



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

Course Code	UM03DBBS72	Title of the Course	Human Resource Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concept and future planning of Human Resource Management2. To aware about the recruitment and selection criteria in different organisation3. To know the promotion, demotion and transfer policy of workplace4. To aware and understand different performance appraisal system in organisation.
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Course Content		
Unit	Description	Weightage* (%)
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• Recent Trends in HR	25%
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%
3	Promotion, Demotion and Transfer <ul style="list-style-type: none">• Concept of Promotion• Objectives of Promotion• Bases of Promotion	25%





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	<ul style="list-style-type: none">• Promotion Policy• Concept of Demotion and Need for Demotion• Concept of Transfer• Purposes of Transfer• Types of Transfers• • Transfer policy	
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%

Teaching Learning Methodology	ICT through (e.g 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	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, 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	Understand the basic concept and future planning of Human Resource Management
2	Get knowledge about the different recruitment sources and selection process
3	Know the promotion, demotion and transfer policy
4	Basic performance appraisal system in organisation





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Suggested References:

Sr. No.	References
1	Human Resource Management – Text cases by K. Aswathappa
2	Personnel and Human Resource Management- Text and cases by P. Subbarao
3	Human Resource Management – Text and cases by S.S.Khanka
4	Personnel Management: Text and Cases by S.V.Gankarand C.B.Memoria

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

On-line Resources

1. <https://brauss.in/hrm-basic-notes.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/17047/1/Unit-11.pdf>
3. <https://bbaonline1.files.wordpress.com/2011/01/lecture-17.pdf>





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Course Code		Title of the course	Ethical Hacking
Total Credits of the course	3	Hours per week	3

Course Objectives:	At the end of the course, the students will be able to: 1. Build an understanding of the fundamental concepts of computer Hacking. 2. Familiarize the student with the basic taxonomy and terminology of the computer Hacking area.
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Course Content			Weightage
Units	Description		
Unit – 1	Security Concepts	What is Security? – Importance of Security – Essential Terminologies – Elements of Security – What does a Malicious Hacker do? – Hacker Classes - Cryptography	25%
Unit – 2	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%
Unit -3	Casing the Establishment:	Casing the Establishment: Footprinting: What is Footprinting?, Internet Footprinting – Scanning: Services, System, Fingerprinting – Enumeration: Banner Grabbing, Common Network Services	25%
Unit-4	Hacking Windows:	Unauthenticated Attacks – Authenticated Attacks – Windows Security Features – Wireless Hacking	25%





Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video
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COURSE OUTCOMES:

1	After completing this course the student must demonstrate the knowledge and ability to: <ol style="list-style-type: none">1. Independently understand basic computer Hacking.2. Understand and explain virus and its anti virus components.4. Enumerate the layers of the OSI model and TCP/IP. Explain the function(s) of each layer.5. Identify the different types of Virus and their functions .
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PROGRAMME OUTCOMES:

An ability to apply knowledge of viruses and anti-virus with security issues and engineering fields and their working functions.





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Course Code		Title of the Course	Economic Analysis-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To familiarize the students with the advanced concept of Economics.2. The students identify and interpret the advanced economic concepts/variables.3. The students learn to apply these theoretical models to address real-world problems.4. The students can understand the behavior of an individual and market in a variety of economic environments.5. Students will be able to appraise their role in the global economic environment.6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage (%)
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 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	25%





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	lineby observation b) Least square liner regression c) Time series analysisd) Moving average and annual difference e) Exponential Smoothingf) ARIMA method	
3.	Game Theory Game theory – Introduction – The theory of Games- Basic Definition and Terminology- The 2 – person, Zero-Sum game, Pure Strategy Games (with Saddle Point), Principle of Dominance, Nash Equilibrium, Mixed Strategy Games (case of No Saddle point) , The 2-person , Non-zero Sum(or, Non-Constant Sum) Games, Cooperative games, Non-cooperative games, limitation of game theory, significance of game theory.	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 –Isoquant- properties, principle of marginal rate of Technical substitutions-Least cost combination - law of variable proportion with the help ofTPP,APP and MPP, law of return to scale with the help of Iso -quants.	25%

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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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: Having completed this course, the learnerwill be able to





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1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	The students will be able to interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyze the effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.

Suggested References:	
Sr. No.	References
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

On-line resources to be used if available as references material:
On-line resources:
https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==





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Course Code		Title of the course	Corporate Law
Total Credits of the course	3	Hours per week	3

Course Objectives:	The course of Corporate Law has been specifically designed to provide not only an overview but also an in-depth knowledge about incorporation, raising capital by companies, borrowings and investments by companies, foreign direct investment in Indian companies, corporate restructuring, corporate insolvency and other related important issues
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Unit:1	General Principals of company Law-1 - 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%	25%
Unit:2	General Principals of company Law-1 - Accounts and audits. Audit report and mismanagement. - Inspections and Investigation - Reconstruction, amalgamation mergers and take –overs, - Rehabilitation and winding up of companies	25%	25%





	- Outline of national Company Law tribunal	
Unit:3	Law of Contract 25% * Nature and classification of contract legal rules as to offer & acceptances - Consideration - Capacity of parties - Free consent - Legality of object - Void agreement * Performance of Contract - Offer to perform - Approbation of payments - Discharge of contract - Damages for breach of contract - Quasi contracts	25%
Unit:4	Consumer Protection Act - Definition - Objects of the Act - Right of Consumer - Central & State Council - Central & State Commission - Distinct Forum - Frivolous Complaints •	25% 25%

Teaching-Learning Methodology	Discussion, Case study methods & Presentation
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COURSE OUTCOMES	<ol style="list-style-type: none">1. In-depth understanding about different business organisations and comprehend importance of company form of business organisation with its incorporation and administration2. Learning about raising of capital by companies in compliance with SEBI regulations3. Comprehension of corporate management and governance4. Learning legal aspects of accounts and audit of companies with role of auditors5. Understanding different restructuring methods for companies6. Understanding business rescue proceedings and compromises7. Knowledge about investigations and adjudicatory machinery of companies8. Knowledge about remedies available to shareholders and other in a company9. Understanding corporate insolvency
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PROGRAMME OUTCOMES	<ol style="list-style-type: none">1. Enhance their thoughts on the correlation between corporate law and human rights.2. Adopt an appropriate mechanism for effective resolution of the dispute.3. Implement best practices for the protection of human rights within the corporate world.4. Adhere to sound principles of human rights preservation within the corporate sector.5. Critically evaluate and analyses the significance and importance of human rights in the life of consumers of the corporate world
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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





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- Corporate Laws Taxman

The Companies Act 1956 Bare Act





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Course Code		Title of the Course	Urban Development
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Provide Course outcomes2. To define and analyse current urban development issues.3. To develop an understanding of urban environmental issues, by developing vital and sustainable urban design concepts.4. To apply theory to specific projects by working successfully with public, private and international planning institutions.5. To provide students with a broad interdisciplinary liberal arts framework for understanding the issues, problems, development and prospects of metropolitan areas and their citizens;6. To prepare students for careers and citizenship through experiential curricular and co-curricular opportunities that place students on the front lines of urban life;7. To equip students with the knowledge and skills necessary to pursue professional careers and advanced study related to the multi-faceted nature of urban studies; and8. To serve as a resource, through service, outreach and engagement, to the Chicago metropolitan region.
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Course Content		
Unit	Description	Weightage (%)
1.	Urban Economy Meaning, Definition and characteristics of urban Economy area, town city, metropolis, Components of urban development	25%
2.	Urban Population Size , growth , density migration, causes, effects Problems and Prospects of urban life crowding, noise,air, pollution Urban poverty: measurement, causes, poverty alleviation	25%





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	programmes.	
3.	Development of Urban industries, problems, measures. Importance of SEZ Industrial policy	25%
4.	Urban housing slums, problems and issues. Urban water supply management , Urban sanitation Road, rail, transport, telecom, banks,etc.	25%

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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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: Having completed this course, the learner will be able to	
1.	Formulate effective oral and written argumentation;
2.	Explain and evaluate historical and contemporary American and global urbanization processes;
3.	Understand the social, economic, political and governmental conditions of metropolitan areas and their impacts on individuals, institutions and society;
4.	Demonstrate understanding of the diverse nature of urban populations and the social justice issues many of these populations face; and
	Identify ways of creating more humane, equitable, sustainable, and efficient built environments to improve urban futures.





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Suggested References:

Sr. No.	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





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Course Code		Title of the course	INDUSTRIAL EXPOSURE
Total Credits of the course	3	Hours per week	3

Course Objectives:	1. Students get opportunities to work with industrial staff, understand their habits and approach towards problem solving.
	2. To get students familiarized with manufacturing, designing, testing and analysis, products, automation, etc.
	3. To help students to gain experience by knowing the structure of any industries, its scope and job responsibility, its departmental functions and much more.

Course Content			Weightage
Units	Description		
1	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%
2	Company Management	Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM	25%





		<p>and Function of HRM</p> <p>Finance and Accounting- Meaning, Objectives, Functions of Finance department.</p> <p>Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments</p> <p>Production Department- Production Process</p>	
3	Company Visit	Report on any one Manufacturing company should be prepared. (Private or Public ltd manufacturing unit. IT or Management)	25%
4	Report writing on the Company visit (Hand written only)	<p>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,</p> <p>Marketing department and its activities,</p> <p>Finance and Account Department and its functions,</p> <p>Research and development Department- Recent research undertaken,</p> <p>Brief overview of its competitors – Market share and market strategies,</p> <p>Corporate social responsibility practices by the company</p> <p>Student's observation</p>	25%





Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study
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COURSE OUTCOMES:

1	Ability to acquire and apply fundamental principles of science and engineering.
2	Capability to communicate effectively
3	Ability to identify, formulate and model problems and find engineering solution based on a systems approach.
4	Ability to conduct research in the chosen fields of engineering.
5	Understanding of the importance of sustainability and cost-effectiveness in design and developments of engineering solution.
6	Ability to be a multi-skilled engineer with good technical knowledge, management, leadership and entrepreneurship skills.
7	Awareness of the social, cultural, global and environmental responsibility as an engineer.
8	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

Suggested References:

1	Business Organization by MC Kuchhal
2	Forms of Business Organisation SP Shah

PROGRAMME OUTCOMES:

1. To develop IT application in current business era.





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2. To make management smooth with the help of computer knowledge.

