

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar

B. B. A. Information Technology Management Program
Semester – V

UM05ABBI51 BUSINESS ETIQUETTES & PRESENTATION SKILLS – I

Total Credits: 3

Total Marks: 100

Unit	Description in detail	Weighting (%)
I	Business Etiquettes Business Etiquettes: Concept and Importance Etiquettes for: Meetings Telephone/Cellphone conversations Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External - suppliers and customers)	25%
II	Business Presentation Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation	25 %
III	Communication in Public Relation 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	Organisational Communication Definition and meaning of Organizational communication Basics of Organisational communication Communication climate in an organization Intra-personal communication and interpersonal communication	25 %

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
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B. B. A. Information Technology Management Program
Semester – V

UM05ABBI52 LEADERSHIP SKILLS FOR MANAGEMENT – I

Total Credits: 3

Total Marks: 100

UNIT 1 Introduction: The Nature of Leadership	25 %
Definitions of leadership	
Need or Importance of Leadership	
Leadership effectiveness	
Level of conceptualization for leadership	
UNIT 2 Participative Leadership, Delegation, and Empowerment	25 %
Nature of participative leadership Guidelines for participative leadership	
Delegation: Concept, varieties, potential advantages, and guidelines for delegating	
Empowerment: Concept, Consequences, and Facilitating conditions	
UNIT 3 Developing Leadership Skills	25 %
Concept	
Leadership training Programme	
Steps in designing effective training	
Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation	
UNIT 4 Ethical Leadership and Leadership Theories	25 %
Concept of ethical leadership	
Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories	

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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B. B. A. Information Technology Management Program
Semester - V
UM05CBBI51 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

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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B. B. A. Information Technology Management Program
Semester – V

Paper Code: UM05CBB152	Total Credit: 3
Title Of Paper: Business Taxation - I	

Unit	Description in detail	Weighting (%)
1	Introduction, Incidence of Tax and Exempted Income under Income Tax Act (Theory only) Introduction and Definition under Income Tax Act: (1) Assessment Year (2) Previous Year (3) Person (4) Assessee (5) Company (6) Agriculture Income (7) Gross Total Income (8) Total Taxable Income Residential status of Individual (Examples Only) Incidence of Tax of Individual (Theory Only)	25 %
2	Income from Salary (Examples only) 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 %
3	Income from House Property (Examples only) Examples covering Self-occupied, Let-out, Deemed to be Let- out, Partly & Proportionate Let-out property only and Deduction U/s 24.	25 %
4	Exempted Income & General Deductions (Theory Only) Exempted Income 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. Singhanian & Dr. Monica Singhanian
- TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhanian & Dr. Kapil Singhanian
- Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi



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B. B. A. Information Technology Management Program
Semester – V

UM05CBB153 MANAGEMENT ACCOUNTING – I

Total Credits: 3
Total Marks: 100

UNIT 1 Management Accounting - Nature & Scope (Theory)	25 %
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	
UNIT 2 Budget & Budgetary Control (Examples)	25 %
Meaning and Definition of Budget and Budgetary Control	
Preparation of	
Production Budget, Raw Material Consumption & Purchase Budget	
Cash Budget	
Flexible Budget	
UNIT 3 Absorption Costing and Marginal Costing (Theory & Examples)	25 %
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)	
UNIT 4 Standard Costing & Variance Analysis (Examples)	25 %
Examples On: Material Cost Variances, Labor Cost Variances, Sales Variances (Price and Profit)	

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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B. B. A. Information Technology Management Program
Semester - V

UM05CBB154 ENTREPRENEURSHIP AND SMALL BUSINESS

Total Credits: 3

Total Marks: 100

Unit 1	Fundamentals of Entrepreneurship: 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	25%
Unit 2	Entrepreneurship Motivation and MSME: Concept of Entrepreneurship Motivation, Factors, Theory of Motivation, Achievement Motivation; Concept and definition of MSME; MSME Development Act 2006	25%
Unit 3	Small Scale Business & Funding Agencies: 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	25%
Unit 4	Entrepreneurship Development Programmes: 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.	25%

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

UM05CBBI55 MATERIALS MANAGEMENT

Total Credits: 3

Total Marks: 100

Unit 1	Fundamentals of Materials Management Materials management: Meaning, definition, scope & importance – Integrated materials management: Concept, need & advantages – Classification of materials – Material planning: Concept, need & factors affecting.	25%
Unit 2	Industrial Purchasing 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)	25%
Unit 3	Storekeeping Meaning, objectives & importance – Functions of storekeeping – Store location and layout – Receiving and inspection – Store record	25%
Unit 4	Inventory control 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.	25%

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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B. B. A. Information Technology Management Program
Semester - V

UM0CBBI56 STATISTICS FOR MANAGEMENT

Total Credits: 3

Total Marks: 100

Unit-I	<ol style="list-style-type: none"> 1) Terminology: Population, sample, Parameter and Statistics 2) Types of Data <ul style="list-style-type: none"> • qualitative and quantitative data • Nominal and ordinal data • discrete and continuous data 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"> • Line chart • Bar chart • Pie chart • Histogram 	25%
Unit-II	<p>Sampling Theory</p> <ol style="list-style-type: none"> 1) Concept of Sampling, sampling and non-sampling errors, sampling frame 2) Sampling methods: <ol style="list-style-type: none"> i. Simple random Sampling ii. Stratified random sampling iii. Systematic sampling iv. Cluster sampling 	25%
Unit-III	<p>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:</p> <ol style="list-style-type: none"> 1) Tests of significance of mean 2) Test of significance of difference of two Means 3) Paired t-test 	25%
Unit-IV	<ol style="list-style-type: none"> 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.

SARDAR PATEL UNIVERSITY
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B. B. A. Information Technology Management Program
Semester - V

UM05CBBI57 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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B. B. A. Information Technology Management Program
Semester V

UM05CBB158 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
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B. B. A. Information Technology Management Program Semester – V
UM05DBBI51 Advanced Financial Management – I

TotalCredits:3
Total Marks:100

Unit 1	Introduction to Investment and securities Concept of investment, security, portfolio, securityanalysis - 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	25%
Unit 2	Valuation of Securities:[Theory 30%, Examples 70%] 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	25%
Unit 3	Leasing (Theory 100%) 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	25%
Unit 4	Dividend Policy Decision :[Theory 50% and Examples 50%] 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	25%

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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B. B. A. Information Technology Management Program
Semester - V

UM05DBBI52 ADVANCE MARKETING MANAGEMENT – I

Total Credits: 3

Total Marks: 100

UNIT 1	Publicity Management Concept, Characteristics, difference between advertising & Publicity, Importance and objectives of publicity	25%
UNIT 2	Marketing Information system Meaning, Characteristics, Elements /Components of MIS, Difference between Marketing Research and MIS	25%
UNIT 3	Customer Relationship Management Introduction, CRM process, Origin and Features of CRM, Difference between CRM and E-CRM	25%
UNIT 4	Retailing 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, 2nd Edition, 2011.
- 2) Marketing Management by S.A. Sherlekar, Himalaya Publishing House, 13th 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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B. B. A. Information Technology Management Program
Semester - V

UM05DBBI53 ADVANCE HUMAN RESOURCE MANAGEMENT – I

Total Credits : 3

Total Marks : 100

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

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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B. B. A. Information Technology Management Program
Semester - V

UM05DBBI54 ADVANCE EXPORTS MANAGEMENT – I

Total Credits: 3

Total Marks: 100

Unit 1	International Business	25%
	Meaning, Reasons to enter international Business, Difference between domestic and international business, Methods of entry in international business, Factors influencing international business	
Unit 2	India's Foreign Trade And Economic Relations	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.	
Unit 3	International Trade Organization	25%
	General Agreement on Trade and Tariff – Origin, Objectives World Trade Organization – Introduction, Objectives, Functions, WTO Agreements, Methods of Dispute settlement, Ministerial Conferences	
Unit 4	Theories of Foreign Exchange Rate	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

SARDAR PATEL UNIVERSITY
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B. B. A. Information Technology Management Program
Semester – V
UM05DBBI56 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

UM05SBBI51 FUDAMENTALS OF STRATEGIC MANAGEMENT

Total Credits: 3

Total marks : 100

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

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