



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

Course Code	UM04MABBI01	Title of the Course	Financial Management
Total Credits of the Course	04	Hours per Week	03

Course Objectives:	To understand the concept of working capital and operating cycle To understand about cash, receivable, inventory management for business To gain knowledge about financial services
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Course Content		
Unit	Description	Weightage*(%)
1.	Working Capital Management <ul style="list-style-type: none"> • Concept: (a) Gross Working Capital, (b) Net working capital (c) Fixed/Permanent Working Capital, (d) Fluctuating working Capital, Needs and Factors of Working Capital • Examples of estimation of Working Capital and Operating Cycle and Combined Examples of Working capital and Operating Cycle 	25%
2.	Management of Cash, Receivables and Inventory: <ul style="list-style-type: none"> • Management of Cash: Concept, Motives for Holding Cash, Cash Budget Examples • Management of Receivables: Meaning, Credit policy Variables, Credit Evaluation(Only Theory) • Management of Inventory: Concept, Motives for Holding Inventory and ABC Analysis (Only Theory), computation of EOQ, Re-Order Point and Safety Stock, Fixation of Inventory Level(Examples Only). 	25%
3.	Financial Services: <ul style="list-style-type: none"> • Mutual Funds: Types, and Concept • Venture Capital: Concept, Features, Stages, Process and Methods • Merchant Banking: Concept, function • Factoring & Forfeiting: Concept, Mechanism, Distinction between Factoring & Forfeiting 	25%





4.	<p>Capital Structure & Leverage Analysis:</p> <ul style="list-style-type: none"> • Concept, Significance , Factors Affecting the pattern of capital structure, Traditional Approach, Modigliani & Miller Approach,(Theory only) and Net Income Approach, Net Operating Income Approach(Examples Only), • Concept of Leverages, Theory and Examples of Operating Leverage, Financial Leverage and Combined Leverage (simple Examples). 	25%
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Teaching-Learning Methodology	These are the teacher-centre methods, learner- centered 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 / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Explain the concept of working capital and operating cycle.
2.	Apply cash budget and credit policy in business.
3.	Know about various aspects of Financial Services.
4.	Understand about concept of capital structure and leverage analysis.

Suggested References:	
Sr. No.	References
1.	Financial Management: S. N. Maheshwari





2.	Financial Management: I.M. Pandey
3.	Financial Management: Prasanna Chandra
4.	Financial Management: Khan & Jain
5.	Gorgon and Natrajan: Financial Markets and Services, Himalaya Publishing House, Delhi.
6.	Khan, M. Y. : Indian Financial System: Theory and Practice, Vikas Publishing House, New Delhi

On-line resources to be used if available as references material:
On-line resources:
http://www.mgcub.ac.in/pdf/material/20200410143429d180c947c0.pdf





Bachelor of Business Administration
 B.B.A (ITM) Semester – IV

Course Code	UM04MABBI02	Title of the Course	Front End Programming
Total Credits Of the Course	4	Hours per Week	

Course Objectives:	<ol style="list-style-type: none"> 1. Introduction to scripting language 2. Familiarity with different Data types, Control statements, looping structures & Functions in JavaScript. 3. How the user input in web page can be validated at client-side.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to Scripting –Client Side Scripting vs. Server Side Scripting How the Web works - Introduction to JavaScript Applications and advantages of JavaScript - Using JavaScript on a webpage.	25%
2.	Java Script Basics – Syntax, Data Types, Variables, Literals, Type Casting, Operators, User interaction through Dialog Boxes: [Prompt, alert, confirm]	25%
3.	Flow Control Statements: Decision-Making and Looping - Arrays - User-defined Functions Built-in functions: [isNaN(), parseInt(), parseFloat()]	25%
4.	Introduction to DOM - DOM hierarchy - HTML Form Hierarchy Accessing Form Elements: (Text, Radio, Checkbox, Dropdown, Button) String Object: (length, char At, index Of, sub str, to Lower Case, To Upper Case) Math Object: (PI, abs, ceil, floor, max, min, round) Date Object: (get Date, get Day, get Full Year, get Month, get Time, Get Hours, get Minutes, get Seconds, set Date, set Full Year, set Month, Set Time, set Hours, set Minutes, set Seconds)	25%

Teaching-Learning Methodology	E-Learning consist of teaching can be based in or out of the Classrooms, the use of computers and the Internet. E-learning definition is defined as providing Training and development to the Students/Employees through various Electronic media such as the Internet, audio, video etc.

Evaluation Pattern As per Sardar Patel University Letter: (E-3/2384) (06/01/2024)		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written/MCQ(As per CBCSR.6.8.3)	25%





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2.	Internal Continuous Assessment in the form of Practical, Viva- voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

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

1.	To develop a dynamic web pages.
2.	Understand concepts commonly used in dynamic language programming
3.	Develop familiarity with the JavaScript language.
4.	Become adept at implementing client-side interfaces through the use of the DOM
5.	Become familiar with common libraries that are used in web application development.
6.	JavaScript can make custom UI (user interface).
7.	Summarize flow control Suggested

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.	Wilton P., Jeremy McPeak: Beginning JavaScript, 4th Ed., Wiley Pub.
4.	Danny Goodman, Machael Morrison: "JavaScript Bible", 6th Ed., Wiley Pub.

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

On-line resources:

<https://www.w3schools.com/js/>

<https://www.tutorialspoint.com/javascript/index.htm>

<https://www.javatpoint.com/javascript>





BACHELOR OF BUSINESS ADMINISTRATION
BBA-(ITM) (SEMESTER- IV)

Course Code	UM04MABBI03	Title of the Course	COST ACCOUNTING
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	To Expose the students to the theory and overview of the Business.
	To Familiarize students with types of Companies and forms of Business Organisation.

Course Content		
Unit	Description	Weightage (%)
1.	Reconciliation of Cost and Financial Accounts (Theory & Examples) <ul style="list-style-type: none">• Need for Reconciliation• Reasons for Disagreement in Profit• Methods of Reconciliation• Problems on Preparation of Reconciliation Statement	25 %
2.	Material & Labour Cost (Theory & Examples) Material: <ul style="list-style-type: none">• Definition and types of Material• Material Control & its Techniques : ABC Analysis, VED Analysis (Theory) • Setting stock levels: Average Level, Maximum Level, Minimum Level, Reorder Level Danger Level, , Economic Order Quantity (Reordering quantity) (examples) Labour: <ul style="list-style-type: none">• Meaning, Features of good wage system• Various wage system: Time Wage, Piece Wage, Incentive Wage plans: Halsey Plan, Rowan Plan, Taylor Plan (Theory Only)• Examples based on: Time Rate as per Halsey and Rowan Method only• Labour Turnover: Meaning and causes (Theory)	25 %





3.	Overhead Expenses (Theory & Examples) <ul style="list-style-type: none"> • Classification of Overhead • Apportionment & Absorption of Overhead • Apportionment of Service Department Overheads using Repeated Distribution Method • Machine Hour Rate (Theory) 	25 %
4.	Budget and Budgetary Control (Theory & Examples) <ul style="list-style-type: none"> • Meaning & Definition of Budget & Budgetary Control • Objectives of Budgetary Control • Advantages & Limitations of Budgetary Control • Preparation of Cash Budget & Flexible Budget 	25 %

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments and browsing e- resources.
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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)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand how to reconcile profit as per records of cost accounting and financial accounting and find out reasons for disagreement in profit.
2.	Calculate material and labour cost and how to determine reorder quantity.
3.	Learn calculation of overhead/indirect cost and its allocation among different departments using suitable basis
4.	Preparation of Cash budget and Flexible budget.





Suggested References	
Sr. No.	References
1	Arora M. N. (2004), A Textbook of Cost Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi.
2	Jain S. P. and Narang K. L. (2008), Cost Accounting, Kalyani Publishers, New Delhi
3	Gupta Kamal (2007), Contemporary Auditing, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4	Kishore R. M. (2007), Advanced Management Accounting, Taxman Allied Services (P) Ltd, New Delhi.
5	P. Periasamy (2011), A Textbook of Financial Cost & Management Accounting, Himalaya publishing House, Mumbai





Bachelor of Business Administration

B.B.A(ITM)Semester-IV

Course Code	UM04MABBI04	Title of the Course	FUNDAMENTALS OF BUSINESS RESEARCH
Total Credits of the Course		Hours per Week	

Course Objectives:	<ol style="list-style-type: none"> 1. To understand basic concepts of research and familiarize with the process of research. 2. To develop skills in the selection and formulation of research problems. 3. To prepare the students able to have deeper understanding about research designs, data collection and its analysis and sample selection 4. To explain the format of research reports.
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Course Content		
Unit	Description	Weightage*(%)
1.	INTRODUCTION TO BUSINESS RESEARCH <ul style="list-style-type: none"> • Introduction, Meaning and Definition • Objectives of Business research • Nature & Scope of Business Research • Importance of Business Research • Types & Process of research • Qualities of Good Research 	25%
2.	LITERATURE SURVEY AND PROBLEM STATEMENT <ul style="list-style-type: none"> • Introduction: Meaning • Objectives of Literature Review • Sources of the Review of Literature • Types of literature review • writing Process of the Review of Literature, • Concept of Research Gap • Importance and Limitation of Research Gap 	25%
3.	RESEARCH DESIGN <ul style="list-style-type: none"> • Introduction • Meaning and Definition • Essentials of Good Research Design • Importance Research Design • Steps for Research Design 	25%





	<ul style="list-style-type: none">• Evaluation of Research Design• Parameters of Research Design• Types of Research Design	
4.	QUESTIONNAIRE METHOD <ul style="list-style-type: none">• Introduction• Objectives of Questionnaire• Need of Questionnaire• Types of Questionnaires (Structured, Unstructured, Semi-structured Questionnaires)• Advantages and Limitations of Questionnaire• Methods of Questionnaire	25%





Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , and browsing e- resources
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Evaluation Pattern As per Sardar Patel University Letter: (E-3/2384) (06/01/2024)		
EvaluationPattern		
Sr.No.	Detailsofthe Evaluation	Weightage
1.	InternalWritten/MCQ(AsperCBCSR.6.8.3)	25%
2.	InternalContinuousAssessmentintheformof Practical,Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	UniversityExamination	50%

CourseOutcomes:Havingcompletedthiscourse,thelearnerwillbeableto	
1.	Understandconceptsofresearchitstypes andobjectives.
2	Acquire skills in the selection and formulation of research problems with an understandingoftherationaleandthedifferentstepsinvolvedinthe process.
3.	Developdeeperunderstandingaboutbasic research designs.
4.	Useappropriatesamplingmethodsto investigatetheresearchproblemforbetter decision making.
5.	Understandtypesofdata,datacollectionandanalyze data.
6.	Draft/Generateeffectiveresearchreports.
7.	Preparearesearchproposalandproposeappropriateresearchdesignsand methodologies for a specific research project in a business function.

SuggestedReferences:	
Sr.No.	References
1.	Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.





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SyllabuswitheffectfromtheAcademicYear 2024-2025

2.	Krishnaswamy, K. N., Sivakumar, A. I., &Mathirajan, M. (2006). Management research methodology: integration of principles, methods and techniques. Pearson Education India.
3.	ZikmundWilliamG;BusinessResearchmethods,ThomsonSouth-Western
4.	NavalBajpai;Business ResearchMethods;PearsonEducation;NewDelhi
5	Cooper DonaldR.andSchindler Parnela.;BusinessResearchMethods;McGraw Hill International Editions, Ninth Edition.





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

Course Code	UM04MIBBI01	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	25%





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	Characteristics and Price output determination under perfect competition.Characteristics of Monopoly, Price and output determination, Price discriminationdegrees, possibility and profitability, Characteristics and Price and output determination under monopolistic , Selling cost and its effect on firm's demand 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)		
Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

Course Outcomes: Having completed this course, the learnerwill 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 analyzethe 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
B.B.A Semester-III

Course Code	UM04MIBBI02	Title of the Course	CUSTOMER RELATIONSHIP MANAGEMENT
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• 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		
Unit	Description	Weightage*(%)
1.	Conceptual Foundation <ul style="list-style-type: none">• Concept of Customer Relationship Management,• Benefits of CRM,• Objectives of CRM,• Significance of CRM,• Relationship between CRM and technology,• Customer Life Cycle value	25%
2.	CRM Strategy <ul style="list-style-type: none">• Strategic Perspective on CRM,• Creating CRM Culture,• Building Blocks of CRM,• CRM Strategies	25%
3.	CRM in Marketing <ul style="list-style-type: none">• Importance of CRM in Marketing,• Types in CRM,• Marketing Initiatives of CRM	25%
4.	E- Customer Relationship Management E-CRM <ul style="list-style-type: none">• Different Levels of E-CRM,• Evolution of E-CRM,• Difference between CRM and E-CRM,• E-CRM Tools	25%



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Teaching-Learning Methodology	ICT through (eg. 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 / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

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

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:

Sr. No.	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





Bachelor of Business Administration
 B.B.A (ITM) Semester – IV

Course Code	UM04MIBBI03	Title of the Course	System Analysis and Design
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. To determine specific needs of system 2. Discuss approaches and tasks of system 3. Evaluate tools and techniques. 4. Use appropriate methods and techniques to design system
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to System Analysis and Design System, System Characteristics, System Elements, System Concepts, Types of System and Integrated System, What is System Analysis?, System Analyst, knowledge and Role of System Analyst	25%
2.	System Development Life Cycle (SDLC) System Analysis – Problem Identification, Feasibility Study and Cost Benefit Analysis, System Requirement Analysis, System Design – Design, Implementation, Evaluation of System, Difference between System Analysis and System Design	25%
3.	Structured System Analysis And Design (SSADM) Need of SSADM, SSADM – Survey and Structured Analysis, Structured Design and Hardware Study, System Implementation and Maintenance, Advantages of SSADM, DFD – Symbols used, Rules for drawing DFDs, Constructing DFD, Physical and Logical DFD	25%
4.	System Prototype and Fact Finding Techniques System Prototype – Method, Process, Features, Fact Finding(Gathering) Techniques – Interviews, Questionnaires, Record Inspection, and Observation	25%

Teaching-Learning Methodology	ICT Based Teaching Learning Methodology
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Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva- voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

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

1.	understanding the life cycle of a systems development project
2.	An understanding of the analysis and development techniques required as a team member

Suggested References:

Sr. No.	References
1.	Prof. S. ParthaSarathy, Prof. B. W. Khalkar, "System Analysis, Design And Introduction to Software Engineering (SADSE)", 9th Ed.
2.	James A. Senn: "Analysis & Design of Information System", 2nd Ed., McGraw-Hill Int.

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

On-line resources:





Programme: BBA (ITM) Semester: IV

Course Code	UM04AEBBI01	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. (General questions / short notes may be asked)</p>	25% 25%
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





	<p>(Macmillan)</p> <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 Flatley, 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>	





Bachelor of Business Administration
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Course Code	UM04SEBBI01	Title of the Course	Industry Exposure
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ul style="list-style-type: none"> • Industrial training is requires to overcome the hurdles in the academic curriculum and in the industry. • This will help the students create and develop specific skills and competencies they require to become operable. • It gives the students a feel of how their work environment will be when they join the company.
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Course Content		
Unit	Description	Weightage*(%)
1.	The visit will include the following aspects : <ul style="list-style-type: none"> • Study of Organization and Organizational Structure. • Study of manufacturing processes. • Study of the working of: Finance & accounts department, Marketing department, H.R. department, Production department, Stores department • Discussion with concern officials and executives 	
2.	The Industrial exposure report should include following points: <ul style="list-style-type: none"> • Profile of Organization (History & Establishment) • Organization structure & nature • Promoters & Board of Directors • Products • Employees • Major markets & customers • Production • Marketing • HRM & Industrial relations • Finance & Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&L Account of last accounting year if available). • Contribution of unit towards economic and industrial development. 	





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Syllabus with effect from the Academic Year 2023-2024

Teaching-Learning Methodology	<ul style="list-style-type: none">• The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.• Report must include One Public limited company and one private limited company.• A copy of report must be submitted to the University for Final University viva-voce Examination.• Students shall draft their report individually (hand written) under the guidance of concern teacher.
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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 report preparation and submission(As per CBCS R.6.8.3)	25%
2.	Internal Practical Viva-voce (As per CBCS R.6.8.3)	25%
3.	University Examination (Viva-voce)	50%

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

1.	Industrial Visit brings clarity to important management concepts, as student practical experience first-hand how these concepts are put into action.
2.	Industrial visit bridge the gap between classroom theoretical training and practical learning in a real-life environment.
3.	Using the case study approach within the visit to bring out critical thinking among students and gives students a platform to enhance their interpersonal skills.
4.	The students get to see the best practices opted by different companies for similar work.

Suggested References:

Sr. No.	References
1.	Business Communication and Report Writing– RP Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)





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BBA (ITM) Semester-IV

CourseCode:	UM04SEBBI02	Title of the course	Entrepreneurship Development
Total Credits of the course	2	Hours per week	2 hours

Programme Outcome (PO) –	Knowledge about entrepreneurship motivation, their development, about project report and appraisal are briefly discussed.
Programme Specific	After studying Project identification, preparation of project report, project evaluation, students can easily start their own business venture.

Course Objective:	<ol style="list-style-type: none">1. To understand the basic concept of project management.2. To know the source of help and support for a startup venture3. To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture.4. To discuss the steps in venture development and new trends in entrepreneurship.5. To explain about Foundation of Entrepreneurship Development and its theories.
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Course Description

Unit	Description in Detail	Weightage
1.	Entrepreneurial Motivation <ul style="list-style-type: none">• Concept, need• Motivating Factors (internal & External)• Achievement Motivation• Motivational Stories of Successful Entrepreneurs Project Management <ul style="list-style-type: none">• Concept of Project, Classification of Project• Project Life Cycle• Aspects of Project	50%
2.	Project Identification and Formulation <ul style="list-style-type: none">• Concept and Importance of Project Identification• Concept and Stages of Project Formulation Project Report and Project Appraisal <ul style="list-style-type: none">• Concept, Importance & format of Project Report• Concepts & Stages of Project Appraisal	50%



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*Units will have the same weightage in the evaluation as suggested in the course outline.

Teaching Learning Methodology	– The syllabus defines and classifies the different aspects of organizational behavior and helps students to learn the actual reality.
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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	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	25%
3.	University Examination	50%

Course outcome: After completing this course, students will be able to learn

1.	This unit guides students about the entrepreneurial motivation, its concept and its internal-external motivating factors, which are very much helpful for students in their practical world. Need for motivation and how it can be beneficial to an employee is clearly described in this unit for better understanding
2.	From this unit the learning which student gets is about the project management, its concept and broad classification. Here for better understanding of students project life cycle is also mentioned and precisely explained.
3.	This unit gives better understandings about the project identification, its formulation and its identification too. By this, the student can also get aware about the importance of project and its concerned stages for formulation.
4.	What is project report and how it is formed, its importance, concepts and prepared format is explained in the detail by the author in this unit. Meaning of project appraisal and its concerned stages is also described for the better knowledge of students.

Sr. no	Basic Text & Reference Books:
1.	Dynamics of Entrepreneurship and Management Vasant Desai, H. P. House, New Delhi, 2016
2.	Entrepreneurial Development Gupta and Srinivasan, Sultan Chand and Sons, New Delhi, 2014
3.	Business Environment Dr. K. Ashwathappa H. P. House, New Delhi 2016
4.	Entrepreneurship Development and Project Management by Neeta Baporikar
5.	Entrepreneurship Development by S.S.Khanka

Online resources to be used if available as referenced material

1. https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/199



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

Course Code	UM04SEBBI03	Title of the Course	Mobile Commerce
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<p>An introduction to M-Commerce for business and management.</p> <ul style="list-style-type: none">• To familiarize students with terminology of M-Commerce.• Analyze the scope, benefits and attributes of M-Commerce.• Describe the drivers of M-Commerce.• Explain the M-Commerce value chain• Describe the M-commerce infrastructure and its financial application.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to M-Commerce-I Introduction and Definition M-Commerce, M-Commerce Terminology, Scope of Mobile commerce, Attribute and Benefits of M-Commerce, Drivers of M-Commerce, M-Commerce Value Chain, Application of M-Commerce(classes of M-Commerce Application)	50%
2.	Introduction to M-Commerce-II Mobile Computing Infrastructure: M-Commerce Hardware, M-Commerce Software, Mobile Networks, M-Commerce Security Issue, Voice System for M-Commerce Mobile Financial application:- Mobile Banking, Wireless Electronic Payment System, Micro payments ,Wireless Wallets ,Bill Payment	50%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3) Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	50%
2.	University Examination	50%





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

1.	Understand the all the fundamentals of M-commerce.
2.	Use the different applications of m-commerce.
3.	Analyse the issue of m-commerce security.
4.	Describe the major types of m-commerce.

Suggested References:

Sr. No.	References
1.	Effraim Turban, David King, Dennis Viehland, Jae Lee, "Electronic Commerce – A Managerial Perspective", Pearson Education, 4th Ed.
2.	Kenneth C Laudon, Carol Guercio, Traver, "E-Commerce – Business, Technology, Society", Pearson Education
3.	G.S.V. Murthy, "E-Commerce – Concepts, Models, Strategies", Himalaya Publishing House

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

On-line resources:

<https://www.techtarget.com/searchmobilecomputing/definition/m-commerce>

<https://indiafreenotes.com/mobile-commerce/>

<https://www.pw.live/blogs-commerce-ca/mobile-commerce>





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

Course Code	UM04SEBBI04	Title of the course	PROJECT MANAGEMENT
Total Credits of the course	2	Hours per week	2

Course Objectives:	Students can do successfully development of the project's procedures of initiation, planning, execution, regulation and closure as well as the guidance of the project team's operations towards achieving all the agreed upon goals within the set scope, time, quality and budget standards.
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Unit:1	<p>Introduction to Project Management:</p> <ul style="list-style-type: none">• Meaning of Projects• Characteristics of project• Project Classification• Aspects of a project• Dimensions of a project• The Project Life cycle• Project Management-Meaning and Phases <p>Project Identification and Formulation:</p> <p>(A) Project Identification:</p> <ul style="list-style-type: none">• Criteria for selecting a project• Project ideas• Importance of Project Identification <p>(B) Project Formulation:</p> <ul style="list-style-type: none">• Seven Sequential Stages• Checklist for Feasibility report	50%
Unit:2	<p>Project Reports and Project Appraisal</p> <p>(A) Project Report</p> <ul style="list-style-type: none">• Project Report• Significance• Contents• Scope <p>(B) Project Appraisal</p> <ul style="list-style-type: none">• Meaning & Definition• Scope• Steps in Project Appraisal	50%





	Project Design and Network Analysis <ul style="list-style-type: none"> • Introduction • Importance of Network Analysis • Network Techniques, Need for Network Techniques 	
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Teaching-Learning Methodology	Discussion, Case study methods & Presentation
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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 / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

COURSE OUTCOMES	<ol style="list-style-type: none"> 1. Describe the primary functions of management and the roles of managers. 2. Describe the work of major contributors to the field of management. 3. Explain how managers align the planning process with company mission, vision, and values. 4. Explain the components and considerations of strategic management. 5. Explain the process and techniques of individual and group decision-making. 6. Identify common organizational structures and the advantages and disadvantages of each. 7. Explain the methods and need for control within an organization.
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Syllabus with effect from the Academic Year 2024-2025

Suggested References:	
Sr. No.	References
1.	Atkinson, R. (1999). Project management: cost, time and quality, two best guesses and a phenomenon, its time to accept other success criteria. International journal of project management, 17(6), 337-342.
2.	Berkun, Scott (2005), The Art of Project Management, O'Reilly Media: Cambridge, MA
3.	Berkun, Scott (2008), Making Things Happen: Mastering Project Management, O'Reilly Media: Cambridge, MA.
4.	Approach to Successful Growth and Innovation, Harvard Business: Cambridge, MA. Karsh, Ellen & Arlen Sue Fox (2006), The Only Grant-Writing Book You'll Ever Need, Basic Books: New York.



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

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

Course Code	UM04VABBI01	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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CourseContent		
Unit	Description	Weightage* (%)
1	<p>Disaster management</p> <p>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</p> <p>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</p> <p>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</p> <p>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

- 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 ITM) (Semester-IV)

Course Code	UM04VABBI02	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.• Feed back 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%
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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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Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

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

Course Code	UM04VABBI03	Title of the Course	Physical Education - I
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>Yogasana Introduction, Need and importance, Types of Yogasana : Padmasana, Badhha Padmasana, Shirsasan, Chakrasan, Paschimotanasan, Sarvangasan, Salbhasan, Rechak, Purak, Kumbhak</p> <p>First Aid Introduction, Common rules to prevent injuries, Types of injuries : Ankle twist, Knee injuries, Fracture, Head injury, Wrist injury, Clavicle fracture, Muscle tear, Nail injuries, Eye injuries, Rid injuries, Calling 108 Service</p>	50%
2	<p>Diet Introduction, Components of Balanced diet, Types of vitamins : Vitamin A, Vitamin B, Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B6, Vitamin B12, Vitamin C, Vitamin D, Vitamin E, Vitamin K</p> <p>Yoga and Medical Aid Aasanas, Suryanamaskar & Yoga, Rechak, Purak, Kumbhak, Preventing Injury, Providing Aid</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

1. Optimum Development of Child's Physical Growth, Including Intellectual Development, Emotional Development, Social Development, Personal Development, and Character Building.
2. Imparting and Development of Positive Approach among Children to opt for Physical Education as a Profession.
3. Developing Management Skills to Understand and Organize Sports Tournaments.
4. Learn and Understand the Motor Abilities like Strength, Speed, Endurance, Coordination, And Flexibility.
5. Acquire knowledge about the Human Body and Its Functioning and Effects on Physical Activities.
6. Understand the Process of Growth and Development and its Positive Relationship with Physical Activities.

Suggested References:

- Dhananjay Shaw (2000), Mechanical Basis of Biomechanics, Sports Publication, Delhi,
- Lutlegen, & Nancy, H. (1997). Kinesiology: Scientific Basis of Human Motion. Mc Graw Hill.
 - Thompson, & Floyd. (2017). Manual of Structural Kinesiology. Mc Graw Hil.
 - Baron. R.A "Psychology" Pearson Education South Asia, New Delhi, 2008.
 - Cox. R.H "Sport Psychology: Concepts and Applications" Mc Graw Hill, New York, USA, 2012

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

On-line Resources:

https://cbseacademic.nic.in/web_material/CurriculumMain24/SrSec/PhysicalEducation_SrSec_2023-24.pdf

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Programme: BBA Semester: IV
Syllabus with effect from the Academic Year: 2024-2025

BBA.SEMESTER-IV		
Paper Code UM04VABBI04	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 Data Interpretation: Table Charts Bar Charts Pie Charts Line Charts	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

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/Written Examination	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	25%
3.	University Examination	50%

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 study the said content in APA style) Reference Websites can also be included)

Sr.No	References
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 Prakashan, Agra
4.	Analytical Reasoning – K. Kundan, BJC Publishing, New Delhi
5.	UGC Exam @ GSLETPaper – 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://ugcmocs.inflibnet.ac.in/view_module_ug.php/196



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

Course Code	UM04VABBI05	Title of the Course	BUSINESS STARTUP
Total Credits of the Course	02	Hours per Week	

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.	<p>INTRODUCTION</p> <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 <p>DEVELOPING SUCCESSFUL BUSINESS IDEAS</p> <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.	<p>FUNDING</p> <ul style="list-style-type: none"> • Sources of finance • Venture capital • Venture capital process • Business angles • Commercial banks • Government grants and schemes <p>GOVERNMENT INITIATIVES FOR STARTUP IN INDIA</p> <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.	Detailsof theEvaluation	Weightage
1.	InternalWritten(As per CBCSR.6.8.3)	50%
2.	InternalContinuousAssessmentintheformofQuizzes,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-lineresourcetobeusedifavailableasreferencematerial





Bachelor of Business Administration
B.B.A (ITM) Semester – IV

Course Code	UM04VABBI06	Title of the Course	Software Engineering
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ol style="list-style-type: none">1. Intended to teach software development using engineering approach2. To understand the need, characteristics, methods of software engineering3. To learn process understanding and flow of process.
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Course Content		
Unit	Description	Weightage*(%)
1.	Introduction to SE and SRS Introduction to Software, Software Engineering and Software Processes; Phases in Software Development; Effort and Error Distribution; Process Models: Waterfall, Prototype, Iterative Enhancement and Spiral Requirement Specification (SRS) and Needs; Characteristics and Components of SRS; Structure of SRS; Validation of SRS	50%
2.	Design, Coding and Testing Introduction to System Design and Detailed Design; Design Specification, Objectives and Principles; Design Concepts – Top-Down And Bottom-Up Approach, Abstraction, Modularity, Module Level Concept, Coupling, Cohesion; Overview of Structured Design; Design Verification – Design Walkthrough, Critical Design Review, Introduction to Coding; Top-Down and Bottom-Up Approach for Coding; Structured Programming, Information Hiding, Programming style, Internal documentation Verification (code reading); Introduction to Testing; Error, Fault, Failure & Reliability; Testing Process; Top-Down and Bottom-Up Approach for Testing; Types and Levels of Testing	50%

Teaching-Learning Methodology	Classroom Interaction and in addition demonstration through case studies and ICT based applications
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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 / MCQ (As per CBCS R.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva- voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	25%
3.	University Examination	50%

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

1.	Having knowledge about proper development of a system
2.	Proper implement of any application through engineering approach
3.	In-depth knowledge about various software development methodologies

Suggested References:

Sr. No.	References
1.	An Integrated Approach to Software Engineering : By Pankaj Jalote, Narosa Publishing House, Second Edition,1997
2.	Software Engineering a practitioner's approach : By Roger S. Pressman, Tata McGraw- Hill, 5th Edition
3.	Software Engineering Fundamentals, By Richard Fairley, Tata McGraw Hill Software Engineering By Ian Somerville, Addison - Wesley, 5th Edition, 2000

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

On-line resources:

<https://www.javatpoint.com/software-engineering-tutorial>

https://www.tutorialspoint.com/software_engineering/index.htm

<https://www.educba.com/software-development/software-developmenttutorials/software-engineering-tutorial/>

