

**SARDAR PATEL UNIVERSITY**  
**B. B. A. Information Technology Management Program**  
**Semester – VI**

**UM06ABB151 BUSINESS ETIQUETTES & PRESENTATION SKILLS – II**

**Total Credits: 3**

**Total Marks: 100**

Unit	Description in detail	Weighting (%)
I	<b>Essentials of Presentation</b> <b>Using Visual Aids for Presentation</b> Oral Presentation (Transparencies, graphs, charts, etc.) <b>Using Audio /Visual Aids for Presentation</b> Electronic Presentation (Multimedia/PPT) Coping with Presentation fears Non-Verbal aspects of Presentation	25%
II	<b>Intercultural Business Communication</b> Need and importance of Intercultural Business Communication Developing intercultural awareness Patterns of cultural differences Factors of cross cultural relationship	25 %
III	<b>Business Etiquettes (Advanced)</b> Etiquettes in Written Communication Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25 %
IV	<b>Negotiation Skills</b> Negotiation: Concept and Importance Stages in the Negotiation Process Strategies of negotiation: initial, during and reaching (closing)	25 %

## Practical

Unit	Description in detail	Weighting (%)
	Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas )	50%
	Viva Voce (Based on the Presentation)	50%

### Basic Text & Reference Books:-

- Hasbany Ghassan: How to make winning presentation: Jaico Publication
- Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- Dr Rhoda A. & Dr.Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- Herb Cohen: You can Negotiate anything, Jaico Publishing House
- Lesikar & Flately : Basic Business Communication, Tata McGraw Hill Edition
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

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

**UM06ABBI52 LEADERSHIP SKILLS FOR MANAGEMENT – II**

Total Credits: 3

Total Marks: 100

Unit	Description in detail	Weighting (%)
	<p><b>Managerial Traits and Skills</b>  <b>Nature of Traits &amp; Skills</b>                      Emotional Stability.                      Defensiveness.                      Integrity.                      Interpersonal Skills.                      Technical &amp; Cognitive Skills.  <b>Managerial Traits and Effectiveness</b>                      High Energy level and Stress Tolerance.                      Self Confidence.                      Internal Locus of Control.                      Emotional Stability and Maturity.                      Power Motivation.                      Personal Integrity.                      Achievement Orientation.                      Need for Affiliation.  <b>Managerial Skills and Effectiveness</b>                      Technical Skills.                      Conceptual Skills.                      Interpersonal Skills.</p>	25%
	<p><b>Relevant Competencies for Leadership Skills</b>  <b>Other Relevant Competencies</b>                      Emotional Intelligence.                      Social Intelligence.                      Systems Thinking.                      Ability to learn.  <b>Situational Relevance of Skills</b>                      Skills Needed at Different levels.                      Transferability of Skills Across Organizations.                      Requisite Skills and the External Environment.  <b>Applications for Managers</b>                      Maintain Self-Awareness.                      Develop relevant skills.                      Remember that strength can become a weakness.                      Compensate for weaknesses.</p>	25 %
	<p><b>Leadership Developmental Activities</b>  <b>Learning from Experience</b>                      Amount of challenge.                      Variety of Tasks or Assignments.</p>	25 %

	<p>Relevant Feedback</p> <p><b>Developmental Activities</b></p> <p>Multisource Feedback.</p> <p>Developmental Assessment Centers.</p> <p>Developmental Assignments</p> <p>Job Rotation Programs.</p> <p>Action Learning.</p> <p>Mentoring.</p> <p>Executive Coaching.</p> <p>Outdoor Challenge Programs.</p> <p>Personal Growth Programs.</p>	
IV	<p><b>Contemporary Issues in Leadership</b></p> <p><b>Inspirational Approach on Leadership</b></p> <p>Charismatic Leadership</p> <p>Transformational Leadership</p> <p><b>Authentic Leadership</b></p> <p>Self-awareness</p> <p>Self-regulation &amp; development</p> <p>Relational Transparency</p> <p><b>Contemporary Leadership Roles</b></p> <p>Mentoring</p> <p>Self-Leadership</p> <p>E-Leadership</p> <p><b>Leadership Development</b></p> <p>Ingredients of Leadership Development</p> <p>Leadership Development Process</p>	25 %

### Basic Text & Reference Books:-

- Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
- L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- P.Guggenheimer& M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi

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**Vallabh Vidyanagar**

**B. B. A. Information Technology Management Program**  
**Semester – VI**

**UM06CBB151 LEGAL ASPECTS OF INFORMATION TECHNOLOGY**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	Business and Contract Law in India : Indian Contract Act, 1872 – Formation of Contract – Offer – Acceptance – Essential Elements of a Valid Contract – Types of Contract – Valid, Void and Voidable Contracts – Consideration – Capacity to Contract – Free Consent – Quasi Contracts – Communication – Agreements against Public Policy – Void agreements – Discharge of Contract – Breach of a Contract – Consequences & remedies.	<b>25%</b>
<b>Unit 2</b>	Business and Economic activity – Business transactions: Goods & Services – Sale of Goods: Sale of Goods Act, 1930. Conventional Commerce and E Commerce – Essentials of a Valid Sale – Conditions and Warranties – Property in Goods – Performance of the Contract of Sale – rights & duties of Seller – rights and duties of Buyer – issues for sale of Goods in E Commerce era.	<b>25%</b>
<b>Unit 3</b>	Intellectual Property rights : Important provisions of Trade Marks Act, 1999 – Copyright Act, 1957 – Patents Act, 1970.	<b>25%</b>
<b>Unit 4</b>	Important provisions of Information Technology Act, 2000 (as amended by Information Technology (Amendment) Act, 2008.) Objects and Scope of Cyber Law – Electronic Governance – Controller – Digital Signature Certificates – Offences (Cyber Crimes) – E Business : Goals of E Commerce – Domain names – Hacking – Software Copyright	<b>25%</b>

**Reference Books :**

- 1) Mercantile Law : N D Kapoor.
- 2) Cyber Laws and Information Technology : Jyoti Ratan.
- 3) Intellectual Property Law : P. Narayanan.

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**Semester – VI**

<b>Paper Code: UM06CBB152</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Business Taxation-II</b>	

Unit	Description in detail	Weighting (%)
I	<b>Profits &amp; Gains from Business &amp; Profession of Individual (Examples only)</b> Examples on Business and Professional Income including Depreciation as per Section 32. (Including General Deduction under Sec- 80 C, 80 D & 80 G)	25%
II	<b>Income from Capital Gains (Examples only)</b> Computation of Short term & Long term Capital Gain Exemptions under section 54, 54EC & 54F. (Including Theory)	25%
III	<b>Income from Other Sources &amp; Assessment Procedure, Filing of Return, Advance Tax &amp; TDS</b> Computation of Income from Other Sources ( <b>Examples only</b> )  <b>Assessment Procedure, Filing of Return, Advance Tax &amp; TDS (Theory only)</b> <ul style="list-style-type: none"> <li>• Assessment Procedure:</li> <li>• Meaning of Assessment</li> <li>• Procedure of Assessment</li> </ul> <b>Filing of Return</b> <ul style="list-style-type: none"> <li>• Return of Income</li> <li>• Time for Filing Return</li> <li>• Types of Income Tax Return</li> <li>• Tax Deducted at Source (TDS)</li> <li>• Advance Tax</li> </ul>	25%
IV	<b>Introduction to Goods and Services Tax Act: (Theory only)</b> <ul style="list-style-type: none"> <li>• Overview of GST</li> <li>• Need for GST in India</li> <li>• Advantages of GST</li> <li>• GST Council</li> <li>• Provisions and Procedure of Registration under GST</li> <li>• Law relate to GST : CGST, SGST, IGST, UGST, Cess</li> <li>• Input Tax &amp; Input Tax Credit</li> </ul> <b>Definition:</b> Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge, Composition Scheme and Exemption	25%

**Basic Text & Reference Books:-**

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



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Semester – VI

**UM06CBB153 MANAGEMENT ACCOUNTING – II**

**Total Credits: 3**

**Total Marks: 100**

<b>UNIT 1</b>	<b>Cost Volume Profit Analysis (Theory &amp; Examples)</b> Meaning, Assumptions, and Limitations of CVP Analysis Break Even chart and its utility Examples On: (a) Break Even Point, Margin of Safety, P/V Ratio (b) Sales Mix	<b>25 %</b>
<b>UNIT 2</b>	<b>Decision Making (Examples)</b> Examples On: Key Factor, Product Mix, Dropping & Replacement of Product,	<b>25 %</b>
<b>UNIT 3</b>	<b>Differential Cost Analysis (Theory &amp; Examples)</b> Meaning & Significance of Differential Cost Analysis, Compare & Contrast between Differential Cost Analysis and Marginal Cost Analysis. Examples based On: Level of Activity Planning, Pricing Decision, Dumping Decision (Export Order), Acceptance of Special offer, Make or Buy, Lease or Buy	<b>25 %</b>
<b>UNIT 4</b>	<b>Value Added Accounting (Theory &amp; Examples)</b> Introduction & Definition of Value Added Value Added Statement as Performance Measurement Difference Between Value Added Statement and Profit & Loss Account Examples On: Preparation of Value Added Statement	<b>25 %</b>

**Basic Text & Reference Books:-**

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

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**UM06CBBI54 SOCIAL ENTREPRENEURSHIP**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	<b>Fundamentals of social entrepreneurship:</b>	<b>25%</b>
	Concept of Social Entrepreneur & Entrepreneurship, Evolution, Need, Major Functions, Difference Between Social & Commercial Entrepreneurs, Areas of Social Entrepreneurship	
<b>Unit 2</b>	<b>Women entrepreneurship:</b>	<b>25%</b>
	Concept, Functions, Growth of Women Entrepreneurs, Problems, Development of Women Entrepreneurship In India & Role of Women Associations	
<b>Unit 3</b>	<b>Rural Entrepreneurship:</b>	<b>25%</b>
	Concept, Need, Problems, How to Develop Rural Entrepreneurship, NGO & Rural Entrepreneurship, & Development of Rural Entrepreneurship in India	
<b>Unit 4</b>	<b>Trends in social entrepreneurship:</b>	<b>25%</b>
	Major Challenges, Major Opportunities, Global Trends of Social Entrepreneurship, Role of Government for Growth of Social Entrepreneurship, Contribution of Successful Social Entrepreneurs of India and Abroad	

**Basic Text & Reference Books:-**

- Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press.
- Social Entrepreneurship - Meaning, Challenges & Strategies by Hamza El Fasiki, Lambart Academic Publication.
- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development by Gupta and Shrinivasan.

**UM06CBB155 OPERATIONS MANAGEMENT**

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

<b>Unit 1</b>	<b>Fundamentals of Operations Management</b> Operating System and operation management: Meaning of operating system; functions of manufacturing and operations (Transport, supply and service) – Meaning, scope and importance of operations management – Role and responsibility of operations managers in modern business environment.	<b>25%</b>
<b>Unit 2</b>	<b>Production Process and Plant Layout</b> Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) – Features and comparison – Meaning and objectives of Plant layout – Factor affecting plant layout – Types of plant layout (Process, Product and Fix layout)	<b>25%</b>
<b>Unit 3</b>	<b>Work Design</b> Meaning and concept of work design – Techniques of work study – Method study: meaning, objective, basic procedure, Charts & Diagrams (Man-machine chart with examples, Flow process chart and String diagram) – Time study: Meaning, objectives and basic procedure – Tools of time study – Computation of standard time (Examples)	<b>25%</b>
<b>Unit 4</b>	<b>Operation/Production Planning and Control</b> Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up – Production control: Meaning, objectives and importance of production control – Examples on Critical Path Method (CPM)	<b>25%</b>

**References:**

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



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**UM06CBB156 DESKTOP APPLICATION DEVELOPMENT**

**Total Credits : 3**

**Total Marks : 100**

**PRACTICALS: 06 Labs/week**

**All units carry equal weightage.**

**UNIT-1 Introduction to .NET Framework and VB.NET 25%**

.NET Architecture, .NET Languages, Microsoft Intermediate Language (MSIL), The Just-In-Time (JIT) Compiler; VB.NET - Introduction, Applications and Types of Project; Introduction to Visual Studio IDE; Creating simple Windows Application using VB.NET; Variables, Data Types, Constants, Operators.

**UNIT-2 Windows Forms 25%**

Working with SDI and MDI forms, Controls - Button, CheckBox, ComboBox, DateTimePicker, GroupBox, RadioButton, Label, ListBox, PictureBox, TextBox and Timer; Working with Advanced Controls – LinkLabel, RichTextBox, ColorDialog, FontDialog, TreeView.

**UNIT-3 Windows Programming 25%**

Use of Conditional Statement (if), Multi-Branching Statement (select); Looping Statement (for, while), Working with EXIT; Working with Procedures – Introduction, Types, Use of Parameters, Parameter Passing, Calling Procedures; Working with Windows Forms – Introduction, Basic Properties, Methods and Events.

**UNIT-4 Database Programming 25%**

ADO.NET – Introduction, Applications, Architecture (Connected and Disconnected); Database Connectivity using ADO.NET; Use of Data Sources and Coding, Server Explorer and working with DataSet; Populating Data in a Data Controls.

**Main Reference Book:**

1. Steven Holzner; VB.NET Black Book by Dreamtech publication

**Additional Reference Books:**

1. Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press
2. Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

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

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**UM06CBB157 SERVER SIDE WEB PROGRAMMING**

**Total Credits : 3**

**Total Marks : 100**

**PRACTICALS: 06 Labs/week**

**All units carry equal weightage.**

**UNIT-1 Introduction 25%**

ASP.NET – Introduction, Overview of ASP.NET Framework, Understanding ASP.NET Controls, Understanding ASP.NET Pages, Advantages of ASP.NET, Web Servers – Introduction and Role, Internet Information Server (IIS) – Introduction, ASP.NET Application – Introduction, Creating ASP.NET page.

**UNIT-2 ASP.NET Standard Controls and Validation Controls 25%**

Using Standard Controls: Label, TextBox, CheckBox, Button, RadioButton, Linkbutton, ImageButton, DropDownList; Client-side validation vs. Server-side validation, Overview of the Validation Controls (UsingRequiredFieldValidator, RangeValidator, CompareValidator, ValidationSummary).

**UNIT-3 State Management and Advanced Concepts 25%**

Introduction to State Management, State Management using ViewState, Session, Application, QueryString; The Global.asax Application file, Master Page, Site Navigation Controls.

**UNIT-4 Database Programming 25%**

ADO.NET Architecture - Connected and Disconnected; ADO.NET basics – Connection, command, DataReader, DataSet, DataAdapter, Data Binding; Introduction to Data controls (GridView, DetailsView, DataList).

**Main Reference Books:**

1. Matthew MacDonald : Beginning ASP.NET 2.0 in VB 2005 by Apress, First Indian Reprint 2006
2. Stephen Walther : ASP.NET 2.0 Unleashed by Sams Publication
3. Scott Mitchell : Teach Yourself ASP.NET 2.0 in 24 Hours by Sams Publication

**Additional Reference Book:**

1. Steven Holzner; VB.NET Black Book by Dreamtech publication

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

**SARDAR PATEL UNIVERSITY**  
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**B. B. A. Information Technology Management Program Semester – VI**  
**UM06DBBI51 Advanced Financial Management – II**

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

<b>Unit 1</b>	<b>Investment Decision [Theory 50% and Examples 50%]</b> Nature of Risk - Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Coefficient of variation, Probability Distribution approach [i] Independent cash flows, [ii] Dependent cash flows Conventional techniques of risk analysis - Risk-adjusted discount rate approach, Certainty equivalent approach, Sensitivity analysis - Decision - Tree Analysis	<b>25%</b>
<b>Unit 2</b>	<b>Risk and Return- concepts and analysis:[Theory 50% and Examples 50%]</b> Components of return - Risk elements - Systematic and unsystematic risks Precise measures of risk - Risk and returns - Capital assets pricing model – Security market line.	
<b>Unit 3</b>	<b>Portfolio selection &amp; management: (Theory 100%)</b> Efficient market theory - Random walk theory - Portfolio risk/return – Traditional portfolio selection - Growth investing - Value investing - Performance index – Portfolio revision.	<b>25%</b>
<b>Unit 4</b>	<b>Fundamentals of International Financial Management:[Theory-100%]</b> Foreign Exchange Market - Foreign Exchange Rates - Spot rate, Forward rate, Cross rate, Bid and Ask rate, Spread - Determinant and select theories of exchange rates Foreign exchange risk and hedging - Foreign exchange risk management techniques – Internal & External	<b>25%</b>

**Reference Books:**

- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons
- Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education
- Avadhani V A, Securities Analysis and Portfolio Management, Himalaya Publishing House

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**UM06DBBI52 ADVANCE MARKETING MANAGEMENT – II**

**Total Credits: 3**

**Total Marks: 100**

UNIT 1	<b>Social Media Marketing</b> Introduction, Social media platforms, Benefits of SMM to individuals and business	25%
UNIT 2	<b>Brand Management</b> Understanding brand, types of brand, branding decisions, significance of branding, challenges, brand building	25%
UNIT 3	<b>Green Marketing</b> Meaning, Evolution, Reasons for adoption of green marketing, green marketing mix, Green marketing and customer satisfaction, challenges ahead of green marketing, some case studies of successful green marketing	25%
UNIT 4	<b>Online Marketing &amp; Service marketing</b> Definition, Components of E-commerce, Advantages of Online marketing, Growth of online marketing. Concept of service quality, impact of service quality, approaches to service quality and ten original dimensions of service quality.	25%

**Reference Books:**

1. Strategic Brand Management by Kevin Kellar, Pearson Education.
2. Brand Management by YLR Murthy, Vikas Publication.
3. E -Book on Understanding social media by Varinder Taprial and Priya Kanwar, Book boon.com
4. Green Marketing: Theory , Practice and strategy by Robert Dahistorm, cengage Learning India Pvt Ltd.

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**UM06DBBI53 ADVANCE HUMAN RESOURCE MANAGEMENT – II**

**Total Credits : 3**

**Total Marks : 100**

<b>Unit 1</b>	<b>Work Stress:</b> Concept, Causes, Effects, Prevention of Stress, Individual and organisational stress coping strategies, Counselling: Need, Functions, types.	<b>25%</b>
<b>Unit 2</b>	<b>Organisational Culture:</b> Concept, Characteristics, Impact of Organisational culture, creating and maintaining organisational culture, Socialization of employees : Process, methods, types/options, Spirituality and organisational culture: need, characteristics and criticism.	<b>25%</b>
<b>Unit 3</b>	<b>Organisational Effectiveness:</b> Concept, Approaches to measure effectiveness: goal approach, behavioral approach, system resource approach, strategic constituencies approach, maximization or optimization of effectiveness managerial effectiveness, factors in organizing effectiveness.	<b>25%</b>
<b>Unit 4</b>	<b>Organisational Development (OD):</b> Concept, features, benefits and problems of OD, Process. OD Interventions: Sensitivity Training, Grid OD, survey feedback, Process consultations, Team building, Management by Objective.	<b>25%</b>

**Basic Text & Reference Books:**

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

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**UM06DBBI54 ADVANCE EXPORTS MANAGEMENT – II**

**Total Credits: 3**

**Total Marks: 100**

<b>Unit 1</b>	<b>India's Exim (Foreign Trade) Policy</b> Objectives, Highlights Of Current Exim Policy DEPB, EPCG Schemes, Star Export Houses Deemed Exports, SEZ's, ISO 9000 Series	<b>25%</b>
<b>Unit 2</b>	<b>Export Costing</b> Concepts, Relevance Of Variable Cost INCO Terms Documentary Credit Under L/C Terms Of Payment DA/DP Terms	<b>25%</b>
<b>Unit 3</b>	<b>International Monetary Fund and UNCTAD</b> International Monetary Fund – Introduction, Achievements of IMF, Problem of International Liquidity, IMF and International Liquidity, IMF and the Developing World, Special Drawing Rights – Features and critical appraisal, United Nations Conference on Trade and Development (UNCTAD) – Introduction, organization, Functions	<b>25%</b>
<b>Unit 4</b>	<b>International Taxation &amp; FEMA</b> Double Taxation Avoidance Agreements. Double Taxation Relief Provisions in India. Method of Giving Relief from Double Taxation. FEMA Regulations(Objectives, Current &Capital account transactions, Comparison between FERA & FEMA)	<b>25%</b>

**Basic Text & Reference Books:-**

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



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Semester – VI

**UM06DBBI56 IT BASED PROJECT MANAGEMENT**

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

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

**Unit - 1 Introduction 25%**  
Definition of the Project, Project Specification and Parameters, Principles of Project Management, Project Management Life Cycle.

**Unit – 2 Software Project Planning 25%**  
Project Activities and Work Breakdown Structure (WBS), Criteria for completeness in the WBS, Activity Resource Requirements and Cost, Joint Project Planning Session, Project Management Plan.

**Unit - 3 Project Economics and Risk Management 25%**  
Project Costing, Empirical Project Estimation Techniques, Decomposition Techniques, Algorithmic Methods, Automated Estimation Tools; Risk Concepts and Identification, Risk Assessment and Control, Risk Components and Drivers, Risk Tracking and Monitoring, Risk Mitigation and Management.

**Unit - 4 Project Scheduling and Tracking Techniques 25%**  
Introduction to Project Scheduling and Tracking, Effort Estimation Techniques, Task Network and Scheduling Methods, Monitoring and Control Progress, Graphical Reporting Tools.

**Basic Text & Reference Books:**

1. Software Project Management - John J. Rakos, 1998, Prentice Hall.
2. Software Project Management - Walker Royce, 2001, Pearson Education.
3. Software Engineering - Roger S. Pressman, 2001, McGraw Hill.

**Books For Additional Reading:**

1. Ian Sommerville, "Software Engineering", 2004, Addison Wesley.



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Semester – VI

**UM06SBB151 Comprehensive Project**

**Course Objective & Pedagogy**

The Purpose of this Course is to Enable the Students for In-Depth analysis of a topic relating to his/her area of Specialization, and develop and develop a comprehensive understanding on the same.

For This the Students will Choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty. The Students will Work on their projects individually and not in pairs or teams. The Institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students.

**The Learning Can be Carried out Through:**

- 1 Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases, Etc.

OR

- 2 Primary Data Collection Through Interviews, Discussions & Other Research Instruments. Students are encouraged to Pursue the research in the organization where they had undergone their summer Internship.

**The Project Report can be on Any of the Following**

- 1 Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) ( Profit or Nonprofit Making)
- 2 Organizational Study aimed at Inter-Organizational Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular Industry.
- 3 Field Study (Empirical Study) With Respect to any Research Issue.
- 4 Feasibility Study as Comprehensive Project.

**The Format of the Report Would Comprise Following Points:**

- 1 Title Page
- 2 Preface
- 3 Acknowledgement
- 4 Certificate
- 5 Table Of Content
- 6 Introduction & Identification of Problem with Reasons
- 7 Literature Review
- 8 Research Methodology
- 9 Data Collection
- 10 Data Analysis & Interpretation
- 11 Recommendations & Conclusion
- 12 Bibliography

<b>The Report must be prepared taking in to following Guideline:</b>		
<b>Sr.No</b>	<b>Particular</b>	<b>Details</b>
1	Paper Size	A4
2	Margins	Left Side - 1.5 CM Right Side - 1 CM Top & Bottom - 1 CM
3	Line Spacing	1.5 CM
4	Font Type	Times New Roman
5	Font Size	12
6	Alignment	Page Justify
7	No of Copies	3 Copies 1 each for University, College & Student

### **Internal Evaluation**

The Performance of Students in the Course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance. The Internal Internal evaluation will be for 40 Marks of the Course.

### **External Evaluation**

The University Examination will be based on oral presentation, Review of reports and a Viva – Voce which will carry 60 Marks for the Course Evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this Course. **One Copy f Report (Computerized)** should be submitted to the university by the student, before the commencement of his/her External Examination.