

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: 2020

UM03ABBS51 : Corporate Communication – I	Total Credit: 3
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Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages- unabridged) Name of the Text: Lord of the Flies – by William Golding (OUP)	
1	Two text-based essay type questions	25 %
2	(A) Text-based short note (B) Comprehension (A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)	8 % 17 %
3	Communication Methods of Communication (Written / Oral/ Face-to-Face/ Audio-Visual/ Computer-based/ Silence) and Types (Channels) of Communication (Downward/ Upward/ Horizontal/ Diagonal/ Consensus – Informal Communication: the Grapevine) Barriers to Communication (Wrong Choice of Medium/ Physical/ Semantic/ Different Comprehensions of Reality and Socio- psychological) (General questions / short notes may be asked)	25 %
4	Sales Promotion letters: (Including theory) (Questions on Theory, Drafting of letters to promote the sales of products and services)	25 %

Basic Text & Reference Books

1. Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2. Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3. Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4. Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5. Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
6. Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7. Effective Business Communication – M V Rodriques (Concept Publishing House)
8. Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
9. Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
10. Communication Skills – Sanjay Kumar & Pushp Lata (OUP)

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020

UM03ABBS52 : Fundamentals of Operating Systems	Total Credit: 3
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Unit	Description in Detail	Weightage (%)
I	The Operating System & User Interface: Role of Software – Types of Software – Introduction to Operating Systems – Functions of Operating Systems – Types of Operating Systems – User Interface: Command Line & Graphical – Running Programs – Organizing Files & Folders	25%
II	PC Operating Systems Overview of: UNIX – DOS – The Macintosh Operating Systems – Windows 3.X – OS/2 Warp – Windows NT – Windows 9X – Windows 2000 – Windows XP – Windows Vista – Windows 7	25%
III	Windows: Classification of Windows Operating Systems – Features of Windows Server Operating Systems – Architecture of Windows OS – Workgroups, Domains and Active Directory – What is Active Directory – Understanding the Structure of Active Directory	25%
IV	Advanced Windows & Linux Sharing, Securing and Accessing Files and Folders – Managing Printing – Backup and Recovery – Introduction to Linux Operating System & History - Features of Linux -	25%

Basic Text & Reference Books:-

1. Introduction to Computers: By Peter Norton
2. Windows 2000 MCSE Study System: By Alan Carter
3. Linux Commands Instant Reference: By Pfaffenberger BPB Publication

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020

UM03CBBS51 : Management Information System – I

Theory – 100 Marks

Credit – 3

Unit – 1	Introduction to MIS <ul style="list-style-type: none"> • What is MIS? Need of MIS, • Advantages and disadvantages of MIS • Functions of MIS • Problems with MIS • Knowledge requirements for MIS • General system concepts • What is IT? • IT & Information System 	25%
Unit – 2	Information, Data and Communication Concepts <ul style="list-style-type: none"> • Data Features • Classification of Information • Communication System and Communication Method • Sources of Information • Information in an organization 	25%
Unit – 3	Planning Concept and Terms <ul style="list-style-type: none"> • Objectives • Problems • Type • Process • Sources of Planning Information System 	25%
Unit – 4	Techniques & Applications of MIS in Business <ul style="list-style-type: none"> • MIS in Organization • Decision Support System • Expert System • Executive Information System • Expert system • Office Support System(Whole) • Data Processing System • Characteristics of DPS • Scope of Trans. Processing 	25%

References:

1) Management Information System by T.Lucy

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

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020

UM03CBBS52 : SYSTEM ANYLSIS AND DESIGN - I

Theory: 100 Marks

Credit: 3

Unit 1	System Concepts Introduction to system - Characteristics of System ➤ The Elements of System -Major System Concepts -Types of System: open/close system etc. ➤ Introduction to System Analysis ➤ Systems Analyst ➤ Systems Approach and Systems Analysis	25%
Unit 2	System Development Life Cycle ➤ Introduction to Various Methodologies of Systems Development ➤ Steps of SDLC: Analysis, Design, Detailed Design, Coding, Testing etc.	25%
Unit 3	2. Structured System Analysis & Design Method ➤ Need of SSADM and Introduction to SSADM ➤ Step of SSADM ➤ Advantages of SSADM ➤ System Prototype Method	25%
Unit 4	Introduction to SSADM Tools ➤ Decision Tree ➤ Decision Table ➤ Structured English ➤ Data Dictionary ➤ Structured charting techniques.	25%

Reference Book:

1. System Anylsis,Design And Introduction to Software Engineering-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR,3rd Edition
2. Analysis & Design of Information Systems 2nd Edition by-James A senn (McGraw-Hill)

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03CBBS53 : Web Programming

Marks: 100

Credit: 03

Unit	Description in detail	Weighting (%)
1	Design And Conquer. What is HTML? HTML Tag And File HTML Structure, Creating an HTML Page, Formatting your text, styling the text. Paragraph Style Elements.Three Types of List.Three Ways of link a document, Creating Tables, Image, Image Map	25 %
2	Formatting the Site. HTML Frames: Frameset and Frame tag. Basics of HTML Forms. Form Elements And Creating Form Introduction to Style sheet & CSS Types of CSS Properties, Selector Text, Background, Position, Border, Properties.	25 %
3	Introduction to Client Side Scripting: Introduction to Client Side Scripting And Server Side Scripting Introduction to JavaScript Data Types And Variables Decision, Loops And Function Object Based programming(DOM) String, Math, Date, Array Object Timer Programming the browser	5 %
4	Advanced JavaScript: Form And JavaScript – Interaction with the User Windows And Frames String Manipulation Introduction To DHTML Event , Event Type Event Handling	25 %

Basic Text & Reference Books

World Wide Web Design with HTML By – C Xavier, Tata McGraw-Hill Publication
HTML For Bible By – Brayan Pfaffenberger and Alexis D. Gutzman, Dreamtech Press
Absolute Beginner's Guide to creating web pages(2nd Edition) By – Todd Stauffer, QUE Publication
Beginning JavaScript (3rd Edition) By Paul Wilton, Jeremy McPeak
Wrox Publication
HTML/DHTML/JAVASCRIPT, Perl/CGI By Ivan Bayroz (3rd Edition).

PRACTICAL BASED ON WEB PROGRAMMING - I

Practical: 100% Credit: 3

Form Designing using HTML.

HTML Tags and Elements.

Example Based on

Basic Tags <HTML>, <HEAD>, <TITLE>,

<BODY>Text(physical and logical Styles tags),

Heading <Hr>

Drawing Line <HR>, Breaking Line

Paragraph Style : <P>, <BLOCKQUOTE>, <QUOTE>

List : , , <DL>, , <DT>,

<DD>Link :<A>

Table : <TABLE>, <CAPTION>, <TR>, <TD>

Image : , <MAP>, <AREA>

Frame : <FRAMESET>, <FRAME>

Form : <FORM>, <INPUT> And All related tags of Form.

Practical Based on CSS Properties.

- Practical based on Simple calculation like Addition/Multiplication/Division/ Subtraction of number.
- Practical based on Condition statement/Looping like calculating Marks , Percentage , Class.
- Practical based on Array, Dynamic Array
- Practical based on DOM Object
- Practical Based on String Manipulation
- Practical Based on Timer
- Practical Based on Window And Frame
- Practical based on Form Element Validation.

NOTE: This Practical list are for reference for more detailing you can refer reference books And online tutorials.

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03CBBS54 : PROJECT MANAGEMENT

Theory – 100 Marks

Credit – 3

Unit 1:	Introduction to Project Management <ul style="list-style-type: none"> • Meaning of Projects • Characteristics of a Project • Project Classification • Aspects of a Project • Dimensions of a Project • The Project Life Cycle • Project Management – Meaning and Phases 	25%
Unit 2:	Project Identification and Formulation (A) Project Identification: <ul style="list-style-type: none"> • Meaning • Criteria for Selecting a Project • Project Ideas • Importance of Project Identification (B) Project Formulation: <ul style="list-style-type: none"> • Meaning • Seven Sequential Stages • Checklist for Feasibility Report • Planning Commission’s Guidelines for Project Formulation 	25%
Unit 3:	Project Reports and Project Appraisal (A) Project Report <ul style="list-style-type: none"> • Project Report • Significance • Contents • Scope • Performa of Project Report (B) Project Appraisal <ul style="list-style-type: none"> • Meaning and Definition • Scope • Steps in Project Appraisal 	25%
Unit 4:	Project Design and Network Analysis <ul style="list-style-type: none"> • Introduction • Importance of Network Analysis • Network Techniques, Need for Network Techniques • PERT and CPM • Critical Path 	25%

Reference Books:

1. Dynamics of Entrepreneurial Development and Management – Vasant Desai
2. Entrepreneurial Development – S. S. Khanka

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03DBBS51 FINANCIAL MANAGEMENT-I

Theory – 100 Marks

Credit-3

Unit No.	Name of the Unit	Topics	Weightage
1.	Financial Management An overview (only theory)	Introduction Importance of financial management Finance Decision -Investment decisions -Financing decision -Dividend decisions - liquidity decision Goals of Financial Management -Profit Maximization -Wealth Maximization Organization of the finance function	25%
2.	Cost of Capital (Theory and example)	Concept Cost of Debt, Equity, Preference share & Retained earnings Weighted average cost of capital (As per book value and market value method)	25%
3.	Capital Budgeting (theory and examples)	Concept: Time value of money Capital Budgeting process Project classification Appraisal techniques: Pay Back period technique Accounting rate of return technique Discounted cash flow techniques: NPV, PI, IRR (Numerical merits & demerits)	25%
4.	Working Capital Management (theory and examples)	Concepts: Factors affecting working capital requirement Computation of Operating cycle: Examples Only Estimation of working capital requirement Two dimensions of working capital Management Relative assets liquidity Relative financing liquidity Sources of Working Capital Finance based on Tandon & Chore committee Determining maximum permissible Bank finance	25%
REFERENCES: 1. Financial Management by Khan & Jain 2. Financial Management by I.M. Pandey 3. Financial Management & Management Accounting by S.N.Maheshwari 4. Financial Management by M.R.Agrawal 5. Financial Management BY T.J.Rana			

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03DBBS52 : Human Resource Management

Total:-100 Marks

Credit:-3

Unit – 1	Human Resource Management And Planning <ul style="list-style-type: none"> • HRM: Introduction and functions • Concept of job Analysis, job Description and job Specification • Concept of HRP • Need and Importance of HRP • Factors affecting HRP • Process of HRP 	25%
Unit – 2	Recruitment and Selection <ul style="list-style-type: none"> • Meaning of Recruitment • Sources of Recruitment • Meaning of Selection • Steps in Selection Process • Selection Testing • Selection Interviewing 	25%
Unit – 3	Promotion, Demotion and Transfer <ul style="list-style-type: none"> • Concept of Promotion • Objectives of Promotion • Bases of Promotion • Promotion Policy • Concept of Demotion and Need for Demotion • Concept of Transfer • Purposes of Transfer • Types of Transfers • Transfer policy 	25%
Unit – 4	Performance Appraisal <ul style="list-style-type: none"> • Concept of performance appraisal • Objectives of performance appraisal • Process of performance appraisal • Problems of performance appraisal • Methods of performance appraisal 	25%

References :

- 1) K. Aswathappa, “Human Resource Management – Text cases”, Tata Mcgraw Hill Companies, New Delhi, 7TH Reprint 2008.
- 2) P. Subbarao, “ Personnel and Human Resource Management- Text and cases,” Himalayapublishing house, Mumbai, 4th Edition 2009.
- 3) S.S.Khanka, “ Human Resource Management – Text and cases,” Sultan chand and Sons ,New Delhi, first Edition – Reprint 2008.
- 4) S.V.Gankarand C.B.Memoria, “ Personnel Management: Text and Cases,” Himalaya Publishing House, Mumbai, 28th 2008

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03DBBS53 : Ethical Hacking

Total:-100 Marks

Credit:-3

Unit	Description in Detail	Weightage (%)
I	Security Concepts: What is Security? – Importance of Security – Essential Terminologies – Elements of Security – What does a Malicious Hacker do? – Hacker Classes - Cryptography	25%
II	Cyber Attacks: DoS Attack – Goal of DoS – Types of DoS Attacks – Botnets: Use and Types – DDoS Attack – Session Hijacking – Spoofing vs Hijacking – TCP/IP Hijacking – IP Spoofing – Other Cyber Crimes	25%
III	Casing the Establishment: Footprinting: What is Footprinting?, Internet Footprinting – Scanning: Services, System, Fingerprinting – Enumeration: Banner Grabbing, Common Network Services	25%
IV	Hacking Windows: Unauthenticated Attacks – Authenticated Attacks – Windows Security Features – Wireless Hacking	25%

Basic Text & Reference Books:-

Hacking Exposed – sixth edition: By Stuart McClure, Joel Scambray, McGrawhill Publication
Certified Ethical Hacker Guide: By Kimberly Graves, Sybex Publication

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03GBBS51 : Economic Analysis - I

Total – 100 Marks

Credit – 3

Unit	Description in detail	Weighting (%)
1	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	25%
2	Demand Forecasting Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers’ survey methods 2) Sales force opinion methods 3) Experts’ opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	25%
3	Indifference Curve Approach Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer’s Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs.Kind.	25%
4	Production Function Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line –Iso quant- properties, principle of marginal rate of Technical substitutions -Least cost combination - law of variable proportion with the help of TPP,APP and MPP, law of return to scale with the help of Iso -quants.	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 – GopalKrishna
9. Managerial Economics – G.S. Gupta
10. Managerial Economics-P.L.Mehta

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03GBBS52 : Corporate Law

Marks-100

Credit-3

Unit -1	General Principals of company Law-1 <ul style="list-style-type: none"> - Historical perspective of company Legislations in India. - Definition & characteristic of company - Kinds of company - Formation of company - Memorandum of Association & Articles of association - Prospectus - Directors - Appointment and position - Disqualification - Power and Duties 	25%
Unit -2	General Principals of company Law-1 <ul style="list-style-type: none"> - Accounts and audits. Audit report and mismanagement. - Inspections and Investigation - Reconstruction, amalgamation mergers and take –overs, SEBI's takeover regulations. - Rehabilitation and winding up of companies - Outline of national Company Law tribunal - Cooperative Movements, Cooperative Societies Act. Producer companies. - Corporate Government under the company Law and SEBI Regulation 	25%
Unit -3	Law of Contract <ul style="list-style-type: none"> -Nature and classification of contract legal rules as to offer & acceptances - Consideration - Capacity of parties - Free consent - Legality of object 	25%
Unit -4	Consumer Protection Act <ul style="list-style-type: none"> -Defination -Objectives of the Act - Rights of Consumer -Central and State Council -Central and State Commission -Distinct Forum -Frivolous Complaints 	25%

Reference Books:-

- Principle of Law of Contract – Praful Desai
- Business Laws – N.D. Kapoor
- The Principle of M-Law – Avtar Singh
- Company's Act 1956 – Gower L.C.B.
- Company Law – Palmer
- The sale of goods and partnership Act – Pollock & Mulla
- Corporate Laws Taxman
- The Companies Act 1956 Bare Act

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03SBBS51 : Urban Development

Credit: 3

Marks: 100

UNIT-01	Urban Economy : Meaning, Definition and characteristics of urban Economy area, town city, metropolis, components of urban development	25%
	Role of government bodies in urban development.	
UNIT -02	Urban Population: size , growth , density migration, causes, effects. Problems and Prospects of urban life crowding, noise,air, pollution.	25%
	Urban poverty: measurement, causes, poverty alleviation programmes.	
UNIT -03	Development of Urban industries, problems, measures. Importance of SEZ	25%
	Industrial policy	
UNIT -04	Urban housing slums, problems and issues. Urban water supply management , Urban sanitation	25%
	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 URBANIZATION IN INDIA , K C Shivramkrishnan, A Kandu and B N Singh

SARDAR PATEL UNIVERSITY
BBA (ISM) (3 Years) Semester - 3
Syllabus with Effect from: June, 2020
UM03SBBS52 : INDUSTRIAL EXPOSURE

Theory – 100 Marks

Credit – 3

UNIT1:	Company form of organization and its formation 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	25%
Unit 2:	Company Management 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	25%
Unit 3:	Company Visit Student Must visit any two manufacturing unit and make project report on it(Any two Private OR Public company)	25%
Unit 4:	Report writing on the Company visit (Hand written only) 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	25%

Reference:

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

Note: Report on any one company should be prepared.