

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**

**B. B. A. (Honours) Information Technology Management Program**  
**Semester - V**

**UM05CBBI03 BUSINESS ENVIRONMENT**

**Total Credits: 3**

**Total Marks: 100**

- Unit 1 Overview of Business Environment: (25%)**
- Internal Environment and External Environment
  - Economic Environment
  - Political and regulatory Environment
  - Demographic Environment
  - Social-Cultural Environment.
- Unit 2 Trade Policy and Barriers to International Business (25%)**
- Free trade Policy
  - Protection, Advantages of Protectionism
  - Role of protection in developing countries
  - International Business Protection devices – Tariffs, Import Quotas
  - Quotas Vs Tariffs
- Unit 3 Globalization: (25%)**
- Globalization of world economy
  - Globalization of Business- meaning and dimensions
  - Globalization Stage. Essential conditions for globalization
  - Comparison between the old and new globalizations
  - Advantages and disadvantages of globalization
- Unit 4 Multinational Corporations: (25%)**
- Definition, Meaning and types of MNCs
  - Organizational Models
  - Importance and dominance
  - MNCs and International Trade from Indian Perspective

**Evaluation:**

Internal: 40 Marks

External: 60 Marks (Two – Hours Examination)

**Basic Text & Reference Books:-**

- Aswathappa K. Essentials of Business Environment
- Cherunilam F. - Business Environment.
- Dutt and Sundaram - Indian Economy.
- Jain And Jain - Business Environment
- D M Mithani - Money, Banking, International Trade and Finance
- Cherunilam F- International Business Environment

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**UM05CBB104 LEADERSHIP SKILLS FOR MANAGEMENT – I**

**Total Credits: 3**

**Total Marks: 100**

<b>UNIT 1 Introduction: The Nature of Leadership</b>	<b>25 %</b>
Definitions of leadership	
Need or Importance of Leadership	
Leadership effectiveness	
Level of conceptualization for leadership	
<b>UNIT 2 Participative Leadership, Delegation, and Empowerment</b>	<b>25 %</b>
Nature of participative leadership Guidelines for participative leadership	
Delegation: Concept, varieties, potential advantages, and guidelines for delegating	
Empowerment: Concept, Consequences, and Facilitating conditions	
<b>UNIT 3 Developing Leadership Skills</b>	<b>25 %</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	
<b>UNIT 4 Ethical Leadership and Leadership Theories</b>	<b>25 %</b>
Concept of ethical leadership	
Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories	

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

**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.

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**UM05CBB104 BUSINESS TAXATION – I**

**Total Credits: 3**

**Total Marks: 100**

<b>UNIT 1</b>	<b><u>CONCEPTUAL FRAMEWORK &amp; INCIDENCE OF TAX</u>(Theory only)</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Introduction to Income Tax Act</li><li>• <u>Definitions</u>: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income</li><li>• Residential status and incidence of tax of Individual assessee</li><li>• Fully exempted incomes for individual assessee</li></ul>	
<b>UNIT 2</b>	<b><u>ASSESSMENT PROCEDURE &amp; FILLING OF RETURN</u> (Theory only)</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Meaning of Assessment, Types of Assessment, Tax Deducted at Source (TDS), Advance Payment of Tax</li><li>• Return of Income, Time for filling Return, Types of Income Tax Return, Permanent Account Number (PAN)</li></ul>	
<b>UNIT 3</b>	<b><u>INCOME FROM SALARIES</u> (Examples only)</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Simple Examples based on allowances, perquisites, Bonus, Commission, Provident Fund and deductions available from salary income. (No retirement benefits will be covered in the chapter)</li></ul>	
<b>UNIT 4</b>	<b><u>INCOME FROM HOUSE PROPERTY</u> (Examples only)</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Simple Examples covering only Self-occupied, Let-out, Deemed to be Let-out, Partly &amp; Proportionate Let-out property</li></ul>	

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

**Reference Books:**

1. TAXMANN: Students' Guide to Income Tax- Dr. Vinod K. Singhanian & Dr. Monica Singhanian
2. TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhanian & Dr. Kapil Singhanian
3. Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi

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**UM05CBBI05 MANAGEMENT ACCOUNTING – I**

**Total Credits: 3**  
**Total Marks: 100**

<b>UNIT 1 Management Accounting - Nature &amp; Scope (Theory)</b>	<b>25 %</b>
Meaning & definition of Management Accounting Characteristics of Management Accounting Scope and Limitations of Management Accounting Functions of Management Accounting, Methods of Management Accounting Difference between Management Accounting, Cost Accounting and Financial Accounting Role and Status of Management Accountant	
<b>UNIT 2 Budget &amp; Budgetary Control (Examples)</b>	<b>25 %</b>
Meaning and Definition of Budget and Budgetary Control Preparation of Production Budget, Raw Material Consumption & Purchase Budget Cash Budget Flexible Budget	
<b>UNIT 3 Absorption Costing and Marginal Costing (Theory &amp; Examples)</b>	<b>25 %</b>
Meaning of Absorption Costing and Marginal Costing Difference between Absorption Costing and Marginal Costing Examples of Income determination under Absorption Costing and Marginal Costing (One year information)	
<b>UNIT 4 Standard Costing &amp; Variance Analysis (Examples)</b>	<b>25 %</b>
Examples On: Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit)	

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

**Basic Text & Reference Books**

- Advanced Cost Accounting - Jain S P And Narang K L
- Textbook of Cost & management Accounting- Arora M.N.
- Cost Accounting - Khan My And Jain Pk
- Cost Accounting. And Financial Management - Kishore Ravi M
- Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari SK
- Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
- Cost Accounting - Saxena V K
- Advanced Management Accounting: Ravi M. Kishore
- Accounting for Management: Dr. Jawaharlal

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**UM05CBB106 ENTREPRENEURSHIP AND SMALL BUSINESS**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	<b>Fundamentals of Entrepreneurship:</b> Concept of Entrepreneur and Entrepreneurship, Difference between Entrepreneur & Entrepreneurship, Difference between Entrepreneur & Intrapreneur, Factors affecting Entrepreneurship, Functions, types and qualities of an Entrepreneur, Skills of successful entrepreneur, Entrepreneurship and Indian economic development, Entrepreneurial pitfalls	<b>25%</b>
<b>Unit 2</b>	<b>Entrepreneurship Motivation and MSME:</b> Concept of Entrepreneurship Motivation, Factors, Theory of Motivation, Achievement Motivation; Concept and definition of MSME; MSME Development Act 2006	<b>25%</b>
<b>Unit 3</b>	<b>Small Scale Business &amp; Funding Agencies:</b> Concept, Relationship Between Small & Large Units, Importance of Small Scale Business, Objectives & Scope Estimating and Financing funds requirement (Working of funding agencies like ICICI, IDBI, GSFC); venture capital funding	<b>25%</b>
<b>Unit 4</b>	<b>Entrepreneurship Development Programmes:</b> Concept of Entrepreneurship Development Programme, Need for EDPs, Objectives of EDPs, Problems faced by EDPs, Phases of EDPs, Role of EDII; Role of CED, Role of Government in entrepreneurship development.	<b>25%</b>

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

**Basic Text & Reference Books:-**

- Entrepreneurship Development by Gupta and Shrinivasan
- Entrepreneurship development by Vasant Desai.
- Financial management by Khan & Jain.
- Entrepreneurial Development by S.S.Khanka
- Small Business Entrepreneurship by Paul Barnes
- Entrepreneurship and Small Business Management by Gupta and Shrinivasan



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**UM05CBBI07 MATERIALS MANAGEMENT**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	<b>Fundamentals of Materials Management</b> Materials management: Meaning, definition, scope & importance – Integrated materials management: Concept, need & advantages – Classification of materials – Material planning: Concept, need & factors affecting.	<b>25%</b>
<b>Unit 2</b>	<b>Industrial Purchasing</b> Meaning, importance & ethics – Principles of right purchasing – Functions of purchase department – Centralised v/s Decentralised purchasing – Buying methods – Purchase procedure – Vendor selection (Examples of vendor performance rating)	<b>25%</b>
<b>Unit 3</b>	<b>Storekeeping</b> Meaning, objectives & importance – Functions of storekeeping – Store location and layout – Receiving and inspection – Store record	<b>25%</b>
<b>Unit 4</b>	<b>Inventory control</b> Meaning, objective, functions & importance – Procurement and carrying cost – Stock level (Maximum – minimum – reorder point – safety stock and stock out) – Examples on (a) ABC analysis & (b) Computation of different levels of stock.	<b>25%</b>

**Evaluation: Internal 40 Marks**

**External 60 Marks (Two hours examination)**

**Note:** The weightage of calculations in External exam will be 30% of 60 marks.

**References:**

1. Materials Management by K. Shridhar Bhat, Himalaya publication
2. Production Management by L.C. Jhamb, Everest Publication
3. Production Management by Chunawalla and Patel
4. Production and Operation Management by S.N. Chary, Tata McGraw Hill
5. Modern Production Management by E.S. Buffa.

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**UM05CBB109 DATABASE MANAGEMENT SYSTEM**

**Total Credits** : 3  
**Total Marks** : 100

**PRACTICALS: 06 Labs/week**

**All units carry equal weightage.**

**Unit - 1 Introduction to RDBMS and SQL 25%**

Data models – Hierarchical, Network, Relational: Concepts and Terminology, E-R Diagram: Entities, Attributes and Types of Relationships; Introduction to DBMS – Terminology, Advantages, Keys; Normalization (1NF, 2NF, 3NF); Introduction to SQL- Types of SQL Statements: DDL (Data Definition Language), DML (Data Manipulation Language), DQL (Data Query Language), DCL (Data Control Language), TCL (Transaction Control Language).

**Unit – 2 Basic SQL Concepts 25%**

Built-in Data Types – (Number, Char, Varchar2, Date); Creating Table and Inserting Data, Retrieving Data Using Query, Manipulating Data using DELETE and UPDATE; Modifying table structure, Removing table, Pseudo Columns – ROWID, ROWNUM, USER, SYSDATE, Null values, TAB table, DUAL table, Operators – Arithmetic, Relational, Logical, Range Searching, Pattern Matching and Set operators.

**Unit - 3 Data Constraints and Built-in Functions 25%**

Data constraints – Introduction, Type of data constraints (Not Null, Unique, Primary Key, Foreign Key and Check); ALTER TABLE to add/remove constraints; Scalar Functions: Numeric (Abs, Floor, Mod, Power, Round, Sign, Sqrt, Trunc), Character (Chr, Ascii, Concat, Initcap, Lower, Substr, Trim, Upper), Date (Add\_Months, Last\_Day, Next\_Day, Months\_Between), Conversion (To\_Number, To\_Char And To\_Date); Aggregate Functions: (Avg, Count, Max, Min, Sum), Miscellaneous: (Nvl, Decode).

**Unit - 4 Advanced Concepts 25%**

Query and Subquery, IN, ANY and ALL operators, Joining Tables, Types of Joins (Cross Join, Natural Join, Inner Join, Equijoin, Outer Joins, and Self Join), Views – Advantages and Disadvantages of View, Creating, Dropping, Use and Characteristics of Updateable and Non-Updateable Views, Transaction Processing Commands (Commit, Rollback and Savepoint), Introduction to PL/SQL

**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

**REFERENCE BOOKS:**

1. Database Management Systems by Arun K Majmudar, Pritimoy Bhattacharyya
2. An introduction to database management systems by Bipin C Desai
3. Developing client server applications using Oracle Developer 2000 by Ivan Bayross, 1997
4. Oracle Complete reference by Kevin Lonely and George Koch, TMH
5. Oracle DBA Guide

**BOOKS FOR ADDITIONAL READING:**

1. Understanding Database Management Systems : S. Parthsarthy and B.W.Khalkar, First edition – 2007, Master Academy
2. P. S. Deshpande : SQL/PLSQL for Oracle9i, dreamtech press, reprint edition 2009

**Lectures per week: Theory: 0 Practical: 6**



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Semester V

**UM05CBBI10 PROGRAMMING WITH PHP**

**Total Credits : 3**  
**Total Marks : 100**

**PRACTICALS: 06 Labs/week**  
**All units carry equal weightage.**

**UNIT – 1 Introduction to PHP 25%**  
History of PHP, Features of PHP, General structure of PHP, Displaying Output, Escaping Special Characters, Variables – (Declaring, Assigning, Destroying), Datatypes, Setting and Testing Datatypes – Constants -Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)

**UNIT – 2 PHP Basics 25%**  
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

**UNIT – 3 Advanced PHP and Form Interaction 25%**  
Working with Number, Strings functions, Working with Dates and Time –Creating tables using PhpMyAdmin, Interaction with HTML form

**UNIT – 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.

**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: 0 Practical: 6**

## SARDAR PATEL UNIVERSITY

Programme: BBA (Information Technology Management) (3 Years)

Semester: V

Syllabus with effect from: JUNE 2019

Paper Code: UM05CBB111	Total Credit: 3
Title of Paper: Business Taxation – I (Revised)	

Sr. No.	Description in detail	Weightage (%)
UNIT 1	<b>Introduction, Incidence of Tax under Income Tax Act (Theory only)</b> Introduction and definition under Income Tax Act: Definitions: Person, Assessee, Assessment Year, Previous Year, Company, Agriculture Income, Gross Total Income, Total Taxable Income Residential status of Individual (Examples only) Incidence of tax of Individual (Theory only)	25%
UNIT 2	<b>Income from Salaries (Examples only)</b> Examples based on allowances, perquisites, Bonus, Commission, Provident Fund and deductions u/s 16. General Deduction u/s 80 C (No retirement benefits will be covered in the chapter)	25%
UNIT 3	<b>Income from House Property (Examples only)</b> Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out property only and Deduction u/s 24.	25%
UNIT 4	<b>Exempted Incomes &amp; General Deductions (Theory only)</b> Exempted Incomes u/s 10 General Deductions u/s 80C, 80D, 80E, 80G & 80U Permanent Account Number (PAN)	25%

### Basic Text & Reference Books

- TAXMANN: Students' Guide to Income Tax- Dr. Vinod K. Singhania & Dr. Monica Singhania
- TAXMANN: Direct Taxes Law & Practice – Dr. Vinod K. Singhania & Dr. Kapil Singhania
- “Systematic Approach to Income Tax”, Ahuja Girish and Ravi Gupta, Bharat Law House, Delhi.

Dr. Korneel Mistry  
Mithal Thakkar

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B. B. A. (Honours) Information Technology Management Program  
Semester – V  
**UM05EBBI09 Advanced Financial Management – I**

**Total Credits:3**  
**Total Marks:100**

<b>Unit 1</b>	<b>Introduction to Investment and securities</b> Concept of investment, security, portfolio, security analysis - Characteristics of investment Objectives of investment - Types of investors - Investment vs speculation - Investment vs Gambling - Investment avenues - Investment opportunities for foreign citizens of Indian origin Sources of investment information - Risk & Return relationships	<b>25%</b>
<b>Unit 2</b>	<b>Valuation of Securities:[Theory 30%, Examples 70%]</b> Valuation of Securities - Concepts of Value, Basic Valuation Model, Bond Valuation Basic Bond Valuation Model - Bond Value Theorems - Yield to Maturity Bond values with Semi-annual Interest - Present Value of Preference Shares Valuation of Equity-Dividend Capitalization approach - Single Period Valuation - Multi-period valuation - Valuation with Normal as well as Supernormal growth	<b>25%</b>
<b>Unit 3</b>	<b>Leasing (Theory 100%)</b> Concept - Types of lease Arrangements - Factors relevant in making leasing Decisions Potentiality of leasing as a means of financing (significance) - Financial Evaluation from the lessee's point of view - Evaluation of lease as a financing Decision	<b>25%</b>
<b>Unit 4</b>	<b>Dividend Policy Decision :[Theory 50% and Examples 50%]</b> Forms of Dividend payment - Significance of Dividend policy in Financial Decision Variables influencing Dividend Decision - Walter's Model - Gordon's Model Modigliani – Miller's Model	<b>25%</b>

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

**Reference Books:**

1. Financial Management : S. N. Maheshwari
2. Financial Management : I. M. Pandey
3. Financial Management : Prasanna Chandra
4. Financial Management : Khan & Jain
5. Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi

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**UM05EBBI10 ADVANCE MARKETING MANAGEMENT – I**

**Total Credits: 3**

**Total Marks: 100**

UNIT 1	<b>Publicity Management</b> Concept, Characteristics, difference between advertising & Publicity, Importance and objectives of publicity	25%
UNIT 2	<b>Marketing Information system</b> Meaning, Characteristics, Elements /Components of MIS, Difference between Marketing Research and MIS	25%
UNIT 3	<b>Customer Relationship Management</b> Introduction, CRM process, Origin and Features of CRM, Difference between CRM and E-CRM	25%
UNIT 4	<b>Retailing</b> Introduction, Types of retail formats, Retail Location and Retail Strategies	25%

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

**Reference Books:**

- 1) Marketing Management by Arun Kumar and N.Meenakshi, Vikas Publishing House, 2<sup>nd</sup> Edition, 2011.
- 2) Marketing Management by S.A. Sherlekar, Himalaya Publishing House, 13<sup>th</sup> Revised Edition.
- 3) Marketing Management by RajanSaxena, Fifth Edition, McGraw Hill Education.
- 4) Marketing Management by Philip Kotler, Millennium Edition, Pearson Education
- 5) Marketing Management by S.A Chunawala, Himalaya Publishing House.

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**UM05EBBI11 ADVANCE HUMAN RESOURCE MANAGEMENT – I**

**Total Credits : 3**

**Total Marks : 100**

<b>Unit 1</b>	<b>Organisational Behavior</b> <ul style="list-style-type: none"><li>• <b>Organisational Behavior:</b> Meaning, Nature, factors affecting human behavior at work, limitations of OB, model of human behavior (S-R, S-O-R, S-O-B-C)</li><li>• <b>Personality:</b> Concept, Determinants, Freudian and Neo Freudian Stages of personality, Psychoanalytic theory &amp; Self Theory</li></ul>	<b>25%</b>
<b>Unit 2</b>	<b>Perception &amp; Learning</b> <ul style="list-style-type: none"><li>• <b>Perception:</b> Concept, Importance, Sensation and Perception, Perceptual Process, Perceptual Selectivity, Developing Perceptual skills.</li><li>• <b>Learning:</b> Nature, components of learning process, factors affecting learning, conditioning theory(classical &amp; operant)</li></ul>	<b>25%</b>
<b>Unit 3</b>	<b>Interpersonal Behaviour &amp; Quality of Work Life</b> <ul style="list-style-type: none"><li>• <b>Interpersonal Behaviour:</b> Nature of Interpersonal Behaviour, Transactional Analysis (TA), Level of self-awareness, Ego states, Life positions, Transactions, Benefits &amp; uses of TA.</li><li>• <b>Quality of Work Life:</b> Dimensions, Principles of QWL, Techniques for improving QWL, Work life Balance.</li></ul>	<b>25%</b>
<b>Unit 4</b>	<b>Group Dynamics &amp; Work Teams</b> <ul style="list-style-type: none"><li>• <b>Group Dynamics:</b> Concept, Features, Stages of Group Development, Group Norms, Group Cohesiveness, Methods of Group decision making, Techniques for improving group decision making.</li><li>• <b>Work Teams:</b> Concept, Difference between group and team, importance of team, types of team, characteristics of an effective team, process of team creation</li></ul>	<b>25%</b>

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

**Basic Text & Reference Books:**

1. Organisational Behaviour by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi.
2. Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New Delhi.
3. Organisational Behaviour by Fred Luthans, Published by McGraw Hill, Singapore.

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**UM05EBBI12 ADVANCE EXPORTS MANAGEMENT – I**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	<b>International Business</b>	25%
	Meaning, Reasons to enter international Business, Difference between domestic and international business, Methods of entry in international business, Factors influencing international business	
<b>Unit 2</b>	<b>India's Foreign Trade And Economic Relations</b>	25%
	Trends And Developments Of India's Foreign Trade, Balance Of Payment: Components and Causes Of BOP Disequilibrium in India, India's Trade Relations With: EU, SAARC, ASEAN And NAFTA.	
<b>Unit 3</b>	<b>International Trade Organization</b>	25%
	General Agreement on Trade and Tariff – Origin, Objectives World Trade Organization – Introduction, Objectives, Functions, WTO Agreements, Methods of Dispute settlement, Ministerial Conferences	
<b>Unit 4</b>	<b>Theories of Foreign Exchange Rate</b>	25%
	Movement and International Parity Conditions Purchasing Power Parity (PPP) International Fisher Effect (IFE) Comparison of PPP and IFE Factors Determining Spot Exchange Rates	

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

**Basic Text & Reference Books:-**

- Export Management: TAS BalaGopal, Himalaya Publishing House
- International Marketing Management: V. L. Varshney & B. Bhattacharya
- Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House
- Export Marketing: Acharya & Jain, Himalaya Publishing House
- Foreign Trade Review: Indian Institute of Foreign Trade
- International Business: Dr. R. Chandran, Jaico Publishing House
- Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons
- Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi.
- Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi



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**UM05EBBI14 SOFTWARE ENGINEERING**

**Total Credits: 3**  
**Total Marks: 100**

**THEORY: 3 Hrs per week**  
**All units carry equal weightage.**

**Unit - 1 Introduction 25%**  
Introduction to Software, Software Engineering and Software Processes; Phases in Software Development; Effort and Error Distribution; Process Models: Waterfall, Prototype, Iterative Enhancement and Spiral.

**Unit – 2 Requirement Specification 25%**  
Requirement Specification and Software Project Planning; Software Requirement Specification (SRS) and Needs; Characteristics and Components of SRS; Structure of SRS; Validation of SRS; Software Quality Assurance Plans (SQAP); Overview of Risk Management.

**Unit - 3 Design 25%**  
Introduction to System Design and Detailed Design; Design Specification, Objectives and Principles; Design Concepts – Top-Down And Bottom-Up Approach, Abstraction, Modularity, Module Level Concept, Coupling, Cohesion; Overview of Structured Design; Function v/s Object Oriented Approach; Module and Class Specification; Design Verification – Design Walkthrough, Critical Design Review.

**Unit - 4 Coding and Testing 25%**  
Introduction to Coding; Top-Down and Bottom-Up Approach for Coding; Structured Programming, Information Hiding, Programming style, Internal documentation Verification (code reading); Introduction to Testing; Error, Fault, Failure & Reliability; Testing Process; Top-Down and Bottom-Up Approach for Testing; Types and Levels of Testing.

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

**Basic Text & Reference Books:**

1. An Integrated Approach to Software Engineering : By Pankaj Jalote, Narosa Publishing House, Second Edition, 1997
2. Software Engineering a practitioner's approach : By Roger S. Pressman, Tata McGraw- Hill, 5th Edition

**Books For Additional Reading:**

1. Software Engineering Fundamentals, By Richard Fairley, Tata McGraw Hill
2. Software Engineering By Ian Sommerville, Addison - Wesley, 5th Edition, 2000



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**UM05FBBI03 BUSINESS ETIQUETTES & PRESENTATION SKILLS – I**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
I	<b>Business Etiquettes</b> Business Etiquettes: Concept and Importance <b>Etiquettes for:</b> Meetings Telephone/Cellphone conversations Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External - suppliers and customers)	25%
II	<b>Business Presentation</b> Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation	25 %
III	<b>Communication in Public Relation</b> Public Relation: Definition, Four elements of PR Forms of oral communication used in PR: Formal Speeches, Round -Table Conferences, Panel Discussions, Question-and Answer Discussions. (Short notes may be asked) Publicity Media: Newspaper, Radio, TV, Internet Crisis Communication: Concept and techniques to deal with crisis	25 %
IV	<b>Organisational Communication</b> Definition and meaning of Organizational communication Basics of Organisational communication Communication climate in an organization Intra-personal communication and interpersonal communication	25 %

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

**Basic Text & Reference Books:-**

- HasbanyGhassan: How to make winning presentation: JaicoPublication
- Antony Jay & Ross Jay: Effective Presentation, Universities Press(UP).
- David Robinson: Business Etiquettes, Kogan Page India PrivateLimited.
- 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 ofBuisness
- Communication, Sheth Publishers Pvt. Ltd.Mumbai.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Raman, Minaxi& Singh, Prakash: Business Communication,Oxford
- Chatruvedi, P D &Chatruvedi, Mukesh: Business Communication, SecondEdition, Pearson.

**SARDAR PATEL UNIVERSITY**

**VALLABH VIDYANAGAR**

**B. B. A. (Honours) Information Technology Management Program**

**SEMESTER – V**

**UM05SBB102 FUNDAMENTALS OF STRATEGIC MANAGEMENT**

**Total Credits: 3**

**Total marks : 100**

<b>Unit 1</b>	<b>Introduction to Strategic Management</b> Concept – Nature & Scope – Evolution – Importance – Concept of Different Decisions (Strategic, Administrative and Operational)	<b>25%</b>
<b>Unit 2</b>	<b>Strategic Planning Process</b> Concept of Strategic Planning – Need & Importance – Strategic Planning Process - Internal Appraisal of firm	<b>25%</b>
<b>Unit 3</b>	<b>Competitive Advantage and Core Competence</b> Concept of Competitive advantage – Significance – Building competitive advantage – Concept of Core competence – Difference between Competitive advantage and Core competence – Acquiring core competence	<b>25%</b>
<b>Unit 4</b>	<b>Formulation of Strategy</b> Concept of Strategy Formulation – Corporate Strategy formulation – Generic Strategy Alternatives (Expansion & Divestment only)	<b>25%</b>

**Evaluation**

**Internal:**40 marks (Theory)

**External:**60 marks (Theory) TWO hour examination.

**REFERENCES:**

- 1) Business Policy and Strategic Management by Ramaswami and Namkumari
- 2) Business Policy and Strategic Management by M.V.Kulkarni
- 3) Strategic Management:Concept and Cases by Thompson and Strickland

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar

B. B. A. (Honours) Information Technology Management Program  
Semester - V

**UM0CBB108 STATISTICS FOR MANAGEMENT**

**Total Credits: 3**

**Total Marks: 100**

Unit-I	1) Terminology: Population, sample, Parameter and Statistics 2) Types of Data <ul style="list-style-type: none"> <li>• qualitative and quantitative data</li> <li>• Nominal and ordinal data</li> <li>• discrete and continuous data</li> </ul> 3) Different types of scales - nominal, ordinal, ratio and interval. 4) Drafting of questionnaire 5) one way and two way frequency tables 6) Diagrammatic and graphical representation of grouped data. <ul style="list-style-type: none"> <li>• Line chart</li> <li>• Bar chart</li> <li>• Pie chart</li> <li>• Histogram</li> </ul>	25%
Unit-II	<b>Sampling Theory</b> 1) Concept of Sampling, sampling and non-sampling errors, sampling frame 2) Sampling methods: <ol style="list-style-type: none"> <li>i. Simple random Sampling</li> <li>ii. Stratified random sampling</li> <li>iii. Systematic sampling</li> <li>iv. Cluster sampling</li> </ol>	25%
Unit-III	Introduction and procedure of testing a hypothesis. Types of Hypothesis Standard Error, Level of Significance, One tail & Two tail tests, Concept of degrees of freedom, Conditions for applying t-test. Application of t-Test: <ol style="list-style-type: none"> <li>1) Tests of significance of mean</li> <li>2) Test of significance of difference of two Means</li> <li>3) Paired t-test</li> </ol>	25%
Unit-IV	1) Chi-Square test Introduction, Definition, Properties, Test for Independence of two Attribute 2) Analysis of Variance (ANOVA) (One Way and Two Way method)	25%

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

1. S.C. Gupta: Fundamental of Statistics. Himalaya Publishing House.
2. R. P. Hooda : Statistics for Business and Economics, Macmillan, New Delhi.
3. N. D. Vohra, Business Statistics, Tata McGraw-Hill Education
4. Richard Levin and David Rubin (1997) Statistics for Management, Pearson.