

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03FBBI51 Fundamentals of E-Commerce**  
**(w.e.f. June 2020)**

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

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

**Unit - 1 Introduction to E-Commerce (EC) 25%**  
Introduction & Definition of E-Commerce, Definition of EC from various perspective, Framework of EC, Benefits & Limitations of EC, Impacts of EC (Marketing, Manufacturing, Finance & Accounting, Human Resource), Classification by the nature of transaction (B2B, B2C, C2C, C2B, non-business EC, Intra business EC)

**Unit - 2 Business Models in E-Commerce 25%**  
Introduction to Business Model, Eight key ingredients of Business Model, Major B2C & B2B Business Model, Introduction to m-Commerce, Business Model in emerging E-Commerce Area (C2C Business Model, P2P, m-Commerce), Unique features of E-Commerce Technology

**Unit - 3 E-Commerce Payment System 25%**  
Electronic Market Places, Types of E-Market Places, E-Supply Chains (Definition, Concepts & Parts), Electronic Payment System (Electronic Credit Card System – Players & Process, Debit Card, Smart Card, E-Check System)

**Unit - 4 Customer Relationship Management (CRM) 25%**  
CRM: Meaning, Types of CRM, Benefits and Limitations of CRM, Issues in CRM implementation, Classifications of CRM applications, One-to-one marketing (personalization, collaborative filtering, customer loyalty, trust)

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

**References Books:**

1. **Effraim Turban, David King, Dennis Viehland, Jae Lee**, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 4<sup>th</sup> Ed.
2. **Kenneth C Laudon, Carol Guercio, Traver**, “E-Commerce – Business, Technology, Society”, Pearson Education.
3. **G.S.V. Murthy**, “E-Commerce – Concepts, Models, Strategies”, Himalaya Publishing House
4. **Chand**, “E-Commerce, Fundamentals & Applications”, Wiley

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ITM)**  
**Semester: III**  
**Syllabus with effect from : June 2020**  
**Paper Code: UM03CBBI51**  
**Title of Paper: Economic Analysis - I**  
**Total Credit: 3**

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Elasticity of Demand</b> Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses.	<b>25%</b>
<b>2</b>	<b>Demand Forecasting</b> Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting- opinion poll method:1) Consumers’ survey methods 2) Sales force opinion methods 3) Experts’ opinion method. Statistical Methods: 1) trends projection methods a) Fitting trend line by observation b) Least square liner regression c) Time series analysis d) Moving average and annual difference e) Exponential Smoothing f) ARIMA method	<b>25%</b>
<b>3</b>	<b>Indifference Curve Approach</b> Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer’s Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs.Kind.	<b>25%</b>
<b>4</b>	<b>Production Function</b> Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line –Iso quant- properties, principle of marginal rate of Technical substitutions -Least cost combination - law of variable proportion with the help of TPP,APP and MPP, law of return to scale with the help of Iso -quants.	<b>25%</b>

**Basic Text & Reference Books**

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

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ITM)**  
**Semester: IV**  
**Syllabus with Effect From: June 2019**  
**Paper Code:**  
**Total Credit:3**  
**Title of Paper: Economic Analysis-II**

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

**Basic Text & Reference Books:-**

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

**SARDAR PATEL UNIVERSITY**

**Program: BBA(ITM) (Semester III)**

**Syllabus with effect from: June-2020**

<b>Paper Code: UM03CBB152</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Corporate Accounting-II</b>	

**Objective: Objective:** The Objective of this paper is to help students to acquire conceptual knowledge of corporate accounting and to impart skills for recording various transactions related to Corporate transactions.

Unit	Description in detail	Weightage
<b>1</b>	<b>ACCOUNTING FOR AMALGAMATION</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Meaning and Objectives of Amalgamation and Absorption</li><li>• Accounting Treatment of Amalgamation (As Per as 14)</li><li>• Examples based on amalgamation of only two companies, and accounting treatment only in books of purchasing company</li></ul>	
<b>2</b>	<b>RATIO ANALYSIS</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Meaning of Accounting Ratio</li><li>• Utility &amp; limitations of Ratio Analysis</li><li>• Classification of Accounting Ratios- Liquidity Ratios, Profitability Ratios, Turnover Ratios, &amp; Leverage Ratios</li><li>• Examples based on two years data with interpretation</li></ul>	
<b>3</b>	<b>PREPARATION OF FUND FLOW STATEMENT</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Meaning &amp; importance of Fund Flow Statement and Cash Flow Statement</li><li>• Difference between Fund Flow Statement and Cash Flow Statement</li><li>• Statement Showing Changes in Working Capital</li><li>• Adjusted Profit &amp; Loss Account</li><li>• Examples: Fund Flow Statement</li></ul>	
<b>4</b>	<b>PREPARATION OF CASH FLOW STATEMENT</b>	<b>25%</b>
	<ul style="list-style-type: none"><li>• Meaning and Importance of Cash Flow</li><li>• Preparation of Cash Flow Statement as per AS-III</li></ul>	

**Reference Books:**

- Advanced Accounting 2 - Sehgal Ashok And Sehgal Deepak
- Advanced Accounts - Shukla M C And Grawal T S
- Problems And Solution In Adv Accounting - Gupta R L
- Company Accounts - Gupta R L And Radhaswamy M
- Rathmans Company Accounts Theory Prob. And Solution - Rathman P V And Raju D R
- Accounting Standards And Corporate Accounting Practice - Ghosh T P

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03CBB153 Fundamentals of Web Designing**  
**(w.e.f June 2020)**

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

**PRACTICALS: 6 Hrs per week**

**Unit - 1      Web Page Designing - I      25%**  
An introduction to HTML, HTML tags, Structure of an HTML document, Text and paragraph formatting, Ordered and unordered lists - nested lists, Hyperlinks, Images

**Unit - 2      Web Page Designing – II      25%**  
HTML tables, Images, Frames, framesets - nested framesets, Designing HTML forms, Multimedia tags

**Unit - 3      DHTML & Cascading Style Sheets      25%**  
What is DHTML? Applications of DHTML, Components of DHTML, HTML5 – Introduction, Basic tags, Introduction to Cascading Style Sheets (CSS), Ways of specifying style – inline, internal, external, Basic syntaxes

**Unit - 4      Advanced Cascading Style Sheets      25%**  
ID and CLASS selectors, SPAN, DIV, Font, Color, Background, Text, Border

**References Books:**

1. **Ivan Bayross**, "Web Enabled Commercial Applications Development using HTML, DHTML, Javascript, Perl CGI", BPB, 2004.
2. **Douglas E Comer**: The Internet, PHI, Second Edition, May 2000.
3. **Xavier C**: World Wide Web Design with HTML, Tata McGraw Hill Publication, 2000.
4. **Eric Meyer**: Cascading Style Sheets – The Definitive Guide, O'Reilly – SPD, First Edition, 2000.
5. Manuals of suitable packages

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03DBBI51 Human Resource Management – I**  
**(w.e.f. June 2020)**

**Credit: 03**  
**Total Marks: 100**

**Unit 1: Human Resource Planning (HRP) & Job Analysis** **25%**

- Human Resource Planning: Concept, Objectives, Process
- Job Analysis: Meaning, Process
- Job Description and Job Specification (Contents)
- Job Design: Meaning, Factors, Methods

**Unit: 2 Recruitment, Selection and Employee Training** **25%**

- Recruitment: Concept, Sources
- Selection: Definition, Procedure
- Employee Training: Meaning, Importance, Techniques- On-the-Job and Off-the-Job

**Unit: 3 Promotion, Transfer and Absenteeism** **25%**

- Promotion: Meaning, Policy, Types and Basis
- Transfer: Meaning, Types, Policy
- Demotion: Meaning, Causes
- Absenteeism: Concept, Causes
- Separation: Meaning, Forms

**Unit: 4 Compensation and Performance Appraisal** **25%**

- Compensation: Concept, Objectives, Factors , Types of Wages
- Performance Appraisal: Meaning, Process,
  - Traditional Methods: Paired Comparison, Checklist Method
  - Modern Method: MBO and 360 Degree Method

**Reference Books:**

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

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03DBBI52 Marketing Management – I**  
**(w.e.f. June 2020)**

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

<b>Unit 1</b>	Conceptual Foundation Nature, Scope and Core concepts of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, Marketing Environment (Micro and Macro)	<b>25%</b>
<b>Unit 2</b>	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	<b>25%</b>
<b>Unit 3</b>	Marketing Mix Product Decisions: Concept, Product Life Cycle, New Product Development Process Pricing: Objectives, Methods, Policies Distribution: Concept, Types, Factors	<b>25%</b>
<b>Unit 4</b>	Sales Promotion Concept, Sales promotion Tools(Consumer and Manufacturer) , Sale force Management (Selection ,Appraisal, Compensation)	<b>25%</b>

**Reference Books:-**

1. Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair, Sultan Chand & Sons, New Delhi
2. Marketing Management by Srinivasan and Radhaswami , Sultan Chand & Sons,New Delhi.
3. Marketing Management by Philip Kotler
4. Marketing Management by S.A.Sherlekar, Himalaya Publishing House
5. Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications Marketing Research by G.C. Beri, Publication TATA McGrew Hills

**SARDAR PATEL UNIVERSITY**  
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**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03DBBI53 Financial Management and Services – I**  
**(w.e.f. June 2020)**

**Total Credits: 3**

**Total Marks: 100**

- Unit 1    **Financial Management: An Overview** 25%
- Meaning, Significance, Scope, Relation of finance with other business functions, Role of Finance Manager, Finance Functions - Risk-Return Trade off - Goals of Finance Management
  - Capitalization: Meaning, Theories of Capitalization- Cost & Earning Theory, Overcapitalization & Undercapitalization: Meaning, Causes, Effects & Remedies
- Unit 2    **Long Term Investment Decisions :- (Capital Budgeting)** 25%
- Basics of capital Budgeting: Meaning, Features, Types, Significance, Process
  - Appraisal Methods :
    - Accounting Rate of return technique
    - Payback Period Technique, Discounted PBP
    - Discounted Cash Flow Techniques: NPV, IRR, PI
    - Estimation of Benefits (Cash Flow) under each technique
- NOTES :
- (1) Examples should be based only on SLM method of depreciation.
  - (2) Replacement decisions should be excluded.
- Unit 3    **Introduction to Financial Services & Markets:** 25%
- Meaning, Features, Importance, Scope of financial services, Causes for financial innovation, New and Innovative financial instruments, Challenges facing the financial services sector,
  - Capital Market – Concept, Capital Market Instruments (Meaning & Features): Equity Shares, Preference Shares and Debentures, Money Market - Concept, Money Market Instruments (Meaning & Features): Treasury Bills, Certificate of Deposits, Commercial Paper, Distinction between Capital market & Money market
- Unit 4    **Cost of Capital:** 25%
- Concept and Significance of cost of capital, Computation of cost of debt, Preference shares, equity capital and retained earnings, combined (weighted) cost of capital, Marginal Cost of Capital

**Reference Books:**

1. Financial Management : S. N. Maheshwari
2. Financial Management : I. M. Pandey
3. Financial Management : Prasanna Chandra
4. Financial Management : Khan & Jain
5. Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi
6. Khan, M.Y. : Indian Financial System- Theory and Practice ,Vikas Publishing House, New Delhi



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**Programme: BBA Information Technology Program (3 Years)**  
**Semester-III**  
**UM03DBBI54 Global Business Affairs-I**  
**(w.e.f. June 2020)**

**Total Credits:3**

**Total Marks:100**

**Unit 1 International Business Environment (25%)**

- An Overview of International Business Environment
- Economic Environment
- Non-Economic Environment
- Political Environment
- Demographic Environment
- Socio-Cultural Environment
- Technological Environment

**Unit 2 Globalization (25%)**

- Globalization of World Economy
- Globalization of Business: Meaning & Dimensions
- Stages of Globalization
- Essential Conditions for Globalization
- Advantages and Disadvantages of Globalization
- Factors Contributing to the growth of globalization and obstacles of globalization

**Unit 3 Multinational Corporations (25%)**

- Definition and Meaning
- Organizational Models
- Importance & Dominance
- MNC's and International Trade

**Unit 4 Export Procedure & Documentation (25%)**

- Export Procedure
- Registration Stage
- Pre-Shipment Stage
- Shipment Stage
- Post-Shipment Stage
- Export Documentation
- Letter of Credit
- Bill of lading
- Mate's Receipt

**References**

1. **Francis Cherunillam-International Business Environment**
2. **R. Chandran- International Business Environment**
3. **Francis Cherunilam-Business Environment**
4. **Aswathappa K- Business Environment**
5. **AN Agrawal- Indian Economy**

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03DBBI55 Methods and Practices of Operating System**  
**(w.e.f June 2020)**

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

**THEORY: 3 Hrs per week**

- Unit - 1 Introduction of OS 25%**  
Introduction to Operating System, Functions of OS, Different types of Operating Systems: Real Time, Multi-User, Time Sharing, OS Structure – Monolithic, Layered, Virtual Machine, Client-Server
- Unit - 2 Scheduling 25%**  
CPU Scheduling: Introduction to Process, Process Control Block, Process Scheduling, FCFS Scheduling, SJF Scheduling, Priority Scheduling, Round Robin Scheduling
- Unit - 3 Memory Management 25%**  
Memory Management: Concept, Memory Management Techniques, Swapping, Virtual Memory System, Demand Paging, FIFO Page Replacement Algorithm
- Unit - 4 Process Synchronization and Deadlocks 25%**  
Introduction to Cooperating process, Process Synchronization, Critical Section Problem, Deadlock and characterization, Resource Allocation Graph

**References Books:**

1. **Andrew S. Tanenbaum**, "Operating System design & Implementation", PHI
2. **James Peterson and Abraham Silberschatz**, Operating System Concept, Addison Wesley
3. **D. M. Dhamdhere**, "Operating Systems: A Concept-based Approach", TMH Education, 2E.

**SARDAR PATEL UNIVERSITY**  
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**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03DBBI56 Fundamentals of Operating Systems**  
**(w.e.f June 2020)**

**Total Credits: 3**

**Total Marks: 100**

**THEORY: 3 Hrs per week**

**Unit - 1 Introduction to Operating System 25%**

Hardware vs. Software, Types of Software, Introduction to Computer Resources (Memory, CPU, and I/O Devices), Introduction to Operating Systems, Role (Functions) of Operating Systems, Types of Operating Systems, User Interface, Concept of Process and Running Programs by OS, Files & Folders (Organizing, Attributes, and Sharing), Managing Hardware, PC Operating System, Network (Server) Operating System, Embedded Operating Systems

**Unit - 2 Overview of Popular Operating Systems 25%**

DOS, Windows NT, Windows XP, Windows Vista, Windows 7, Windows 2000 Server, Windows Server 2008, UNIX, Macintosh Operating Systems, Android, iOS

**Unit - 3 Roles/Functions of Operating System 25%**

Multi-Processing, Fault Tolerance and Load Balancing, Overview of Data Safety (RAID), Disk Defragmentation, Backup and Recovery, Security (Concept of User and Group, File and Folder Permission, Firewall), Workgroups, Domains, and Active Directory, Overview of Server Roles

**Unit - 4 Introduction to Linux Operating System 25%**

Introduction to Linux, History of Linux, Strengths and Weaknesses of LINUX, Features of Linux, LINUX Distributions, Basic Commands of Linux

**Reference Books:**

1. **Peter Norton**, "Introduction to Computers", TMH
2. **Alan Carter**, "Windows 2000 MCSE Study System"
3. **Pfaffenberger**, "Linux Commands Instant Reference", BPB Publication
4. **Silberschatz & Galvin**, "Operating System Concepts", Wiley, 5<sup>th</sup> Ed.
5. **Sumitabha Das**, "UNIX Concepts and Applications", THM, 4<sup>th</sup> Ed.

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. Information Technology Management Program**  
**Semester – III**  
**UM03SBB151 Industry Exposure**  
**(w.e.f. June 2020)**

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

The objective of Industrial Exposure at III semester B.B.A. Programme is to give a practical exposure about the organization and its major functional areas.

**Guidelines:**

**1) The visit will include the following aspects:**

- (A) Study of Organization and Organizational Structure.
- (B) Study of manufacturing processes.
- (C) Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department.
- (D) Discussion with concern officials and executives.

**(2) The industrial exposure report should include following points:**

- (A) Profile of Organization (History & Establishment – Organization structure & nature – Promoters & Board of Directors – Products – Employees – Major markets & customers)
- (B) Production
- (C) Marketing
- (D) HRM & Industrial relations
- (E) Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available).
- (F) Contribution of unit towards economic and industrial development.

**NOTE:**

- 1) The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.
- 2) Report must include **One Public limited company** and **One private limited company**.
- 3) A copy of report must be submitted to the University for Final University viva-voce Examination.
- 4) Students shall draft their report individually (Hand Written) under the guidance of concern teacher.