

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management) (3 years)
Semester: VI Syllabus (Effect from June, 2023-24)

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)	UM06ABBI71	Business Etiquettes and Presentation Skills - II	T/P	3	3	2	30	70	100
	UM06ABBI72	Leadership Skills for Management - II	T	3	3	2	30	70	100
Core Management Courses									
Core Courses (Any Two)	UM06CBBI71	Global Business Environment	T	3	3	2	30	70	100
	UM06CBBI72	Business Taxation – II	T	3	3	2	30	70	100
	UM06CBBI73	Management Accounting - II	T	3	3	2	30	70	100
	UM06CBBI74	Social Entrepreneurship	T	3	3	2	30	70	100
	UM06CBBI75	Operations Management	T	3	3	2	30	70	100
Discipline Specific Elective (Any Two)	UM06DBBI71	Advanced Financial Management - II	T	3	3	2	30	70	100
	UM06DBBI72	Advanced Marketing Management - II	T	3	3	2	30	70	100
	UM06DBBI73	Advanced Human Resource Management - II	T	3	3	2	30	70	100
	UM06DBBI74	Advanced Exports Management - II	T	3	3	2	30	70	100
Core IT Courses									
Core Courses (Any One)	UM06CBBI76	Desktop Application Development	T	3	3	2	30	70	100
	UM06CBBI77	Server side Web Programming	T	3	3	2	30	70	100
Discipline Specific Elective (Any One)	UM06DBBI75	Trends in IT	T	3	3	2	30	70	100
	UM06DBBI76	IT Based Project Management	T	3	3	2	30	70	100
Skill Enhancement Elective Course (Any One)	UM06SBBI71	Comprehensive Project	T	3	3	2	30	70	100
	UM06SBBI72	NCC Army-6	T+P	3	3	2	30 (15+15)	70 (35+35)	100



Programme: BBA (ITM) Semester: I

CourseCode	UM06ABBI71	Title of theCours e	BUSINESSETIQUETTESANDPRESENT ATIONSKILLS-II
Total Creditsofthe Course	03	Hoursper Week	03

CourseObj ectives:	<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 workplace.
-----------------------	---

Course Content (Theory)		
	Description	Weightage
1.	Essentials of Presentation 1. Using Visual Aids for Presentation Oral Presentation (Transparencies, graphs, charts, etc.) 2. Using Audio/Visual Aids for Presentation Electronic Presentation (Multimedia/PPT) 3. Coping with Presentation fears 4. Non-Verbal aspects of Presentation	25%
2.	Intercultural Business Communication 1. Need and importance of Intercultural Business Communication 2. Developing intercultural awareness 3. Patterns of cultural differences 4. Factors of cross-cultural relationship	25%
3.	Business Etiquettes (Advanced) 1. Etiquettes in Written Communication 2. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25%





4	Negotiation Skills 1. Negotiation:ConceptandImportance 2. StagesintheNegotiationProcess 3. Strategiesofnegotiation:initial,duringandreaching(closing)	25%
---	---	-----

Teaching- LearningMet hodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visualpresentations,groupdiscussions,project basedlearning,useof e-resources,includingfilms
--------------------------------------	---

Practical:

1. Presentations (Oral or PPT) 50%(For Presentation a student may select any topic from social, academic, management and business related areas)
2. Viva Voce (Based on the Presentation)

Evaluation Scheme:

1. The examination will be conducted in two parts: Written and Practical. Both will carry equal weighting in internal as well as external examination in the ratio of 70:30.
2. The Written Examination will be of Three Hours duration and carry 70 Marks.
3. Practical Examination will comprise:
 - a. PPT / Oral Presentation; answering questions on the presentation.
4. The total number of marks obtained by a candidate out of 140, i.e., the total of written and practical examination shall be divided by two so as to get marks out of 70 at external examination.





CourseOutcomes:Aftercompletionofthecourse,thelearner is able to,

- Communicate Effectively in Global Business Environment.
- Can apply English for specific Business Purposes

**Sr.
No.**

References(Theory)

ReferenceBooks:

1. HasbanyGhassan:*Howtomakewinningpresentation*:JaicoPublication
2. AntonyJay&RossJay:*EffectivePresentation*,UniversitiesPress(UP).
3. DavidRobinson:*BusinessEtiquettes*,KoganPageIndiaPrivateLimited.
4. H.FrazierMoore&FrankKalupa:*PublicRelation*,
ninthedition,principles,casesand problems,SurjeetPublications,Delhi.
5. Doctor,RhodaA.&Doctor,AspiH:*PrinciplesandpracticesofBusi
nessCommunication*,ShethPublishersPvt.Ltd.Mumbai.
6. RajendraPal&JSKorlahalli:*EssentialsOfBusinessCommunication*,SultanC
hand&Sons
7. Raman,Minaxi&Singh,Prakash:*BusinessCommunication*,OXFORD
8. Chatruvedi,PD&Chatruvedi,Mukesh:*BusinessCommunication*,SecondEd
ition, PEARSON.

On-lineresourcesto beusedas andwhenrequired.





Bachelor of Business Administration (BBA ITM)
Semester - VI

Course Code	UM06ABBI72	Title of the Course	Leadership Skills for Management-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none"> 1. The course is designed to understand the importance of leadership skills for management. 2. It is helpful to understand the managerial traits and skills. 3. It helps to understand the competencies for leadership skills. 4. It helps to understand the various developmental activities of leadership. 5. It helps to understand leadership development process and approach.
--------------------------	---

Course Content		
Unit	Description	Weightage (%)
1.	Managerial Traits and Skills <ul style="list-style-type: none"> • Nature of Traits & Skills <ol style="list-style-type: none"> 1. Emotional Stability 2. Defensiveness 3. Integrity 4. Interpersonal Skills 5. Technical & Cognitive Skills • Managerial Traits and Effectiveness <ol style="list-style-type: none"> 1. High Energy level and Stress Tolerance 2. Self Confidence 3. Internal Locus of Control 4. Emotional Stability and Maturity 5. Power Motivation 6. Personal Integrity 7. Achievement Orientation 8. Need for Affiliation • Managerial Skills and Effectiveness <ol style="list-style-type: none"> 1. Technical Skills 2. Conceptual Skills 3. Interpersonal Skills 	25 %
2.	Relevant Competencies for Leadership Skills <ul style="list-style-type: none"> • Other Relevant Competencies <ol style="list-style-type: none"> 1. Emotional Intelligence 2. Social Intelligence 3. Systems Thinking 4. Ability to learn • Situational Relevance of Skills <ol style="list-style-type: none"> 1. Skills Needed at Different levels 2. Transferability of Skills Across Organizations 3. Requisite Skills and the External Environment 	25 %





	<ul style="list-style-type: none"> • Applications for Managers 1. Maintain Self-Awareness 2. Develop relevant skills 3. Remember that a strength can become a weakness 4. Compensate for weaknesses. 	
3.	<p>Leadership Developmental Activities</p> <ul style="list-style-type: none"> • Learning from Experience 1. Amount of challenge 2. Variety of Tasks or Assignments 3. Relevant Feedback • Developmental Activities 1. Multisource Feedback 2. Developmental Assessment Centers 3. Developmental Assignments 4. Job Rotation Programs 5. Action Learning 6. Mentoring 7. Executive Coaching 8. Outdoor Challenge Programs 9. Personal Growth Programs 	25 %
4.	<p>Contemporary Issues in Leadership</p> <ol style="list-style-type: none"> 1. Inspirational Approach on Leadership <ol style="list-style-type: none"> (a) Charismatic Leadership (b) Transformational Leadership 2. Authentic Leadership <ol style="list-style-type: none"> (a) Self-awareness (b) Self-regulation & development (c) Relational Transparency 3. Contemporary Leadership Roles <ol style="list-style-type: none"> (a) Mentoring (b) Self-Leadership (c) E-Leadership 4. Leadership Development <ol style="list-style-type: none"> (a) Ingredients of Leadership Development (b) Leadership Development Process 	25 %

Teaching-Learning Methodology	<p>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.</p>
--------------------------------------	--





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 managerial traits and skills.
2.	The students will acquire knowledge regarding competencies for leadership skills and applications for managers.
3.	The students will understand the leadership developmental activities.
4.	The students will understand inspirational approach on leadership, authentic leadership and contemporary leadership roles.

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.

On-line resources to be used if available as reference material
On-line Resources
https://youtu.be/cx_RXvE1qic
https://youtu.be/uGbQFnnTYpE
https://youtu.be/61OzhSrgsd8
https://youtu.be/6XSx_uGVe5g





Bachelor of Business Administration (BBA ITM)
Semester - VI

Course Code	UM06CBB171	Title of the Course	Global Business Environment
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"> To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country. To provide basic knowledge about the working of WTO and few International Economic Organizations and Regional Integration or Trade Blocs.
--------------------	--

Unit	Description in detail	Weighting (%)
I	Introduction to Global Environment Global Environment- Characteristics and components, Strategies for India going global Multinational Enterprises (MNE) - Benefits to host and home country, Demerits of MNE to Host country.	25%
II	International Investment International Investment- Factors affecting International Investment- Foreign Investment Growth- Significance of Foreign Investment- Foreign Investment in India.	25%
III	Political and Regulatory Environment Economic roles of government, Economic systems, Trends in Political/Economic Philosophies, New Tribalism, Regulatory Environment, International Legal Environment, International Regulations, Incoterms, Settlement of Disputes, Laws of Foreign Countries, Regulation of Price, Regulation of Trade and Practices, Indian Laws	25%
IV	International Economic Organizations Introduction, Objectives, Organizational Structure and Functions of following organizations- Functions and Organizational Structure of World Trade Organization (WTO) International Monetary Fund (IMF) International Bank for Reconstruction and Development (IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%

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)
-------------------------------	---



EVALUATION PATTERN:		
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:	
1	At the end of the course, the student will able to understand the concept of International business environment and also will become aware about the functioning of MNE in home and host country.
2	This course will able them to understand the concept of FDI and various hurdle of FDI and also understand the role of government in FDI.
3	To develop the understanding of various International Economic Organization like WTO,IMF, EU etc and also know their structure and functions.

SUGGESTED REFERENCES::	
1.	Francis Chrunilam - International business Environment
2.	K Subbarao – International Business ,Himalaya Publication
3.	Francis Chrunilam – Business Environment
4.	R Chandran – International Business Environment
5.	Ahswathappa K- Business Environment
6.	Ahswathappa K-Business Environment
7.	R Datta and K P M Sundaram - Indian Economy
8.	A N Agrawal - Indian Economy
9.	D M Mithani - Money, Banking, International Trade and Finance
10.	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.kngac.ac.in/elearning-portal/ec/admin/contents/5_18KP1CO04_2020120412382790.pdf
2. [https://backup.pondiuni.edu.in/sites/default/International%20business%](https://backup.pondiuni.edu.in/sites/default/International%20business%20environment.pdf)
3. <https://epgp.inflibnet.ac.in/Home>



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

Course Code	UM06CBB172	Title of the Course	Business Taxation - II
Total Credits of the Course	03	Hours per Week	03

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.	Profits and Gain from Business & Profession of Individual (Examples only) <ul style="list-style-type: none">• Simple examples for both business and professional income(Examples on Depreciation will not be covered separately in this Unit)	25%
2.	Income from Capital Gains (Examples only) <ul style="list-style-type: none">• Computation of Short term & Long term Capital Gain based on exemptions available under section 54, 54F & 54EC only.	25%
3.	Income from Other Sources & Computation of Total Income <p>A. Income from other sources: (Examples only)</p> <ul style="list-style-type: none">• Computation of Income from Other Sources <p>B. Computation of Total Income from the given Gross Total Income only:(Theory only)</p> <ul style="list-style-type: none">• Deductions from Gross Total Income in respect of payment covering Section 80C, 80D and 80 G.	25%
4.	Assessment, TDS, Advance Tax & Return of Income (Theory only)	25%





	<ul style="list-style-type: none">• Meaning of Assessment, Types of Assessment• Tax Deducted at Source (TDS)• Advance Payment of Tax• Return of Income, Time for filling Return, Types of Income Tax Return• Permanent Account Number (PAN)	
--	---	--

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 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
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	To help the students to understand the various deductions under Chap VI-A of the Income tax act, 1961.
6	To make the students determine the net total taxable income of an assessee after reducing the deductions from the gross total income earned from all or either of the five heads of income and also to compute tax based on slab rates.

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.



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
 (Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
 Syllabus with effect from the Academic Year 2023-2024

Programme: BBA (ITM) Semester: VI

Course Code	UM06CBB173	Title of the course	Management Accounting - II
Total Credits of the course	3	Hours per week	3

Course Objectives:	<ul style="list-style-type: none"> • To improve knowledge in students regarding various decision making methods and its calculations
	<ul style="list-style-type: none"> • To enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting

Course Content		Weightage
Units	Description	
1	General principles of Management & Reporting to Management <ul style="list-style-type: none"> • General principle of management • Needs and Limitations of general principle of management • Management Reporting • Concept , objectives of Management reporting • Essential of good reporting • Classification of reporting 	25%
	Management decision Making (Examples) <ul style="list-style-type: none"> ➤ Examples On: <ul style="list-style-type: none"> • Key Factor, • Product Mix, • Dropping & Replacement of Product 	25%
3	Differential Cost Analysis (Theory & Examples) <ul style="list-style-type: none"> • Meaning & Significance of Differential Cost Analysis, • Compare & Contrast between Differential Cost Analysis and Marginal Cost Analysis. ➤ Examples based On: <ul style="list-style-type: none"> • Level of Activity Planning • Pricing Decision • Dumping Decision (Export Order) • Acceptance of Special offer • Make or Buy • Lease or Buy 	25%
4	Value Added Accounting (Theory & Examples) <ul style="list-style-type: none"> • Introduction & Definition of Value Added • Value Added Statement as Performance Measurement • Difference Between Value Added Statement and Profit & Loss Account Examples On: <ul style="list-style-type: none"> • Preparation of Value Added Statement 	25%

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2023-2024

Teaching-Learning Methodology	➤ White Board, Power Point Presentation
--------------------------------------	---

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	Understanding principle and reporting system of management
2	The Students will be able to calculate product mix, Key factor and replacement of product etc.
3	Students will be able to understand differential cost analysis
4	Students will understand value added accounting of manufacturing firm

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 & Maheshwari S K
6	Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
7	Cost Accounting - Saxena V K
8	Advanced Management Accounting: Ravi M. Kishore
9	Accounting for Management: Dr. Jawaharlal



Bachelor of Business Administration (BBA ITM)
Semester - V

Course Code	UM06CBB174	Title of the Course	SOCIAL ENTREPRENEURSHIP
Total Credits of the Course	03	Hours per Week	03

Course Objectives	<ol style="list-style-type: none">1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social.3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.14. To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.
--------------------------	---

Course Content		
Unit	Description	Weightage (%)
1.	Fundamentals of Social Entrepreneurship Concept of Social entrepreneur & entrepreneurship - Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship	25 %
2.	Women Entrepreneurship Concept - Functions - Problems – Promotional measures adopted by the central government for the Development of women entrepreneurship in India - Role of women associations	25 %
3.	Rural Entrepreneurship Concept - Need - Problems - NGO & Rural entrepreneurship Development of rural entrepreneurship in India	25 %
4.	Trends in Social Entrepreneurship Major challenges - Major opportunities - Global trends in social entrepreneurship - Contribution of Successful Social entrepreneurs of India and abroad	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-cantered classroom, teaching and assessment are connected.
--------------------------------------	---





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 Social entrepreneur & entrepreneurship, Functions, Areas of social entrepreneurship
2.	The Students will acquire knowledge regarding women entrepreneur, Functions, Problems, Role of women associations
3.	The Students will be able to know rural entrepreneurship, Need & Problems
4.	The Students will understand Major challenges, Major opportunities, Global trends & Contribution of Successful Social entrepreneurs of India and abroad

Suggested References	
Sr. No.	References





1	Social Entrepreneurship by David bournstein& Susan Devis, Oxford University Press.
2	Social Entrepreneurship - Meaning, Challenges & Strategies by Hamza El Fasiki, Lambart Academic Publication.
3	Entrepreneurship Development by S.S.Khanka
4	Entrepreneurship Development and Project Management by Neeta Baporikar
5	Entrepreneurial Development by Gupta and Shrinivasan.
6	Entrepreneurial Development by Dr. S.R.Ajmeri

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





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

Course Code	UM06CBB175	Title of the Course	Operations Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concepts and definitions of operations management.2. To Acquire knowledge about production processes and types of plant layout..3. To prepare students Competent enough to take up to employment in operations management area of corporate sector.4. To acquire knowledge about the production planning and control in industrial sector.
--------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	Fundamentals of Operations Management (Theory-100%) 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.	25%
2.	Production Process and Plant Layout (Theory-100%) 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)	25%
3.	Work Design (Theory-60% Examples - 40%) Meaning and concept of work design - Techniques of work study - Method study: meaning, objective, basic	25%





	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)	
4.	<p>Operation/Production Planning and Control (Theory-60% Examples - 40%)</p> <p>Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up</p> <p>Production control: Meaning, objectives and importance of production control - Examples on Critical Path Method (CPM)</p>	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 identify the technical terms related to operations management.
2.	Students should be able to determine applicability of plant layout concept and its practical applicability.
3.	Students will be able to understand the work design ,man machine charts and tools of





	time study.
4	students will be able to compute critical path for project implementation.
5	To help the students to understand the various concepts of production planning and control.
6	To make the students determine the flow process charts and string diagram for operations management.

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

1.	Enabling the students to have a fair idea on various aspects of operations management, production planning, production control, work design, techniques of production planning and control including its practical applicability and its emerging trends.
----	---

Suggested References:

Sr. No.	References
1.	Production Management by L.C. Jhamb, Everest Publication
2.	Production and Operation Management by S.N. Chary, Tata McGraw Hill
3.	Modern Production Management by E.S.Buffa.





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

Course Code	UM06DBBI71	Title of the Course	Advanced Financial Management – II
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 Decision by using different Investment Methods. 2. The course is helpful in acquiring knowledge of Risk and Return and CAPM model. 3. To study of Portfolio selection and management by using different theories of Portfolio Management. 4. The course is helpful to develop the knowledge about International Trading by using different Foreign Exchange rate and Internal as well as External Techniques.
------------------------------	---

Course Content		
Units	Description	Weightage *(%)
1.	INVESTMENT DECISION [Theory 50% and Examples 50%] <ul style="list-style-type: none"> • 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 	25%
2.	RISK AND RETURN- CONCEPTS AND ANALYSIS [Theory 50% and Examples 50%] <ul style="list-style-type: none"> • Components of return - Risk elements - Systematic and unsystematic risks • Precise measures of risk - Risk and returns - Capital assets pricing model – Security market line 	25%
3.	PORTFOLIO SELECTION & MANAGEMENT (Theory 100%) <ul style="list-style-type: none"> • Efficient market theory • Random walk theory • Portfolio risk/return • Growth investing • Value investing - Performance index • Portfolio revision 	25%





4.	FUNDAMENTALS OF INTERNATIONAL FINANCIAL MANAGEMENT [Theory-100%] <ul style="list-style-type: none">• 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	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-cantered 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.	Gain knowledge about what is risk and what are the different techniques to evaluate investment decision.
2.	Measure risk and return associated with investment decisions and get idea regarding what is risk and its components.
3.	Know different investment style, portfolio revision plans and gain knowledge of how to build and manage portfolio.
4.	Learn basics of foreign exchange market, how to manage foreign exchange risk and what the determinants of foreign exchange rates are.
5.	Help the students in taking investment decisions and in future if they pursue higher studies in this field they can serve as Finance Manager in any business organization.
6.	Enchase their knowledge of Financial Management and apply the concepts of Financial Management in contemporary financial dealings.





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.	Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons
6.	Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management,Pearson Education

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

On-line resources:

<https://www.fao.org/3/w4343e/w4343e07.htm>

<https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/risk-and-return/>

<https://www.cbic.gov.in/Exchange-Rate-Notifications>





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

Course Code	UM06DBBI72	Title of the Course	ADVANCE MARKETING MANAGEMENT-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Describe the implications of current trends in social media advertising and promotion.2. Apply the knowledge, concept and tools of digital and social media in making marketing decisions.3. Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.4. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application
--------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	SOCIAL MEDIA MARKETING <ul style="list-style-type: none">• Introduction• Social Media Platforms• Benefits of SMM to Individuals and business	25%
2.	BRAND MANAGEMENT <ul style="list-style-type: none">• Understanding Brand• Types of Brand• Branding Decisions, Significance of Branding• Challenges, Brand Building	25%
3.	GREEN MARKETING <ul style="list-style-type: none">• Meaning, Evolution• Reasons for Adoption of Green Marketing• Green Marketing Mix, Importance of Green Marketing• Challenges Ahead of Green Marketing• Some Case Studies of Successful Green Marketing	25%
4.	ONLINE MARKETING & SERVICE MARKETING <ul style="list-style-type: none">➤ OnlineMarketing:<ul style="list-style-type: none">• Definition, Components of E-commerce• Advantages of Online Marketing	25%





	<ul style="list-style-type: none">• Growth of Online Marketing➤ Service Marketing:<ul style="list-style-type: none">• Concept of service Quality, Impact of Service Quality• Approaches To Service Quality• 10 original Dimensions of Service Quality	
--	---	--

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.	Students will be able to identify the scope and significance of social media marketing to business as well as individual
2.	Understand what quality means in service delivery and how perceptions of service quality are developed by customers.
3.	Understand and explain the environmental importance of green marketing from consumer and business perspective.
4.	Increase the consciousness about Green Products

Suggested References:	
Sr. No.	References
1.	Foundation of Advertising by S.A. Chunawala, Himalaya Publishing House





2.	Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications (pg.no.- 52 “Green Marketing Importance”)
3.	Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills
4.	Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi
5.	Advertising And Promotion By Kruti Shah & Alan D’souza
6.	Advertising Management By Manendra Mohan, Tata McGraw Hill

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

On-line resources:

Website:

<https://iide.co/blog/social-media-benefits-for-business/>

<https://www.marketing91.com/types-of-brands/>

<https://www.yourarticlelibrary.com/marketing/green-marketing-evolution-reasons-advantages-and-challenges/32326>

<https://www.simplilearn.com/digital-marketing-benefits-article>





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

Course Code	UM06DBBI73	Title of the Course	Advanced Human Resource Management-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Identify sources of stress, particularly for college students2. Describe the symptoms and effects of chronic stress3. List healthy ways of managing stress that fit your current lifestyle4. Explain the future trends influencing the organisational culture, organisational development.5. Identify the strategies for organisational development.6. Apply the strategies and competencies learned to real life work situations.
--------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	Work Stress: Concept, Causes, Effects, Prevention of Stress, Individual and organisational stress, coping strategies, Counselling: Need, Functions, types.	25%
2.	Organisational Culture: Concept, Characteristics, Impact of Organisational culture, creating and maintaining organisational culture, Socialization of employees: Process, methods, types/options Spirituality and organisational culture: characteristics and criticism.	25%
3.	Organisational Effectiveness: 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.	25%
4.	Organisational Development (OD): Concept, features, benefits and problems of OD, Process. OD Interventions: Sensitivity Training, Grid OD, survey feedback, Process consultations, Team building, Management by Objective.	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.	Students will demonstrate knowledge about fundamental principles, generalizations, and/or theories and concepts in advanced human resources management.
2.	Students will be able to use and explain the meaning for factual knowledge (terminology, methods, trends) such as understanding and addressing the increasing multi-generational issues, and implementing a retention strategy that addresses the needs of all generations.
3.	Students will be able to apply course material to improve thinking, problem solving, and decision making in the advanced human resources management arena.
4.	Students will be able to give examples of real-life application of advanced HR theories they learn such as: How to transform HR from the outside in, and how to safeguard their organization's bottom-line by acquiring the high-level skills needed to excel as an effective HR leader.





Suggested References:

Sr. No.	References
1.	Organisational Behaviour by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi. Delhi.
2.	Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New
3.	Organisational Behaviour 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.achievers.com/blog/organizational-culture-definition/#:~:text=Organizational%20culture%20is%20the%20collection,your%20company%20what%20it%20is.>
2. <https://www.helpguide.org/articles/stress/stress-in-the-workplace.htm>
3. <https://www.aihr.com/blog/organizational-effectiveness/>
4. <https://www.aihr.com/blog/organizational-development/>





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

Course Code	UM06DBBI74	Title of the Course	ADVANCE EXPORTS MANAGEMENT – II
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 current foreign trade policy and other schemes offered by government in import and export.2. To provide knowledge of ISO certification and star export houses.3. To enhance knowledge trade policy and barriers to international business.4. To help student to understand the International taxation. It will also enable students to know more about the double taxation agreement and method of giving relief in double taxation.
--------------------	---

Course Content		
Unit	Description	Weightage*(%)
1.	India's Exim (Foreign Trade) Policy <ul style="list-style-type: none">• Objectives & Highlights Of Current Exim Policy• DEPB,• EPCG Schemes,• Star Export Houses• Deemed Exports,• SEZ's,• ISO 9000 Series	25%
2.	Export Costing & Export Pricing <ul style="list-style-type: none">• Export Pricing: Factors, Methods and Strategies• Concepts,• INCO Terms• Terms Of Payment• DA/DP Terms	25%
3.	Trade Policy and Barriers to International Business <ul style="list-style-type: none">• Free trade Policy,• Protection,• Advantages of Protectionism,• Role of protection in developing countries,• International Business Protection devices – Tariffs, Import Quotas,• Quotas Vs Tariffs	25%





4.	International Taxation & FEMA <ul style="list-style-type: none">• 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)	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 able to learn about India's EXIM policy and different schemes like EPCG, DEPB, Star Export House, Deemed Exports etc and also about the importance of Special Economic Zones in India.
2.	Enhance their knowledge about the INCO terms and methods of payment in import and export process.
3.	Gain in-depth knowledge about the trade barriers like free trade policy, tariffs and quotas.
4.	Understand the concept of Double Taxation avoidance agreements and FERA and FEMA regulations.

Suggested References:	
Sr. No.	References





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2023-2024

1.	Export Management: TAS BalaGopal, Himalaya Publishing House .
2.	Dr. D.M. Mithani – Money, Banking, International Trade and Public Finance, Himalaya Publishing House Pvt. Ltd, New Delhi.
3.	Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House
4.	Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi
5.	Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi.
6.	International Business: Dr. R. Chandran, Jaico Publishing House
7.	Export Marketing: Acharya & Jain, Himalaya Publishing House
8.	Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons
9.	International Marketing Management: V. L. Varshney & B. Bhattacharya

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

On-line resources:

<https://prepp.in/news/e-492-special-economic-zones-indian-economy-notes>

<https://prepp.in/news/e-492-indias-foreign-trade-policy-indian-economy-notes>

<https://www.yourarticlelibrary.com/international-trade/indias-foreign-trade-policy-for-international-business/76471>





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

Course Code	UM06CBB176	Title of the Course	Desktop Application Development
Total Credits of the Course	03	Hours per Week	Theory 03 + Practical 03

Course Objectives:	<ol style="list-style-type: none">1. Intended to teach Windows Development in advanced programming language2. To understand the need, model, application of a desktop development
--------------------	--

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to .NET Framework and VB.NET .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.	25 %
2.	Windows Forms 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	25 %
3.	Windows Programming 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.	25 %
4.	Database Programming 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	25 %

Teaching-Learning	Classroom Interaction and in addition demonstration
-------------------	---





Methodology	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 fundamentals advanced programming in windows environment
2.	Proper implement of any desktop application through windows programming
3.	In-depth knowledge about basic functionalities, models etc...

Suggested References:	
Sr. No.	References
1.	Steven Holzner; VB.NET Black Book by Dreamtech publication
2.	Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press
3.	Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

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/vb.net/index.htm
3.	https://www.javatpoint.com/vb-net





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2023-2024





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

Course Code	UM06CBB177	Title of the Course	Server Side Web Programming
Total Credits of the Course	03	Hours per Week	Theory 03 + Practical 03

Course Objectives:	<ol style="list-style-type: none">1. Intended to teach Web Development in advanced programming language2. To understand the need, model, application of a web development
--------------------	--

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction 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.	25 %
2.	ASP.NET Standard Controls and Validation Controls Using Standard Controls: Label, TextBox, CheckBox, ListBox, Button, RadioButton, Linkbutton, ImageButton, DropDownList; Client-side validation vs. Server-side validation, Overview of the Validation Controls (UsingRequiredFieldValidator, RangeValidator, CompareValidator, ValidationSummary)	25 %
3.	State Management and Advanced Concepts Introduction to State Management, State Management using ViewState, Session, Application, QueryString; The Global.asax Application file, Master Page, Site Navigation Controls.	25 %
4.	Database Programming ADO.NET Architecture - Connected and Disconnected; ADO.NET basics – Connection, command, DataReader, DataSet, DataAdapter, Data Binding; Introduction to Data controls (GridView, DetailsView, DataList)	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 fundamentals advanced programming
2.	Proper implement of any web application through server side web programming
3.	In-depth knowledge about basic functionalities, models etc...

Suggested References:	
Sr. No.	References
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
4.	Steven Holzner; VB.NET Black Book by Dreamtech publication

On-line resources to be used if available as reference material	
On-line Resources	
1.	https://dotnet.microsoft.com/en-us/apps/aspnet
2.	https://learn.microsoft.com/en-us/dotnet/visual-basic/
3.	https://www.javatpoint.com/asp-net-tutorial





4.

<https://www.tutorialspoint.com/asp.net/index.htm>





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

Course Code	UM06DBBI75	Title of the Course	Trends in IT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Intended to teach Internet Marketing2. To understand the AI, fuzzy logic, expert systems etc...3. To understand current trends in mobile computing, cloud computing
--------------------	--

Course Content		
Unit	Description	Weightage* (%)
1.	Data Analytics Data Warehouse, Data Mining, Business Intelligence and Data Analytics.	25 %
2.	Machine Learning Introduction to AI, AI and Related Fields, Expert Systems, Introduction to Fuzzy Logic, Applications of AI	25 %
3.	Search Engine Optimization Internet Basics, Internet Marketing, Search Engines Basics, Search Engine Algorithm - Vector Space Model, Using Search Engine, Search Engine Optimization.	25 %
4.	Current Trends Internet of Things, Virtualization, Augmented Reality and Virtual Reality, Mobile Computing, Cloud Computing	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,	15%





	Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	70%

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

1.	Having knowledge about proper data mining and data analytics
2.	Having knowledge about AI, Expert Systems, fuzzy logics etc..
3.	In-depth knowledge about Internet Marketing through SEO, mobile computing and cloud computing

Suggested References:

Sr. No.	References
1.	Data Mining – Concepts and Techniques - Jiawei Han & Micheline Kamber, Morgan Kaufmann Publishers, Elsevier, 2nd Edition, 2006
2.	Introduction to Data Mining – Pang-Ning Tan, Michael Steinbach and Vipin Kumar, Pearson education
3.	Artificial Intelligence -By Elaine Rich And Kevin Knight (2nd Edition) Tata Mcgraw-Hill
4.	Artificial Intelligence: A Modern Approach, Stuart Russel, Peter Norvig, PHI
5.	The Art of SEO: Mastering Search Engine Optimization by Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin
6.	Mark L Murphy, “Beginning Android”, Wiley India Pvt Ltd (2009)

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

On-line Resources	
1.	https://www.javatpoint.com/data-mining
2.	https://www.tutorialspoint.com/data_mining/index.htm
3.	https://www.javatpoint.com/artificial-intelligence-tutorial
4.	https://www.tutorialspoint.com/artificial_intelligence/index.htm





5.	https://www.tutorialspoint.com/seo/index.htm
6.	https://www.javatpoint.com/seo-tutorial





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

Course Code	UM06DBBI76	Title of the Course	IT Based Project Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none">1. Intended to teach basics involved in Project Management2. To understand the structure, function and characteristics of IT Based Project Management
--------------------	--

Course Content		
Unit	Description	Weightage* (%)
1.	Introduction Definition of the Project, Project Specification and Parameters, Principles of Project Management, Project Management Life Cycle.	25 %
2.	Software Project Planning 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	25 %
3.	Project Economics and Risk Management 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.	25 %
4.	Project Scheduling and Tracking Techniques Introduction to Project Scheduling and Tracking, Effort Estimation Techniques, Task Network and Scheduling Methods, Monitoring and Control Progress, Graphical Reporting Tools	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 fundamentals of IT Based Project Management
2.	Proper implement of any project management through computer application
3.	In-depth knowledge about basic task, resources, dependencies etc...

Suggested References:	
Sr. No.	References
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.
4.	Ian Sommerville, "Software Engineering", 2004, Addison Wesley

On-line resources to be used if available as reference material	
On-line Resources	
1.	https://www.tutorialspoint.com/management_concepts/index.htm
2.	https://www.javatpoint.com/software-project-management





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

Course Code	UM06SBB171	Title of the Course	COMPREHENSIVE PROJECT
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	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 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.
--------------------	--

Course Content		
Unit	Description	Weightage*(%)
1.	<p>Students will be required to carry out a micro-analysis of an organisation from the subject area chosen. The microanalysis will include collecting information regarding chosen major functional areas such as marketing, finance, human resources. Students will be required to prepare questionnaire and use suitable statistical / mathematical techniques for analysis of information/data and draw suitable conclusions / recommendations.</p> <p>It will be a individual Project The learning can be carried out through:</p> <ol style="list-style-type: none">1. Study of secondary data from books, journal and magazine articles, newspaper articles, websites, electronic and physical databases, etc.2. Primary data collection through interviews, discussions, and other research instruments. Students are encouraged to pursue the research in the organization where they had undergone their second year project work. <p>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. As a rule, no faculty member may be permitted to guide more than 10 students.</p>	100%





	<p>The format of the report would comprise following points:</p> <ol style="list-style-type: none"> 1) Title page 2) Preface 3) Acknowledgement 4) Certificate 5) Table of Content 6) Introduction and Identification of Problem with reasons 7) Literature Review 8) Research Methodology 9) Data Collection 10) Data analysis and Interpretation 11) Recommendations and conclusion 12) Bibliography <p>The report must be prepared taking into following guideline:</p> <p>Sr. No. Particular Details</p> <ol style="list-style-type: none"> 1 Paper Size A4 2 Margins Left Side - 1.5 cm Right Side - 1 cm Top and 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 and Student 	

Teaching-Learning Methodology	Discussions and Guidance under the supervision of a faculty, Company Visits and discussions with managers of the organisations, reading and analyzing annual reports, writing reports and presentations.
--------------------------------------	--





Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	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 which will carry 30 marks.	30%
2.	External Evaluation The University examination will be based on oral presentation, review of reports and a viva-voce which will carry 70 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 of report (Computerized) should be submitted to the university by the student, before the commencement of his/her external examination.	70%
Course Outcomes: Having completed this course, the learner will be able to :		
1.	Perform company analysis and learn to take decisions in changing environment.	
2.	Apply marketing mix strategies in a competitive scenario.	
3.	Perform financial analysis and suggest strategies to improve the financial health of the organization.	
4.	Apply production management related strategies, including inventory management etc.	
5.	To work in a team and learn group dynamics.	
6.	Enhance employability	

Programme Outcomes: Having completed this course, the learner will be able to	
1.	Enabling the students to have a fair idea on various aspects of company management, functions of management, financial and marketing strategies ,operations management, its practical applicability and its emerging trends.





Suggested References:

Sr. No.	References
1.	Company websites and websites of various research agencies such as CMIE, Capitaline, government portals, etc
2.	Annual reports of companies, SEBI , NSE, BSE reports. secondary sources including databases
3.	secondary sources including databases





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

Course Code	UB06SBB172	Title of the Course	NCC Army-6
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. Get acquainted about counselling process its need and importance.b. Know about SSB procedure and different tasks and tests.c. Know about the conduction during the interview.d. Understand the security challenges & role of cadets in Border Areas.e. Know about the modes of entry in Armed forces, CAPF & police.f. Understand the life history & leadership qualities of great generals.g. Learn about 1999 Kargil war.h. Acquire the knowledge about various wars and their heroes.i. Know about various components of communication process.
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) Know about various knots and lashing used in soldiering.(d) Acquire awareness about the basic weapon system in use in the Armed Forces.



Course Content : Theory (1 Credit : 1hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Personality Development</u> <ul style="list-style-type: none">➤ Career Counselling➤ SSB Procedure➤ Interview Skills	20 %
2	<u>Unit 2. Border & Coastal Areas</u> <ul style="list-style-type: none">➤ Security Challenges & Role of cadets in Border management.	20 %
3	<u>Unit 3. Armed Forces</u> <ul style="list-style-type: none">➤ Modes of Entry into Army, Police and CAPF.	20 %
4	<u>Unit 4- Military History</u> <ul style="list-style-type: none">➤ Biographies of Renowned Generals.➤ War Heroes : Param Veer Chakra Awardees.➤ Study of Battles of Kargil.➤ War Movies.	20 %
5	<u>Unit 4- Military History</u> <ul style="list-style-type: none">➤ Introduction to Communication & Latest Trends.	20 %



Course Content : Practical (1 Credit : 2 hours, 25 Marks)		
Unit	Description	Weightage* (%)
1.	<u>Unit 1. Drill</u> ➤ Ceremonial Drill. ➤ Guard of Honour.	15 %
2	<u>Unit 2. Weapon Training</u> ➤ Short Range firing.	15 %
3	<u>Unit 3- Map Reading</u> ➤ Google Maps & applications.	10 %
4	<u>Unit 4- Field Craft & Battle Craft</u> ➤ Knots, Lashing and Stretchers.	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- Introduction of Infantry Weapons & Equipment(INF)</u> ➤ Characteristics of 5.56MM INSAS Rifle. ➤ Ammunition. ➤ Fire Power. ➤ Stripping, Assembling & Cleaning Practice.	15%



7	<p><u>Unit 7. Communication (COM)</u></p> <ul style="list-style-type: none"> ➤ Basic Radio Telephony (RT) Procedure. ➤ Introduction, Advantages, Disadvantages, Need for standard procedures. 	15%
---	--	-----

Teaching-Learning Methodology	<p>ICT through</p> <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%

<p>Course Outcomes (Theory)</p>
<p><u>Expected Learning Outcomes.</u></p> <p>After completing this course, the cadets will be able to: -</p> <ol style="list-style-type: none"> a. Get motivated to join Armed forces, police & CAPF. b. Write their CV effective and appealing. c. Face SSB interview effectively in their future. d. Understand individual responsibilities & role in meetings the security challenges on Border/Coastal areas. e. Imbibe the feeling of patriotism. f. Communicate more effectively.



Course Outcomes (Practical)

Expected Learning Outcomes:

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

- (a) Perform foot drill and follow the different word of command.
- (b) Aiming range and figure targets.
- (c) Use the different knots and lashing in day-to-day life for different purposes.
- (d) Develop the feeling of altruism.

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 to be used if available as reference material

On-line Resources

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

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

DGNCC training App
