SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04ABBI51 System Analysis and Design
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

THEORY: 3 Hrs per week

Unit - 1   Introduction to SAD   25%
System and Characteristics of System, System Elements and System Concepts, Types of Systems and Integrated system, What is System Analysis?, Systems Analyst-Knowledge and Qualities and Objective, Role of Systems Analyst, Systems Approach and Systems Analysis

Unit - 2   System Development Life Cycle   25%
Introduction to Various Methodologies of Systems Development, What is SDLC?
Problem Identification, Feasibility Study, System Requirement Analysis, System Design and Implementation, Evaluation of System, Difference between System Analysis and System Design

Unit - 3   SSADM, Design Methodologies and DFD   25%
Need of SSADM and Introduction to SSADM, System Survey and Structured Analysis, Structured Design and Hardware Study, System Implementation and Maintenance, Advantages of SSADM, DFDs and Symbols used, Rules for drawing DFDs, Constructing DFD, Physical and Logical DFDs

Unit - 4   System Prototype and Fact-Gathering   25%
System Prototype (Method, Process, Feature), Fact Gathering Techniques (Interviews, Questionnaires, Record Inspection and Observation)

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

References Books:
1. **Prof. S. ParthaSarathy, Prof. B. W. Khalkar**, "System Analysis, Design And Introduction to Software Engineering (SADSE)", 9th Ed.
2. **James A. Senn**: "Analysis & Design of Information System", 2nd Ed., McGraw-Hill Int.

SARDAR PATEL UNIVERSITY
Programme: BBA (ITM)
Semester: IV
Syllabus with Effect From: November, 2020
UM04CBBI51 Economic Analysis-II

Credit:3

Unit	Description in detail	Weighting (%)
1	**Revenue and Perfect Competition** Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point	25%
2	**Monopoly** Characteristics, Price and output determination, Price discrimination-degrees, possibility and profitability, dumping.	25%
3	**Monopolistic competition:** Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	25%
4	**Duopoly and Oligopoly:** Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy	25%

Basic Text & Reference Books:-

1. Economic Theory And Operation Analysis – W.J. Baumol
2. Managerial Economics – Samuel Paul
3. Managerial Economics – Coyne
4. Introduction To Managerial Economics – Savage And Small
5. Managerial Economics – D.C. Hague
6. Economic Theory – Stonier Hague
7. Advance Economic Theory – H.L. Ahuja
8. Managerial Economics – Gopal Krishna
9. Managerial Economics – G.S. Gupta

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04CBBI52 Cost Accounting
(w.e.f. November-2020)

Total Credits: 3
Total Marks: 100

Unit 1: Essentials of Cost Accounting   **(25%)**
- Introduction & Definition and Concept of Cost Accounting
- Objectives, Advantages & Limitations of Cost Accounting
- Classification of Cost
- Financial Accounting and Cost Accounting.
- Management Accounting and Cost Accounting
- Methods and Techniques of Cost Accounting

Unit 2: Material & Labour Cost   **(25%)**
- Definition and types of Material
- Material Control :ABC Analysis, VED Analysis **(Theory)**
- Setting stock levels: Average Level, Maximum Level, Minimum Level, Reorder Level Danger Level, , Economic Order Quantity (Reordering quantity) **(examples)**
- Features of good wage system
- Various wage system: Time Wage, Piece Wage, Incentive Wage plans: Halsey Plan, Rowan Plan, Taylor Plan (**Theory Only**)
- Examples based on: Time Rate as per Halsey and Rowan Method only
- Labour Turnover: Meaning and causes(**Theory)**

Unit 3: Overhead Expenses   **(25%)**
- Classification of overhead
- Apportionment of overhead
- Apportionment of Service department overheads under Repeated Distribution Method
- Machine Hour Rate (**Theory)**

Unit 4: Unit Costing and Reconciliation of Cost and Financial Accounts   **(25%)**
- Preparation of Cost Sheet (Excluding Tender)
- Cause of disagreement of Profit of cost and Financial Accounts
- Preparation of Reconciliation Statement

Reference Books:
1. Cost Accounting - Khan M.Y And Jain P.K
2. Cost Accounting And Financial Management - Kishore Ravi M
3. Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari S K
4. Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
5. Cost Accounting Method And Problems - Bhar B K
6. Studies In Cost Accounting - Das Gupta
7. Cost Accounting - Saxena V K
8. Advanced Cost Accounting - Jain S P And Narang K L

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04CBBI53 Front End Programming
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

PRACTICALS: 6 Hrs per week

Unit - 1   Introduction to Scripting   25%
Introduction to Scripting – Client Side Scripting vs. Server Side Scripting –How the Web works - Introduction to JavaScript – Applications and advantages of JavaScript - Using JavaScript on a webpage

Unit - 2   Basics of Javascript – I   25%
JavaScript basics – Syntax, Data Types, Variables, Literals, Type Casting, Operators, User interaction through dialog boxes, Built-in functions

Unit - 3   Basics of Javascript – II   25%
Flow Control statements: Decision-Making and Looping – Arrays - User-defined functions

Unit - 4   Advanced Javascript   25%
Introduction to DOM - DOM hierarchy - HTML Form Hierarchy – Accessing Form elements (Text, Radio, Checkbox, Dropdown, Button) **-** String Object (length, charAt, indexOf, substr, toLowerCase, toUpperCase), Math Object (PI, abs, ceil, floor, max, min, round), Date Object (getDate, getDay, getFullYear, getMonth, getTime, getHours, getMinutes, getSeconds, setDate, setFullYear, setMonth, setTime, setHours, setMinutes, setSeconds),

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 Books:
1. **Ivan Bayross**, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004.
2. **Douglas E Comer**: The Internet, PHI, Second Edition, May 2000.
3. **Wilton P., Jeremy McPeak**: Beginning JavaScript, 4th Ed., Wiley Pub.
4. **Danny Goodman, Machael Morrison**: "JavaScript Bible", 6th Ed., Wiley Pub.

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04DBBI51 Human Resource Management-II
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

Unit 1: Employee Safety and Health   25%
- Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India
- Employee Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956.

Unit: 2 Industrial Relations and Industrial Disputes   25%
- Industrial Relations: Concept, Objectives, Parties, Importance and Approaches
- Industrial Dispute: Definition, Forms, Causes and Preventive Measures and Settlement Authorities

Unit: 3 Trade Union and Collective Bargaining   25%
- Trade Union: Meaning, Functions, Problems and Measures
- Collective Bargaining: Meaning, Strategies, and Process

Unit: 4 HRM in Global Scenario   25%
- Challenges of HRM
- Impact of Globalisation on HRM
- HRIS: Concept, Uses, Design, Advantages & Disadvantages
- Virtual Organisation: Concept, Types, Features, Advantages & Disadvantages

Evaluation: Internal: 40 Marks (Theory)
**   : External: 60 Marks (Theory) Two Hour Examination**

Reference Books:
1. Personnel Management: C B Memoria& S V GAnkar, Himalaya Publishing House
2. Human Resource Management: S S Khanka, S Chand
3. Human Resource Management: C B Gupta, Himalaya Publishing House
4. Text and Cases of Human Resource Management: P SubbaRao, Himalaya Publishing House
5. Human Resource and Personnel Management: K Aswathappa

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04DBBI52 Marketing Management-II
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

Unit 1   Marketing Research   25%
Introduction, Research Process, Research Design, Sampling methods, Data collection methods, Process of Data Analysis

Unit 2   Service Marketing & Consumerism   25
Meaning, Characteristics of Service, Nature of Classification of Services Meaning, Need and Consumer Protection Act.

Unit 3   Conceptual Foundation of Advertising   25
Introduction, Objectives of Advertising, Importance of Advertising,
5 M's of Advertising: Mission, Money, Message, Media and Measurement (objectives of advertising, budget methods for advertising, stages in message generation, measurement techniques for advertisement)

Unit 4   Advertising Layout   25
Types of Ad Copy, Components of Layout, Types of Appeals, Types of Ad Campaign, Copy Testing Methods(Pre and Post)

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

Reference Books

1. Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
2. Marketing Research by G.C. Beri, Publication TATA McGrew Hills
3. Marketing Management by Dr. C.B.Gupta and Dr. Raj an Nair Publication Sultan Chand & Sons,New Delhi
4. Advertising and Promotion by Kruti Shah & Alan D'Souza
5. Advertising Management by Manendra Mohan, Tata McGraw Hill,

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04DBBI53 Financial Management and Services – II
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

Unit 1	**Working Capital Management** Concepts : (a) Gross Working Capital, (b) Net Working Capital (c) Fixed/Permanent Working Capital, (d) Fluctuating Working Capital, Need for Working Capital, Factors determining working capital requirement, Examples of estimation of working capital and operating cycle	25%
Unit 2	**Management of Cash, Receivables, Inventory:** Concept of Management of Cash, Receivables, Inventory, Motives for Holding Cash, Cash Budgeting examples, Credit Policy variables, Credit Evaluation, Computation of cost-benefit analysis of receivables, Concept and Motives of holding Inventory, Techniques of Inventory Management - Computation of EOQ, Recorder point and safety stock, ABC Analysis, Fixation Inventory Levels	25%
Unit 3	**Financial Services:** Mutual funds – Concept, Types; Venture capital - Concept, Features, Stages, Process, Methods; Leasing – Concept, Types, Distinction between Operating & Financial Lease; Merchant Banking – Concept, Functions; Factoring & Forfaiting – Concept, Mechanism, Distinction between Factoring & Forfaiting; Depositories – Concept, Process, Depository System in India	25%
Unit 4	**Capital Structure & Leverage Analysis :** Concept, Assumptions & Significance, Factors affecting the pattern of capital structure, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani & Miller Approach, Concept of Leverages, Theory and Examples of Operating Leverage, Financial Leverage and combined Leverage	25%

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
6. Khan, M.Y. :Indian Financial System- Theory and Practice ,Vikas Publishing House,New Delhi

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV

UM04DBBI54 Global Business Affairs – II
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

Unit I: Introduction to Global Environment   (25%)
- Global Business Environment –Characteristics and Components
- Strategies for India going global
- Multinational Enterprises(MNE) - Benefits to host and home country
- Demerits of MNE

Unit II: **International Investment**   (25%)

- International Investment – Factors effecting foreign Investment
- Growth of foreign investment – Significance of foreign investment
- Foreign Investment in India

Unit III: World Trade Organisation   (25%)
- General Agreement on Trade and Tariffs (GATT) - Concept
- World Trade Organization (WTO)- Functions, Principles, Organizational Structure
- The WTO Agreements – A Bird's eye view
- Salient feature of Uruguay Round Agreement
- Dispute Settlement Mechanism,
- Ministerial Conferences

Unit IV: International Economic Organisations   (25%)
- Introduction, Objectives, Organisational Structure and Functions of following organisation -
- International Monetary Fund (IMF)
- International Bank for Reconstruction and Development (IBRD)
- South Asian Association for Regional Cooperation (SAARC)
- European Union (EU)

References -
Francis Chrunilam - International business Environment
R Chandran - International business Environment
Francis Chrunilam - Business Environment
Ahswathappa K - Business Environment
R Datt and K P M Sundaram – Indian Economy
A N Agrawal - Indian Economy
D M Mithani – Money, Banking, International Trade and Finance

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester - IV
UM04DBBI55 Information Security
(w.e.f November 2020)

Total Credits : 3
Total Marks   : 100

THEORY: 3 Hrs per week

UNIT–1   Information Security Basics   25%
Security Administration: Concepts and principles, Security Equation, System Life Cycle, Security development life cycle, Policies and practices, Why control access?, Authentication, Auditing. Monitoring

UNIT–2   Attacks   25%
DoS, Malicious Code Attacks, Password Attacks, Software Exploitation and Buffer Overflows, Spoofing, TCP/IP Hijacking, Remote Access Security, Email Security, Wireless Security, Web Security.

UNIT–3   Security   25%
Device based Security (Firewall (Packet. Filter, Application layer), Routers, Switches, Wireless, Workstation, Server), **Media based Security** (COAX (thin / thick), UTP / STP, Fiber optic, Magnetic tapes, CDR, Hard drives, FDD) **Security Topologies** (Security zones: DMZ, Intranet, Extranet)
Intrusion Detection: Network, Host, Application based

UNIT–4   Cryptography   25%
Introduction, Conventional Encryption Principles, Basic terms: (Plaintext, Cipher Text, Cryptography, Cryptanalysis), Substitution Ciphers vs. Transposition Ciphers, Introduction to Public Key Cryptography, Private Key Cryptography

References Books:
1. **Michael Cross, Norris L Johnson**, "Security+ Study Guide", Syngress Books
2. **Debra S Isaac, Michael J Isaac**, The SSCP Prep Guide, Wiley Publications
3. **Ronald L Krutz , Russell Dean Vines**, The CISM Prep Guide – Mastering the five domains of Information security management, Wiley Publications
4. **Ed Tittel , Mike Chapple, James Micheal Stewart**, CISSP - Certified Information Systems Security Professional Study Guide, SYBEX, 3rd. Ed.
5. **Ronald L Krutz , Russell Dean Vines**, Security + Prep Guide, Wiley Publications
6. **Ronald L Krutz , Russell Dean Vines**, The CISSP prep guide Gold Edition, Wiley publications
7. **Andrew S Tannenbaum:** Computer Networks, 3rd Ed., Pearson-Prentice Hall
8. **B. A. Forouzan:** Data Communications and Networking 2nd Ed., TMH

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04DBBI56 Internet Technologies
(w.e.f. November 2020)

Total Credits: 3
Total Marks: 100

THEORY: 3 Hrs. per week

Unit - 1   Fundamenals   25%
Internet History, Timeline, Standards, Standards Organizations, Protocol Documents, Protocol Suit & Their Functions, Different Protocol under TCP/IP

Unit - 2   IP Addressing   25%
IP Addressing Scheme, Subnetting, IP Overview, IP Header

Unit - 3   Beyond IP Layer   25%
ICMP And Ping, UDP Header, TCP Header, Three Way Handshake, Port Numbers, TCP Services, TCP/IP Command Line Utilities

Unit - 4   TCP/IP Enabled Services   25%
FTP Service, TELNET Service, ARP Service, DHCP Service, DNS Service, WINS Service

References Books:
1. **B. A. Forouzan**, "Data Communications and Networking", 2nd Ed., TMH
2. **Behrouz A Forouzan**, "TCP/IP Protocol Suite"
3. **Matt Naugle**, "Illustrated TCPIP: A Graphic Guide"

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04SBBI51 Corporate Social Responsibility
(W.e.f. November 2020)

Total Credits: 3
Total Marks: 100

Unit I Business Ethics 25 %

Introduction - Features of ethics - Nature and objectives of ethics – Meaning of business ethics - Need of business ethics - Factors influencing Business ethics - Arguments in favor of Business ethics

Unit- 2 Corporate Social Responsibility 25 %

Concept – Reasons for social responsibility - Corporate responsibility towards various group of stakeholders - Arguments in favor of CSR - Implementing CSR in Business Organization - CSR Practices

Unit – 3 Corporate Governance 25 %

Introduction - Historical Background - Factors behind the origin of Corporate Governance - Important Issues of Corporate Governance - Corporate Governance in India

Unit- 4 Social Responsibility Reporting 25 %

Introduction – Need – Importance – Practices – Reporting Standard – TWO CSR Reports

References

1. Essentials of Business Environment - K Ashwathappa

2. Business Environment - Francis Cherunilam

3. Principles of Management - T. Ramaswamy

4. Corporate Governance - CA Bimal Bhatt

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SARDAR PATEL UNIVERSITY
VALLABH VIDYANAGAR
B. B. A. INFORMATION TECHNOLOGY MANAGEMENT PROGRAM
SEMESTER IV
UM04SBBI52 FUNDAMENTALS OF RESEARCH
(Effect from November, 2020)

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Total Credits: 3
Total Marks: 100

UNIT:1	**INTRODUCTION TO RESEARCH**	25%
	• Introduction, Meaning and objectives of research, Characteristics of good research, Types of research, Steps in the research process	
	• Meaning of research problem and technique for formulating a research problem	
	• Meaning of research design and its types	
UNIT2	**COLLECTION AND PROCESSING OF DATA**	25%
	• Data Collection: Introduction, Sources of data, Primary data Collection techniques, Secondary data collection techniques,	
	• Processing of Data: Editing data, Coding, Classification of data, Tabulation of data	
UNIT 3	**SAMPLING AND SAMPLING TECHNIQUES**	25%
	Introduction, Census vs. Sample, Characteristics of good sample design, Sampling techniques/Methods (Probability and Non Probability), Criteria for selection of a sampling procedure	
UNIT4	**INTERPRETATION AND REPORT WRITING**	25%
	• Meaning and technique of interpretation	
	• Significance of report writing, different steps of report writing, Layout of research report, Mechanics of writing a research report	
Evaluation	Internal - 40 Marks	
	External - 60 Marks (Two-Hours Examination)	

REFERENCE BOOKS:

1. Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.
2. Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.

SARDAR PATEL UNIVERSITY
BBA Information Technology Management Program Semester: IV
Syllabus with Effect From: November, 2020
Total Credit:3
UM04SBBI53 Rurban Planning for India

Unit	Description in detail	Weighting (%)
1	**Rural Development** Concept of Rural Development, Size, Structure and Characteristics, Determinants of Rural Development, Gandhian model of Rural Development.	**25%**
2	**Urban Development** Concept of Urbanization, Causes of Urbanization, Trends in Urbanisation, Effects of Urbanisation, Urban informal Sector, Women in Informal Sector. Migration – Meaning, Types and Causes, Migration and development, Todaro's Migration Model.	**25%**
3	**Rurban Development** Concept, Rurban orphology in Gujarat, Rurban objectives, Rurban Development Plan in Gujarat	**25%**
4	**Rurban Schemes and model village** Current Schemes of rurban development, Initiatives and Future Challenges. A Study of Model Rurban village in state of Gujarat (e.g. Dharmaj or Thamna in Anand district).	**25%**

Basic Text & Reference Books:-
1. Michael P Todaro (2001), "Economic Development," Pearson Education.
2. Mishra S K And Puri, "Economics Of Development And Planning Theory & Practice," Himalaya Publications
3. M L Jhingan, "Economics Of Development And Planning," Vrinda Publications.
4. Www.Rural-Urban.Org
5. Http://Www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-Changing-Face-Of-Modern-India
6. Government of Gujarat, Development Program-2011-12, General Administration Department, Planning Development, Gandhinagar, February 2011.
7. Http://Www.Jnvr.Net/Thechandigarhproject/Rurbanplanning.Html
8. Http://Www.Jnvr.Net/Thechandigarhproject/Rurbanmodels.Html
9. Website Of Gujarat Knowledge Society
10. Statistical Handbook of Gujarat.