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
3.	Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.
4.	Students will understand the role of modern financial theory in Portfolio Management.
5.	Students will understand risky nature of Firms investment because most decisions are made under uncertainty.



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Programme Outcomes:	
1.	This course will understand students to explores techniques, models and industry practices used in the valuation and selection of securities for institutional equality portfolios.

Suggested References:	
Sr. No.	References
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





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

<b>Course Code</b>	<b>UM06DBBS72</b>	<b>Title of the course</b>	<b>Advanced Marketing Management</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	-Advanced Marketing management assess market opportunities by analyzing different market environment.
	-Overall its objective to achieve overall marketing perspectives.
	- This course is also elaborate different strategies of retail marketing and services marketing.
	- Make new product development through the Marketing research.

<b>Course Contents</b>			
<b>Units</b>		<b>Description</b>	<b>Weightage</b>
Unit – 1	Understanding the Marketing Environment & Competition	<ul style="list-style-type: none"> <li>• Concept of Indian Marketing Environment</li> <li>• Macro Environmental Forces</li> <li>• Recent Shifts of Marketing Management</li> <li>• Competitive Forces And It's Strategies</li> </ul>	25%
Unit – 2	MARKETING RESEARCH	<ul style="list-style-type: none"> <li>• Concept of Marketing Research</li> <li>• Marketing Research Process</li> <li>• Scope of Marketing Research</li> <li>• Research Design(Meaning and Major Types)</li> <li>• Sampling Methods</li> <li>• Steps and Contents Of Research Reports</li> </ul>	25%
Unit -3	RETAILING MANAGEMENT	<ul style="list-style-type: none"> <li>• Concept of Retailing</li> <li>• Functions Performed by Retailers</li> <li>• Opportunities in Retailing</li> <li>• Retail Management Decision Process</li> </ul>	25%
Unit-4	SERVICE MARKETING	<ul style="list-style-type: none"> <li>• Introduction, Characteristics of Service</li> <li>• Classification of Service,</li> <li>• Service Marketing Mix</li> <li>• Introduction,</li> <li>• Determinants of Service Quality</li> <li>• Characteristics of Service Quality,</li> <li>• Strategies for recovering Service Quality Failures.</li> </ul>	25%



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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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 Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

**COURSE OUTCOMES:**

<b>1</b>	Marketing environment formulate a marketing plan that will meet the needs or goals of a business or organization in different environment.
<b>2.</b>	Develop strategies with clients, customers, and consumers and others to grow and Maintain relationships.
<b>3.</b>	Plan, prepare and deliver a sales presentation for retail marketing and service marketing.
<b>4.</b>	Develop strategies for research in marketing area.
<b>5.</b>	Develop an marketing research plan for a product, concept, good and/or service based on an identified market need or target.

**REFERENCES:**

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



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

<b>Course Code</b>	<b>UM06DBBS73</b>	<b>Title of the course</b>	<b>E-Business: Managerial Application</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems.
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<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 1	<b>Overview of E-Business</b>	<ul style="list-style-type: none"> <li>• -Introduction of E-Business</li> <li>• Meaning and Importance of E-Business</li> <li>• E-Commerce Framework</li> <li>• Difference between E-Business and Traditional Business</li> <li>• E-Business as a Strategy</li> <li>• Benefits and Barriers in E-Business</li> </ul>	25%
Unit – 2	<b>Marketing in E-commerce Environment</b>	<ul style="list-style-type: none"> <li>• - Internet Marketing and its Types</li> <li>• Techniques</li> <li>• Factor for Successful E-tailing</li> <li>• B2B on –line Marketing</li> <li>• Effective Web Presence</li> </ul>	25%
Unit -3	<b>CRM, SCM and E-Payments</b>	<ul style="list-style-type: none"> <li>• Meaning</li> <li>• Scope and Benefits</li> <li>• CRM Applications</li> <li>• Meaning of SCM</li> <li>• Scope &amp; Benefits</li> <li>• E-Payments and its Types</li> <li>• Security Issues in E-Payments</li> </ul>	25%
Unit-4	<b>E-commerce Applications</b>	<ul style="list-style-type: none"> <li>• - Strategy Formulation and Implementation</li> <li>• E-Governance</li> <li>• Tourism and Travels</li> <li>• Auctions</li> <li>• Data Mining and Data Warehousing.</li> </ul>	25%



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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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:**

<b>1</b>	Understand the basic concepts and technologies used in the field of management information systems;
<b>2.</b>	Have the knowledge of the different types of management information systems;
<b>3.</b>	Understand the processes of developing and implementing information systems;
<b>4.</b>	Be aware of the ethical, social, and security issues of information systems;

**REFERENCES:**

<b>1</b>	Electronic Commerce : A Managerial Perspective: By Turban
<b>2</b>	Electronic Commerce : A Manager Guide : By Ravi Kalakota
<b>3</b>	Electronic Commerce : By Laudon and Traver



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

Course Code	<b>UM06GBBS71</b>	Title of the Course	Global Business Environment
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country.</li><li>2. To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.</li></ol>
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Unit	Description in detail	Weighting (%)
I	<b>Introduction to Global Environment</b> Global Environment- Characteristics and components, Strategies for India going global Multinational Enterprises (MNE) - Benefits to host and home country, Demerits of MNE to Host country.	25%
II	<b>International Investment</b> International Investment- Factors affecting International Investment- Foreign Investment Growth- Significance of Foreign Investment- Foreign Investment in India.	25%
III	<b>Political and Regulatory Environment</b> Economic roles of government, Economic systems, Trends in Political/Economic Philosophies, New Tribalism, Regulatory Environment, International Legal Environment, International Regulations, Incoterms, Settlement of Disputes, Laws of Foreign Countries, Regulation of Price, Regulation of Trade and Practices, Indian Laws	25%
IV	<b>International Economic Organizations</b> Introduction, Objectives, Organizational Structure and Functions of following organizations- Functions and Organizational Structure of World Trade Organization (WTO) International Monetary Fund(IMF) International Bank for Reconstruction and Development(IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	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)
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**EVALUATION PATTERN:**

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	At the end of the course, the student will be able to understand the concept of International business environment and also will become aware about the functioning of MNE in home and host country.
2	This course will enable them to understand the concept of FDI and various hurdles of FDI and also understand the role of government in FDI.
3	To develop the understanding of various International Economic Organizations like WTO, IMF, EU etc and also know their structure and functions.

**SUGGESTED REFERENCES::**

1.	Francis Chrunilam - International business Environment
2.	K Subbarao – International Business, Himalaya Publication
3.	Francis Chrunilam – Business Environment
4.	R Chandran – International Business Environment
5.	Ahswathappa K- Business Environment
6.	Ahswathappa K-Business Environment
7.	R Datta and K P M Sundaram - Indian Economy
8.	A N Agrawal - Indian Economy
9.	D M Mithani - Money, Banking, International Trade and Finance
10.	Francis Chrunilam- Global Economy and Business Environment

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

On-line resources:

**Websites:**

1. [https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5\\_18KP1CO04\\_2020120412382790.pdf](https://www.kngac.ac.in/elearning-portal/ec/admin/contents/5_18KP1CO04_2020120412382790.pdf)
2. [https://backup.pondiuni.edu.in/sites/default/International%20business%](https://backup.pondiuni.edu.in/sites/default/International%20business%20environment.pdf)
3. <https://epgp.inflibnet.ac.in/Home>



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

<b>Course Code</b>	<b>UM06GBBS72</b>	<b>Title of the course</b>	<b>SOCIAL ENTREPRENEURSHIP</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	1. To aware current position of society needs and know current trends in social entrepreneurship.
	2. Aware students about to do something creative for society which can help the society people by developing their lives.
	3. Student can formulate a vision keeping in mind that it needs to be feasible for society as well as personal.

<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
Unit – 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%
Unit – 2	Women Entrepreneurship	-Concept -Functions -Problems -Development of women entrepreneurship in India - Role of women associations	25%
Unit -3	Rural Entrepreneurship	-Concept -Need -Problems -NGO & Rural entrepreneurship -Development of rural entrepreneurship in India	25%



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Unit-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%
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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>➤ White Board</li><li>➤ Presentation</li><li>➤ Video</li><li>➤ Case Study</li></ul>
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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 Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3	University Examination	70%

**COURSE OUTCOMES:**

<b>1</b>	The Girl student can enable herself rise to become an entrepreneur and try to solve the problems which faced by them.
<b>2.</b>	Define social problem and its scope and effect.
<b>3.</b>	The students can understood current prevailing problem in society and found some innovative idea according to their skills.

**REFERENCES:**

<b>1</b>	Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press
<b>2</b>	Entrepreneurial Development by Gupta and Shrinivasan
<b>3</b>	Entrepreneurship Development and Project Management by Neeta Baporikar
<b>4.</b>	Entrepreneurship Development by S.S.Khanka
<b>5.</b>	Social Entrepreneurship - Meaning, Challenges & Strategies by Hamza El Fasiki, Lambart Academic Publication.





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

<b>Course Code</b>	<b>UM06SBBS71</b>	<b>Title of the course</b>	<b>Comprehensive Project</b>
<b>Total Credits of the course</b>	<b>3</b>	<b>Hours per week</b>	<b>3</b>

<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1.To understand the meaning of project management</li><li>2 .To understand the difference between operations and projects</li><li>3 .To be familiar with project management history</li><li>4. To be familiar with the planning and execution phases of a project</li></ol>
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<b>Course Contents</b>			
<b>Units</b>	<b>Title</b>	<b>Description</b>	<b>Weightage</b>
		<p>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.</p> <p>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.</p> <p>The initiation of project should be with the project proposal. The synopsis approval will be given by the project guides.</p> <p>The project proposal should include the following:</p> <ol style="list-style-type: none"><li>1. Title</li><li>2. Objectives</li><li>3. Input and output</li><li>4. Details of modules and process logic. Maximum 2 Tools are used</li><li>5. Limitations of the project</li><li>6. Tools/platforms, Languages to be used (Compulsory VB.net &amp; PHP)</li><li>7. Scope of future application</li></ol> <p>For the project work, the guide (internal) evaluate the work for 50 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:</p> <ol style="list-style-type: none"><li>1. Project Report - 30 marks</li><li>2. Viva –Voce - 40 marks</li></ol> <p>The Project work should be either an individual one or a group of not more than three members.</p>	<b>100%</b>



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<b>EVALUATION PATTERN</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1	University Examination	100%

**COURSE OUTCOMES:**

The comprehensive project provides an opportunity for you to demonstrate an understanding of the knowledge gained through program. Your project will focus on a relevant subject area that is of particular interest to you and, if applicable, of benefit to student. Comprehensive project provides an opportunity for student to demonstrate an understanding of the knowledge gained through degree program.



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

Course Code	UM06SBBS72	Title of the Course	NCC Army-6
Total Credits of the Course	2	Hours per Week	3

Course Objectives: ( Theory )	<p>Cadets will be able to: -</p> <ul style="list-style-type: none"><li>a. Get acquainted about counselling process its need and importance.</li><li>b. Know about SSB procedure and different tasks and tests.</li><li>c. Know about the conduction during the interview.</li><li>d. Understand the security challenges &amp; role of cadets in Border Areas.</li><li>e. Know about the modes of entry in Armed forces, CAPF &amp; police.</li><li>f. Understand the life history &amp; leadership qualities of great generals.</li><li>g. Learn about 1999 Kargil war.</li><li>h. Acquire the knowledge about various wars and their heroes.</li><li>i. Know about various components of communication process.</li></ul>
Course Objectives: ( Practical )	<p>Cadets will be able to:</p> <ul style="list-style-type: none"><li>(a) Understand that drill as the foundation for discipline and to command a group for common goal.</li><li>(b) Appreciate grace and dignity in the performance of ceremonial drill.</li><li>(c) Know about various knots and lashing used in soldiering.</li><li>(d) Acquire awareness about the basic weapon system in use in the Armed Forces.</li></ul>



<b>Course Content : Theory ( 1 Credit : 1hours, 25 Marks)</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage* (%)</b>
1.	<b><u>Unit 1. Personality Development</u></b> <ul style="list-style-type: none"><li>➤ Career Counselling</li><li>➤ SSB Procedure</li><li>➤ Interview Skills</li></ul>	20 %
2	<b><u>Unit 2. Border &amp; Coastal Areas</u></b> <ul style="list-style-type: none"><li>➤ Security Challenges &amp; Role of cadets in Border management.</li></ul>	20 %
3	<b><u>Unit 3. Armed Forces</u></b> <ul style="list-style-type: none"><li>➤ Modes of Entry into Army, Police and CAPF.</li></ul>	20 %
4	<b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Biographies of Renowned Generals.</li><li>➤ War Heroes : Param Veer Chakra Awardees.</li><li>➤ Study of Battles of Kargil.</li><li>➤ War Movies.</li></ul>	20 %
5	<b><u>Unit 4- Military History</u></b> <ul style="list-style-type: none"><li>➤ Introduction to Communication &amp; Latest Trends.</li></ul>	20 %



<b>Course Content : Practical ( 1 Credit : 2 hours, 25 Marks)</b>		
Unit	Description	Weightage* (%)
1.	<b><u>Unit 1. Drill</u></b> ➤ Ceremonial Drill. ➤ Guard of Honour.	15 %
2	<b><u>Unit 2. Weapon Training</u></b> ➤ Short Range firing.	15 %
3	<b><u>Unit 3- Map Reading</u></b> ➤ Google Maps & applications.	10 %
4	<b><u>Unit 4- Field Craft &amp; Battle Craft</u></b> ➤ Knots, Lashing and Stretchers.	15 %
5	<b><u>Unit 5- Social Service and Community Development</u></b> 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	<b><u>Unit 6- Introduction of Infantry Weapons &amp; Equipment(INF)</u></b> ➤ Characteristics of 5.56MM INSAS Rifle. ➤ Ammunition. ➤ Fire Power. ➤ Stripping, Assembling & Cleaning Practice.	15%



7	<b><u>Unit 7. Communication (COM)</u></b> ➤ Basic Radio Telephony (RT) Procedure. ➤ Introduction, Advantages, Disadvantages, Need for standard procedures.	15%
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Teaching-Learning Methodology	ICT through ➤ Power Point Presentation ➤ Audio-Visual Presentation ➤ Group Discussion ➤ Role Playing ➤ Case Study
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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%

<b>Course Outcomes ( Theory )</b>
<b><u>Expected Learning Outcomes.</u></b>  After completing this course, the cadets will be able to: -  a. Get motivated to join Armed forces, police & CAPF. b. Write their CV effective and appealing. c. Face SSB interview effectively in their future. d. Understand individual responsibilities & role in meetings the security challenges on Border/Coastal areas. e. Imbibe the feeling of patriotism. f. Communicate more effectively.



**Course Outcomes ( Practical )**

**Expected Learning Outcomes:**

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

- (a) Perform foot drill and follow the different word of command.
- (b) Aiming range and figure targets.
- (c) Use the different knots and lashing in day-to-day life for different purposes.
- (d) Develop the feeling of altruism.

**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 to be used if available as reference material

On-line Resources

<https://indiancc.nic.in/dg-ncc-gen-aich>

<https://indiancc.mygov.in/>

DGNCC training App

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