

SARDARPATELUNIVERSITY

Vallabh Vidyanagar, Gujarat

(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))

Syllabus as Per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (Information System Management)

(BBA ISM IV SEM)

Course Code	UM04MABBS01	Title of the course	Financial Management -II
Total Credits of the course	4	Hours per week	4

Course Objectives:	1. To Develop the Knowledge of Students about the Significance of Cash Flow Statement in Business.
	2. To Enhance the Knowledge of Students about the Debt and Equity Matrix in organization.
	3. To Study about the concept of Leasing, Hire Purchase and Project Financing.
	4. To enable an awareness about the Indian Financial System.
	5. To make them aware about the Primary & Secondary Market.

Course Content			Weightage
Units	Description		
1	Cash Flow Analysis	Meaning of cash flow statement Utility of cash flow analysis Limitations of cash flow analysis Basic principles of cash flow estimation Classification of Cash flow Statement activities Examples of cash flow Statement (As per AS-3)	25%
2	Leverage Analysis	Meaning and Definition of Leverage Significance of leverage Types of Leverage: Operating leverage, Financial leverage, Combined leverage Examples of Leverage, Degree of Leverage & EPS	25%
3	Leasing & Hire Purchase	Meaning and Definition of Leasing and Hire purchase, Types of leases, Rational for leasing, Characteristics of leasing, Difference of Operating lease & finance lease, Hire purchase arrangement, Choice between leasing & Hire purchase	25%
4	Indian Financial System	Financial Market: Brief concept of Money market, Capital market, Call money market Stock exchange: Meaning and Definition, Functions, Internet stock trading, Financial Institution (IDBI, IFCI, SIDBI & NABARD) Mutual Funds: Importance of Mutual fund and Types of Mutual fund. Regulatory body: IMFAI	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study ➤ Quiz
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:	
1	Students will understand about requirement of Cash Flow Statement in Firm.
2	Students will understand about Stock Exchange and Internet Banking System
3	Students will understand the role of Financial Institution in Economy and Investment Avenues.
4	Students will gain the knowledge about Leasing and Hire Purchase Contract.

PROGRAMME OUTCOMES:

Demonstrate an understanding of the overall role and Importance of Financial Management in organization.

REFERENCES:

1. Financial Management by Khan & Jain
2. Financial Management by Pandey I M
3. Indian Financial system by Avdhavi V A
4. Financial Management & Management Accounting by Maheshwari S N.
5. Financial Management by Agrawal M R.
6. Financial Market and services by Gordon & Natarajan
7. Financial Management by Rana T.J.
8. Financial Management by P.C.Tulsian

Online Resources

1.	https://ebooks.ipude.in/commerce/bcom/term_6/DCOM307_DMGT405_DCOM406_FINANCIAL%20MANAGEMENT.pdf
2.	https://baou.edu.in/assets/pdf/PGDF_102_slm.pdf
3.	https://old.mu.ac.in/wp-content/uploads/2020/09/financial-mangement.pdf
4.	https://www.bdu.ac.in/cde/SLM/MBA/MBA%20II%20Semester/FINANCIAL%20MANAGEMENT%20BOOK.pdf

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 Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration BBA (ISM) - Semester-III

Course Code	UM04MABBS02	Title of the Course	Web Programming
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	This course is intended to teach the basics involved in publishing content on the World Wide Web. This includes the 'language of the Web' – HTML, the fundamentals of how the Internet and the Web function, a basic understanding of graphic production with a specific stress on creating graphics for the Web, and a general grounding introduction to more advanced topics such as programming and scripting.
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Course Content		
Unit	Description	Weightage* (%)
1.	Design and Conquer What is HTML? HTML Tag and File HTML Structure, Creating an HTML Page, formatting your text, styling the text. Paragraph Style Elements. Three Types of Lists.	25%
2.	Formatting the Site Three Ways of link a document, Creating Tables, Image, Image Map HTML Frames: Frameset and Frame tag. Basics of HTML Forms. Form Elements and Creating Form	25%
3.	Introduction to Client-Side Scripting and Server Side Introduction to Style sheet & CSS Types of CSS Properties, Selector Text, Background, Position, Border, Properties, Scripting Introduction to JavaScript	25%
4.	Advanced JavaScript JavaScript Data Types and Variables Decision, Loops and Function Object Based programming (DOM) String, Math, Date, string Manipulations	25%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination (Theory-50% and Practical-50%)	50%

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

1.	Have knowledge of Internet and WWW.
2.	Develop Web pages using HTML, DHTML

Suggested References:

Sr.No.	References
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
6.	Thomas A. Powell, HTML& CSS: The Complete Reference, Fifth Edition, Tata McGraw Hill, 2010.

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

On-line Resources

1. CSS-TRICKS: <https://css-tricks.com/video-screencasts/58-html-css-the-very-basics/>

2. W3Schools: <https://www.w3schools.com/html/>

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Bachelor of Business Administration
BBA (ISM) - Semester-III

Course Code	UM04MABBS03	Title of the Course	System Analysis and Design - II
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	Students come to know about: Provides overview of the system development life cycle (SDLC) emphasizing analytical techniques to develop the correct definition of business problems and user requirements for system analysis and design purpose.
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Course Content		
Unit	Description	Weightage* (%)
1.	Designing and Fact Gathering Techniques <ul style="list-style-type: none"> • Fact Gathering- Interview, Questionnaires, Record Inspection, Observation • Input Design – Data Capture, Data Verification, Data validation, Basic Steps in Data Capture. • Output Design – Design Principle and Objectives, Types of Output and Considerations, Output Media. 	25%
2.	Designing and security <ul style="list-style-type: none"> • Form Design – Types, Basic Principles, Considerations and Steps. • File Design – Types of files, File Structure, File Organization, File Access, File Design and Database. • Code Design – Principles of code design, Significant codes, Logical codes, Collating codes, Non Significant codes. • System Security - Introduction, identification, Access Controls, Encryption, Audit Controls, System Integrity, Disaster Recovery Planns 	25%
3.	Data flow Diagram & System Flowchart Symbols <ul style="list-style-type: none"> • DFDs and Symbols used • Construction a DFD for a small system • Physical and Logical DFDs • Example of System including physical and logical DFD • Practice of DFD 	25%
4.	Unified Modeling Language <ul style="list-style-type: none"> • UML Introduction • Three Aspects of UML • Goal and Scope of UML • History of UML • UML process • UML Diagrams -Use Case Diagram 	25%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be required to develop and present a Requirements Definition Proposal for a new system in a well-structured business proposal.
2.	A firm basis for understanding the life cycle of a systems development project.
3.	An understanding of the analysis and development techniques required as a team member of a medium-scale information systems development project.
4.	Experience in developing information systems models.
5.	Experience in developing systems project documentation.

Suggested References:	
Sr.No.	References
1.	System Analysis ,Design And Introduction to Software Engineering-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR,3rd Edition
2.	Analysis & Design of Information Systems 2nd Edition by-James A senn (McGrawHill)
On-line resources to be used if available as reference material	
On-line Resources	
1. http://www.uoitc.edu.iq/images/documents/informaticsinstitute/Competitive_exam/Systemanalysisanddesign.pdf	
2. https://www.zu.edu.jo/UploadFile/Library/E_Books/Files/LibraryFile_12159_26.pdf	

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Bachelor of Business Administration (Information System Management) (BBA ISM IV SEM)

Course Code	UM04MABBS04	Title of the course	Customer Relationship Management
Total Credits of the course	4	Hours per week	4

Course Objectives:	To give insight about customer relationship management. To outline key CRM concepts and its application to different markets. To analyse and examine the implementation of CRM concepts and strategy to firms. Attainment of organisational goals using CRM techniques
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Course Content			Weightage
Units	Description		
1	Conceptual Foundation	Concept of Customer Relationship Management, Benefits of CRM, Objectives of CRM, Significance of CRM, Relationship between CRM and technology, Evolution of CRM, Customer Life Cycle value	25%
2	CRM Strategy	Strategic Perspective on CRM, Creating CRM Culture, Building Blocks of CRM, CRM Strategies	25%
3	CRM in Marketing	Importance of CRM in Marketing, Types in CRM, Marketing Initiatives of CRM	
4	E- Customer Relationship Management E-CRM	Different Levels of E-CRM, Evolution of E-CRM, Difference between CRM and E-CRM, E-CRM Tools	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:

1	Identify the scope and significance of Customer relationships in business.
2	Examine CRM concepts and phenomenon to current business events in the industry
3	Coordinate the various CRM variables and apply them for designing marketing strategy for business firms

Suggested References:

1	CRM Customer Relationship Management By, Dr. K GovindaBhat, Himalaya Publishing House
2	CRM-At the speed of Light by Paul Greenbeng ,TataMcGraw Hill
3	E-CRM by M.P.Jaiswal and Anjali Kausik, Asian Book Pvt.Ltd.
4	Customer Relationship Management – Emerging Concepts, Tools andApplications by Jagdish Seth, AtulParvatiyar and G.Shainesh

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Bachelor of Business Administration BBA (ISM) - Semester-III

Course Code	UM04MABBS05	Title of the Course	Information Security
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ol style="list-style-type: none"> 1. To prepare students with the technical knowledge and skills needed to protect and defend computer systems and networks. 2. To develop graduates that can plan, implement, and monitor cyber security mechanisms to help ensure the protection of Information technology assets. 3. To develop graduates that can identify, analyze, and remediate computer security breaches.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction Attacks, services, and mechanism, Security attacks, Security services, A model for network security	25%
2.	Cryptography Introduction Conventional encryption principles Basic terms: plaintext, cipher text, cryptography, cryptanalysis Substitution ciphers vs. transposition ciphers Types of attack on encrypted messages Introduction to public key cryptography	25%
3.	System Security Intruders Viruses and related threats: trap doors, logic bombs, Trojan horses, viruses, worms, bacteria The nature of viruses Types of viruses Antivirus approaches: detection, identification, and removal	25%
4.	Network Security Digital signatures Firewalls: introduction, design principles, characteristics, types, configuration	25%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

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

1.	Analyze and resolve security issues in networks and computer systems to secure an IT Infrastructure
2.	Design, develop, test and evaluate secure software. Develop policies and procedures to manage enterprise security risks.
3.	Evaluate and communicate the human role in security systems with an emphasis on ethics, social engineering vulnerabilities and training.
4.	Interpret and forensically investigate security incidents.

Suggested References:

Sr. No.	References
1.	William Stallings: Network Security Essentials (Applications and Standards), Pearson Education India, 2001
2.	Tanenbaum A. S., Computer Networks, Prentice-Hall of India Pvt. Ltd., New Delhi, 1997.

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

On-line Resources

1. <https://theswissbay.ch/pdf/Gentoomen%20Library/Networking/Prentice%20Hall%20-%20Computer%20Networks%20Tanenbaum%204ed.pdf>
2. <https://www.mbit.edu.in/wp-content/uploads/2020/05/Computer-Networks-5th-Edition.pdf>
3. https://ptabdata.blob.core.windows.net/files/2017/IPR2017-01502/v8_Ex.%201010.pdf



Bachelor of Business Administration
 B.B.A (ISM) Semester-IV

Course Code	UM04MIBBS01	Title of the Course	Economic Analysis
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. To familiarize the students with the advanced concept of Economics. 2. The students identify and interpret the advanced economic concepts/variables. 3. The students learn to apply these theoretical models to address real-world problems. 4. The students can understand the behavior of an individual and market in a variety of economic environments. 5. Students will be able to appraise their role in the global economic environment. 6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage (%)
1.	Elasticity of Demand Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses,Promotional Elasticity and its Uses.	25%
2.	Production Function Concept and meaning of Production function. Iso-cost: Concept, Effects of change in total outlay and factor prices on Iso cost line – Isoquant - 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.	25%
3.	Market Structures and Competition Characteristics and Price output determination under perfect competition. Characteristics of Monopoly, Price and output determination, Price discrimination degrees, possibility and profitability, Characteristics and Price and output determination under monopolistic , Selling cost and its effect on firm's demand	25%





	curve	
4.	Pricing Strategies, Revenue Analysis, and Strategic Behaviour Concept of Revenue - AR, MR and TR under perfect and imperfect competition, Features of duopoly and oligopoly, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's	25%

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		

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

1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, entrepreneur, employees, investors, business owners and managers, and government officials
2.	The students will be able to explain the concepts of the elasticity and theory of indifference curve in business applications
3.	The students will be able to interpret the various form of elasticity like price elasticity and cross elastic and to identify and analyze the effect of substitute goods and complementary goods.
4.	The students will be able to analyse and evaluate the function of game theory and also the practical application of this theory in market.





Suggested References:

Sr. No.	References
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

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

On-line resources:

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=NEp/xikgBgNtfA+sgFQAcA==>



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Bachelor of Business Administration (Information System Management)
(BBA ISM IV SEM)

Course Code	UM04MIBBS02	Title of the course	Marketing Management
Total Credits of the course	4	Hours per week	4

Course Objectives:	To give insight about marketing management.
	To outline key marketing concepts and its application to different markets.
	To analyse and examine the implementation of marketing concepts and strategy to firms.
	To attain of organisational marketing goals.

Course Content			Weightage
Units	Description		
1	INTRODUCTION	<ul style="list-style-type: none"> - Meaning of Market, Marketing, and Marketing management - Scope and Importance of marketing - Core concepts of Marketing - Philosophies of Marketing 	25%
2	CONSUMER BEHAVIOUR AND SEGMENTATION	<ul style="list-style-type: none"> - Concept of and importance of Consumer behavior - Scope and Factors affecting consumer Behavior - Buying Decision-making process - Segmentation, Meaning Basis of Market segmentation, Benefits 	25%
3.	PRODUCT MIX AND CHANNEL OF DISTRIBUTION	<ul style="list-style-type: none"> -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.	PRICING, PROMOTION AND MEDIA	- Concept of Pricing, objective and Methods of pricing - Concept of Promotion, tools, and Promotion mix - Concept, types, Merits and Demerits of each Media - E-Marketing: Meaning, Objectives, Importance	25%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:	
1	Identify the scope and significance of marketing in domain industry.
2	Examine marketing concepts and phenomenon to current business events in the industry
3	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

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

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Bachelor of Business Administration (Information System Management) (BBA ISM IV SEM)

Course Code	UM04MIBBS03	Title of the course	Cost Accounting
Total Credits of the course	4	Hours per week	4

Course Objectives:	1. To offer students relevant and actual knowledge of Cost Account.
	2. To make students aware about unit cost and cost sheet.
	3. To expose the students for process of the calculating cost of product & Services.
	4. To understand the methods and techniques of cost accounting.
	5. To evaluate cost reduction and cost control.

Course Content			Weightage
Units	Description		
1	Introduction and Unit Costing (Theory and Examples)	1. Introduction of Cost Accounting: Meaning of Cost, Cost Accounting, Limitations of Financial accounting Costing-Advantages and Limitations of Cost accounting-Difference between Financial and Cost accounting. 2. Unit costing: Preparation of cost sheet and tender sheet (only Examples)	25%
2	Material Cost Control	Meaning and Types of Materials-Material control-Computation of various stock levels: Maximums, Minimum, Re-Ordering level, Danger level, Economic order quantity, Examples based on FIFO and LIFO, ABC Analysis (Only Theory)	25%
3	Reconciliation of cost and Financial Accounts (Theory and Example)	Meaning - Causes of disagreement of profit in Financial and Cost Accounts - Preparation of Reconciliation statements	25%
4	Overheads (Theory & Examples)	Overhead Expenses: Classification of overheads - Apportionment of overheads- Apportionment of Service department overheads under repeated distribution method. (Theory and Examples)	25%

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study➤ Quiz
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:

1	Students will understand how to Prepare the cost sheet and to cost control and cost reduction for the firm.
2	Students will understand the various allocations of overheads.
3	Students will understand how to reconcile the cost accounting information with financial account.
4	Students will gain the knowledge about cost audit and investigation.

Suggested References:

1	Cost Accounting-Principles and Practice- S.P.Jain and K.L.Narang, Kalyani Publishers
2	Advanced Accountancy-2, Sudhir Prakashan
3	Cost accountancy-M.N.Arora
4	Cost accounting-Khan And Jain,Tata McGraw Hill

PROGRAMME OUTCOMES:

Demonstrate an understanding of the overall role and Importance of Financial Management in organization.

Online Resources

1.	https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2.	https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3.	https://old.mu.ac.in/wp-content/uploads/2017/01/Cost-Accounting.pdf
4.	https://ebooks.lpude.in/commerce/bcom/term_3/DCOM202_COST_ACCOUNTING_I.pdf



Programme: BBA (ISM) Semester: IV

Course Code	UM04AEBBS01	Title of the Course	Corporate Communication-- II
Total Credits of the Course	02	Hours per Week	02
Course Objectives:	<ul style="list-style-type: none">• To acquaint the learners with the skills necessary to draft effective Press Reports with precision and clarity• To demonstrate the impact of nonverbal aspects of communication in the process of communication• To acquaint the learners with the skills necessary to draft effective speeches and make short Presentations/Speeches using proper body language• To equip the learners with the skills necessary to draft effective Business Reports; Notices, Agendas and Minutes of Corporate Meetings.		

Course Content (Theory)		
Unit No.	Description	Weightage
1.	<p>A. Non-verbal aspects of communication</p> <ul style="list-style-type: none">• Kinesics, Proxemics, Paralanguage• Importance of Learning Non-Verbal Communication Skills• Positive and Negative Non-verbal Clues• Guidelines for Developing Non-verbal Communication Skills <p>B. Drafting of Speeches</p> <p>Speeches on the occasions like inauguration, welcoming, condolence, farewell, vote of thanks, and celebration of important days and national holidays.</p> <p>(General questions / short notes may be asked)</p>	50%
2.	<p>Business Reports and Proposals</p> <ul style="list-style-type: none">• What is Report?• Steps in Writing Reports• What is Business Proposal?• Types of Business Proposal (Internal, External, Solicited, Unsolicited)• Components of a Proposal• Format of Proposal	50%





Teaching-Learning Methodology	Learner-centred Instructional methods Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning, use of e-resources, including films
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%
*Students will have to score a minimum 40 (forty) percent to pass the course.		

Course Outcomes: After completion of the course, the learner	
	<ul style="list-style-type: none">• Develops effective writing skills in drafting of Press Reports• Understands the importance of non-verbal aspects of communication and subsequently improves his/her ability to relate, engage and establish meaningful interactions in everyday life• Makes better Presentations and is able to deliver short speeches using proper body language• Develops effective writing skills in the drafting of Business Reports; Notices, Agendas and Minutes of Corporate Meetings, etc.

Sr. No.	References (Theory)
	<ul style="list-style-type: none">• Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)• Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)• Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)• Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)





	<ul style="list-style-type: none">• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)• Effective Business Communication – M V Rodriques (Concept Publishing House)• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)• Communication Skills – Sanjay Kumar & Pushp Lata (OUP)• Business Communication second edition –Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi)• Business Communication Making Connection in a Digital World – Raymond V Lesikar, Marie E Flately, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw –Hill New Delhi)• Developing Communication Skills – Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)
	<p>Books/Programmes recommended: (Practical)</p> <ul style="list-style-type: none">• Starting Business English BBC (Video)• Follow Through BBC (Video)
<p>On-line resources to be used as and when required.</p>	



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar, Gujarat

(Reaccredited with 'A' Grade by NAAC (CGPA3.11) Syllabus as Per
NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (Information System Management) (BBA ISM IV SEM)

Course Code	UM04SEBBS01	Title of the course	Industrial Exposure
Total Credits of the course	2	Hours per week	2

Course Objectives:	1. Students get opportunities to work with industrial staff, understand their habits and approach towards problem solving.
	2. To get students familiarized with manufacturing, designing, testing and analysis, products, automation, etc.
	3. To help students to gain experience by knowing the structure of any industries, its scope and job responsibility, its departmental functions and much more.

Course Content		Weightage
Units	Description	
1	Company form of organization and its formation Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association Conversion of private company in to Public Company	50%
	Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM and Function of HRM Finance and Accounting- Meaning, Objectives, Functions of Finance department. Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments Production Department- Production Process	

2.	Company Visit And Report Writing	<p>Report on any Two Manufacturing company should be prepared. (Private and Public ltd manufacturing unit. IT or Management) Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions, Marketing department and its activities, Finance and Account Department and its functions, Research and development Department- Recent research undertaken, Brief overview of its competitors – Market share and market strategies, Corporate social responsibility practices by the company Student's observation</p>	50%
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Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:	
1	Ability to acquire and apply fundamental principles of science and engineering.
2	Capability to communicate effectively.
3	Ability to identify, formulate and model problems and find engineering solution based on a systems approach.
4	Ability to conduct research in the chosen fields of engineering.
5	Understanding of the importance of sustainability and cost-effectiveness in design and developments of engineering solution.
6	Ability to be a multi-skilled engineer with good technical knowledge, management, leadership and entrepreneurship skills
7	Awareness of the social, cultural, global and environmental responsibility as an engineer.
8	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

Suggested References:	
1	Business Organization by MC Kuchhal
2	Forms of Business Organisation SP Shah

PROGRAMME OUTCOMES:

Demonstrate an understanding of the overall role and Importance of Management of different department of organization.

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NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (Information System Management) (BBA ISM IV SEM)

Course Code	UM04SEBBS02	Title of the course	Entrepreneurship Development
Total Credits of the course	2	Hours per week	2

Course Objectives:	The purpose of the Entrepreneurship Development is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.
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Course Content			Weightage
Units	Description		
1	Introduction And Entrepreneurial Motivation	Introduction Concept of entrepreneur and entrepreneurship Difference between entrepreneur and intrapreneur Types of an entrepreneurs Qualities and skills of an entrepreneur Needs of Entrepreneurial Motivation Motivating Factors (Internal and External) Theories of Entrepreneurial Motivation Achievement Motivation including Kakinada Experiment	50%
2	Entrepreneurial Development Programs And Small Scale Industries	Concept and Need of EDP Phases of EDP Process of EDP Role of Government: Role of MDI, EDII, NIESBUD Role of NAYE for promoting women entrepreneurship 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	50%

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ White Board➤ Presentation➤ Video➤ Case Study➤ Quiz
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

COURSE OUTCOMES:	
1	To able collect and analyse data to assess the attractiveness of new business opportunities in regards to the market, the industry.
2	To transform an initial idea into a fully-fledged business opportunity and effectively Communicate this opportunity through a business plan and pitch.
3	You have developed your skills in effectively working in and leading professional.
4	To understand the key risks and the most effective processes in bringing different types of products or services to market
5.	To detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

Suggested References:	
1	Desai Vasant, “ Dynamics of entrepreneurial Development and Management,”
2	“ Sucessful Entrepreneurship,” Kanishka Publishers, Distributors, New Delhi
3	“Entrepreneurial Development,” Sultan chand And Sons, New Delhi. Kulshreshta Kalyani
4	Himalaya Publishing House, Mumbai Gupta C.B.and Srinivasan N.P.

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Bachelor of Business Administration
BBA (ISM) - Semester-IV

Course Code	UM04SEBBS03	Title of the Course	Management Information System
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	<ol style="list-style-type: none"> 1. Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. 2. Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives. 3. Effectively communicate strategic alternatives to facilitate decision making.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to MIS What is MIS? Need of MIS, • Advantages and disadvantages of MIS • Functions of MIS • Problems with MIS • Knowledge requirements for MIS • General system concepts • What is IT? • IT & Information System. Information, Data and Communication Concepts • Data Features • Classification of Information • Communication System and Communication Method • Sources of Information • Information in an organization.	50%
2.	Ethical and Social Issues Ethical and Social Issues in Information Systems • Understanding Ethical and Social Issues Related to Systems • Ethics in an Information Society • The Moral Dimensions of Information Systems	50%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

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

1.	Students will have an ability to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.
2.	Students will have an ability to communicate effectively in a variety of professional contexts.

Suggested References:

Sr.No.	References
1.	Management Information System by T.Lucy
2.	E Turban: Management Information Systems and Decision Support Systems – Tata McGraw Hill
3.	Sadagopan: Management Information Systems - Narosa Publications.
4,	Management Information System Managing the Digital Firm- Kenneth C. Laudon, Jane P. Laudon (Pearson)

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

On-line Resources

1.

2.

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Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

BACHLOR OF BUSINESS ADMINISTRATION – BBA (ISM) Semester –IV

Course Code	UM04VABBS01	Title of the Course	NCC Army - 2
Total Credits of the Course	2	Hours	2

Course Objectives:	The objectives of this course is to impart basic knowledge of disaster , social Services & Community Development, Health & Hygiene and Adventure Activities in NCC
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Course Content		
Unit	Description	Weightage* (%)
1	<p>Disaster management Organisation – Types of Disasters – Essential Services and their maintenance – Role of NCC Cadets in maintaining essential services – Assistance – Civil Defence Organisation</p> <p>Social Service and Community Development Concept – Types of Social Services activities – Contribution of NCC Cadets – Rural Development Objectives – Important of Rural Development – Important Rural Development Programme – Social Security Schemes of Government</p>	50%
2	<p>Health & Hygiene Introduction-Personal Hygiene– Important component of Personal Hygiene – Food Hygiene -Important component of Food Hygiene- Camp Hygiene</p> <p>Yoga – Definition – Purpose – Asanas (Suryanamaskar)</p> <p>Adventure Activities Parasailing – Slithering – Rock Climbing – Cycling and Trekking</p>	50%

Teaching Learning Methodology	These are teacher-centred methods, learner-centred methods, content-focused methods and interactive/participative methods.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1	Internal Written Examination	50%
2	Internal Continuous Assessment in the form Assignments, Attendance	
3	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to
<ul style="list-style-type: none"> a. Aware about the different disaster and able to give essential service during disaster b. To help the individual, group, community to work together for the welfare of the whole country and world c. Involve cadets in the social awareness program and make aware to others. d. To know government schemes thorough social activities. e. To maintain personal and food hygiene this helps to prevent the development and spread of infactions, illness and odours. f. To develop them the concepts of healthy leaving. g. To maintain physical, mental and spiritual disciplines which originated in ancient India by yoga h. To develop, self reliance, confidence, discipline, leadership qualities, etc though adventure activities.

Suggested References:
Cadet's Hand Book Common Subject, All Wings, By DGNCC, New Delhi.
Cadet's Hand Book Specialized Subject, Army, By DGNCC, New Delhi

On-line resources to be used if available as reference material
On-line Resources:
Indiancc.nic.in
DGNCC training App



Bachelor of Business Administration (BBA ISM) (Semester –II)

Course Code	UM04VABBS02	Title of the Course	National Service Scheme – II
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	1. To know the Special camping Programme.
	2. To understand the Health, Hygiene & Sanitization Programmes.

Course Content		
Unit	Description	Weightage (%)
1.	Special camping Programme <ul style="list-style-type: none">• Selection of Camp Site• Identification of Specific Theme• Co-ordination with Local, Government and other Agencies.• Special Camp Activities.• Feedback and Evaluation.• Post Camping activities.	50 %
2.	Health, Hygiene & Sanitization Programmes <ul style="list-style-type: none">• Definition, Need and Scope of Health Education• National Health Programmes• Food & Nutrition• Safe Drinking Water,• First Aid, Healthy Lifestyle• Swachh Bharat Abhiyan	50 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Activities
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

Course Outcomes	
1.	To know about Special camping Programme planning.
2.	Helping to maintain healthy life To understand the importance of health care & nutrition programme

Suggested References	
Sr. No.	References
1	NATIONAL SERVICE SCHEME MANUAL

On-line resources to be used if available as reference material
https://nss.gov.in



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BBA(ISM) Semester: III – NEP - 2020
Syllabus with effect from the Academic Year: 2024 -2025

Paper Code UM04VABBS03	Title of Paper Reasoning Ability	Total Credit 2
Course Objectives	Learning Objectives This course is designed to suit the need of the outgoing students and to acquaint them with frequently asked patterns in quantitative aptitude and logical reasoning during various examinations and campus interviews.	

Course Description		
Unit	Description	Weightage
1.	Reasoning Ability : An Introduction Reasoning an overview Importance of aptitude Types of Reasoning – Verbal Reasoning and Non Verbal Reasoning Reasoning for Public Exam : List of Public Exam, State Public Exam & National Public Exam. Entrance Exam and Reasoning Ability General Knowledge V/s Reasoning Ability.	25%
2.	Logical Reasoning : Reasoning & Relationship Coding & Decoding Order Arrangement Fact – Advice – Inference – Opinion or Prejudice Alphabet Test Sentence Formation	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50%
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50%

*Students will have to score a minimum 40 (forty) percent to pass the course.

Course Outcomes: Course Outcomes: Having Completed this course, the students will be able to

- On successful completion of the course the students will be able to:
- Understand the basic concepts of quantitative ability
- Understand the basic concepts of logical reasoning Skills.
- Acquire satisfactory competency in use of reasoning
- Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning Ability
- Compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc

Suggested References: (include Reference Material from where a student is expected to

Sr. No	Reference
1	A Modern Approach to Verbal Reasoning – Dr. R. S. Aggrawal, S. Chand
2	Quantitative Aptitude – Abhijit Guha, Tata McGraw Hall
3	A Fresh Approach to Reasoning Test – Dr. Lal & Maurya, Upkar Prakashn, Agra
4	Analytical Reasoning – K. Kundan, BJC Publishing, New Delhi
5	UGC Exam @ GSLET Paper – I – J. G. Poojara, S. J. Poojara.
6	Competitive Examinations @ Railway Recruitment Board, J. G. Poojara, S. J. Poojara
7	CBSE, UGC University Grant Commission Net/Set – Trueman’s Specific Series.

On-Line Resources available that can be used as Reference Material

https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/196



Bachelor of Business Administration
BBA (ISM) - Semester – II

Course Code	UM04VABBS04	Title of the Course	Business Startup
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To impart basic skills for start any new ventures.
	2. Learn Steps from Idea generation to success.
	3. To familiarize with Government initiatives .

Course Content

Unit	Description	Weightage (%)
1.	INTRODUCTION <ul style="list-style-type: none"> • Concept and definition of business • Concept and definition of startup • Skills to require business startup • Importance of business skills • Types of startup • Pillars to initiate business startup DEVELOPING SUCCESSFUL BUSINESS IDEAS <ul style="list-style-type: none"> • Recognizing opportunities • Trend analysis • Generating ideas • Brain storming • Focus groups • Surveys • Customer advisory board • Patents and IPRs 	50%
2.	FUNDING <ul style="list-style-type: none"> • Sources of finance • Venture capital • Venture capital process • Business angles • Commercial banks • Government grants and schemes GOVERNMENT INITIATIVES FOR STARTUP IN INDIA <ul style="list-style-type: none"> • Government initiatives • Startup India initiative, Seed fund • Mudra scheme • SAMRIDDHI schemes • ATAL innovation mission • Self-employment and talent utilization(SETU) 	50 %





Teaching-Learning Methodology	ICT through(e.g Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

Course Outcomes	
1.	Through the course study students can get acquainted himself with basics of start up.
2.	Students can find new avenues for start up by using various skill.
3.	New idea generation will be possible for future start ups programmes.
4.	Student can have details of various Government Schemes for start up.

Suggested References	
Sr. No.	References
1	Entrepreneurship development and project management by Neeta Baporikar
2	Dynamics of entrepreneurial development and management by Vasant desai, Himalaya publication
3	Kathleen R. Allen , launching new ventures, An entrepreneurial approach, Cengage learning 2016
4	Anjan rai chaudhari, Managing new ventures concepts and cases, prentice hall international 2010

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



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Bachelor of Business Administration
BBA (ISM) - Semester-III

Course Code	UM04VABBS05	Title of the Course	Computer Networks
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	<ol style="list-style-type: none"> 1. To develop and understand computer networking basics 2. To develop understanding of different components of computer networks, protocols, modern technology and their applications.
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Course Content		
Unit	Description	Weightage* (%)
1.	Basics of Networking And Transmission technology Introduction of networking (Definition) - Advantages and Disadvantages of Networking - LAN, MAN, WAN - LAN Components - OSI model Digital and Analog Transmission - Transmission mode (Half Duplex and Full Duplex Transmission) - Serial Transmission, Parallel Transmission - Synchronous & Asynchronous Transmission - Transmission Impairment (Attenuation, distortion, Noise)	50%
2.	Topology and Protocols and Networking Media and Devices LAN Topologies (Bus, Star, Ring, Tree, Mesh, Intersecting Rings) - Protocols (Definition), Types of transmission media - Guided Media - (Twisted pair cables, Coaxial Cables, Optical fibers), Devices - Hubs, Switches, Bridges, Routers, Gateways, Modems	50%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

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

1.	Share data over various networks
2.	Evaluate the challenges in building networks and solutions to those.
3.	Discuss the key technological components of the networks.

Suggested References:

Sr.No.	References
1.	B. A. Forouzan: Data Communications and Networking 2nd Edition, TMH
2.	Andrew S Tannenbaum: Computer Networks, 3rd Ed., Pearson-Prentice Hall
3.	B. A. Forouzan: Local Area Networks, TMH

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

On-line Resources

1. <https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbmNjZQ>

2. https://www.tutorialspoint.com/data_communication_computer_network/data_communication_computer_network_tutorial.pdf

3. <http://indexof.co.uk/Networking/Networking%20The%20Complete%20Reference,%20Third%20Edition%20-%20Bobbi%20Sandberg.pdf>



Bachelor of Business Administration
B.B.A (ISM) Semester-IV

Course Code	UM04VABBS06	Title of the course	Cyber Law
Total Credits of the course	3	Hours per week	3

Course Objectives:	The course is designed in a way that a candidate can identify, analyze and remediate computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations Laboratory, Network Security Laboratory and in Security and Penetration Testing Laboratory
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Course Content		Weightage
Units	Description	
1	Basic of the Computer and Cyber World.	25%
2	Information technology Act. 2000 and Intellectual Property Laws	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> ➤ White Board ➤ Presentation ➤ Video ➤ Case Study
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

COURSE OUTCOMES:

1	Analyze and evaluate the cyber security needs of an organization.
2	Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.
3	Implement cyber security solutions and use of cyber security, information assurance, and cyber/computer forensics software/tools.

PROGRAMME OUTCOMES:

1. Exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an Organization.
2. Practice with an expertise in academics to design and implement security solutions.
3. Understand key terms and concepts in Cryptography, Governance and Compliance.
4. Develop cyber security strategies and policies
5. Understand principles of web security and to guarantee a secure network by monitoring and analyzing the nature of attacks through cyber/computer forensics software/tools.

References:-

- Bainbridge - David, Introduction to Computer Law(1993)
- Bainbridge – David, Software Copyright Law (1999)
- Copinger and James, Skone – Copyright (1999)
- Cornish, W.R. Intellectual Laws (1999)
- Ferrera, Gerald R, Lichtenstein, Stephen D. cyber law text cases(2001)
- Kamnath, Nandan (ed.,) law relating to computers, internet and E-commerce, A guide to cyber law & the information technology Act. 2000(2000)



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Bachelor of Business Administration BBA (ISM) - Semester-IV

Course Code	UM04VABBS07	Title of the Course	Ethical Hacking
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	This course is intended to teach the basics involved in publishing content on the World Wide Web. This includes the 'language of the Web' – HTML, the fundamentals of how the Internet and the Web function, a basic understanding of graphic production with a specific stress on creating graphics for the Web, and a general grounding introduction to more advanced topics such as programming and scripting.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Ethical Hacking What is ethical hacking, types of hackers, and difference between white and black hat hackers, roles and responsibilities of Ethical Hackers, types of hacking, advantages and disadvantages of hacking, types of attacks, types of attack vectors, phases of hacking	50%
2.	Foot Printing and Network Scanning Foot Printing: definition, types, purpose, objectives and threats, Foot printing tools. Network Scanning: Definition, Types, Scanning Live Systems, Scanning techniques, IDS evasion techniques, Proxy Server, its types and need.	50%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

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

1.	To gain knowledge about Ethical hacking and penetration testing.
2.	To learn about various types of attacks, attackers, and security threats and vulnerabilities present in the computer system.

Suggested References:

Sr.No.	References
1.	Ethical Hacking: University of Mumbai, Mr. Umesh Waghmare, K. B. Joshi Institute of Information Technology, Pune
2.	The Basics of Hacking and Penetration Testing: Ethical Hacking and penetration Testing Made Easy 2nd Edition, Kindle Edition by Patrick Engebretson.
3.	Hacking: The Art of Exploitation, 2nd Edition 2nd Edition, Kindle Edition by Jon Erickson

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

On-line Resources

1. <https://hackernoon.com/top-resources-to-learn-ethical-hacking>

2. <https://hackwarenews.com/top-resources-to-learn-ethical-hacking>



Course Code	UB04VABBS08	Title of the Course	Integrated Personality Development
Total Credits of the Course	02	Hours per Week	02

Course Name: IPDC-2

Recommended Credit: 2

Course Duration: 30 Hours

The Integrated Personality Development Course – An Introduction

The Integrated Personality Development Course (IPDC) has been designed, by the BAPS Swaminarayan Sanstha, to enhance student awareness of India's glory and global values and create citizens who contribute to their families, college, workforce, community, and nation. This course supports the requirements of the National Education Policy (NEP), to "build character, enable learners to be ethical, rational, compassionate, and caring, while at the same time prepare them for gainful, fulfilling employment".

Easily integrated into the university syllabus, IPDC effectively teaches essential Indian values, develops character, strengthens morality, and nourishes constructive and creative thinking. Through this course, students can enjoy, understand, and practise priceless lessons, giving them the tools to prepare for a brighter future towards nation-building.

Introductory Resources:

<u>IPDC Intro</u> <u>IPDC-YouTube</u>	<u>Lecturer Glimpse</u> <u>IPDC - YouTube</u>	<u>IPDC Impact - 1</u> <u>IPDC - YouTube</u>
		

Type of Course:

Value-Based Holistic Personality Development Course for University Students.

Rationale / Scope:

IPDC aims to prepare students to become ideal citizens of India, promoting fortitude in the face of failures, Indian values like seva, pride for the Indian heritage, self-discipline amidst distractions and many more priceless lessons. The course enables students to become self-aware, sincere, and successful in their many roles – as ambitious students, reliable employees, caring family members, and contributing Indian citizens.

Course Outcomes/Objectives:

- To enhance awareness of India's glory and global values, and to create considerate citizens who strive for the betterment of their family, college, workforce, communication, and nation.
- To provide students with a holistic value-based education that will enable them to succeed academically, professionally, and socially.
- To give the students the tools to develop effective habits, promote personal growth, and improve their well-being, stability, and productivity.
- To allow students to establish a stronger connection with their family through critical thinking and the development of qualities such as unity, forgiveness, empathy, and effective communication.
- To provide students with soft skills that complement their hard skills, making them more marketable when entering the workforce.
- To inspire students to strive for a higher sense of character by learning from Indian role models who have lived principled, disciplined, and value-based lives.

Course-Content / IPDC Syllabus:

IPDC-2 is distributed across one semester and consists of 15 topics. Each topic will be 2 lecture hours per week, and therefore a total of 30 hours.

IPDC-2			
	Module & Subject	Topic Description	Hrs
1	Module: Remaking Yourself Subject: Begin with the End in Mind	Students will learn to visualize their future goals and will structure their lives through smart goals to give themselves direction and ultimately take them to where they want to go.	2
2	Module: Remaking Yourself Subject: Being Addiction-Free	Students will explore the detrimental effects of addictions on one's health, personal life, and family life. They will learn how to take control of their life by becoming addiction free.	2
3	Module: Selfless Service Subject: Case Study: Disaster Relief	Students will apply previous lessons of seva, to analyze the case study of the Bhuj earthquake relief work.	2
4	Module: Soft Skills Subject: Teamwork & Harmony	Students will learn the six steps of teamwork and harmony that are essential for students' professional and daily life.	2
5	Module: My India My Pride Subject: Present Scenario	To implement the transformation of India from a developing country into a developed country it is necessary to have a value-based citizen. Students will see how the transformation to a greater India relies on the vision and efforts of themselves as youth.	2
6	Module: Learning from Legends Subject: Leading Without Leading	Students will explore a new approach to leadership, through humility.	2
7	Module: My India My Pride Subject: An Ideal Citizen – 1	Students will learn that to become value-based citizens, they must first develop good values in their lives. They start by exploring the values of responsibility and integrity.	2
8	Module: My India My Pride Subject: An Ideal Citizen – 2	Students will learn that by developing the values of loyalty, sincerity, and punctuality; they become indispensable and can leave a strong impression. They will start developing these values by trying to keep perfection in every small task and by looking at the bigger picture.	2

9	Module: Facing Failures Subject: Timeless Wisdom for Daily Life	Students will learn the role wisdom plays in finding long-term stability. They will use ancient wisdom to solve their modern-day challenges.	2
10	Module: From House to Home Subject: Forgive & Forget	Students will understand the importance and benefits that forgiveness plays in their personal and professional life. They will learn to apply this knowledge in realistic situations.	2
11	Module: Remaking Yourself Subject: Stress Management	Students will learn to cope with current and future causes of stress.	2
12	Module: Remaking Yourself Subject: Better Health Better Future	A healthy body prevents disease and stress; increases positivity, productivity, and brainpower. Students will learn to maintain good health through regular exercise, healthy eating habits, and regular and sufficient sleep.	2
13	Module: Learning from Legends Subject: Words of Wisdom	A panel of learned and experienced mentors will personally answer practical questions that students face in their daily life.	2
14	Module: Soft Skills Subject: Financial Planning	Students will develop a variety of practical financial skills that prepare them to become financially stable throughout their future careers.	2
15	Module: Remaking Yourself Subject: Impact of Company	Students will understand that the type of company that we keep has a crucial role in determining who we are and who we will become. They will develop the ability to create a positive environment around them.	2

Lecture Breakdown:

In accordance with the academic structure, each topic will span a duration of two hours, which can be divided into two distinct lecture hours, as elaborated below.

During the **first hour**, the focus will be on contextualizing the topic for the week. Students will commence with an introductory film to spark curiosity. This is followed by a lecture video (part A) that introduces essential concepts, followed by a class discussion aimed at fostering active participation and engagement. These activities aim to facilitate the comprehension of foundational aspects related to the subject matter.

During the **second hour**, the topic will be explored in greater depth. A second lecture video (part B) will build upon the foundational knowledge. Thereafter, interactive activities including workbook activities, group discussions, critical thinking exercises, case studies, and topic analysis enable students to apply their acquired knowledge, thereby fostering a more comprehensive understanding of the subject matter with emphasis on practical application.

By adhering to this format, the IPDC lectures aim to provide a conducive learning environment where students can effectively acquire knowledge, develop practical application skills, and enhance their overall academic performance.

Core Components:

The IPDC lectures will take place in college classrooms and will be hosted by a university-appointed course instructor/faculty. BAPS will provide the teaching resources, guidance, and training to effectively implement the four components shown below.

1. Introductory Film

Each lecture begins with a short film that introduces the topic through modern production. The original content displays relatable scenarios and visuals that captivate the students' attention and stimulates their curiosity to learn more.

2. Lecture Video

Students watch a lecture video presented by a dynamic speaker. The lecture reinforces the significance and necessity of fundamental principles and skills. The experience of the speaker, eloquence of presentation, and use of interactive visuals collectively create a profound impact on each student's mind and heart.

3. Student Interaction

These sessions promote stimulating discussion and conversation and help create safe spaces for the healthy exchange of ideas. Thus, each session provides a forum in which students can openly express their emotions and thoughts.

4. Workbook Activities

Workbooks assist students implement the values taught in the lecture into their personal lives. Reliable research, priceless experience, practical scenarios, and reflective questions are innovatively depicted, motivating students to contemplate and think creatively.

Preview the IPDC Workbook at the link - <https://www.youtube.com/watch?v=C09aqOszvY>

Teaching and Examination Scheme:

Teaching Scheme: Lecture – 2 hrs/week

Examination Scheme

The assessments can include both continuous evaluation and end-of-semester examinations. The assessment scheme should include student attendance, assignments, mid-term exams, viva, workbook submission, and end-of-semester examinations.

The IPDC team will provide a question-bank resource with answers for each subject of IPDC to assist the faculties in creating exams. Marks distribution in theory and practical exams depends on the respective system of the institute/university.

Course Material / Main Course Workbook:

The IPDC-2 Workbook will be the official course material for the study of IPDC-2. The workbook will be designed and presented by BAPS IPDC Team. The workbook will serve as a basis for study, submission, viva and exams for students.

IPDC References –

These are the reference material for the IPDC lectures. This is not compulsory reading for the students as the essential information is contained in the workbooks.

No.	Module	References
1	Facing Failures	<ol style="list-style-type: none"> 1. Thomas Edison’s factory burns down, New York Times Archives, Page 1, 10/12/1914 2. Lincoln Financial Foundation, Abraham Lincoln's "Failures": Critiques, Forgotten Books, 2017 3. J.K. Rowling Harvard Commencement Speech Harvard University Commencement, 2008 4. Born Again on the Mountain: A Story of Losing Everything and Finding It Back, Arunima Sinha, Penguin, 2014 5. Failing Forward: Turning Mistakes Into Stepping Stones for Success, John C. Maxwell, Thomas Nelson, 2007 6. Steve Jobs: The Exclusive Biography Paperback, Walter Isaacson, Abacus, 2015 7. Failing Forward: Turning Mistakes Into Stepping Stones for Success, John C. Maxwell, Thomas Nelson, 2007
2	Learning from Legends	<ol style="list-style-type: none"> 1. Chase Your Dreams: My Autobiography, Sachin Tendulkar, Hachette India, 2017 2. Playing It My Way: My Autobiography, Sachin Tendulkar, Hodder & Stoughton, 2014 3. The Wit and Wisdom of Ratan Tata, Ratan Tata, Hay House, 2018 4. The Tata Group: From Torchbearers to Trailblazers, Shashank Shah, Penguin Portfolio, 2018 5. The Leader Who Had No Title, Robin Sharma, Jaico Publishing House, 2010 6. In the Joy of Others: A Life-Sketch of Pramukh Swami Maharaj, Mohanlal Patel and BAPS Sadhus, Swaminarayan Aksharpath, 2013
3	My India My Pride	<ol style="list-style-type: none"> 1. Rishis, Mystics, and Heroes of India, Sadhu Mukundcharandas, Swaminarayan Aksharpath, 2011 2. Physics in Ancient India, Narayan Dongre, Shankar Nene, National Book Trust, 2016 3. The Rise of Civilization in India and Pakistan, Raymond Allchin, Bridget Allchin, Cambridge University Press, 1982 4. The Āryabhaṭīya of Āryabhata: An Ancient Indian Work on Mathematics and Astronomy (1930), Walter Eugene Clark, University of Chicago Press, reprint, Kessinger Publishing, 2006
4	Remaking Yourself	<ol style="list-style-type: none"> 1. Power of Habit, Charles Duhigg, Random House Trade Paperbacks, 2014 2. Change Your Habit, Change Your Life, Tom Corley, North Loop Books, 2016 3. The Seven Habits of Highly Effective People, Stephen Covey, Simon & Schuster, 2013 4. Seven Habits of Highly Effective Teens, Sean Covey, Simon & Schuster, 2012 5. Atomic Habits, James Clear, Random House, 2018 6. How a handful of tech companies control billions of minds every day, Tristan Harris, TED Talk, 2017
5	From House to Home	<ol style="list-style-type: none"> 1. “What Makes a Good Life? Lessons from the Longest Study on Happiness”, R. Waldinger, Ted Talks, 2015 2. Long Walk To Freedom, Nelson Mandela, Back Bay Books, 1995 3. Outliers, Malcolm Gladwell, Back Bay Books, 2011
6	Soft Skills	<ol style="list-style-type: none"> 1. The 17 Indisputable Laws of Teamwork, John Maxwell, HarperCollins, 2013 2. Team of Teams: New Rules of Engagement for a Complex World, Stanley McChrystal, Portfolio, 2015 3. Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions, Dan Ariely, Harper Perennial, 2010
7	Selfless Service	<ol style="list-style-type: none"> 1. Open: An Autobiography, Andre Agassi, Vintage, 10 August 2010 2. The Physiological Power of Altruism [online], James Hamblin, The Atlantic, December 30, 2015, https://www.theatlantic.com/health/archive/2015/12/altruism-for-a-better-body/422280/ [last accessed June 10, 2020] 3. TBI Blogs: From Entrepreneurs to Doorkeepers, Everybody Serves with Love & Warmth at This Ahmedabad Café [online], The People Place Project, The Better India, May 29, 2017,

Basic Terms and Support Required from Institute:

Awarded Credits:

To ensure the full participation of the students, we insist the course be credit-based. The credits are according to the preference of the university.

Course Instructors:

As IPDC is about values and not just grades, an ideal candidate for teaching the course should be morally and ethically accomplished. The instructor should also be an effective communicator, well adept at conducting activities with the students. The required academic qualification for the instructor should be minimum graduation in any stream. We propose that all instructors appointed by your institute should attend an IPDC faculty workshop to get familiar with the style of the course. We are glad to inform you that BAPS is ready to provide this workshop.

Technical Requirements:

As elaborated in meetings and published in presentations, the foremost element of the course involves videos and interactive sessions which require a good level of audio/video amenities at the campus for students. A projector, laptop, internet connection, and basic audio-visual set-up are requisite for productive learning and positive outcome of the course.

IPDC Team will provide a digital portal to deliver all the IPDC video content. This platform allows smoothness in the learning and teaching process. IPDC Team will provide this digital system free of charge, and the University/Institute will approve and assist in implementing its use.

Approval of Teaching Mediums:

All the lecture videos and materials, alongside the teacher's guide, have been designed by BAPS and will be provided as discussed below.

The lecture videos will be provided through a web portal that runs on Windows devices or through a mobile app. This medium will be provided to all the registered teaching faculty, free of charge. The university should approve this medium and assist in the implementation of its use.

The IPDC workbook is an essential part of the course, as they provide the content and basis for the end-of-semester exams and the continuous assessments. The university should approve the use and purchase of this printed material for the students.

Registrations and Course-Beneficiaries Data:

To ensure the smooth implementation of the course, the university/institute will ensure that the students and faculties officially register with IPDC. For this purpose, the university/institutes will be required to provide the necessary information about the colleges, faculty members, and enrolled students in the course. Also, respective institutes need to provide enrolled students' final results in this subject for every batch in the format required by IPDC Team. IPDC Team will also offer a certificate to students upon completion of the course.

Fees/Charges:

BAPS Sanstha has always focused on social activities to empower the nation and its youth. This course focuses on moral and character development and is dedicated to providing holistic value-based education to the youth. So, as a noble service to society, we offer the course to your university/institute for free. All the following materials of all modules will be provided to end-users without any charges:

- Introductory Videos
- Main Lecture Videos
- Teacher's Guide
- IPDC Question Bank
- Exam Guide

However, the printed workbook for IPDC-2 is to be procured by students/institutes as per the printed price.

Copyrights/Intellectual Rights:

Copyright/IPR of all IPDC materials provided for the IPDC Course belongs to BAPS Swaminarayan Sanstha. Hence, the use of all these materials should be limited to the teaching of IPDC courses only.

For any further assistance please contact IPDC services.

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