

Bachelor of Business Administration (BBA) Syllabus

GUJARAT UNIVERSITY SYLLABUS FOR S.Y BBA

SEMESTER III

CORE COURSE-202 FUNDAMENTALS OF FINANCIAL MANAGEMENT

Course Objectives:

(1) To familiarize students with the concepts, tools and practices of financial management.

(2) To understand the decisions to be taken by financial managers of business firms.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: (10 hours)

A) **Finance Function:** Meaning, Scope, Classification of functions (Long term-short term; Executive-Routine).

Organisation of Finance Function (status and duties of a Financial manager : Treasurer and Controller).

Objectives/Goals of Financial Management.

B) **Time Value of Money:** Concept and numericals of Compounding and Discounting including annuity (excluding valuation of securities).

Unit II: (10 hours)

A) **Management of working capital:** Concept, Types, Factors affecting working capital needs, Operating cycle approach, Dangers of excessive and inadequate working capital.

B) **Cash Management:** Meaning, Motives of holding cash, Functions/objectives of cash management, Cash budget (with numericals).

C) **Inventory Management:** Meaning, Objectives of holding inventory, Factors affecting inventory, Techniques of inventory management : (1) **EOQ** (with numericals including discount concept), ABC Analysis (without numericals) (2) **Reorder point** (without numericals),

D) **Receivables Management:** Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables, (only simple numericals of receivables are expected.)

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Unit III: (10 hours)

- A) **Leverage:** (numericals and theory)
Operating leverage: Meaning, degree and effects of operating leverage on profits.
Financial leverage: Meaning and degree
Trading on equity: Meaning, benefits and risks (including EBIT-EPS analysis)
Combined leverage.
- B) Concept and numericals on : (a) Financial Break-Even, (b) Indifference point

Unit IV : (10 hours)

Capital budgeting:

- A) Meaning and significance fo captial budgeting, Types of capital budgeting decisions.
- B) Techniques: (Meaning, Accept-Reject criterion, Advantages and Disadvantages, comparison and numericals based on each method.)
1. Payback period
 2. Average Rate of Return
 3. Net present value
 4. Profitability Index
 5. Internal Rate of Return

Allocation of marks for question paper

Units	Marks out 70
Unit 1 (A) (B)	17 marks 08 09
Unit 2 (A) (B) (C and D)	18 marks 06 07 07
Unit 3 (A) (B)	17 marks 08 09
Unit 4 (A) (B)	18 marks 06 12
Note: Question no.5 shall include MCQs such that equal weightage is given to all units and they could be from any one/two /three or all sub-units.	

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TEXT BOOKS:

1. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya Publishing House.

REFERENCE BOOKS:

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain :Tata McGraw Hill Education Pvt. Ltd.
2. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
3. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
4. Financial Management : Prasanna Chandra.
5. Financial Management : Dr. V.k. Palanivelu, S. Chand.
6. Financial Management : Sheeba Kapil, Pearson.
7. Financial Management : Rajiv Srivastav and Anil Mishra, Oxford university press.

Topics for Assignment :

1. Introduction to Contemporary issues like: JIT systems, Out sourcing, Computerised inventory control system.
2. Techniques of controlling inflows and outflows in modern times.
3. Capital Rationing and its relevance in capital budgeting decisions.
4. Capital Structure: Meaning and Features of an ideal capital structure.
5. Relationship of finance with economics, accounts and other disciplines.

Topics for Presentation/Seminar:

1. Management of working capital in India.
2. Emerging role of finance managers in India.
3. Effect of high and low operating and financial leverage for a business.
4. ABC analysis of debtors.

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**CORE COURSE – 201 INTRODUCTION TO MARKETING
MANAGEMENT**

Introduction: The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

Objective: This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

The second part of the same subject (offered in the fourth semester) will throw light on the variables of marketing mix and the marketing strategies related to it.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Introduction to Marketing (10Hours)

- E) Scope and Importance
- F) Core Marketing Concepts
- G) Marketing as a Function
- H) Marketing Orientations or Concepts
- I) Difference between Selling & Marketing
- J) Marketing Process
- K) Marketing Mix

- Developing the Marketing Mix
- The Role of Marketing Mix in Marketing Planning and Marketing Strategy
- Choosing the Optimum Marketing Mix

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UNIT II: Market Segmentation, Targeting and Positioning (10 Hours)

- L) What is Market Segmentation?
- M) Benefits of Segmentation
- N) Bases of Segmentation
- O) Target Marketing
 - Positioning

UNIT III: Buyer Behaviour and Marketing Research (10 Hours)

- What is Buyer Behaviour?
- Meaning and Importance
- Buyer Behaviour Models
- Buying Characteristics Influencing Consumer Behaviour
- Buyer Decision Making Process (including Buying Roles and Types of Buyer Behaviour)
- Factors Influencing Organizational Buyers

UNIT IV: Marketing Research and Marketing Information Systems (MkIS)(10 Hours)

- P) Definition of Marketing Research
- Q) Objectives and Importance of Marketing Research
- R) Process of Marketing Research
- S) Applications of Marketing Research
- T) Limitations of Marketing Research
- U) Introduction of MkIS
- V) Components of a MkIS

Text Book :

1. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

Reference Books:

1. Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
2. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
3. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Topics for assignments:

- C) Ten entities that can be marketed.
- D) Difference between product and service.
- E) Holistic Marketing Concept.
- F) Bases of Segmentation for the following products: Books, Shoes, Mangal sutra, Broom, Printer, Cosmetic Lenses, Ready made Furniture (Full Bed Room Set) and Pen drive.

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Suggested topics for seminars and presentations:

- C) Consumer buying behaviour for consumer durables, two wheelers and digital products. (Any two products)
- D) Societal marketing by local/state/central government of India.
- E) Product line and product mix of any one company.
- F) Target market of any 3 companies in/for last 5 years.

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**CORE COURSE – 203 BASIC HUMAN RESOURCE
MANAGEMENT**

Any organization is made up of four basic resources – Men, Material, Money and Machinery. It is people that make use of non-human resources and hence are considered most significant resources in an organization. Better educated, more skilled and well aware of their interest are few distinguishing characteristics of modern human resources. Human resource management is an art of managing human capital in such manner that they give best to the organization.

Objectives:-

- G) To impart the fundamentals of Human Resource Management to the students.
- H) To introduce HRM as an integral managerial function while focusing on pre-procurement, procurement and development of human resources.

Number of credits:- 3

Lectures per week: 3

Total Sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT-I Introduction to Human Resource Management and Pre-Procurement

Introduction

W) Definition, Scope and Objectives of HRM

Pre-Procurement

- C) Human Resource Planning: Definition of HRP; Process (including demand forecasting methods – managerial judgement, work study, ratio-trend analysis and Delphi technique)and supply forecasting methods (management inventory , skill inventory, inflows and outflows , turnover rate, conditions of work and absenteeism)
- D) Job Analysis: Meaning of Job analysis, Process of job analysis(including methods of data collection – interview, questionnaire, observation ,checklist, diary, technical conference.

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UNIT-II Procurement

- G) Recruitment : Definition and process of recruitment.
- H) Selection : Definition ; Types of selection tests (in detail) – personality, interest, graphology, medical, ability, aptitude, psychomotor, polygraph test ; Factors to be considered while choosing selection test- reliability, validity, objectivity and standardization. Meaning of interview, types of interviews (in detail)- one to one , sequential , panel , structured, unstructured, mixed, behavioral, stress. Common interview problem, interview do's and don'ts.
- I) Orientation : Meaning , types of orientation programmes – formal and informal, individual and collective, serial and disjunctive, investiture and divestiture.

UNIT-III Development

- 2. Job Design : Definition , Methods of job design- work simplification, job rotation, job enrichment, job enlargement , autonomous or self directed team , high performance work team.
- 3. Development : Definition of development , need and objective of development, methods of development – understudy assignment, committee assignment, transaction analysis, organization development, role play, in basket exercise.
- 4. Career planning : Concept of career, career planning and succession planning, career stages – Exploration , Establishment, Mid-career, Late career and Decline.

UNIT-IV Evaluating and Rewarding Employees

- 8. Performance Appraisal : Definition and Importance of Performance Appraisal, Methods of Performance Appraisal (360 degree feedback, MBO, Critical Incident, Forced choice and rating scale method) , problems/errors in P.A. – Spillover Effect, leniency effect, halo effect, primacy and recency effect , central tendency, status effect. Definition of job evaluation, importance of job evaluation, difference between performance appraisal and job evaluation.
- 9. Promotion, Transfer and Separation :
Promotion : Definition , Types – vertical , horizontal , dry; Principles of promotion including bases of promotion – Seniority , Merit or both.
Transfer : Definition , Types- Production, Replacement, Versatility, Shift, Remedial.
Separation: Definition , Types – Layoff, retrenchment, dismissal, resignation, V.R.S.

Text Book :

Human Resource and Personnel Management – Text and Cases;
K.Aswhappa; Tata McGraw Hill ; 4rd Edition. OR Latest Edition.

Reference Books :

- 6. Personnel Management and Industrial Relations; N.G.Nair and Latha Nair ; S. Chand ; 1st Edition reprinted in 2004. [Particularly for Section I, Topic 4,

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Career planning and development]

7. Human Resource Management – Text and Cases;S.S.Khanka; S. Chand; 1st Edition reprinted in 2009.

5. Topics for Assignment :

- 1) Difference between HRM and Personnel Management
- 2) Qualities of HR Manger
- 3) Difference between education, learning, training and development.
- 4) Evolution of H.R.M.

6. Topics for Presentation/Seminar

1. Principles of effective orientation programme.
2. Job Description and Job specification
3. Performance Appraisal methods
(Psychological appraisal, Assessment centre)
4. Methods of Job Evaluation
5. Functions of Human Resource Management

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CORE COURSE –204 MANAGERIAL ECONOMICS – I**

Objective:

To Familiarize the students with concepts and analytical tools in Managerial Economics applied in a variety of day-to-day business situations.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

Unit 1: (10hours)

CHAPTER 1: INTRODUCTION (3)

- ❖ Definition of Managerial Economics.
- ❖ The nature and scope of Managerial Economics
- ❖ Relationship of Managerial Economics with other disciplines.
(Mathematics, economics, statistics)

CHAPTER 2: DEMAND DISTINCTION (2)

- ❖ Producers' Demand and Consumers' Demand
- ❖ Demand for Durable goods and Non durable goods.
- ❖ Firms' Demand and Industries' Demand.
- ❖ Short run Demand and Long run Demand.
- ❖ Derived Demand and Autonomous Demand.
- ❖ Sect oral Demand and Market Demand.

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CHAPTER 3: DEMAND FORECASTING (5)

- ❖ Definition and Importance of demand forecasting.
- ❖ Methods of Demand Forecasting

Unit 2: (10 hours)

CHAPTER 4: THE THEORY OF CONSUMER BEHAVIOUR. (10)

- ❖ Definition of Indifference Curve.
- ❖ Marginal Rate Of Substitution.
- ❖ Law of diminishing marginal rate of substitution.
- ❖ Characteristics of Indifference curve.
- ❖ Budget Constraint/ Price-line /Income-expenditure line.
- ❖ Consumer's equilibrium with ordinal approach.
- ❖ Income Effect
- ❖ Substitution Effect (slutsky equation)
- ❖ Price Effect (only for normal goods)
- ❖ Price Consumption Curve.(Different shapes of PCC, Derivation of demand curve with the help if PCC)
- ❖ Consumer's surplus with ordinal approach.

Unit 3: (10hours)

CHAPTER 5: ELASTICITY OF DEMAND (10)

- ❖ Concept of Income Elasticity, degrees of income elasticity and factors affecting Income Elasticity.
- ❖ Concept of Price Elasticity, degrees of price elasticity, factors affecting price elasticity and its application
- ❖ Methods of measuring price elasticity.
 1. Percentage Method.
 2. Total Outlay Method.
 3. Point Elasticity Method.
- ❖ Concept of Cross Elasticity, degrees of cross elasticity and factors affecting cross elasticity.
- ❖ Relationship between Revenue and Elasticity.
- ❖ Numerical and its Application.

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Unit 4: (10 hours)

CHAPTER 6: THEORY OF PRODUCTION FUNCTION (5)

- ❖ Concept of Production function.
- ❖ Total, Average and Marginal Productivity.
- ❖ Isoquants and Iso-cost line. (Concept, Characteristics, MRTS)
- ❖ Returns to Scale.
- ❖ Law of variable Proportion.

CHAPTER 7: COST OF PRODUCTION AND COST CURVES (5) (THEORY OF COSTS)

- ❖ Concept of Cost
 - a. Accounting Cost Vs. Economic Cost.
 - b. Money Cost Vs. Real Cost.
 - c. Private and Social costs.
 - d. Fixed Cost Vs. Variable Cost.
 - e. Opportunity Cost.
 - f. Sunk Cost.
- ❖ Cost of Production in the Short Run
 - a. Fixed cost, Variable cost, and Total cost.
 - b. Average Fixed cost, Average Variable cost, and Marginal cost
 - c. Relationship between Marginal Cost and Average cost.
- ❖ Cost of Production in the Long run.
 - a. Long run marginal cost (LMC) and Long run Average cost (LAC)
 - b. Relation between LMC and LAC

Text Books : Managerial Economics By D.M.Mithani

Books for Reference:

- (1) Managerial Economics By P. L. Mehta.
- (2) Micro Economic Theory By H.L. Ahuja.

Topics for Assignment:

1. Types of Demand
2. Law of Variable Proportion
3. Short run cost concepts
4. Features of Indifference curve

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Topics for Seminar:

- (1) Application of Price Elasticity
- (2) Applicability of concept of Consumer's Surplus
- (3) Relationship between Managerial Economics and other Discipline

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COURSE CODE -205 COMPANY ACCOUNTS

Objectives:

The objective of the paper is to familiarize the students in respect of various legal provisions for preparation and presentation as per the Indian Companies Act, 1956 and the prevailing accounting standards. The course also exposes to students contemporary issues in Accounting.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT (TOPIC)	WEIGHTAGE Marks out of 70
UNIT – I	17 marks
(A) Issue of Bonus shares -Meaning, Sources and Guidelines for the issue of Bonus Shares, Accounting treatment for the issue of bonus shares.	10 % 7 Marks
(B) Share split - subdivision of shares and conversion of shares into Stock. Buyback of shares : Meaning, Legal provisions for buyback of shares, SEBI guidelines for buyback, accounting treatment for buyback.	10% 7 Marks
(C) Employee Stock Option Scheme: Meaning Employee Stock Purchase Scheme (Theory only)	5% 3 Marks

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UNIT – II Final Accounts of Companies. (Vertical Format Only – Excluding calculation of managerial remuneration)	17 Marks 25%
UNIT – III Amalgamation and Absorption Accounting for Mergers and Acquisitions (As per Indian Accounting Standard – 14) Purchase method and pooling of interest method (excluding Inter-Company holding)	18 Marks 25 %
UNIT – IV (A) Human Resource Accounting : Meaning, Objectives, Benefits and Limitations, Methods of Valuation (Only theory) - Historical Cost, Replacement Cost, Opportunity Cost, Standard Cost and Present Value Method. (B) Inflation Accounting: Meaning, Approaches to Inflation Accounting(Theory Only) (C) Recent developments in Accounting: <ul style="list-style-type: none"> • Environmental accounting – Meaning and Significance, An Overview of Corporate Environmental reporting in India. • Forensic accounting – Meaning, Role of Forensic Accountant 	18 marks 8 % 6 Marks 8 % 6 Marks 9 % 6 Marks

Topics for Assignment:

1. Lean Accounting- Meaning and Objectives.
2. Social Accounting – Meaning and Approaches to Social Accounting
3. Right Issue – Concept and advantages.
4. Company Liquidation – Meaning, modes and consequences.
5. Brand Accounting.
6. Inter Firm Comparison – Meaning, Pre-requisites, advantages and limitations.
7. Auditing – Meaning, Objectives, Types of Audit, Qualities of an auditor, qualifications of an auditor, Status of an auditor

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Topics for Seminar:

1. Foreign Exchange Accounting.
2. Accounting Standards - AS – 3 & AS – 6.
3. Deferred Tax Liability and Deferred Tax Asset.
4. Earnings per Share.
5. Extensible Business Reporting Language (XBRL)

Recommended Books:

1. Corporate Accounting 5th Edition by Dr. S.N.Maheshwari & Dr. S.K. Maheshwari
Vikas Publishing House.
2. Advanced Accountancy – II (Corporate Accounting), 18th Edition by S.P.Jain & K. N
Narang , Kalyani Publication.
3. Financial Accounting – Principles & Practices by Jawaharlal and Seema Srivastava.
S.Chand Publication.

Reference Books:

1. Corporate Accounting – by A. Muklherjee & M. Hanif – Tata Mcgraw Hill.
2. Financial Accounting for Management (An Analytical Perspective) 3rd Edition by
Amrish Gupta - Pearson Publication.

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CORE COURSE – 206 ELEMENTARY STATISTICS

Introduction:

The student will understand the basic statistical concepts and terminology involved in Probability, Correlation & Regression, Probability Distribution and Statistical Quality Control. The course focuses on how to interpret and solve business-related word problems and to develop simple Statistical models from a business perspective.

Objective:

To create a better understanding of Statistical concepts in solving business and commerce related problems. The course serves as a good foundation for further study in management, accounting marketing and finance.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: 10 Sessions

1.Probability

- 1.1 Basic Concepts : Random Experiment , Events , Sample Space, Mutually Exclusive Events, Equally Likely Events, Independent Events , Dependent Events
- 1.2 Definition of probability of an Event, Statistical or Empirical definition of probability, Axiomatic or Modern approach to probability
- 1.3 Conditional Probability
- 1.4 Addition and Multiplication Rules of Probability (without proof)
- 1.5 Baye's Rule (without proof)
- 1.6 Applications

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2. Mathematical Expectation

- 2.1 Definition of Random Variable
- 2.2 Discrete Random Variables and Continuous Random Variables
- 2.3 Meaning of Probability Distribution
- 2.4 Discrete Probability Distributions
- 2.5 Probability Mass Function
- 2.6 Expected Value of Discrete Random Variable and its properties (without proof)
- 2.7 Variance of Discrete Random Variable and its properties (without proof)
- 2.8 Application

Unit II: 10 Sessions

Probability Distributions: Discrete

- 1.1 Binomial Distribution: Necessary conditions, Binomial Distribution Function and its properties, Applications
- 1.2 Poisson Distribution: Necessary conditions, Poisson Distribution Function and its properties, Applications
- 1.3 Hyper Geometric Distribution: Necessary conditions, Hyper Geometric Distribution Function and its properties, Applications.

Unit III: 10 Sessions

1. Correlation

- 1.1 Definition, Meaning and interpretation, Properties, Importance of correlation
- 1.2 Correlation Coefficient
- 1.3 Types of Correlation
- 1.4 Scatter Diagram Method and its limitations
- 1.5 Karl Pearson's Product Moment Method : Assumptions, Merits and Demerits
- 1.6 Spearman's Rank Correlation and its uses
- 1.7 Coefficient of Determination and its interpretation
- 1.8 Probable Error
- 1.9 Applications

2. Regression

- 2.1 Meaning and importance of regression
- 2.2 Regression Lines and Regression Coefficients, properties and their uses
- 2.3 Equations of Regression Lines
- 2.4 Difference between Regression & Correlation
- 2.5 Applications

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3. Multiple-Partial Correlation and Regression

- 3.1 Introduction
- 3.2 Multiple correlation: meaning, multiple correlation coefficients
- 3.3 Partial correlation: meaning, multiple correlation coefficients
- 3.4 Multiple Regression Equation of three variables only
- 3.5 Applications

Unit IV: 10 Sessions

1. Statistical Quality Control (SQC)

- 1.1 Concepts of Quality, Quality Control and Statistical Quality Control
- 1.2 Causes of Variation in Quality
- 1.3 Meaning, uses and advantages of SQC
- 1.4 Theory of Control Charts, Theory of Runs
- 1.5 3σ control limits and Revised Control Limits
- 1.6 Types of Control Charts
- 1.7 Control Charts for Variables (\bar{X} and R Charts) and their interpretations
- 1.8 Control Charts for Attributes (p , np and C Charts) and their interpretations

2. Acceptance Sampling

- 2.1 Acceptance Sampling: Meaning and advantages
- 2.2 Single Sampling Plan (SSP) : Concept, Advantages and disadvantages, AQL, LTPD, Producer's risk, Consumer's risk, OC function and OC curve, AOQ, ATI, ASN, Applications
- 2.3 Double Sampling Plan: Meaning

Assignments:

- 1. Assignments on Probability and Mathematical Expectation
- 2. Assignments on Correlation, Regression and Multiple-Partial correlation and regression .
- 3. Assignments on Probability Discrete Distribution .
- 4. Assignments on SQC and Acceptance Sampling

Seminar Topics:

- 1. Prepare a project on application of simple and multiple correlation and regression in real life
- 2. Prepare a project on application of probability and mathematical expectation in real life

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Reference Books:

1. Fundamental Mathematical Statistics by S. C. Gupta & V. K. Kapoor
2. Statistical Methods by S. P. Gupta
3. Statistical Methods by P. N. Arora, Sumeet Arora & S. Arora
4. Business Statistics by J. K. Sharma
5. Statistics for Management by Levin & Rubin Statistics for Business and Economics by Anderson, Sweeney & Williams

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CORE COURSE – CC- 207 COMMERCIAL COMMUNICATION

Objectives:

1. This course is designed to give the learners a comprehensive view of communication as it operates within an organizational setting.
2. It attempts to develop an awareness of the importance of succinct written expression to modern business communication.
3. It focuses on preparing the learners to effectively use various forms of written professional communication both the time-tested ones and as well the ones emerging with the technological developments.

Number of credits: 3

Lectures per week: 3

Total sessions: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Commercial Communication and its basic forms:(Hours: 10)

- 1.1 Difference between Professional/Commercial Communication and General Communication,
- 1.2 Features of Successful Profession Communication
- 1.3 Purpose of Professional/Commercial Communication in an organizational set-up

(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, 2010. Chapter 1 sub points 1.4, 1.5, 1.7)

(Unit 1.1, 1.2, 1.3 will carry 7 marks)

1.4 Email writing as an emerging form of Commercial Communication: Common

Pitfalls, Guiding Principles of Composing Emails, Maintaining Common Etiquette.

Case Studies for testing the effectiveness of emails based on the theory provided.

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(Refer to *Communication Skills* by Sanjay Kumar and Pusplata, Oxford Higher Education Publication, Chapter 26)

1.5 Memo as a form of Business Communication:

- a. Format of Memos, Advantages of Memos
- b. Memo Writing : Warning Memo, Congratulatory Memo, Information Memo, Request Memo

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, CC 17)

(Unit 1.4 and 1.5 will carry 7 marks)

Unit II Forms of Commercial Communication: Business Letters (Hours: 10)

2.1 Structure and Layout of Letters, Elements of Style,

2.2 Letter Writing :

- a. Inquiry and its Reply,
- b. Order and Acknowledgment of Order, (Confirmation with Full execution and Partial Execution, Inability to execute the order)
- c. Complaints and Adjustments

(Unit 2.1 will be asked only as a part of Multiple choice questions under Question No. 5. Unit 2.2 will carry two sub-questions of 7 marks each and would include drafting of letters.

(Refer to *Essentials of Communication* by Rajendra Pal and Korlahalli chapters No. CC-2, CC-3, CC-5, CC-6, CC-8)

Unit III Forms of Commercial Communication: Business Reports (Hours: 10)

3.1 Types of Reports, Salient features of a good business Reports, Stages in writing Reports

3.2 Writing Reports-

- a. Investigating decline in Sales of a particular product
- b. Looking into Demands and grievances of the Employees
- c. Looking into an accident in the factory
- d. Selecting a suitable site for opening a factory/business unit
- e. Investigating complaints against Employee/employees
- f. Investigating the performance of branches of a business unit

(Refer to *Essentials of Business Communication* by Rajendra Pal and Korlahalli, chapters No. WC -1 and WC-2)

(Unit 3.1 will be asked only as a part of the Multiple choice questions under Question No.5. Unit 3.2 will carry two-sub-questions of 7 marks each and would include drafting of business reports.)

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Unit IV Effectiveness of Commercial Communication: (Hours:10)

4.1 Business Vocabulary

- a. List of confusing words(as per the list attached)
- b. List of suitable substitutes for inflated phrases (as per the list attached)

4.2 Comprehension of an unseen passage on commercial topic

(Unit 4.1 a. will carry 4 marks and 4.1 b. will carry 3 marks. Unit 4.2 will carry 7 marks.)

Specifications regarding the questions to be drawn from the above units:

1. Only short notes not exceeding 150 words carrying 3 to 4 marks should be asked from Unit 1 Sections-1.1, 1.2, and 1.3.
2. The theoretical background of Emails,(1.4) Memos (1.5 a) Letters (2.1) and Reports (3.1) like Format, features, advantages etc should be asked only as a part of the multiple choice questions in the question paper and should NOT be asked as a full length questions.
3. The full length questions worth 7 marks should be asked from “Memo Writing”, (1.5 b) ‘Letter Writing’(2.2) and ‘Report Writing’(3.2) and “Case studies based on Email Writing’ (1.4) sections of the syllabus.
4. Questions related to the vocabulary (4.1 a and b) should focus on the appropriate usage of the words.

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FORMAT OF QUESTION PAPER FOR EXTERNAL EXAM.

Question	Unit	Remarks	Marks
Q.1 A	1.1,1.2,1.3	Short notes not exceeding 150 words and 3-4 marks	07
Q.1 B	1.4,1.5	Memo drafting and case studies of email (excluding theory based questions)	07
Q.2A	2.2	Letter drafting	07
Q.2 B	2.2	Letter drafting	07
Q.3 A	3.2	Report drafting	07
Q.3 B	3.2	Report drafting	07
Q.4 A	4.1(a)	Vocabulary: focus on appropriate usage of the words	03
	4.1(b)		04
Q.4 B	4.2	Comprehension of an unseen commercial package	07
Q.5	1 (full unit),2.1,3.1,4.1		14

Suggested topics for Assignments :

1. Case Studies from the above Letters to check their effectiveness. (Unit 1 and 2)
2. Case Studies from the above Memos/ Reports to check their effectiveness. (Unit 1 and 3)
3. SWOT Analysis of a Business Personality/Unit
4. Contextual usage of confusing words given in the list.
5. Comparison of memos and office orders.

Suggested topics for Seminars:

1. The Impact of technological advancements on communication.
2. Use of formal and informal language in written communication.
3. Aids to correct writing
4. Drafting Advertisements
5. Communication Games

Textbooks:

Kumar, Sanjay and Pusplata, *Business Communication*, New Delhi: Oxford Higher Education, 2010
Pal, Rajendra and Kolrahalli, *Essentials of Business Communication*, New Delhi: Sultan Chand Publication, 2005

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Recommended Books:

- Chaturvedi, P D and Mukesh Chaturvedi. *Business Communication: Concepts, Cases and Applications*. New Delhi: Pearson Education, 2004.
- Haldar, Ritwik. *A Textbook of Business Communication*. Mumbai: Himalaya Pub, 2011.
- Jain, V K, and Omprakash Biyani. *Business Communication*. New Delhi: S Chand, 2007.
- Koneru, Aruna. *Professional Communication*. New Delhi: Tata McGraw-Hill, 2010.
- Lesikar, Raymond and Marie Flatley. *Basic Business Communication*. New Delhi: Tata McGraw-Hill. 2002.
- Pathi Satyanarayan. *Modern Business Communication*. New Delhi. Himalaya Publication. 2008.
- Rai, Urmila. *Managerial Communication*. New Delhi: Himalaya Publication. 2007.
- Raina, Roshan Lal, Iftikhar Alam and Faiza Siddiqui. *Professional Communication*. Mumbai: Himalaya Publishing House, 2012.
- Raman, Meenakshi and Sangeeta Sharma. *Communication Skills*. New Delhi: Oxford University Press, 2010.
- Raman, Meenakshi and Sangeeta Sharma. *Technical Communication-Principles and Practice*. New Delhi: Oxford University Press, 2011.
- Ramachandra, K K, Lakshmi K K etal. *Business Communication*. Chennai : MacMillan Publication, 2007.
- O'Hair, Dan, Gustav Friedrich and Lynda Dixon. *Strategic Communication: In Business and the professions*. New Delhi: Pearson Education, 2008.

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List of Confusing Words¹

- Access:** approach
Example: The managing Director of the company is easy of access.
Excess: More than
Example: Our profits are far in excess of what we expected.
- Adapt:** to adjust
Example: We shall have to adapt this technology to Indian conditions.
Adopt: to take up
Example: We should not adopt unfair means even if we fail.
Adept: skilled
Example: Those who are adept in the art of flattery make rapid progress in life.
- Advise (Verb):** give advice, recommend
Example: They advised us to postpone the launching of our new product.
Advice (Noun): recommendation on how to work.
Example: If we had followed his advice, we should not have incurred such a heavy loss.
- Affect: (1)** to pretend
Example: The peon affected ignorance of the whole affair.
(2) Produce material effect:
Example: Hard work affected his health.
Effect(Noun): result
Example: The new policy did not produce any noticeable effect on the sales.
Effect (Verb): to produce

Examples are given only so that students can understand the terms better. Students can use other examples in the examination.

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Example: I have effected the necessary changes in the schedule.

5. **Alternate:** leaving one and taking the next

Example: I visit the market on alternate days.

Alternative: other choice

Example: We have no alternative but to appoint this candidate.

6. **Appraise:** to estimate, to judge

Example: It is difficult to appraise the work of the secretary at this stage.

Apprise: to inform

Example: The manager has been apprised of the whole situation.

7. **Casual:** incidental

Example: The Director made a casual reference to the diversification plans.

Causal: denoting cause

Example: You must give me in detail all the causal factors.

8. **Cite:** to quote

Example: He cited my examples to support his arguments.

Sight: view, vision

Example: The sight of the new factory filled his heart with happiness.

Site: place for building

Example: This site is very suitable for a chemical factory.

9. **Compliment:** an expression of regard

Example: I paid him compliments on his fine handlings of the office work.

Complement: that which completes

Example: A good secretary complements the work of the chairman.

10. **Council:** advisory or administrative body

Example: The Prime Minister will consult the Council of Ministers before taking the final decision.

Counsel: advice

Example: I am grateful to you for this valuable counsel.

11. **Credible:** believable

Example: I don't find the statement of the cashier credible.

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Creditable: worthy of credit

Example: Our company's performance this year is quite creditable.

12. **Deny:** Declare untrue or non-existent

Example: They denied having received any letter from us.

Refuse: indicate unwillingness or inability

Example: The chairperson refused to sanction the payment.

13. **Dependant:** one who depends on another for his maintenance

Example: He left sufficient money for the dependants.

Dependent: relying on

Example: Most of the farmers are still dependent on rain.

14. **Deprecate:** to disapprove strongly

Example: His father deprecated his proposal of setting up independent business.

Depreciate: to go down

Example: The cost of money is depreciated.

15. **Device (noun):** thing made for special purpose

Example: The new device will cut down the cost of production considerably.

Devise (Verb): carefully plan or invent

Example: I have devised a new strategy to increase efficiency in the office.

16. **Emigrant:** one who leaves his country to live in another

Example: The owner of this farmhouse is an emigrant from England.

Immigrant: one who comes to live in a foreign country

Example: In England, the immigrants do not enjoy the same rights as the British.

17. **Equitable:** fair, just

Example: There ought to be equitable distribution of work among all members.

Equable: uniform

Example: The climate of Bombay is equable.

18. **Expedient:** desirable, advisable

Example: It is not expedient for you to see the chairperson at this moment.

Expeditious: quick

Example: Expeditious steps should be taken to increase the output.

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19. **Honorary:** holding an office without receiving a pay
Example: Mr. Gupta is an honorary member of our society.
- Honourable:** worthy of honour
- Example: Many honourable Members of Parliament were present on this occasion.
20. **Industrial:** relating to industry
Example: Discuss the prominent features of the new industrial policy.
- Industrious:** hardworking
- Example: Being industrious, she has secured a high first division.
21. **Judicial:** pertaining to law
Example: This is my decision in my judicial capacity.
- Judicious:** wise
- Example: We should be judicious in choosing our profession.
22. **Later:** comparative degree of 'late'
Example: She reached the office later than I.
- Latter:** coming after (refers to position)
- Example: Sudha and Madhu are the two secretaries. The latter is the more dynamic of the two.
23. **Loose:** not tight/free from bonds or restraint
Example: This shirt is too loose for me.
- Lose:** be deprived or cease to have
- Example: You are sure to lose in this bargain.
24. **Necessaries:** Things without which life is not possible, such as food, clothing and shelter
Example: the necessaries of life should be available at low prices
- Necessities:** Pressing needs
- Example: One should not adopt unfair means to fulfil the necessities of life.
25. **Negligent:** careless
Example: Members found negligent will be taken to task.
- Negligible:** Very little
- Example: There was a negligible rise in the profits.
26. **Official:** connected with the office
Example: The manager has gone on an official tour.

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Officious: meddlesome

Example: I get irritated at his officious manners.

27. **Persecute:** to oppress

Example: Jews were persecuted by Hitler.

Prosecute: to initiate legal proceedings against

Example: Trespassers will be prosecuted.

28. **Personnel:** persons employed in any service

Example: This office employs highly educated and cultured personnel.

Personal: private

Example: Personal matters should not be discussed in the office.

29. **Practical:** opposed to theoretical

Example: Your plan is attractive but there will be some practical problems.

Practicable: that which can be translated into action

Example: Your plan is attractive but not practicable.

30. **Precede:** to go before

Example: Duty should precede everything else.

Proceed: to go on

Example: The inspection committee is proceeding to Mumbai tomorrow.

List of Inflated Words and their substitutes:

No	Inflated phrases	Suggested substitute
1	Accomplish	Do
2	Accordingly	So
3	Acquire	Get
4	along the lines of	Like
5	a decreased number of	fewer
6	a large number of	Many
7	a large proportion of	Much
8	at a rapid rate	rapidly

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9	at some future time	Later
10	at present time, at this point of time	Now
11	bring about	Cause
12	call for your attention	remind you
13	come to the conclusion	conclude
14	combined together	combine
15	Commence	Begin
16	due to the fact that	because
17	except in a small number of cases	usually
18	for the purpose of	For
19	have the appearance of	look like
20	in view of the fact that	As
21	in accordance with	by, under
22	in the interest of	For
23	in this case	Here
24	in the vicinity of	Near
25	in several instances	Often
26	owing to the fact that	because, since
27	prior to the time that	before
28	personally speaking	I think
29	under circumstances in which	If
30	with the result that	So

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER III**

EC-201 Disaster Management

Course Objectives:

This course aims to provide an insight into immensely significant area of common welfare. The course will enable a student to understand the major types of natural and man-made disasters and also methods of mitigating their ill-effects on the human race. The course also covers a few modern disasters which are hitherto not experienced by humankind across the globe.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:Introduction:

1. Definition of disaster; General Effects of disaster; Causal factors, Disasters and development (cause and effect) Meaning of disaster Management.
2. Types of disasters/hazards: Natural, Anthropogenic, Sociological Technological, transport, climate change.
3. Social and Psychological dimensions of disasters, coping with stress, anxiety and fears.
4. Technology and disaster management and latest technological equipments
5. Disaster Response: Reasons for concern, objectives, Study of responses in Kutch Earth-quake, 2001.

Unit II: Disaster Management:

1. (a) Disaster Management Agencies and their functions.
2. Disaster Risk Management: definition, need, obstacles, Disaster Relief and factors, International approach to integrated disaster risk management.
3. Risk mitigation strategies, Participatory assessment of disaster risk, Disaster Reduction.

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4. Communicable diseases occurring after natural disasters, their prevention.
Mass casualty management.
Technology and disaster management and latest technological equipments to combat disasters.

Unit III: Relief, Rehabilitation, Recovery:

Relief, Rehabilitation, Displacement and Development, Priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, People's participation,

Disaster Recovery: Business continuity planning

Role of NGOs in managing disasters:

Unit IV: Applications and Future of Disaster management:

- (a) Bio-terrorism: Meaning, Threat assessment, GIS and Epidemiology, Advantages of GIS and its applications in health.
- (b) India's natural disaster's proneness, Management of disasters in India: Institutional and policy framework.
- (c) Disaster Planning, significance of Disaster Risk Reduction, Government Policies on the same, strategies presently being adopted .
- (d) A brief overview of the Disaster Management Act.

REFERENCE BOOKS:

1. Disaster Management: M. Saravana Kumar: Himalaya Publishing House
2. Introduction to Disaster Management: Satish Modh: Macmillan
3. Citizen's guide to Disaster Management: Satish Modh: Macmillan

**GUJARAT UNIVERSITY
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SEMESTER III**

EC-201 HEALTH AND FITNESS MANAGEMENT

Course Objectives: The course aims at familiarizing students to a very important facet of personal life which goes a long way in understanding the relevance of fitness and thereby implementing changes in lifestyle. Although much of it is common knowledge, the course helps in enhancing awareness regarding human body and fitness needs.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

- A) Introduction to a positive Health Lifestyle
 - Understanding wellness
 - Fitness concerns and needs in India
- B) Principles of Physical Fitness
 - Concept & Components of Physical fitness. (Health & Motor skill related)
 - Personal Physical fitness programs
 - General principles of Training

Unit II: :-

- A) Cardiovascular Endurance and Fitness (aerobic exercise)
 - Introduction to heart structure & Cardiac cycle.
 - Energy production and system
 - Aerobic exercise prescription & programs
 - Benefit/Risk factors
- B) Muscular strength/Endurance
 - Principles and development of muscular strength and muscular endurance.
 - Weight training programs and alternatives

Unit III: :-

- A) Flexibility:
 - Factors influencing flexibility
 - Flexibility related to health and wellness
 - Measurement & Development of flexibility
- B) Body Composition:
 - Concept and assessment

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- Unit IV** :-
- A) Development of Individual Fitness Program
 - Exercise prescription
 - Individualized workout
 - B) Nutrition
 - Basic nutritional information
 - Determining caloric intake and expenditure
 - Meal planning and diets
 - C) Weight Management
 - Weight loss/gain and body composition
 - Weight management and lifestyle
 - D) Stress Management
 - Stress related disease and disorders
 - Stress and physical exercise
 -

REFERENCE BOOKS:

1. Bouchard, C. Shephard, R.J. Stephens T., Sutton J.R. and Mcpherson B.D. (Eds) Exercise Fitness and Health.
2. Larry M. Leith: Exercising your way to better mental health, Friends Publication India.
3. Hoffman R. and Collingwood T. Fit for duty, Human Kinetics.
4. Werner V.K., Goeger, Fitness and Wellness, Wadsworth Thomas Learning.
5. A consensus of current knowledge, Champaign, IL: Human Kinetics.
6. Gordon Edlin, Health and wellness, Jones and Barlett Publications, Massachusetts.

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SYLLABUS FOR S.Y BBA
SEMESTER III**

EC-201 LEARNING FROM GREAT INDIAN THINKERS

Course Objectives: This course aims at revisiting the Indian culture with the object of inspiring students to become better citizens. The course is designed to adopt any pedagogy suited to teach the values, ethics and works of some of the world renowned thinkers who have changed history and brought about a renaissance in the cultural and spiritual heritage of mankind.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

Extracts from:

Ancient India:(Any three)

The Vedas; Stories from the Mahabharata, Ramayana and Bhagvad Gita; Tales from the Buddha's Life/Jataka; Tales from the life of Mahaveer/Jain stories and folklore; Upanishadic and Pauranic Stories; Extracts from the Sangam Literature, the Milinda Panho, the Arthashastra, and the Charak Samhita; Foreign travelers account; Life stories of Panini, Gargi, Maitreyi, Aryabhata; Varahmihira; Ashtavakra; Shankracharya; Charvak

Unit II:

Extracts from life stories :

Modern India(Any three)

Raja Ram Mohan Roy, Iswar Chand Vidyasagar, Swami Dayanand, Saraswati, Swami Vivekananda, Rabindranath Tagore, P.C. Ray, Swami Sahajanand

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Saraswati, Sarvapalli Radhakrishnan, Sri Aurobindo, Veer Savarkar, Sardar Patel, Bal Gangadhar Tilak, Gopal Krishna Gokhale, Mohandas Karamchand Gandhi, Subhashchandra Bose, Jawaharlal Nehru, Dr. Baba Saheb Ambedkar, Vinoba Bhave, Jayprakash Narayan, Sarojini Naidu, Madam Bhikaji Kama, Ram Manohar Lohia, Field Marshall Manekshaw, Pandit Madan Mohan Malaviya.

Unit III:

Extracts from the life stories of:

Contemporary Indian Leaders: (any three)

K.R. Narayanmurthi; Azim Premji; A.P.J. Abdul Kalam; Jagdish chandra Bose , Ramanujan, Meghnad Saha, Vikram Sarabhai; Mother Teresa: Dhirubhai Ambani; J.R.D Tata; Ghanshyam Das Birla; L. N. Mittal; Subhash Chandra; Baba Amte, Varghese Kurien; Ela Bhatt; Medha Patkar; Nandan Nilekani, Gita Piramal, C.K. Prahlad.

Unit IV: Extracts from the life stories of: Philosophers(all eras)

(any three):

J. Krishnamurty, Rajneesh (Osho), Ram krishna Paramhansa, Raman Maharshi, Amartya Sen, Maharshi Arvind,.

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER III**

FC-201 E-Commerce

Course Objectives:

6. To make a student familiar with the mechanism of conducting business transactions through electronic media.
7. To understand the scenario in India.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I:

5. Concept of Electronic Commerce: features, and functions of e-commerce, e-commerce practices v/s traditional practices, scope and limitations of e-commerce, e-commerce security.
6. Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery.
7. Infrastructure: Internet and its role in e-commerce, procedure of registering Internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

Unit II:

4. E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.
5. E-Ticketing: Online booking systems, online booking procedure of railways, airlines, tourist and religious places, hotels and entertainment industry.

Unit III:

5. E-Marketing: Marketplace v/s Marketpace, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing.

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6. E-Finance: Areas of e-financeing, e-banking, traditonal vs/ e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of E-trading.

Unit IV:

- E) Digital economy:Major characteristics, economic rules, impact on trading and intermediaries,impact on business precesses and functional areas in banking, financial and insurance organizations.
- F) Commerce in India: State of e-commerce in India, problems and oppportunities in e-commerce in India, legal issues, future of e-commerce.
- G) Security of e-commerce:Setting up Internet security, maintaining secure information,encryption, digital signature and other security measures.

Reference Books:

1. Daniel Amor, E Business R(Evolution), Pearson Edude.
2. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
3. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
4. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill.

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BMS

Introduction to E-Commerce:

- Introduction to role of IT in business and different applications.
- Role of ICT in Communication and business applications.
- Different application of IT in global business scenario.
- Introduction to IT Act and its role to encourage E-business.
- Growing E-teaming and E-Governance.

Evolution and Types of E-Commerce:

- Evolution of E-commerce Global and Indian scenario
- History of e-commerce Generic Model of E-Commerce
- Defrubaon.d3SSifcaton-B2B, B2C, C2C, G2C, B2G sites.
- Factors of growth and key performance indicators of E-Commerce.

Commerce Models:

- E-commerce Models – Store-front Model, Brick and Mortar Model,
- Build to Order Merchant Model. Service Provider Model, Subscription based Model,
- Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model.

Sub-Systems of E-Commerce

- E-commerce Trade Cycle and Trading Process
- E-market and Internet Commerce
- EDI and working mechanism of Edi
- Identify factors that are important for an E-Commerce
- Difference between Conventional Commerce and Electronic Commerce

Payment, Security and Privacy Issues in Online Business

- Issues relating to privacy and security in online trading
- Electronic payment systems- credit cards, debit cards, smart cards, e-credit accounts, e-money.
- Security / concerns in e-commerce authenticity, privacy, integrity, non-repudiation, encryption.
- Cryptography techniques and restrictions placed by them on exports,
- Securing networks using firewalls and other machines.

Marketing Trends in E-Business

- Growth of Online Retailing and E-marketing concepts
- Online Advertising and revenue generation
- Use of on-line market research and use of CRM techniques
- Growing use of Content Management Systems
- Integration of E-Commerce m business lines Different Service Provider (Utility).

Building E-Presence:

- Architecting and e-Business & Website Design
- The building life-cycle
- Design Criteria and attracting customers
- Site Content and Traffic Management

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- Using Content Management System

Emerging Trends of M-Commerce:

- Emerging trends of M-Commerce
- Infrastructure of M-Commerce and Comparison between E-Commerce and M-Commerce
- Security and Bandwidth issues in E-Commerce
- Trading process in M-Commerce
- Trends in technology: developing markets for E-commerce

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER III**

**FC-201 FUNDAMENTALS OF ENTREPRENEURSHIP
DEVELOPMENT**

Course Objectives: This course aims to familiarize students with concepts in Entrepreneurship and to initiate interest in entrepreneurship development. The course also aims to introduce the pupils to the various facets of project management in the existing financial and legal structure in India.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INTRODUCTION:

Classification of Industries, Meaning/definition of Entrepreneur, Emergence of Entrepreneurship and traits of an Entrepreneur, characteristics of an entrepreneur; his significance, classification of entrepreneurs; Entrepreneur and Economic development, Concept of Entrepreneur.

Entrepreneurial Motivation

Entrepreneurship: Continuum, Roles, Functions, stimulants, entrepreneurship and Economic development; Entrepreneurship under different systems, obstacles, factors affecting Entrepreneurship growth.

Entrepreneurship development in India and programmes (in brief)

Unit II: Creating Entrepreneurial venture:

Business planning process

Environment analysis

Business ideas

Identification of opportunities

Procedures

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Forms of organisation
Relevant Acts for Entrepreneurs
Government Policies

Unit III: Project Management:

- A) Project management
- B) Management of enterprises
- C) Production Management
- D) Materials Management
- E) Technical feasibility study
- F) Marketing Management
- G) Personnel Management
- H) Financial Management
- I) Financial Institutions

Unit IV: Entrepreneurship Development and Government:

- 1. Role of Central and state government
- 2. Role of agencies in ED
- 3. Reasons for failure-Entrepreneurs' perspective
- 4. Women Entrepreneurship
- 5. Rural Entrepreneurship
- 6. Social Entrepreneurship
- 7. International Entrepreneurship
- 8. Sustainable Entrepreneurship
- 9. Knowledge Management and Entrepreneurship
- 10. Framework for Entrepreneurial strategy
- 11. Strategic Entrepreneurship

Reference:

- 1. Entrepreneurship Development and Project Management (Text and Cases) :
Neeta Baporikar; Himalaya Publishing House; Second Revised Edition.
- 2. Entrepreneurship Development: S. Kanka; Sultan Chand.
- 3. Dynamics of Entrepreneurial Development: Vasant Desai:Himalaya Publishing House
- 4. Fundamentals of Entrepreneurship and small business Management: Vasant Desai,
Himalaya Publishing House
- 5. Theories of Entrepreneurship:Vasant Desai:Himalaya Publishing House
- 6. Entrepreneurship: Rajeev Roy: Oxford University press
- 7. Entrepreneurial Development : Vasant Desai, Appannaihah, Gopal Krishna: Himalaya
Publishing house.

**GUJARAT UNIVERSITY
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SEMESTER III**

FC-201 Hospitality Management

Course Objectives:

To give a broad overview of the basic concepts of hospitality management and to equip the students to make use of the opportunities in this sector.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

UNIT I:

Introduction to hospitality industry—meaning and definition—historical development of hospitality industry—scope and significance—components of hospitality industry—Tourism industry—Hotel industry—tourism travel industry—domestic and international hospitality industry—Economic aspects of hospitality industry.

UNIT II:

Tourism management—tourism planning—steps in planning--organisational structure for tourism industry—directing, communicating , staffing, and controlling tourism activities. Assessing tourism demand—Environmental dimension of tourism—sustainability and conservation policy—tourism marketing—basic concepts of tourism marketing—tourism products—pricing—promotion and tourism retailing.

UNIT III: Hotel management—basic concepts of hotel management—history of hotel industry—economic significance—functions— classification of hotels--continental—European and American—major hotel chains in India.

UNIT IV: Organizational structure in hotels:-Major departments and areas of responsibilities, Management structure: role and responsibilities.

References:

1. Hotel front office training manual BY Sudhir Andrews
2. Principles of hotel front office operation By Sue Baker and others
3. Hotel Management: Jagmohan Negi, Himalaya Publishing house.
4. Professional Hotel Management: Jagmohan Negi, S. Chand and Co.

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SYLLABUS FOR S.Y BBA
SEMESTER III**

FC-201 INTRODUCTION TO TECHNOLOGY IN BUSINESS

Course Objectives:

This course aims at understanding the significance of modern technology in business applications. The contents have been enriched to include the areas of concern in the use of technology due to inappropriate and malicious applications. The course if taught in the right persepective is sure to create awareness regarding contemporary uses of technology in business.

Number of credits: 2

Lectures per week: 2 of one hour each

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: INFORMATION SYSTEMS AND TECHNOLOGY INFRASTRUCTURE

Need for information system, meaning, components, concepts and definitions of Data items, Information and knowledge.

IT architecture, IT infrastructure, Computer based information system: advantages and types. Concept of Integrated information systems, operational support system, Strategic information system, Accounting and financial information system, Marketing information systems, Manufacturing information systems, Human Resource Management systems and HR information system, Management support system, Logistics and supply chain .

IT infrastructure: (only brief overview) Hardware, Software, Human-ware, Firm ware, Bridge ware. PC configuration. Input-output devices.

Memory system in computers; storage(primary and secondary)

System software: Operating system, Device drivers, language translators, system utilities.

Application software

Multimedia: Characteristics and systems

Data communication: Elements, Protocols, data transmission modes-Digital-Analog transmission, Devices . Communication Network: Types, Features, Advantages.

Internet: Applications or services Intranet: Features and Benefits

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Unit II: Information systems: planning and development:

Objectives, Systems Development Cycle (SDLC), Phases, Systems development methods, Types of Method knowledge, Conceptual structure.

Data Flow analysis, Data base-advantages and limitations, Terminology in data base, Types of data base: centralised-Disdistributed.(components, forms and comparison)

Data Base Structures and their comparative advantages and limit.

Unit III: Information Systems Application:

Inter-organization system

Global information system

Extranet

Electronic Fund transfer

Electronic Commerce

M-commerce

Introduction to E-Governance

Emerging trend in Computing: Cloud computing, Grid computing

Unit IV: Computer Security

1. Need for computer security : Threats
2. Malicious software
3. Hacking
4. Cryptography
5. Digital signatures
6. Firewalls and types
7. Identification and authentication
8. Bio-metric authentication
9. Other security measures: unused programmes, Bugs and patches, Monitoring, tripwire, sniffer, honey pot, log analysis.
10. Goals of IT security and need for global approach.
11. IT security policy: steps, contents and implementation
12. Introduction to Cyber laws(only brief idea about elements)

REFERENCE BOOKS:

INFORMATION TECHNOLOGY APPLICATIONS FOR BUSINESS:

Dr. S.Sudalaimuthu and R. Hariharan.: Himalaya publishing house.

INFORMATION TECHNOLOGY FOR MANAGEMENT: B.

Muthukumaran,Oxford university press.