

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management) (3 years)
Semester: V Syllabus with effect from June 2023

| Course Type | Code No. | Name of Course | T/P | Credit | Contact Hrs/Week | Exam. Duration in hrs | Component of Marks | | |
|---|------------|---|-----|--------|------------------|-----------------------|--------------------|---------------|-------|
| | | | | | | | Int. | Ext. | Total |
| Ability Enhancement Course (Any One) | UM05ABBI71 | Business Etiquettes and Presentation Skills - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05ABBI72 | Leadership Skills for Management - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| Core Courses (Any Two) | UM05CBBI71 | Indian Business Environment | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI72 | Business Taxation – I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI73 | Management Accounting - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI74 | Entrepreneurship and Small Business | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI75 | Materials Management | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI76 | Statistics for Management | T | 3 | 3 | 2 | 30 | 70 | 100 |
| Discipline Specific Elective (Any Two) | UM05DBBI71 | Advanced Financial Management - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05DBBI72 | Advanced Marketing Management - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05DBBI73 | Advanced Human Resource Management - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05DBBI74 | Advanced Exports Management - I | T | 3 | 3 | 2 | 30 | 70 | 100 |
| Core Courses (Any One) | UM05CBBI77 | Database Management System | T+P | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05CBBI78 | Programming with PHP | T+P | 3 | 3 | 2 | 30 | 70 | 100 |
| Discipline Specific Elective (Any One) | UM05DBBI75 | Management Information System | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05DBBI76 | Software Engineering | T | 3 | 3 | 2 | 30 | 70 | 100 |
| Skill Enhancement Elective Course (Any One) | UM05SBBI71 | Fundamentals of Strategic Management | T | 3 | 3 | 2 | 30 | 70 | 100 |
| | UM05SBBI72 | NCC Army-5 | T+P | 3 | 3 | 2 | 30 (15+15) | 70 (35+35) | 100 |



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus with effect from the Academic Year 2023-2024

Programme: BBA (ITM) Semester:V

| | | | |
|-----------------------------|------------|---------------------|---|
| Course Code | UM05ABBI71 | Title of the Course | Business Etiquettes and Presentation Skills - I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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|--------------------|---|
| Course Objectives: | <ul style="list-style-type: none"> • To impart training to the students with a view to developing their communicative competence in English. • To equip students with the skills necessary at the work place. |
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| Course Content (Theory) | | |
|--------------------------------|--|-----------|
| | Description | Weightage |
| 1. | Business Etiquettes 1. Business Etiquettes: Concept and Importance 2. Etiquettes for: a. Meetings b. Telephone/Cellphone conversations 3. Etiquettes at Workplace (Internal-supérieurs, peers and subordinates) 4. Etiquettes with Stakeholders (External-suppliers and customers) | 25% |
| 2. | Business Presentation 1. Importance and Role of Business Presentation 2. Planning for Presentation 3. Preparing and Practicing (Rehearsing) the Presentation 4. Delivering the Presentation | 25% |
| 3. | Communication in Public Relation 1. Public Relation: Definition, Four elements of PR 2. Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question-and-Answer Discussions. (Short notes may be asked) 3. Publicity Media: Newspaper, Radio, TV, Internet 4. Crisis Communication: Concept and techniques to deal with crisis | 25% |





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|----|---|-----|
| 4. | Organisational Communication 1. Definition and meaning of Organizational communication 2. Basics of Organisational communication 3. Communication climate in an organization 4. Intra-personal communication and interpersonal communication | 25% |
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| Teaching-Learning Methodology | Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films |
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| Evaluation Pattern | | |
|---------------------------|---|-----------|
| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal | 15 marks |
| 2. | Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance | 15 marks |
| 3. | University Examination | 70 marks |

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|---|---|
| Course Outcomes: After completion of the course, the learner is able to, | |
| | <ul style="list-style-type: none"> • Communicate Effectively in Global Business Environment. • Can apply English for specific Business Purposes |





| Sr. No. | References(Theory) |
|------------|---|
| | <p>ReferenceBooks:</p> <ol style="list-style-type: none">1. HasbanyGhassan:<i>Howtomakewinningpresentation</i>:JaicoPublication2. AntonyJay&RossJay:<i>EffectivePresentation</i>,UniversitiesPress(UP).3. DavidRobinson:<i>BusinessEtiquettes</i>,KoganPageIndiaPrivateLimited.4. H.FrazierMoore&FrankKalupa:<i>PublicRelation</i>, ninthedition,principles,casesand problems,SurjeetPublications,Delhi.5. Doctor,RhodaA.&Doctor,AspiH:<i>PrinciplesandpracticesofBusi nessCommunication</i>,ShethPublishersPvt.Ltd.Mumbai.6. RajendraPal&JSKorlahalli:<i>EssentialsofBusinessCommunication</i>,SultanC hand&Sons7. Raman,Minaxi&Singh,Prakash:<i>BusinessCommunication</i>,OXFORD8. Chatruvedi,PD&Chatruvedi,Mukesh:<i>BusinessCommunication</i>,SecondEd ition, PEARSON. |

On-line resources to be used as and when required.





Bachelor of Business Administration (BBA ITM)
Semester - V

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|------------------------------------|------------|----------------------------|---|
| Course Code | UM05ABBI72 | Title of the Course | Leadership Skills for Management-I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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| Course Objectives | <p>1. The Course is designed to understand the importance of Leadership. 2. It is helpful to understand the participative leadership. 3. It helps to understand leadership training and techniques. 4. It helps to understand the role of leaders and the impact of different leadership levels. 5. It helps to understand the nature of human decision-making and what it takes to make effective team decisions.</p> |
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| Course Content | | |
|-----------------------|--|----------------------|
| Unit | Description | Weightage (%) |
| 1. | Introduction: The Nature of Leadership Definitions of leadership Need or Importance of Leadership Leadership effectiveness Level of conceptualization for leadership | 25 % |
| 2. | Participative Leadership, Delegation, and Empowerment Nature of participative leadership. Guidelines for participative leadership. Delegation: Concept, varieties, potential advantages, and guidelines for delegating. Empowerment: Concept, Consequences, and Facilitating conditions | 25 % |
| 3. | Developing Leadership Skills Concept Leadership training programme. Steps in designing effective training. Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation | 25 % |
| 4. | Ethical Leadership and Leadership Theories Concept of ethical leadership Leadership Theories: Charismatic, Trait, Behavioural and Situational Theories | 25 % |



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| Teaching-Learning Methodology | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected. |
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| Evaluation Pattern | | |
|---------------------------|--|-----------|
| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written (As per CBCS R.6.8.3) | 15% |
| 2. | Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 15% |
| 3. | University Examination | 70% |

| Course Outcomes | |
|------------------------|--|
| 1. | The students will understand the concept of leadership, importance of leadership and level of conceptualization for leadership. |
| 2. | The students will acquire knowledge regarding participative leadership, delegation, and empowerment. |
| 3. | The students will understand the leadership training programme, steps in designing effective training and special techniques of leadership training programme. |
| 4. | The students will understand the ethical leadership and leadership theories. |



| Suggested References | |
|-----------------------------|--|
| Sr. No. | References |
| 1. | Gary Yukl: Leadership in organisations, Pearson Education, New Delhi. |
| 2. | L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi. |
| 3. | Patricia Guggenheimer & Mary Diana Szulc: Understanding Leadership Competencies. |

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| On-line resources to be used if available as reference material |
| On-line Resources |
| https://youtu.be/nkXr8P8cnXc |
| https://youtu.be/yT242UO4cgw |
| https://youtu.be/V3VYtT4Fw2g |
| https://youtu.be/Bz0hx8Ck1QQ |
| https://youtu.be/Ee2evuc8j4o |



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Syllabus with effect from the Academic Year 2023-2024

Bachelor of Business Administration
 B.B.A (ITM) Semester-V

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|-----------------------------|------------|---------------------|-----------------------------|
| Course Code | UM05CBB171 | Title of the Course | Indian Business Environment |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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| Course Objectives: | <ol style="list-style-type: none"> To impart knowledge on the concept of business environment and its interaction with non economic environment. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business. To develop understanding about the various economic policies. |
|--------------------|--|

| Unit | Description in detail | Weighting (%) |
|------|--|---------------|
| I | Unit I: Introduction to Business Environment <ul style="list-style-type: none"> Meaning, Types and components of Business environment Interaction of Economic environment with non-economic environment Scanning -meaning, approaches, sources of information SWOT Analysis as a method of environmental scanning | 25% |
| II | Unit II: Non Economic Environment <ul style="list-style-type: none"> Demographic transition theory of population Compositional characteristics of Indian population and economic development Concept of Socio-cultural fabric, Lifestyles and business, Impact of socio cultural on business | 25% |
| III | Unit III: Technology and Natural Environment Concept of Technological Environment, Time lags in Technology introduction/absorption. Appropriate Technology, Technology – A Reason for Internationalization, Enabling Technologies and Globalizations, IT and Business, Impact of IT on Distribution and Retailing, IT and Global Competitiveness, IT Business and India, Transfer of Technology, Levels of TT, Channels of Technology Flow, Methods of Technology Transfer, Issues in Transfer in Technology, Promotion and Regulation, Areas of Regulation, Promotional Measures, Natural Environment | 25% |
| IV | Unit IV: Economic policies <ul style="list-style-type: none"> Economic survey Union Budget – concept and salient features Export - Import policy Privatisation concept , ways, arguments for and against privatisation and EXIT Policy Wage policies and Gig labours | 25% |

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| Teaching Learning Methodology | The course would be taught / learnt through ICT (e.g., Power Point Presentation, Audio-Visual Presentation), lectures, Group discussions, Assignments, Attendance (As per CBCS R.6.8.3) |
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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

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| 1. | To analyze various categories that constitute the business environment and apply various approaches that is helpful to manage both the internal and external environment of the business. |
| 2. | To develop the understanding of technological, demographical, social, and cultural factors that play an important part in an organization's functioning and to evaluate the recent trends in the environment of the firm. |
| 3. | To familiar the students with various economic policies of India like the Exit Policies and Export import policies and able them to understand the concept of budget and its salient features. |

SUGGESTED REFERENCES::

| | |
|---|--|
| 1 | Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy |
| 2 | Aswathappa K. Essentials of Business Environment |
| 3 | Cherunilam F. Business and Government |
| 4 | Cherunilam F. - Business Environment |
| 5 | Data And Sundurum - Indian Economy |
| 6 | Jain And Jain - Business Environment |
| 7 | Francies Cherunilam- Global Economy and Business Environment |

On-line resources to be used if available as references material:

On-line resources:

Websites:

1. https://www.google.co.in/books/edition/Business_Environment
2. https://www.google.co.in/books/edition/BUSINESS_ENVIRONMENT
3. <https://www.google.co.in/books/edition/Xp0PEAAAQBAJ?hl=en&gbpv=1&dq=business+environment+books&printsec=frontcover>



Bachelor of Business Administration
B.B.A (ITM) Semester- V

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|-----------------------------|------------|---------------------|-----------------------|
| Course Code | UM05CBB172 | Title of the Course | Business Taxation - I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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| Course Objectives: | <ol style="list-style-type: none">1. To understand the basic concepts and definitions under the Income Tax Act, 1961.2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.3. To prepare students Competent enough to take up to employment in Tax planner.4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities. |
|--------------------|---|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | Conceptual Framework & Incidence of Tax (Theory only) <ul style="list-style-type: none">• History of Income Tax• Types of Income Tax• Introduction to Income Tax Act• <u>Definitions</u>: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income• Residential status (Rules & Example) and incidence of tax of Individual assessee (Only Rules)• Fully exempted incomes for individual Assessee | 25% |
| 2. | Income from Salaries (Examples only) <ul style="list-style-type: none">• Simple Examples on allowances, Perquisites, Bonus, Commission, Provident Fund and Deduction available from Salary income (No retirement benefits will be covered in the chapter) | 25% |
| 3. | Income from House Property (Examples only) <ul style="list-style-type: none">• Simple Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out property | 25% |



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|----|---|-----|
| 4. | Introduction to Goods and Services Tax Act: (Theory only) <ul style="list-style-type: none">• Overview of GST• Need for GST in India• Advantages of GST• GST Council• GSTN and Its Process• Definition: Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge | 25% |
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| Teaching-Learning Methodology | The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources |
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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. | Students will be able to identify the technical terms related to business taxation. |
| 2. | Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status. |
| 3. | Students will be able to understand the various benefits/ deductions under Chap VI-A of the Income tax act, 1961 that are to be reduced from the gross total income of the assessee |



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|---|--|
| 4 | students will be able to compute the net total income and the total tax liability of an individual assessee considering the income from all heads of income and the deduction under Chap VI- A of the Income tax act,1961. |
| 5 | Outlining the concepts of Indirect tax and GST from the pre-GST period to postGST period. |

Programme Outcomes: Having completed this course, the learner will be able to

1. Enabling the students to have a fair idea on set-off and carry forward of losses, capital gain among students, concept of income from other source, assessment of individual income, compute the total income and tax liability of individual assesses and firms, expertise to file return of income tax and to take up job in filing of tax.

Suggested References:

| Sr. No. | References |
|---------|---|
| 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 |

Remark: This Syllabus is confined to Individual Assessee covering the provisions applicable for the relevant assessment year only.



Bachelor of Business Administration
B.B.A (ITM) Semester-V

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|------------------------------------|------------|----------------------------|---------------------------|
| Course Code | UM05CBB173 | Title of the course | Management Accounting - I |
| Total Credits of the course | 3 | Hours per week | 3 |

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|---------------------------|---|
| Course Objectives: | <ul style="list-style-type: none"> • To provide students relevant and actual knowledge of Management accounting. • Get foundational understanding and clarity of basic principles and core concepts of Management accounting. |
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| Course Content | | Weightage |
|-----------------------|--|------------------|
| Units | Description | |
| 1 | Management Accounting - Nature & Scope (Theory) <ul style="list-style-type: none"> • 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 | 25% |
| 2 | Budget & Budgetary control <ul style="list-style-type: none"> • Meaning and classification of budget • Preparation of purchase budget, production budget and sales budget (Example) • Zero based budgeting (Theory only) | 25% |
| 3 | Absorption Costing and Marginal Costing (Theory & Examples) <ul style="list-style-type: none"> • 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) | 25% |
| 4 | Standard Costing & Variance Analysis (Examples) <ul style="list-style-type: none"> • Examples On: <ul style="list-style-type: none"> ➤ Material Cost Variances ➤ Labor Cost Variances ➤ Sales Variances (Price and Profit) | 25% |



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| Teaching-Learning Methodology | ➤ White Board, Power Point Presentation |
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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: The learners will be able to | |
|--|---|
| 1 | Get basic knowledge about management accounting. |
| 2 | Understand the basic concepts of decision making process. |
| 3 | Learn issues related to Absorption and marginal costing. |
| 4 | Gain the knowledge Of material, labour and sales variances. |

| Suggested References: | |
|------------------------------|--|
| 1 | Advanced Cost Accounting - Jain S P And Narang K L |
| 2 | Textbook of Cost & management Accounting- Arora M.N |
| 3 | Cost Accounting - Khan My And Jain Pk |
| 4 | Cost Accounting. And Financial Management - Kishore Ravi M |
| 5 | Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari SK |
| 6 | Advanced Cost Accountancy - Nigam Lalla And Sharma G.L |
| 7 | Advanced Management Accounting: Ravi M. Kishore |
| 8 | Accounting for Management: Dr.Jawaharla |



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|-------------------------------------|
| Course Code | UM05CBB174 | Title of the Course | ENTREPRENEURSHIP AND SMALL BUSINESS |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> 1. To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act 2. To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture 3. To explain classification and types of entrepreneurs and the process of entrepreneurial project development. 4. To discuss the steps in venture development and new trends in entrepreneurship. |
|--------------------|---|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | Fundamentals of Entrepreneurship: <ul style="list-style-type: none"> • 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% |
| 2. | Entrepreneurship Motivation and MSME: <ul style="list-style-type: none"> • Concept of Entrepreneurship Motivation • Factors • Theory of Motivation • Achievement Motivation • Concept and definition of MSME • MSME Development Act 2006 | 25% |
| 3. | Small Scale Business & Funding Agencies: <ul style="list-style-type: none"> • 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% |



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| 4. | Entrepreneurship Development Programmes: <ul style="list-style-type: none">• 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% |
|----|--|-----|

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|--------------------------------------|---|
| Teaching- Learning Methodology | ICT through (Eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| 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. | Learners will pick up about Foundation of Entrepreneurship Development and its theories. |
| 2. | Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector. |
| 3. | Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.. |
| 4. | Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship. |



Suggested References:

| Sr. No. | References |
|---------|--|
| 1. | Entrepreneurship Development by Gupta and Shrinivasan ••••• |
| 2. | Entrepreneurship development by Vasant Desai |
| 3. | Financial management by Khan & Jain. |
| 4. | Entrepreneurial Development by S.S.Khanka |
| 5. | Small Business Entrepreneurship by Paul Barnes |
| 6. | Entrepreneurship and Small Business Management by Gupta and Shrinivasan. |

On-line resources to be used if available as references material:

On-line resources:

- Website: 1) <https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society>
2) https://wbmsme.gov.in/what_msme
3) <https://www.vedantu.com/commerce/small-scale-industries>
4) <https://www.toppers4u.com/2021/04/entrepreneurial-development-programme.html>



Bachelor of Business Administration
B.B.A (ITM) Semester- V

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|-----------------------------|------------|---------------------|-----------------------------|
| Course Code | UM05CBB175 | Title of the Course | Materials Management |
| Total Credits of the Course | 03 | Hours per Week | 03 |

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|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none"> 1. To understand the basic concepts and definitions of materials management. 2. To Acquire knowledge about industrial purchasing, purchase procedure and buying methods, stores and supply chain management. 3. To prepare students Competent enough to take up to employment in Industrial Sector.. 4. To acquire knowledge about the modes of transportation and packaging. |
|--------------------|--|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | Fundamentals of Materials Management • Classification of Materials • Materials Management: Meaning, Definition, Scope & Importance • Integrated Materials Management: Concept & Advantages • Material Planning: Concept, Need & Factors Affecting Materials Planning. | 25% |
| 2. | Industrial Purchasing (Theory 60% & Examples 40%) • Meaning, Definition & Importance of Purchasing • Principles of Right Purchasing • Purchase Procedure • Centralised v/s Decentralised Purchasing • Buying Methods • Vendor selection (Examples of Vendor Performance Rating) | 25% |
| 3. | Storekeeping • Meaning, Objectives & Importance of Storekeeping • Functions of Storekeeping • Store Location and Layout • Receiving and Inspection • Store Records | 25% |
| 4. | Logistics and Supply Chain Management Meaning and Modes of Transportation • Warehousing – Meaning & Functions • Packaging – Meaning & Functions • Supply Chain Management – Meaning Need & Functions | 25% |

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| Teaching-Learning Methodology | The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources |
|-------------------------------|--|



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. | Students will be able to identify the technical terms related to materials management. |
| 2. | Students should be able to make independent purchase and storekeeping decisions. |
| 3. | Students will be able to understand the various benefits of logistics and supply chain management. |
| 4. | Students will be able to compute problems of vendor selection. |
| 5. | Outlining the concepts of warehousing , stores records and stores layout. |

Programme Outcomes: Having completed this course, the learner will be able to

| | |
|----|--|
| 1. | Enabling the students to have a fair idea on Materials Management, storekeeping, warehousing, buying methods and procedures, vendor selection , supply chain management for modern business management in corporate world. |
|----|--|

Suggested References:

| Sr. No. | References |
|---------|--|
| 1. | Materials Management by K. Shridhar Bhat, Himalaya publication |
| 2. | Logistics Management by Satish C. Ailawadi & Rakesh P. Singh PHI |
| 3. | Production Management by Chunawalla and Patel |



Bachelor of Business Administration
 B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|---------------------------|
| Course Code | UM05CBB176 | Title of the Course | STATISTICS FOR MANAGEMENT |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> 1. To help students to understand the terminology, types of data and scales, diagrammatic and graphical representation of grouped data. 2. To provide knowledge of Sampling theory and sampling methods. 3. To enhance knowledge regarding testing hypothesis and application of t-Test. 4. To help student to understand the Chi-Square test. It will also enable students to know more about ANOVA test. |
|--------------------|---|

| Course Content | | |
|----------------|--|---------------|
| Unit | Description | Weightage*(%) |
| 1. | <ul style="list-style-type: none"> ✓ Terminology: Population, sample, Parameter and Statistics ✓ Types of Data <ul style="list-style-type: none"> • qualitative and quantitative data • Nominal and ordinal data • discrete and continuous data ✓ Different types of scales - nominal, ordinal, ratio and interval. ✓ Drafting of questionnaire ✓ one way and two-way frequency tables ✓ Diagrammatic and graphical representation of grouped data. <ul style="list-style-type: none"> • Line chart • Bar chart • Pie chart • Histogram | 25% |
| 2. | <p>Sampling Theory</p> <ul style="list-style-type: none"> ✓ Concept of Sampling, sampling and non-sampling errors, sampling frame and design, Principles of Sampling ✓ Classification of Sampling methods ✓ Probability and Non-probability Sampling ✓ Errors in Sampling | 25% |
| 3. | <ul style="list-style-type: none"> ✓ 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"> 1) Tests of significance of mean 2) Test of significance of difference of two Means 3) Paired t-test | 25% |



| | | |
|----|---|------------|
| 4. | <ul style="list-style-type: none"> ✓ Chi-Square test Introduction, Definition, Properties, Test for Independence of two Attribute ✓ Analysis of Variance (ANOVA) (One Way and Two Way method) | 25% |
|----|---|------------|

| | |
|-------------------------------|---|
| Teaching-Learning Methodology | <ul style="list-style-type: none"> (1) ICT Based Teaching Learning Approach (2) Blended Teaching Learning Approach for Calculation. |
|-------------------------------|---|

| 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. | Learn about terminologies like population, sample and statistics. It will also help to understand qualitative and quantitative data Nominal and ordinal data discrete and continuous data. |
| 2. | Enhance their knowledge different types of scales like nominal, ordinal, ratio and interval. They will also acquire knowledge of various types of graph like line chart, bar chart, pie chart and histogram. |
| 3. | Gain in-depth knowledge about sampling and sampling methods like Simple random Sampling, Stratified random sampling, Systematic sampling and Cluster sampling. |
| 4. | Enhance their knowledge regarding the testing a hypothesis, conditions of applying t-test and application of t-test. |
| 5. | Gain knowledge regarding ANOVA test, and Chi-square test with its properties. |



Suggested References:

| Sr. No. | References |
|---------|--|
| 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. |

On-line resources to be used if available as references material:

On-line resources:

<https://byjus.com/maths/types-of-data-in-statistics/>

<https://www.analyticssteps.com/blogs/4-types-data-statistics>

<https://www.toppr.com/guides/business-mathematics-and-statistics/statistical-description-of-data/diagrammatic-representation-of-data/>

<https://www.scribbr.com/methodology/sampling-methods/>

<https://www.bmj.com/about-bmj/resources-readers/publications/statistics-square-one/8-chi-squared-tests>

<https://www.investopedia.com/terms/a/anova.asp>



Bachelor of Business Administration B.B.A (ITM)
Semester-V

| | | | |
|------------------------------------|-------------------|----------------------------|--|
| Course Code | UM05DBBI71 | Title of the Course | Advanced Financial Management – I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|------------------------------|--|
| Course of Objectives: | <ol style="list-style-type: none">1. The course helps to develop the knowledge of investment and investment sources.2. The course is helpful in acquiring knowledge to run their business profession and profitability.3. To study of dividend policy of companies and its impact on shareholders' wealth.4. The course is helpful to develop the knowledge of leasing and valuation of securities for business successfully. |
|------------------------------|--|

| Course Content | | |
|-----------------------|---|-----------------------|
| Units | Description | Weightage *(%) |
| 1. | INTRODUCTION TO INVESTMENT AND SECURITIES (100% Theory) <ul style="list-style-type: none">• Concept of investment, security, portfolio, security analysis• Characteristics and 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% |
| 2. | VALUATION OF SECURITIES: [Theory 30%, Examples 70%] <ul style="list-style-type: none">• Valuation of Securities - Concepts of Value, Basic Valuation Model, 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% |
| 3. | LEASING (Theory 100%) <ul style="list-style-type: none">• 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% |



| | | |
|-----------|--|------------|
| 4. | <p>DIVIDEND POLICY DECISION : [Theory 50% and Examples 50%]</p> <ul style="list-style-type: none"> • Forms of Dividend payment - Significance of Dividend policy in Financial Decision - Variables influencing Dividend Decision (Theory) • Examples of Walter's Model - Gordon's Model Modigliani - Miller's Model | 25% |
|-----------|--|------------|

| | |
|-------------------------------|---|
| Teaching-Learning Methodology | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-centered classroom, teaching and assessment are connected. |
|-------------------------------|---|

| 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. | <ul style="list-style-type: none"> • The students will understand the concept of Portfolio and Investment • The Students will understand the concept Investment, Security, Portfolio, Security Analysis. |
| 2. | The students will acquire knowledge regarding different securities like Bond, Preference Shares, Equity Shares etc. |
| 3. | The students will acquire knowledge regarding Leasing. |
| 4. | The students will understand concept and calculation about Dividend Policy |



Suggested References:

| Sr. No. | References |
|----------------|--|
| 1. | Financial Management : S. N.Maheshwari |
| 2. | Financial Management : I. M.Pandey |
| 3. | Financial Management : PrasannaChandra |
| 4. | Financial Management : Khan &Jain |
| 5. | Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi |

On-line resources to be used if available as references material:

On-line resources:

<https://www.yourarticlelibrary.com/company/dividend-policy/top-9-factors-affecting-the-dividend-policy-of-a-company/74187>

<https://gharpedia.com/blog/different-types-of-lease/>

<https://cytonn.com/blog/article/investing-vs-gambling>



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|---------------------------------|
| Course Code | UM05DBBI72 | Title of the Course | ADVANCED MARKETING MANAGEMENT-I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none">1. To understand advance level of Marketing and use them to grow the Business.2. To develop understanding of Publicity as an element of Marketing Communication.3. To develop a marketing strategy with an understanding of CRM4. To provide the knowledge of contemporary issues related to the field of Marketing Information System.5. To familiarize the students regarding various dimensions of retail management |
|--------------------|---|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | PUBLICITY MANAGEMENT <ul style="list-style-type: none">• Concept, characteristics• Difference between advertising & publicity• Importance of Publicity• Objectives of publicity | 25% |
| 2. | MARKETING INFORMATION SYSTEM <ul style="list-style-type: none">• Meaning, characteristics• Elements/Components of MIS• Difference between Marketing & MIS | 25% |
| 3. | CUSTOMER RELATIONSHIP MANAGEMENT <ul style="list-style-type: none">• Introduction• CRM Process• Origin and Features of CRM• Difference Between CRM & E-CRM | 25% |
| 4. | RETAILING <ul style="list-style-type: none">• Introduction• Characteristics of retailing• Evolution stages of Retail Format• Functions of retailers• Types of Retail Formats• Retail Location and Retail Strategies | 25% |



| | |
|-------------------------------|--|
| Teaching-Learning Methodology | ICT through (e.g. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
|-------------------------------|--|

| 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. | Understand and develop insights and knowledge base of various concepts that driving marketing strategies. |
| 2. | Students will be able to examine Advance marketing concepts and phenomenon to current business events in the industry |
| 3. | Students will be able to understand the exact difference between MIS & MR |
| 4. | Students will be able to practice marketing communication skills relevant to the corporate world on the basis of CRM. |
| 5. | Understand the various retail formats and retail strategies. |



Suggested References:

| Sr. No. | References |
|---------|---|
| 1. | Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications (pg. No- 368 “Evolution stages of Retail Format”) |
| 2. | Marketing Management By Arun Kumar and N.Meenakshi, Vikas Publishing House, 2 nd Edition, 2011 |
| 3. | Marketing Management By Rajan Saxena, 5 th Edition, McGraw Hill Education |
| 4. | Marketing Management By Philip Kotler, Millennium Edition, Pearson Education |
| 5. | Marketing Management By S.A.Sherlekar, Himalaya Publishing House, 13 th Revised Edition |
| 6. | Marketing Management By S.A.Chunawala, Himalaya Publishing House. |
| 7 | Marketing Management text and cases an Indian Perspective by Rajendra P Maheshwari |

On-line resources to be used if available as references material:

On-line resources:

<https://www.managementstudyhq.com/public-relations-and-publicity.html>

<https://www.geektonight.com/what-is-mis/>

<https://www.zendesk.com/in/blog/crm-process/>

<https://www.yourarticlelibrary.com/retailing/stages-of-retail-trade-6-stages/48735>



Bachelor of Business Administration

B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|--------------------------------------|
| Course Code | UM05DBBI73 | Title of the Course | ADVANCED HUMEN RESOURCE MANAGEMENT-I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|--|
| Course Objectives: | 1. To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals. 2. To define the interpersonal relationship 3. Improved working conditions for the employee and increase organizational effectiveness 4. To Demonstrate a basic understanding of different types of groups in the organisation |
|--------------------|--|

| Course Content | | |
|----------------|--|---------------|
| Unit | Description | Weightage*(%) |
| 1. | Organizational Behavior Organizational 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% |
| 2. | Perception & Learning 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% |
| 3. | Interpersonal Behavior & Quality of Work Life Interpersonal Behavior: Nature of Interpersonal Behavior, 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% |



| | | |
|----|--|-----|
| 4. | <p>Group Dynamics & Work Teams</p> <p>Group Dynamics: Concept, Features, Stages of Group Development, Group Norms, Group Cohesiveness, Methods of Group decision making, Techniques for improving group decision making.</p> <p>Work Teams: Concept, Difference between group and team, importance of team, types of team, characteristics of an effective team, process of team creation</p> | 25% |
|----|--|-----|

| | |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through (Eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
|-------------------------------|---|

| 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. | The unit help to understand the employees in better way, to know the job satisfaction level, how to find right people for the organizational work. It also helps to know ways to lead team and highest productivity. |
| 2. | This unit upgrades the selection skills, idea and knowledge about the employee's selectivity's even also helps to students to improve observation power. |
| 3. | Unit will help to students for their Clear direction, Open and honest communication, Support risk taking and change, well Defined roles, mutually accountable, communicate freely, Common goals and help to Encourage differences in opinions. |
| 4. | Each student gets an idea about the team work and understands the mission or objective, and the team has a plan of action. |



Suggested References:

| Sr. No. | References |
|---------|---|
| 1. | 1. Organizational Behavior by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi. |
| 2. | 2. Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New Delhi. |
| 3. | Organizational Behavior by Fred Luthans, Published by McGraw Hill, Singapore. |

On-line resources to be used if available as references material:

On-line resources:

- Website:** 1) <https://www.iedunote.com/organizational-behavior>
2) <https://geektonight.medium.com/perception-definition-in-organizational-behavior-639a6d74b69c>
3) <https://theintactone.com/2019/08/26/ob-u2-topic-5-meaning-of-interpersonal-behaviour-interpersonal-skills/>
4) <https://www.taxmann.com/post/blog/group-dynamics-meaning-features-and-types-of-group/>



Bachelor of Business Administration
 B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|--------------------------------|
| Course Code | UM05DBB174 | Title of the Course | ADVANCED EXPORTS MANAGEMENT –I |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none"> 1. To help students to understand the concept of international business and regional economic integration. 2. To provide understanding of India’s Foreign Trade and India’s trade relation with EU, SAARC, ASEAN and NAFTA. 3. To enhance the knowledge of Export promotion agencies like Export Promotion Council and Commodity boards. 4. To upgrade the knowledge of Service Organisations like India Trade Promotion Organisation (ITPO), Federation of Indian Export Organisations (FIEO), Indian Institute of Foreign Trade, Federation of Indian Export Organisations (FIEO) and Indian Institute of Foreign Trade (IIFT). 5. To help students to understand the theories of foreign Exchange rate |
|--------------------|---|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | International Business <ul style="list-style-type: none"> • Meaning, Reasons to enter international business • Difference between domestic and international business, • Factors influencing international business • Regional economic integration • Concept, Objective, Types of Integration | 25% |
| 2. | India's Foreign Trade And Economic Relations <ul style="list-style-type: none"> • 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. | 25% |
| 3. | Institutional Infrastructures For Foreign Trade <ul style="list-style-type: none"> • Export Promotion Agencies: Export Promotion Councils, Commodity Boards, • State Trading Corporation (STC)&Federation of Indian Chambers of Commerce & Industry (FICCI) • Service Organisations: India Trade Promotion Organisation (ITPO), Federation of Indian Export Organisations (FIEO), Indian Institute of Foreign Trade IIFT) | 25% |



| | | |
|----|--|-----|
| 4. | Theories of Foreign Exchange Rate <ul style="list-style-type: none">• Purchasing Power Parity (PPP)• International Fisher Effect (IFE)• Comparison of PPP and IFE• Factors Determining Spot Exchange Rates | 25% |
|----|--|-----|

| | |
|--------------------------------------|---|
| Teaching- Learning Methodology | The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources. |
|--------------------------------------|---|

| 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. | Students will be able to learn about the reasons to enter in to international business. Also they will be able to understand the difference between domestic and international business. |
| 2. | Enhance their knowledge regarding the regional economic integration and their different types. |
| 3. | Understand the concept of different institutional infrastructures for foreign trade like export promotion councils, commodity boards. |
| 4. | Gain the in-depth knowledge about the various foreign exchange rates theories like Purchasing power Parity and International Fisher Effect. |



Suggested References:

| Sr. No. | References |
|---------|--|
| 1. | Export Management: TAS BalaGopal, Himalaya Publishing House |
| 2. | International Marketing Management: V. L. Varshney & B. Bhattacharya |
| 3. | Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House |
| 4. | Export Marketing: Acharya & Jain, Himalaya Publishing House |
| 5. | International Business: Dr. R. Chandran, Jaico Publishing House |
| 6. | Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons |
| 7. | Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi |
| 8. | Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi |

On-line resources to be used if available as references material:

On-line resources:

https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004261258144679Anoop_Applied_STC.pdf

<https://ficci.in/>

<https://indiatradefair.com/>

<https://www.fieo.org/>



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|----------------------------|
| Course Code | UM05CBB177 | Title of the Course | Database Management System |
| Total Credits of the Course | 03 | Hours per Week | Theory 03 + Practical 03 |

| | |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none">1. To explain basic database concepts, applications, data models, schemas and instances2. To demonstrate the use of constraints and relational algebra operations3. Describe the basic of SQL and construct queries using SQL4. To emphasize the importance of normalization in databases5. To facilitate students in database design6. To familiarize issues of concurrency control and transaction management |
|--------------------|--|

| Course Content | | |
|----------------|--|----------------|
| Unit | Description | Weightage* (%) |
| 1. | Introduction to RDBMS and SQL 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). | 25 % |
| 2. | Basic SQL Concepts 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 | 25 % |
| 3. | Data Constraints and Built-in Functions 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) | 25 % |



| | | |
|-----------|--|------|
| 4. | Advanced Concepts 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 | 25 % |
|-----------|--|------|

| | |
|--------------------------------------|---|
| Teaching-Learning Methodology | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|

| Evaluation Pattern | | |
|---------------------------|--|-----------|
| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written / Practical Examination (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. | Apply the basic concepts of Database Systems and Applications |
| 2. | Use the basics of SQL and construct queries using SQL in database creation and interaction |
| 3. | Analyze and Select storage and recovery techniques of database system |

| Suggested References: | |
|------------------------------|---|
| Sr. No. | References |
| 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 |
| 6. | Understanding Database Management Systems : S. Parthasarthy and B.W.Khalkar, First edition – 2007, Master Academy |
| 7. | P. S. Deshpande : SQL/PLSQL for Oracle9i, dreamtech press, reprint edition 2009 |

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

On-line Resources

| | |
|----|---|
| 1. | https://learn.microsoft.com/en-us/dotnet/visual-basic/ |
| 2. | https://www.tutorialspoint.com/sql/sql-rdbms-concepts.htm |
| 3. | https://www.javatpoint.com/what-is-rdbms |



Bachelor of Business Administration
 B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|---|---------------------|--------------------------|
| Course Code | UM05CBBI78 | Title of the Course | Programming with PHP |
| Total Credits of the Course | 03 | Hours per Week | Theory 03 + Practical 03 |
| Course Objectives: | 1. Intended to teach Web development using OSS 2. To understand the Open Source Software | | |

| Course Content | | |
|-----------------------|---|----------------|
| Unit | Description | Weightage* (%) |
| 1. | Introduction to PHP 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) | 25 % |
| 2. | PHP Basics 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 | 25 % |
| 3. | Advanced PHP and Form Interaction Working with Number, Strings functions, Working with Dates and Time –Creating tables using PhpMyAdmin, Interaction with HTML form | 25 % |
| 4. | Database programming and PHP 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. | 25 % |

| | |
|--------------------------------------|---|
| Teaching-Learning Methodology | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|



| Evaluation Pattern | | |
|---------------------------|--|------------------|
| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Internal Written / Practical Examination (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. | Having knowledge about web development in competitive OSS |
| 2. | Implement of any web application |
| 3. | In-depth knowledge about basics of PHP |

| Suggested References: | |
|------------------------------|--|
| Sr. No. | 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 |

| On-line resources to be used if available as reference material | |
|--|---|
| On-line Resources | |
| 1. | https://www.php.net/ |
| 2. | https://www.javatpoint.com/php-tutorial |
| 3. | https://www.tutorialspoint.com/php/index.htm |



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|-------------------------------|
| Course Code | UM05DBBI75 | Title of the Course | Management Information System |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none">1. To teach in-depth Management Information System through various types of system2. Intended to teach managerial decision making and plan for better IT infrastructure |
|--------------------|--|

| Course Content | | |
|----------------|---|----------------|
| Unit | Description | Weightage* (%) |
| 1. | Information Systems – Introduction and Types Introduction to information Systems – Introduction and Types Office Automation Systems, Transaction Processing Systems, Management Information Systems, Decision Support Systems, Executive Information Systems, Expert Systems. | 25 % |
| 2. | Management Information Systems Management Information Systems (MIS) – Importance and Evolution, Logical foundations of MIS, Typical MIS, Information and Managerial Effectiveness, Business Information System- Introduction and Types of BIS, Business Functions and Information Needs Of Business, Pitfalls in MIS System | 25 % |
| 3. | Information Systems Environment Systems Theory, Classic View of Organization, Transitional Views, Modern Organization Theory, Major Organizational Considerations, Managerial Roles, Decision Making Models, Role of Information Systems in decision, The Impact of Computers on Organizations and Individuals. | 25 % |
| 4. | Information Systems and Managerial Process Managerial Decision Making, Decision Making Environment, Planning and Security for IT Infrastructure, Portfolio Approach and Identifying its Proposals, Evaluating IT Investments and Information Systems | 25 % |

| | |
|--------------------------------------|---|
| Teaching-Learning Methodology | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|



Evaluation Pattern

| Sr. No. | Details of the Evaluation | Weightage |
|----------------|--|------------------|
| 1. | Internal Written / Practical Examination (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 basics of various management information systems |
| 2. | In-depth knowledge of Decision Making and planning for IT |

Suggested References:

| Sr. No. | References |
|----------------|--|
| 1. | Muneesh kumar: Business Information Systems – Vikas Publishing |
| 2. | E Turban: Management Information Systems and Decision Support Systems – Tata McGraw Hill |
| 3. | Sadagopan: Management Information Systems - Narosa Publications |

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

| On-line Resources | |
|--------------------------|---|
| 1. | https://www.tutorialspoint.com/management_information_system/index.htm |
| 2. | https://www.includehelp.com/MIS/ |



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|----------------------|
| Course Code | UM05DBBI76 | Title of the Course | Software Engineering |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|--|
| Course Objectives: | <ol style="list-style-type: none">1. Intended to teach software development using engineering approach2. To understand the need, characteristics, methods of software engineering |
|--------------------|--|

| Course Content | | |
|----------------|--|----------------|
| Unit | Description | Weightage* (%) |
| 1. | Introduction Introduction to Software, Software Engineering and Software Processes; Phases in Software Development; Effort and Error Distribution; Process Models: Waterfall, Prototype, Iterative Enhancement and Spiral. | 25 % |
| 2. | Requirement Specification 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 | 25 % |
| 3. | Design 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. | 25 % |
| 4. | Coding and Testing 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 | 25 % |

| | |
|--------------------------------------|---|
| Teaching-Learning Methodology | Classroom Interaction and in addition demonstration through case studies and ICT based applications |
|--------------------------------------|---|

| |
|---------------------------|
| Evaluation Pattern |
|---------------------------|



| Sr. No. | Details of the Evaluation | Weightage |
|---------|--|-----------|
| 1. | Internal Written / Practical Examination (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. | Having knowledge about proper development of a system |
| 2. | Proper implement of any application through engineering approach |
| 3. | In-depth knowledge about various software development methodologies |

Suggested References:

| Sr. No. | References |
|---------|---|
| 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 |
| 3. | Software Engineering Fundamentals, By Richard Fairley, Tata McGraw Hill |
| 4. | Software Engineering By Ian Somerville, Addison - Wesley, 5th Edition, 2000 |

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

| On-line Resources | |
|-------------------|---|
| 1. | https://www.javatpoint.com/software-engineering-tutorial |
| 2. | https://www.tutorialspoint.com/software_engineering/index.htm |
| 3. | https://www.educba.com/software-development/software-development-tutorials/software-engineering-tutorial/ |



Bachelor of Business Administration
B.B.A (ITM) Semester-V

| | | | |
|-----------------------------|------------|---------------------|-------------------------------------|
| Course Code | UM05SBB171 | Title of the Course | FUDAMENTALS OF STRATEGIC MANAGEMENT |
| Total Credits of the Course | 03 | Hours per Week | 03 |

| | |
|--------------------|---|
| Course Objectives: | <ol style="list-style-type: none">1. To introduce the concepts of strategic management and understand its nature in competitive landscape.2. To develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision-making.3. To help students master the analytical tools of strategic management4. To help students develop skills for applying these concepts to the solution of business problems. |
|--------------------|---|

| Course Content | | |
|----------------|---|---------------|
| Unit | Description | Weightage*(%) |
| 1. | Introduction to Strategic Management <ul style="list-style-type: none">• Concept• Nature & Scope• Evolution• Importance• Concept of Different Decisions (Strategic, Administrative and Operational) | 25% |
| 2. | Strategic Planning Process <ul style="list-style-type: none">• Concept of Strategic Planning• Need & Importance• Strategic Planning Process• Internal Appraisal of firm | 25% |
| 3. | Competitive Advantage and Core Competence <ul style="list-style-type: none">• Concept of Competitive advantage• Significance• Building competitive advantage• Concept of Core competence• Difference between Competitive advantage and Core competence• Acquiring core competence | 25% |



| | | |
|----|--|-----|
| 4. | Formulation of Strategy <ul style="list-style-type: none">• Concept of Strategy Formulation• Corporate Strategy formulation• Generic Strategy Alternatives (Expansion & Divestment only) | 25% |
|----|--|-----|

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|-------------------------------|--|
| Teaching-Learning Methodology | ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study |
|-------------------------------|--|

| 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. | Learn the concept of strategic management, its evolution, its importance in the real corporate world. |
| 2. | Gain knowledge of different decision like strategic, administrative and operational. |
| 3. | Student will be aware about the strategic planning process and the importance of internal appraisal in any firm. |
| 4. | Differentiate between the competitive advantage and core competence. Also they will learn about the how companies build or acquire core competence and competitive advantage. |
| 5. | Learn about the corporate strategy formulation and the expansion and divestment theory. |



Suggested References:

| Sr. No. | 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 |

On-line resources to be used if available as references material:

On-line resources:

<https://changinghighered.com/the-difference-between-strategic-management-and-strategic-planning/>

<https://theintactone.com/2018/12/24/sm-u3-topic-1-strategy-formulation-corporate-business-functional-strategy/>



Bachelor of Business Administration
B.B.A. (ITM) NCC Semester V

| | | | |
|-----------------------------|------------|---------------------|------------|
| Course Code | UB05SBB172 | Title of the Course | NCC Army-5 |
| Total Credits of the Course | 2 | Hours per Week | 3 |

| | |
|-------------------------------------|---|
| Course Objectives: (Theory) | <p>Cadets will be able to: -</p> <ul style="list-style-type: none">(a) Understand the concept of Team and its functioning.(b) Understand the concept of Team and its functioning.(c) Hone Public speaking skills.(d) Understand the security set up and management of Border/Coastal areas.(e) Acquire knowledge about an Infantry Battalion organisation and its weapons.(f) Acquire knowledge about Indo-Pak Wars fought in 1965 & 1971. |
| Course Objectives: (Practical) | <p>Cadets will be able to:</p> <ul style="list-style-type: none">(a) Understand that drill as the foundation for discipline and to command a group for common goal.(b) Appreciate grace and dignity in the performance of ceremonial drill.(c) Use the compass and GPS to locate places on the ground and map. |



| Course Content : Theory (1 Credit : 1hours, 25 Marks) | | |
|---|--|-----------------------|
| Unit | Description | Weightage* (%) |
| 1. | <u>Unit 1. Personality Development</u> ➤ Group Discussions – ➤ Team work. ➤ Public speaking | 25 % |
| 2 | <u>Unit 2. Border & Coastal Areas</u> ➤ Security Setup and Border/Coastal management in the area. | 25 % |
| 3 | <u>Unit 3. Introduction to Infantry Battalion and its Equipment</u> ➤ Organisation of Infantry Battalion & its weapons | 25 % |
| 4 | <u>Unit 4- Military History</u> ➤ Study of Battles of Indo-Pak Wars 1965 &1971 | 25 % |



| Course Content : Practical (1 Credit : 2 hours, 25 Marks) | | |
|---|---|----------------|
| Unit | Description | Weightage* (%) |
| 1. | <u>Unit 1. Drill</u> <ul style="list-style-type: none">➤ Ceremonial Drill.➤ Guard Mounting. | 15 % |
| 2 | <u>Unit 2. Weapon Training</u> <ul style="list-style-type: none">➤ Short Range firing. | 15 % |
| 3 | <u>Unit 3- Map Reading</u> <ul style="list-style-type: none">➤ Google Maps & applications. | 10 % |
| 4 | <u>Unit 4- Field Craft & Battle Craft</u> <ul style="list-style-type: none">➤ Fire control orders.➤ Types of fire control orders.➤ Fire and Movement-<ul style="list-style-type: none">• when to use fire and movements tactics• Basic considerations• Appreciation of ground cover• Types of cover• Dead ground• Common Mistakes• Map and air photography• Selection of Fire position and fire control. | 15 % |
| 5 | <u>Unit 5- Social Service and Community Development</u> Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc. | 15 % |
| 6 | <u>Unit 6. Health & Hygiene</u> <ul style="list-style-type: none">➤ Yoga- Introduction, Definition, Purpose, Benefits.➤ Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Sarvaangasana, Halasana etc. | 15% |



| | | |
|---|---|-----|
| 7 | <u>Unit 7. Obstacle Training</u> <ul style="list-style-type: none">➤ Obstacle training – Intro, Safety measures, Benefits.➤ Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc. | 15% |
|---|---|-----|

| | |
|-------------------------------|---|
| Teaching-Learning Methodology | ICT through <ul style="list-style-type: none">➤ Power Point Presentation➤ Audio-Visual Presentation➤ Group Discussion➤ Role Playing➤ Case Study |
|-------------------------------|---|

| Evaluation Pattern | | |
|--------------------|---|-----------|
| Sr. No. | Details of the Evaluation | Weightage |
| 1. | External University Written Examination (As per CBCS R.6.8.3) | 50 % |
| 2. | External University Practical Examination in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 50% |

Course Outcomes (Theory)

Expected Learning Outcomes.

After completing this course, the cadets will be able to: -

- (a) Participate in team building exercise and value team work.
- (b) Improve communication skills by public speaking activities.
- (c) Understand the security mechanism and management of Border/Coastal areas.
- (d) Get motivated to join armed forces.



Course Outcomes (Practical)

Expected Learning Outcomes:

After completing this course, the cadets will be able to: -

- (a) Perform ceremonial drill and follow the different word of command.
- (b) Do the social service on various occasions and get connected with the community.
- (c) Do all the asana and gain the physical& mental fitness.

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

Suggested References:

| Sr. No. | References |
|---------|---|
| 1. | Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi. |
| 2. | Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi. |
| 3. | Hand book of NCC by Kanti Publication, Etava U. P. |
| 4. | Hand book of NCC by Ramesh Publishing house, New Delhi. |

On-line Resources

<https://indiancc.nic.in/dg-ncc-gen-aich>

<https://indiancc.mygov.in/>

DGNCC training App
