

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM) (3 Years) Semester - 3**  
**Syllabus with Effect from: 2019-20**  
**UM03SBBS21 : Urban Development**

**Credit: 3**

**Marks: 100**

<b>UNIT-01</b>	Urban Economy : Meaning, Defination and characteristics of urban Economy area, town city, metropolis, components of urban development	<b>25%</b>
	Role of government bodies in urban development.	
<b>UNIT -02</b>	Urban Population: size , growth , density migration, causes, effects.	<b>25%</b>
	Problems and Prospects of urban life crowding, noise,air, pollution.	
	Urban poverty: measurement, causes, poverty alleviation programmes.	
<b>UNIT -03</b>	Development of Urban industries, problems, measures.	<b>25%</b>
	Importance of SEZ	
	Industrial policy	
<b>UNIT -04</b>	Urban housing slums, problems and issues.	<b>25%</b>
	Urban water supply management , Urban sanitation	
	Road, rail, transport, telecom, banks,etc.	

**References:**

1. INDIAN ECONOMY, A N Agrawal
2. INDUSTRIAL ECONOMICS
3. URBAN DEVELOPMENT REPORT
4. URBANIZATION IN INDIA, Rao VLS Prakasa
5. HANDBOOK OF URBAIZATION IN INDIA , K C Shivramkrisnan, A Kandu and B N Singh

**Evaluation Scheme: Internal (Theory ) = 40 Marks External (Theory ) = 60 Marks**

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**BBA (ISM) (3 Years) Semester - 3**  
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**UM03SBBS22 : INDUSTRIAL EXPOSURE**  
**Effective from June-2019**

**Theory – 100 Marks**

**Credit – 3**

<b>UNIT1:</b>	<b>Company form of organization and its formation</b> Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association- Conversion of private company in to Public company	<b>25%</b>
<b>Unit 2:</b>	<b>Company Management</b> Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM and Function of HRM Finance and Accounting- Meaning, Objectives, Functions of Finance department. Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments Production Department- Production Process	<b>25%</b>
<b>Unit 3:</b>	<b>Company Visit</b> Student Must visit any two manufacturing unit and make project report on it(Any two Private OR Public company)	<b>25%</b>
<b>Unit 4:</b>	<b>Report writing on the Company visit (Hand written only)</b> Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions, Marketing department and its activities, Finance and Account Department and its functions, Research and development Department- Recent research undertaken, Brief overview of its competitors – Market share and market strategies, Corporate social responsibility practices by the company Student's observation	<b>25%</b>

**Reference:**

Business Organization by MC Kuchhal,  
Forms of Business Organisation SP Shah,

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**Note: Report on any one company should be prepared.**