

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (ISM) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: 2020-21
SEMESTER – V

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in Hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM05ABBS21	Business Etiquettes and Presentation Skills-I	T	3	2	40	60	100
	UM05ABBS22	Leadership Skill for Management-I	T	3	2	40	60	100
Core Courses (Any Three)	UM05CBBS21	Electronic Commerce – I	T	3	2	40	60	100
	UM05CBBS22	Data Communication and Computer Network – I	T	3	2	40	60	100
	UM05CBBS23	V.B.NET	T	3	2	40	60	100
	UM05CBBS24	Supply Chain Management	T	3	2	40	60	100
Discipline Specific Elective (Any Two)	UM05DBBS21	Personal Finance	T	3	2	40	60	100
	UM05DBBS22	Marketing Management	T	3	2	40	60	100
	UM05DBBS23	Software Engineering	T	3	2	40	60	100
Generic Elective (Any One)	UM05GBBS21	Indian Business Environment	T	3	2	40	60	100
	UM05GBBS22	Entrepreneurship Development	T	3	2	40	60	100
Skill Enhancement Elective Course (Any One)	UM05SBBS21	Business Ethics	T	3	2	40	60	100
	UM05SBBS22	Consumer Rights	T	3	2	40	60	100

SARDAR PATEL UNIVERSITY

Programme: BBA (Information Systems Management)

Semester: V

Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Title Of Paper: BUSINESS ETHICS Marks= 100	

Unit	Description in detail	Weightage (%)
1	Unit-1 Ethics and Business Ethics: Concept of Ethics, Characteristics of Ethics, Concept of Business Ethics, Need for Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, Benefits of Business Ethics.	25 %
2	Unit-2 Ethics of Consumer Protection: Introduction, Parties to Consumer Protection, Consumer Duties and Responsibility, Consumer Protection in India, Legal protection to consumers.	25 %
3	Unit-3 Definition , Traits of ethical leader, How does leadership affect the ethics of a corporation, ethical theories, normative theories of business ethics.	25 %
4	Unit-4 Whistle Blowing Definition, Whistle blower and Types, Whistle Blowing Policy, Whistle Act ,Problems of whistle blowing policy, Whistle Blowing in India.	25 %

Evaluation Scheme:

Internal: Theory (40 Marks)

External: Theory (60 Marks) (Two Hours Examination)

Reference Books:

1. Principles of Management: T. Ramaswamy
2. Principles and Techniques of Business: C. P. Mahajan
3. Business Organization and Management: C. B. Gupta
4. Business Environment: Francis Cherunilam
5. Business Ethics- An Indian perspective :A.C.Fernando

SARDAR PATEL UNIVERSITY

Programme: BBA (Information Systems Management)

Semester: V

Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Title Of Paper: Leadership Skills for Management -I	

Unit	Description in detail	Weightage (%)
1	<p>Managerial Traits and Skills:</p> <p>Nature of Traits & Skills: Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills.</p> <p>Managerial Traits and Effectiveness: 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.</p> <p>Managerial Skills and Effectiveness: Technical Skills, Conceptual Skills, Interpersonal Skills.</p>	25 %
2	<p>Relevant Competencies for Leadership Skills:</p> <p>Other Relevant Competencies: Emotional Intelligence, Social Intelligence, Systems Thinking, Ability to learn.</p> <p>Situational Relevance of Skills: Skills Needed at Different levels, Transferability of Skills Across, Organizations, Requisite Skills and the External Environment.</p> <p>Applications for Managers: Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a weakness, Compensate for weaknesses.</p>	25 %
3	<p>Leadership Developmental Activities: Learning from Experience:</p> <p>Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback.</p>	25 %

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)Semester: V
Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Title Of Paper: Electronic Commerce-I Marks= 100	

Unit	Description in detail	Weightage (%)
1	Unit -1 Foundation of Electronic Commerce Definition of Electronic Commerce-Benefits and Limitation of EC-The Driving forces of E-Commerce-Everything will be changed	25 %
2	Unit -2 Infrastructure of E Commerce Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications, HTTP, Internet Security: Cornerstones of security, Encryption, Digital Signature,	25 %
3	Unit -3 Electronic Payment System Electronic Payment System-Electronic Payment Protocols-Security schemes in electronic payment system: Transaction certificate and time stamp-Electronic credit card system on the internet-Electronic fund transfer and debit card on the internet	25 %
4	Unit -4 Internet Consumer and Market research Building Customer Relationship-Consumer Behavioral Model-Personal characteristics Demographics of surfers-Consumer Purchasing Decision Making-One to One Relationship marketing-Delivery Customer services in Cyberspace-Intelligent agents for consumers	25 %

EvaluationScheme:

Internal: 40 Marks

External: 60 Marks (2 Hours Examination)**Reference Books:**

Electronic Commerce A Managerial Perspective

By: EfraimTurban ,Jae Lee, David King, H.Michael Chung.

Electronic Commerce 2004 A Managerial Perspective

By: EfraimTurban ,Jae Lee, David King, Dennis Viehland.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)Semester: V
Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Title Of Paper: Data communication and Computer Network	
Marks= 100	

Unit	Description in detail	Weightage (%)
1	UNIT-1- FUNDAMENTALS Networks – Definition of LAN – Components – Models – Applications – Layered Architecture – OSI Model – The Internet Model – IEEE Standards	25 %
2	UNIT-2 – DATA TRANSMISSION Analog and Digital Signals – Digital and Analog Transmission – Multiplexing – Data Rate – Guided Media – Unguided Media – Transmission Impairment – Performance – Error Detection	25 %

3	UNIT-3 – LAN TOPOLOGIES Introduction – BUS Topology – Ring Topology – Star Topology – Hybrid Topology – Flow Control – Medium Access Methods	25 %
4	UNIT-4 – CONNECTING LANS Repeater – Hubs – Switch – Bridges – Routers – Gateways – Other Devices	25 %

Evaluation Scheme:

Internal (Theory) = 40 Marks

External (Theory) = 60 Marks(2 Hours Examination)

Reference Books:

Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition

Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Total Marks : 100 PRACTICALS: 04 Labs/week All units carry equal weightage.	

Unit	Description in detail	Weightage (%)
1	UNIT-1 Introduction to .NET Framework and VB.NET 25% .NET Frame Work, .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	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.	25 %
		25 %

3	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.	
4	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.	25 %

Evaluation:

Internal - 40 Marks – Average of (Theory 40 Marks + Practical 40 Marks)

External - 60 Marks - Average of (Theory 60 Marks + Practical 60 Marks)

Two Hours Examination

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2019

Paper Code:	Total Credits: 3
Title Of Paper: SUPPLY CHAIN MANAGEMENT Total Marks : 100	

Unit	Description in detail	Weightage (%)
1	Introduction Evolution of Supply Chain Management Objectives, Benefits of Supply Chain Management Seven Components of Supply Chain Management	25%
2	UNIT - 2 SUPPLY CHAIN MANAGEMENT STRATEGY <ul style="list-style-type: none"> - Concept - Supply Chain Framework Design - Factors Affecting Supply Chain Design - Performance Measures 	25%
3	UNIT – 3 CONTEMPORARY ISSUES IN SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> - Demand Chain Management - Green Supply Chain Management - Challenges of Supply Chain Management 	25%
4	UNIT – 4 INDIAN SCENARIO OF SUPPLY CHAIN MANAGEMENT <ul style="list-style-type: none"> - Overview of Indian Scenario - Outsourcing in Indian Context - Indian Specific Problems - Indian Success Stories 	25%

Evaluation Scheme:

Internal(Theory) : 40 Marks
External(Theory) : 60 Marks, 2 Hours Examination

Reference Books:

- 1 Sarikakulkarni and ashoksharma , “supply chain management”- creating Linkages for faster business turnaround ,tatamcgraw – Hill publication -2008
2. D.K.Agrawal –“supply chain management” –strategy,cases and best practices Publisher-macmillan publishers India ltd
3. Dr.milindM.oka and prof. Deepak P.bhivpathaki, “supply chain management” Everest publishing House ,pune

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2019

Paper code	Total Credits:3 Total Marks: 100	
Title of Paper : Personal Finance		

Unit	Description in detail	Weightage (%)
1	<p>Unit – 1 : Introduction Of Personal Finance</p> <ul style="list-style-type: none"> • Introduction, Meaning and importance • Goals of personal Finance • Financial Planning and budgeting process • Examples based on preparation of Family Cash budget • Importance of Personal Finance 	25%
2	<p>Unit – 2: Saving and Investment</p> <ul style="list-style-type: none"> • Introduction • Need for a Diversified Personal investment Portfolio • Investment avenue <ul style="list-style-type: none"> ○ Bank – Fixed Deposits, Recurring Deposits ○ Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond ○ Government Schemes – NSC, PPF, Post Office Schemes ○ Company Deposits ○ Overseas Investments – ADRs, GDRs, FCCBs, FCEBs 	25%
3	<p>UNIT3 – Mutual Fund</p> <p>Meaning, Concept, Definition</p> <ul style="list-style-type: none"> • Types of Mutual Fund • Importance of mutual Fund • Drawbacks of Mutual funds • Mutual Fund in India 	25%

4	<p>UNIT – 4</p> <p>Insurance</p> <ul style="list-style-type: none"> • Introduction • Life insurance : basic feature of endowment assurance, Money back plan, Whole life assurance plan and term assurance • General Insurance: basic features of medical insurance, vehicle insurance and accident insurance • IRDA • Calculation of premium and settlement of claim 	25%
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Evaluation Scheme:

Internal (Theory) : 40 Marks

External (Theory) : 60 Marks Two – Hours Examination

Reference Books:

1. Investment Management – V.K.Bhalla
2. Financial Markets and Services – Gordon and Natrajan
3. Investment Management -Prasan Chandra
4. Financial Services – M.Y.Khan
5. Financial Services – S.Mohan and R.Elangoval

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2019

Paper code	Total Credits:3 Total Marks: 100	
Title of Paper : MARKETING MANAGEMENT		

Unit	Description in detail	Weightage (%)
1	UNIT 1: INTRODUCTION - Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing	25%
2	Unit – 2 UNIT 2: CONSUMER BEAVIOUR 25% - Concept of and importance of Consumer behavior - Scope and Factors affecting consumer Behavior - Basic and Howard sheth Model of Consumer behavior - Buying Decision-making process	25%
3	UNIT 3: -Product Mix and Channel of Distribution -concept of product, stages of product life cycle and its strategies -new product development process, product mix, types of channel of distribution -factors affecting channel decision	25%

4	<p>UNIT – 4</p> <p>UNIT 4: PRICING, PROMOTION, AND MEDIA</p> <ul style="list-style-type: none"> - Concept of Pricing, objective and Methods of pricing - Concept of Promotion, tools, and Promotion mix - Concept, types, Merits and Demerits of each Media 	25%
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EVALUATION SCHEME:

Internal (Theory): 40 Marks

External (Theory): 60 Marks (Two – Hours Examination)

External (Theory): 60 Marks (Two – Hours Examination)

REFERENCE BOOKS:

1. Marketing Management By, Kotler Philip K, Keller Kevin Lane, JhaMithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication
2. Marketing Management, 13th Edition, Sherlekar S.A , Himalaya Publishing House, 2007
3. Marketing Management by Dr.Varma M.M & Agarwal R.K (Forward Publishing Company)

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: V
Syllabus with effect from: June 2019

Paper code	Total Credits:3 Total Marks: 100	
Title of Paper : Software Engineering		

Unit	Description in detail	Weightage (%)
1	UNIT 1 UNIT: 1 Introduction Problem Domain The Software Engineering Challenges The Software Engineering Approach	25%
2	UNIT: 2 Software Process Software Process-Process and Process Model-Component Software Processes Desired Characteristics of Software Processes Software Development Process Model	25%
3	UNIT: 3 Software Requirement Analysis and Specification Software Requirement- Problem Analysis – Characteristics of SRS-Component of SRS Validation Role of Software Architecture	25%
4	UNIT: 4 Coding and Testing Coding –Programming Principles and Guidelines-structured and Unstructured Programming Coding Standard Testing-Testing Fundamentals-Test Cases and Test Criteria-Black Box Testing	25%

Evaluation Scheme:

Internal (Theory) = 40 Marks

External (Theory) = 60 Marks(2 Hours Examination)

Reference:

1) **An Integrated Approach to Software Engineering 3rd Edition PankajJalote**

2) **Software engineering Programs, Documentation, Operating Procedures**

By K. K. Aggarwal &Yogesh Singh

SARDAR PATEL UNIVERSITY

Programme:

BBA(ISM)

Semester: V

Syllabus with effect from:

JUNE 2019

Paper Code:	Total Credit: 3
Title Of Paper: Indian Business Environment	

Unit	Description in detail	Weighting (%)
1	Introduction to Business Environment Meaning, Types and components of Business environment Interaction of Economic environment with non-economic environment Scanning -meaning, approaches, sources of information SWOT Analysis as a method of environmental scanning	25 %
2	Non Economic Environment Demographic transition theory of population Compositional characteristics of Indian population and economic development Population policy of India Interaction between Government and Business Socio-cultural fabric, Lifestyles and business Women empowerment	25 %
3	Macro Economic Variables National Income by Industrial origin of Origin Savings, investment and capital output ratio Foreign Trade: Main trends in imports and exports – Directions India's Balance of payments and currency convertibility	25 %
4	Economic policies Economic survey Current Union Budget - Highlights Export - Import policy Fiscal Policy of India with Special reference to Tax Reforms Monetary Policy '	25 %
Objectives: To develop the understanding about the Indian Business Environment. To develop the understanding about the Economic Policies of India.		

Basic Text & Reference Books

- Adhikary M. Economic Environment of Business Agrawal A.N. Indian Economy
- Aswathappa K. Essentials of Business Environment
- Cherunilam F. Business and Government
- Cherunilam F. - Business Environment.
- Data And Sundurum - Indian Economy.
- Jain And Jain - Business Environment

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management) Semester: V
Syllabus with effect from : JUNE 2019
Title Of Paper: Entrepreneurship Development
code:

Total Credit: 3

Unit Description in detail Weighting (%)

Unit	Description in detail	Weightage (%)
1	<p>UNIT 1 UNIT: 1 Introduction</p> <p>Unit 1 Introduction Concept of entrepreneur and entrepreneurship Difference between entrepreneur and intrapreneur Types of an entrepreneurs Common Characteristics of an entrepreneur Qualities and skills of an entrepreneur</p>	25%
2	<p>Unit 2 Women Entrepreneurship Concept and Growth of women entrepreneurship Problems and Remedies National level associations working for women entrepreneurship development Success stories of women entrepreneurship</p>	25%
3	<p>UNIT: 3 Unit 3 Institutions In Aid of Entrepreneurs Introduction , Meaning Entrepreneurship development Programme organizations Role of MDI , EDII ,NIESBUD Role of NAYE for promoting women entrepreneurship</p>	25%
4	<p>Unit 4 Small scale Industries Definition as per MSMED Act-2006 Classifications of small scale industry Procedure to start small scale industries Importance of small scale industries in Indian economy Problems of small scale industries</p>	25%

Basic Text & Reference Books :-

Desai vasant, “ Dynamics of entrepreneurial Development and management,”

Himalaya Publishing House, Mumbai Gupta C.B.and srinivasan N.P.,

“ Entrepreneurial Development,” Sultan chand And Sons, New Delhi. Kulshreshta Kalyani , “
Sucessful Entrepreneurship,”

Kanishka Publishers, Distributors, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management) Semester: V
Syllabus with effect from : JUNE 2019
Title Of Paper: BUSINESS ETHICS
CODE:

Total Credit: 3 Marks: 100

Unit Description in detail Weighting (%)

Unit	Description in detail	Weightage (%)
1	<p>Unit-1 Ethics and Business Ethics:</p> <p>Concept of Ethics, Characteristics of Ethics, Concept of Business Ethics, Need for Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, Benefits of Business Ethics.</p>	25%
2	<p>Unit-2 Ethics of Consumer Protection:</p> <p>Introduction, Parties to Consumer Protection, Consumer Duties and Responsibility, Consumer Protection in India, Legal protection to consumers.</p>	25%
3	<p>Unit-3 Ethical leadership and Ethical Theories</p> <p>Definition , Traits of ethical leader, How does leadership affect the ethics of a corporation, ethical theories, normative theories of business ethics.</p>	25%
4	<p>WhistleBlowing (</p> <p>Definition, Whistle blower and Types, Whistle Blowing Policy, Whistle Act ,Problems of whistle blowing policy, Whistle Blowing in India.</p>	25%

Evaluation Scheme:

Internal: Theory (40 Marks)

External: Theory (60 Marks) (Two Hours Examination)

Reference Books:

6. Principles of Management: T. Ramaswamy
7. Principles and Techniques of Business: C. P. Mahajan
8. Business Organization and Management: C. B. Gupta
9. Business Environment: Francis Cherunilam
10. Business Ethics- An Indian perspective :A.C.Fernand

SARDAR PATEL UNIVERSITY
VALLABH VIDHYA NAGAR
BBA(ISM) PROGRAMME
SEMESTER –V
CONSUMER RIGHTS
Subject Code:

Credit:03

Marks:100

UNIT: 1	<p>Right of the consumer</p> <p>Objects & reasons of C. P. Act – 1986 Amendment made in 2002 Rule of Buyer Beware & its exceptions implied condition & warranties</p>	25%
UNIT: 2	<p>Deficiency Person Consumer</p> <p>Consumer dispute, Complaint, Complainants, Goods, Sherries Unfair Trade Practice, Manufacturer Restrictive Trade Practice, Defect Deficiency Hazardous Goods , Excessive Price</p>	25%
UNIT: 3	<p>Consumer Protection Councils</p> <p>Object - Constitution Procedure for meeting Central Council State Council District Council</p>	25%
UNIT: 4	<p>Three Redressal Agencies</p> <p>District Forum National Commissions State Commissions Appeals Dismissal of Vexations & Frivolous Complaints</p>	

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Evaluation Scheme: Internal (Theory) = 40 Marks, External (Theory) = 60 Marks (2 Hours Examination)

Reference Books:

1) **Business Law For Management By K. R. Balchandani**

2) **Business Law By N. D. Kapoor**

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (ISM) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: 2020-21
SEMESTER – VI

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in Hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM06ABBS21	Business Etiquettes and Presentation Skills-II	T	3	2	40	60	100
	UM06ABBS22	Leadership Skill for Management-II	T	3	2	40	60	100
Core Courses (Any Three)	UM06CBBS21	Electronic Commerce – II	T	3	2	40	60	100
	UM06CBBS22	Data Communication and Computer Network – II	T	3	2	40	60	100
	UM06CBBS23	Programming with PHP	T	3	2	40	60	100
	UM06CBBS24	Management Control System	T	3	2	40	60	100
Discipline Specific Elective (Any Two)	UM06DBBS21	Security Analysis	T	3	2	40	60	100
	UM06DBBS22	Advance Marketing Management	T	3	2	40	60	100
	UM06DBBS23	E-Business: Managerial Application	T	3	2	40	60	100
Generic Elective (Any One)	UM06GBBS21	Global Business Environment	T	3	2	40	60	100
	UM06GBBS22	Social Entrepreneurship	T	3	2	40	60	100
Skill Enhancement Elective Course (Any One)	UM06SBBS21	Comprehensive Project	T	3	2	40	60	100