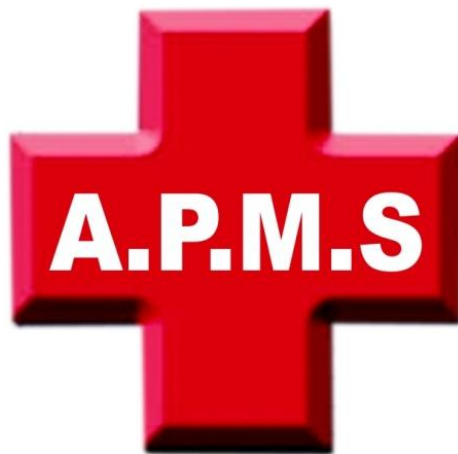


Shree P. M. Patel Institute of Business
Administration, Anand

Managed by
Anand People's Medicare Society, Anand



Self –Study Report

Submitted at
National Assessment and Accreditation Council
Bangalore

December – 2015

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SECTION-A

INTRODUCTION

Introduction

Development of Educational Institutes was a dream of Late Shri Purushottamdas Motibhai Patel (One of the Freedom Fighters and a soldier of Sardar Patel in the Bardoli Satyagrah) and Late Shri Jashbhai Motibhai Patel, brother of Shri P. M. Patel. Son of the soil & De-facto leader of the Charotar area in general and Anand district in Particular Shri Bipinchandra P. Patel (Vakil) comes from a noble family of leauva patidar of Anand town and his benevolent services to his caste, society and the people of Charotar. Anand People's Medicare Society, was generated by hard work of Shri Bipinchandra P. Patel as President and members of that Society. He has been senate member of the Sardar Patel University since 2001 and syndicate member of since 2003 elected from Law Faculty.

He organized Janjagruti Abhiyan & Vyasankuti Abhiyan educating the people of Anand & Kheda district for the last 20 years against corruptions in public life & for the addiction free life. He was awarded the certificate of participation by social- Cultural integration study center. S. P. University, V.V Nagar, sponsored by Ford Foundation, New York for the Health & Medicare Activities in 1998. He took very active part in organizing BLOOD DONATION camp. He has donated tricycles for the Handicapped. Shri Bipinchandra P. Patel, son of Late Shri P. M. Patel, was inspired by the dreams of his predecessors and was very ambitious to make the dreams true.

He established Anand People's Medicare Society in 1992. His hard work and willing co-operations of members of the society, were assets to the growth and development of the society. The land was procured from the Anand Municipality on renewable lease of nine years on token rent. Additional land of 1822.39 sq.mt on renewable lease was also procured on 05-11 1999, making the total land 14567 sq. mt.



Anand People's Medicare society is a registered public trust under Bombay Public Trust Act and also registered under a society registration Act. The management of APMS is sincerely thankful to Anand Municipality for providing the land for the fulfillment of objects & purpose of APMS the first educational institute, Shree P. M. Patel College of Paramedical Science & Technology was started for B.Sc. MLT, DMLT in B.SC. MLT only 11 students were initially admitted in Millennium year.



PREFACE

PREFACE

Anand, which is known as a milk city of Gujarat. Amul the taste of India which is well known brand and it is a pride of Anand. Anand People's Medicare society is well known educational trust in the field of education and other activities like cancer awareness programme, Vyansan Mukti Abhiyan(De-Addiction), patriotic activities. The founder, Shri Bipinchandra P. Patel (Vakil) President of Anand People's Medicare Society started this education trust in 22/01/1992 blessed by his father Shree Purshoottamdas Motibhai Patel, for the cause of education. Anand People's Medicare society is a registered public trust under Bombay Public Trust Act and also registered as a society registration Act. The management of APMS is sincerely thankful to Anand Municipality for providing the land for the fulfillment of objects & purpose of APMS the first educational institute, Shree P. M. Patel Institute of Paramedical Science & Technology was started for B.Sc. MLT, DMLT in B.SC. MLT only 11 students were initially admitted in Millennium year.

Shree P. M. Patel Institute of Business Administration was established in the year 2006 with the wider objective of imparting quality management education to students who desire to graduate in Management, and IT with UG course Bachelor of Business Administration (Information Technology Management). As a vision of creating dynamic young management and IT graduate student for the society institute started Bachelor of Business Administration (Information System Management) and Bachelor of Business Administration (General) in June 2008. The objective of the institute has been established a different identity in the emerging global village with a broad vision of contributing to the societal enrichment through quality management education, innovation and value augmentation. The sole purpose of existence is to build up a competitive edge amongst the students by fostering a stimulating learning environment. The institute has been striving to achieve its goals in the best possible manner. The focus has been offer integrated education interweaving knowledge, skills, attitude and values. We strongly believe that institute is a springboard for developing latent potentials of young children.

The college secured the status of 2(f) of UGC Act and 12(B) status in 2013.

I am extremely happy to submit this accreditation report to the National Accreditation and Assessment Council for assessment and Accreditation.

I owe a deep sense of gratitude to our founder Shree Bipinchandra P. Patel sir whose benign blessings & prudence strengthens our sincere expedition.

I am greatly indebted to our CEO Shree Parthbhai B. Patel, our directors Shree A.R. Parikh & Shree A.J. Dave, Respected Secretary Shree Harendra Bhatt and all the esteemed members of the trust board for their concern and spirited guidance. I am confident that our sincerity will yield us rich dividends.

Dr. Bhanubhai D. Parmar

Principal

EXECUTIVE SUMMARY

Executive Summary

INSTITUTE PROFILE - Undergraduate Courses and Postgraduate Course

Management – B.B.A.

Main/Core subjects: Management, Communication Skill, Accountancy, Economics

Elective subjects: Human Resources Management, International Business, Marketing Management, Finance.

Management – M.E.M.P.R

Event Management with Public Relation Human Resources Management, Marketing Management, Finance.

Shree P. M. Patel Institute of Business Administration Institute, Anand is committed to provide the students best possible opportunities for their all-round development. A co-Ordination institution with over 133 students on its rolls has a congenial atmosphere for the faculty to work with harmonious co-ordination for successful and smooth management and implementation of teaching-learning schedule. The institute works towards academic excellence with total commitment to quality education in management and related fields, with a holistic concern for better life, environment, Industry and society.

1. Curricular Aspects

Shree P. M. Patel Institute of Business Administration is a premier Institution in Anand, The institute has a firm standing of 9 years and is regarded as a Quality Institution in Anand region of Gujarat. Since its inception in 2006, the institute has successfully maintained the tradition of excellence. The institute is affiliated to Sardar Patel University. The Institute imparts education in Management faculty for UG from 2006 and PG from 2013. The Institute offers UG courses as like BBA – GEN, BBA – ITM and BBA - ISM and PG programme like Master of Event Management and Public Relation.

The Institute annually publishes updated prospectus. It consists of detailed information about the institute, infrastructure facilities, eligibility criteria, and admission procedure, courses, and conditions for grant of term. The institute has developed its website which is regularly updated. The website contains all the information given in the Prospectus.

The well formulated Vision, Mission, Dream are duly conveyed to all stakeholders through various means. Teaching and learning are the core of any educational institution, institute very zealously and immaculately devises methods and strategies to convert syllabus to effective teaching. Liberty is given to teachers to adopt any teaching methodology and prescribe books, journals, magazines, recommended books, etc. Education imparted at Shree P. M. Patel Institute of Business Administration is more students centric and teachers play the role of facilitators. Institute serves as a great source of encouragement to faculty members and students to further their education and career. Abundant exposure to the latest trends in the fields of management, trade, technology, business and corporate is given in the form of Industrial Visit, and Workshops. To boost the participation and involvement of students in activities, institute has introduced a Post Graduate programme Master of Event Management and Public Relation, the first of its kind in Gujarat also in Sardar Patel University. Though the courses like BBA – ITM and BBA - ISM BBA – GEN restrained by the prescribed syllabus given by the University, institute ensures that adequate knowledge is imparted and imbibed through projects, training, discussions and debate. It makes its representations through teachers who are members of Board of Studies, Senate, etc. Through representations and suggestions, syllabus is modified or changed to meet the requirements.

2. Teaching-Learning and Evaluation

The institute takes care that admissions are given to the students from first come first served. After admission an analysis of students is carried out to analyze the knowledge, skills and aptitudes of students in all spheres. The institution adopts different strategies for facilitating slow and advanced learners viz. conducting periodic class tutorials and home assignments, discussions, encouraging advanced learners to participate in various curricular and co-curricular activities, for medium range student. Women cell is formed for the girl students to cater their needs and problems. The time-table committee prepares the time table well in advance. The teachers evaluate the students by interacting with them and get the feedback. Along with the lecture method, the teachers follow the interactive method to encourage students to express themselves and to consolidate their understanding of the topic taught in a class room. The students are encouraged and guided by the teachers for optimal use of the library. After analysis of such feedback, evaluation of the teachers is carried out. On the basis of this analysis Principal guides and encourages concerned teacher for improvement.

A healthy environment that is conducive to study, research and progress is the reason behind the continuous progress and contribution that teachers make. Institute believes in keeping stakeholders well informed. These are duly conveyed to all its stakeholders through by different means. It coordinates well with the university and exerts a great influence in decision making, syllabus designing and policy making.

3. Research, Consultancy and Extension

The institute promotes a healthy research culture and it undertakes many activities that contribute to development and growth of spirit of research. Majority faculty members always participate in national and international conferences, seminars, workshops for presentation of their different research papers. The institute has potential to initiate research activities. Most of the faculty members are engaged in the publishing their research papers. Diligent efforts are taken to ensure that faculty members and students are exposed to the latest trends, innovations and progress in all fields. Due care is taken to make all facilities available for attending such events. Facilities such as internet connection, guidance from senior faculty members and principal is given to them. In the academic year 2014-15 three faculty members received Ph.D. guideship. As a part of research activity

faculty members actively work on research and also published their work in different national and international peer review journals.

The Institute is doing appreciable extension through its NSS volunteers and also associating teachers closely in this area. Various awareness programmes like AIDS Awareness, Tree Plantation, Swachta Abhiyan, Presentation on environment awareness, museum visit etc., are commendable extension activities.

4 Infrastructure and Learning Resources

The Institute is located in the huge campus of 14,566 square meter of Anand Peoples Medicare Society. The institute is endowed with excellent physical infrastructural facilities to support the teaching-learning process. The separate building of the institute is constructed on the said campus. The institute has spacious classrooms with green boards. The institute has provided separate offices for NSS, Sports, girl's hostel, girl's Common Room, Reading Room, Computer lab, Central Library and Administrative office.

An educational institution can lose its seen without the conscientious efforts of its teachers. This said, one should not forget the time in which one lives. It is advertently agreed that in order to cope with the inevitable change in all spheres, we need the help of technology and resources. Keeping this in mind, the institute makes conscious efforts in bringing in the needed learning resources and the infrastructure is constantly maintained and upgraded. Since they are the pillars of the teaching learning process, the institute ascertains that every requirement of teachers and students are taken care of. In addition to this, the institute brings facilities and provisions to cater to the diverse needs of teachers and students. Here, it needs mention that the management is very supportive and timely sanction of finance ensures that the sail is smooth without glitches

A Computer Laboratory is established with broadband internet connectivity to meet various academic needs of the students as well as teachers. A UPS is also made available for continuous electric supply to computers, other equipments. Keeping in mind the advancement of information technology, the institute promotes the use of computers, internet and other technological facilities. The institute has separate 3 projectors and 2 laptops for faculty. The principal and vice principal have separate computer with broadband internet connectivity.

The Institute has common facilities outdoor stadium, Vehicle Parking, Canteen, Telephone and cold drinking water, well developed and maintain garden for students.

5. Student Support and Progression

The institute makes special efforts to encourage the failed students to continue their education. The Institution allows them to attend the lectures and to write tutorials, with regular students. The faculty gives academic and personal counseling.

The core function of an educational institution is its duty and responsibility towards its student community. The institute is always committed to train and mould students to become responsible citizens and well groomed for the modern workplace. Education and training received in institute have made them into successful entrepreneurs, managers, innovators, teachers among many other roles. Support in all possible ways is given to make the stay of students in our institute most comfortable, smooth, favorable, conducive to learning and above all enjoyable. Learning has been multidimensional to bring out the best in students. Along with the regular and prescribed curriculum, the institute ensures that more is imparted through activities and trainings.

The Students Council has been active in the Institute from since 2013. The Council organized a meeting wherein the students had the opportunity to interact freely with the Principal for solving the problems in quality education system. This was in the form of suggestions and discussions pertaining to issues related to the students. An open platform that provides for free expression of students' opinions are well received by all.

6. Governance, Leadership and Management

The policy of the management is to promote education that is compatible with the goals set by the founder and subsequently reinterpreted to meet recent trends and changes in higher education.

To realize its sublime dream, the institute has formulated many policies, programs and committees. These play an active role in bringing about a new perspective to education. A participatory and democratic method of working ensures the growth, development and progress of the institute.

A perfect harmony and coordination is ensured by technologies, facilities, schemes, etc. The environment at the institute is favorable to development and growth in all spheres for all stakeholders. The major objective of the Management is to keep its stakeholders well informed, equipped, satisfied and enlightened.

The institute has established various committees consisting of teachers for the curricular, co-curricular and extra-curricular activities in the meeting held at the beginning of the academic year. The duties regarding the various activities are assigned to the committees of teachers.

7. Innovations and Best Practices

The institute leaves no stone unturned in order to introduce the best and the latest in all fields to help students have exhaustive and comprehensive learning. And so the institute has come up with many innovations and best practices to make the campus student friendly and eco-friendly.

As a part of innovations and best practice the institute adopts various best practices as below

- Introduction of Students/Faculty welcome.
- Celebration of Teachers Day, Women Day, Environmental Day.
- Motivation to students to participate in different competitions.
- Faculty Orientation.
- Conservation of campus
- Drawing competition
- Drama

SWOC Analysis

Strengths

- Supportive / forward looking management
- Location of the campus
- Qualified, young, future-oriented teaching faculty
- Stimulating learning environment for students as well as teachers
- Updated and functional websites
- Institute centrally located, easy access
- Strong library
- Transparent Admission process
- Good administrative & support staff
- Strong industry exposure for students
- Focus on integral development
- Development of social sensitivity among students
- Developing global competitiveness for students
- English medium institute
- Institute is 2(f) and 12 (B) recognized under UGC

Weaknesses

- The institute has students from lower middle class, rural areas and their schooling is not proper so it is difficult to cope-up with the university curriculum for them.
- Due to some unavoidable causes and reasons, there is an acute problem of absenteeism in students.
- Difficulty in meeting rising costs as the institution runs on self-finance basis.

Opportunities

- Scope for Innovative programmes
- Community outreach / extension service through NSS
- Internationalization of higher education
- Enhancing network with industry
- Corporate training
- Scope for research and consultancy
- Opportunities for live projects in collaboration with industry

Challenges

- Giving job orientation to our traditional courses.
- Increasing competition- More number of institutes being setup with the same courses
- Slow but steady industrialization of the region provides better job opportunities and entrepreneurship.
- Decline in the number of students appearing in the 12th commerce and arts exam.
- Coping with frequent changes in academic rules by the university.
- Inability to increase fees to cover cost adequately due to rising competition and cost of living.
- Inability to access Government grants.

PART (1)

PROFILE OF THE INSTITUTE

1. Name and Address of the Institute:

Name:	Shree P. M. Patel Institute of Business Administration.
Address:	Opp. New Bus Stand, Near Sardar BaugAnand, pin: 388 001
City:	Anand
Website:	www.pmpeduapms.org

2. For Communication :

Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Principal	Dr. Bhanubhai. D. Parmar	O : 02692-253658	094262 60685	02692-250168	bparmar957@gmail.com
Steering committee co ordination	Mr Kartik. N. Patel	O: 02692-253658 R: 02692291489	099242 08300		kits_ce@yahoo.co.in
Steering committee co-coordination	Mr. Sandip S. Chandra	O: 02692-253658 R: 02692-291489	090990 15407		sandip21in@gmail.com

3. Status of the Institution:

Affiliated institute	<input checked="" type="checkbox"/>
Constituent institute	<input type="checkbox"/>
Any other	<input type="checkbox"/>

4. Type of Institute :

a. By Gender

I For Men	<input type="checkbox"/>
II For Women	<input type="checkbox"/>
III Co-education	<input checked="" type="checkbox"/>

b. By shift

I. Regular	<input type="checkbox"/>
II. Day	<input checked="" type="checkbox"/>
III. Evening	<input type="checkbox"/>

5. It is a recognized minority Institute?

Yes No

6. Sources of Funding:

Government	<input type="checkbox"/>
Grant in aid	<input type="checkbox"/>
Self financing	<input checked="" type="checkbox"/>
any other	<input type="checkbox"/>

7. a. Date of establishment of the institute : June 2006 (dd/mm/yyyy)

b. University to which the institute is affiliated/ or which governs the institute:

Sardar Patel University, Vallabh Vidyanagar

a. Details of UGC recognition:

Under section	Date , Month & Year	Remark (if any)
I. 2(f)	18/06/2013	
II. 12(B)	18/06/2013	

b. Details of recognition / approval by statutory /regulatory bodies other than UGC

(AICTE, NCTE, MCI, DCI, PCI, RCI etc.)

Under section	Recognition/Approval details Institution/Department programme	Day, Month, and Year	Validity	Remarks
	N/A			

8. Does the affiliating university Act Provides for conferment of autonomy (as recognized by the UGC), on its affiliated institutes?

Yes No

If yes, has the institute applied for availing the autonomous status?

Yes No

9. Is the institute recognized?

a. By UGC as a College with potential for Excellence (CPE)?

Yes No

b. For its performance by any other governmental agency?

Yes No

10. Location of the campus and area in Sq.mts:

Location	Urban
Campus area in sq.mts.	14,566.97 sq.mts.
Built up area in sq.mts.	575.05 sq.mts.

11. Facilities available on the campus (Tick the available facility and provide numbers or other details at appropriate places) or in case the institute has an agreement with other agencies in using any of the listed facilities provide information on the facilities covered under the agreement.

- Auditorium / Seminar complex with infrastructural facilities - Under Construction

Sports facilities

- Playground - Yes
- Swimming pool – No
- Gymnasium – No

Hostel

❖ Boy's hostel

1. Number of hostel – 01
2. Number of inmates –00

❖ Girl's hostel

1. Number of hostel – 01
2. Number of inmates –00

1. Facilities (mention available facilities) furnished room with cot, kitchen, security, servant, TV, water cooler, counseling cell and guest room, medical facility , warden's office
- ❖ Working women's hostel – No
1. Number of inmates - 00
 2. Facilities (mention available facilities)
- Residential facilities for teaching and non-teaching staff (give numbers available) - No
 - Canteen facilities – Yes
 - Health center – No
 - Facilities like banking , post office – No
 - Transport facilities – NO
 - Animal House – No
 - Biological waste disposal - No
 - Generator or other facilities for management / regulation of electricity and voltage-
 - Solid waste management facility – Yes
 - Waste water management – No
 - Water harvesting – No

12. Details of programmes offered by the institute (Give data for current academic year)

Sr. No	Programme level	Name of Programme/course	Duration	Entry qualification	Medium of instruction	Sanction approved student strength	No. of students admitted
1	Under Graduate	B.B.A (General)	6-Sem. (3years)	12 th pass	English	80+80	—
		B.B.A (ISM)	6-Sem. (3years)	12 th pass	English	80	—
		B.B.A (ITM)	6-Sem (3 years)	12 th pass	English	80	24
2	Post Graduate	M.E.M.P.R.	4Sem (2 years)	Under Graduation	English	80	—

(* The B.com Program became independent from June 2013)

13. Does the institute offer self-finance programmes?

Yes No

If yes, how many?

14. New programme introduced in the institute during the last five years if any?

Yes No

Number

15. List the departments: (respond if applicable only and do not list facilities like Library, physical Education as Department, unless they are also offering academic degree awarding programmes. Similarly do not list the departments offering common compulsory subject for all the programmes like English, regional languages etc.)

Faculty	Department (e.g.Physics,history)	UG	PG	Research
Science				
Arts				
Commerce				
Management				
Any other (specify)				

16. Number of programmes offered under (programmes mean a degree course like B.A, B.B.A, and M.Com)

Annual system
Semester system
Trimester system

17. Number of programmes with

Choice Based Credit System
Inter/ Multidisciplinary Approach
Any Other (Specify and Provide details)

18. Does the institute offer UG and / or PG Programmes in Teacher Education?

Yes No

If yes,

a. Year of Introduction of programme _____ (dd/mm/yyyy) and number of Batches that completed the programme

b. NCTE recognition details (if applicable)

Notification Number:

_____ Date:

_____ (dd/mm/yyyy)

Validity: _____

Is the institution opting for assessment and accreditation of Teacher Education Programme separately?

Yes No

19. Does the institute offer UG or PG programme in Physical Education?

Yes No

If yes,

a. Year of introduction of programme (dd/ mm/ yyyy) and number of batches that completed the programme

b. NCTE recognition details if applicable

Notification No:

..... Date

Validity

c. I the institution opting for assessment and accreditation of Physical education programme separately?

Yes No

20. Number of Teaching and Non-Teaching positions in the Institution

Positions	Teaching faculty						Non-teaching staff		Technical staff	
	Professor		Principal		Assistant Professor		M	F	M	F
	M	F	M	F	M	F	M	F	M	F
Sanctioned by the UGC/ University/State/ Govt. <i>Recruited</i>										
Sanctioned by the Management/Society or other authorized bodies <i>Recruited</i>	Nil	Nil	01	Nil	04	06	06	Nil	01	Nil

21. Qualification of Teaching Staff

Highest qualification	Professor		Principal		Assistant Professor		Total
	Male	Female	Male	Female	Male	Female	
Permanent teachers							
D.Sc./D.Litt.	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Ph.D.	Nil	Nil	01	Nil	01	Nil	02
M.Phil.	Nil	Nil	01	Nil	01	02	04
PG	Nil	Nil	Nil	Nil	04	05	10
Temporary Teachers							
Ph.D.	Nil	Nil	Nil	Nil	Nil	Nil	Nil
M.Phil.	Nil	Nil	Nil	Nil	Nil	Nil	Nil
PG	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Part-time teachers							
Ph.D.	Nil	Nil	Nil	Nil	Nil	Nil	Nil
M.Phil.	Nil	Nil	Nil	Nil	Nil	Nil	Nil
PG	Nil	Nil	Nil	Nil	Nil	01	01

22. Number of Visiting Faculty /Guest Faculty engaged with the Institute.

01

23. Furnish the number of the students admitted to the institute during the last four academic years:

Categories	2011-12		2012-13		2013-14		2014-15	
	Male	Female	Male	Female	Male	Female	Male	Female
SC	35	3	33	3	21	9	20	6
ST	19	1	26	3	12	3	4	5
OBC	59	8	67	10	66	12	25	8
General	312	94	286	77	151	53	117	31
Minority	46	1	11	3	0	0	5	0

24. Details on students enrollment in Institute during the current academic year

Type of students	UG	PG	M. Phil.	Ph.D.	Total
Students from the same state where the institute is located	23	00	-	-	-
Students from other states of India	01	Nil	-	-	-
NRI students	Nil	Nil	-	-	-
Foreign students	Nil	Nil	-	-	-
Total	24	00	-	-	-

25. Dropout rate in UG and PG (average of the last two batches)

UG PG

26. Unit Cost of Education (2014-15)

a. including the salary component 19,688/-

b. excluding the salary component 5,172/-

27. Does the institute offer any programme/s in distance education mode (DEP)?

Yes No

28. Provide Teacher-student ratio for each of the programme/course offered

Year	Total number of Students	Total number of Faculty	Ratio
2011-12	589	18	33.1
2012-13	519	17	31.1
2013-14	327	19	17.1
2014-15	216	14	15.1

29. Is the institute applying for Accreditation:

- Cycle 1
- Cycle 2
- Cycle 3
- Cycle 4

30. Number of working days during the last academic year.

31. Number of teaching days during the last academic year.

SECTION-B

CRITERION-WISE ANALYTICAL REPORT

CRITERION I: CURRICULAR ASPECTS

Criterion-Wise Analytical Report

CRITERION I: CURRICULAR ASPECTS

Anand People's Medicare Society was established in 1992, Shree P. M. Patel Institute of Business Administration is recognized all over Anand as a well-known institution of higher education. The institute has U.G.C. recognition, is permanently affiliated to Sardar Patel University.

Over the past 9 years, APMS's Shree P.M. Patel Institute of Business Administration has responded well to the challenges of the times. Its Vision and Mission statements and dream are all geared towards providing students with relevant, quality education in management & IT, while at the same time inculcating in them a sense of values. The institute strives to offer students the greatest possible academic flexibility within the constraints of a University-mandated system. Curriculum Planning and Implementation.

1.1.1 State the vision, mission and objectives of the institution and describe how these are communicated to the students, teachers, staff and other stakeholders.

VISION

To produce globally competitive and socially responsible leaders.

MISSION

To be a model institution for developing effective & ethical leaders who can analyze & manage emerging business & social issues.

DREAM

Create an innovative & intellectual environment with a focus on leadership and management in technology-rich, global marketplace.

In keeping with its Vision and Mission statements, the Institute has set before itself the following objectives:

- ☞ To strive for academic development in management & IT field.
- ☞ To be the preferred choice of students regional level for education in Management and related fields
- ☞ To allow students adequate academic flexibility to choose areas of specialization suitable to their interests and abilities

1.1.2 How does the institution develop and deploy action plans for effective implementation of the curriculum? Give details of the process and substantiate through specific example(s).

- a) Being affiliated to Sardar Patel University, the institute implements syllabi framed by the University. Sardar Patel University updates the curriculum periodically, keeping in view the changes that take place in education and industry.
- b) Such an exercise was carried out in 2010-11, when the University shifted over from the annual system to the semester system.
- c) At the end of the academic year, staff meetings are held and courses allotted for the next year. This allotment is done keeping in mind the strengths of individual teachers, their subject preferences as well as the expected workload.
- d) Subject allocation meeting is held before beginning of the semester.
- e) Subject wise workload is prepared well in advanced before beginning of the semester.

1.1.3 What type of support (procedural and practical) do the teachers receive (from the university and / or institution) for effectively translating the curriculum and improving teaching practices?

Teachers are reminded of their role and responsibility at regular intervals through meetings with President and Director of the Management and academicians on the sanctity of the teaching profession, the potential to contribute to the development and welfare of mankind at large through the medium of education.

From Institute Level

- Many faculty members are members of Board of Studies Management by the university to participate in curriculum design, syllabus detailing and preparation of question banks.
- For improving teaching practices, faculty members are supported by the institute through a resourceful library. Institute provides computer with internet facility to faculty members during the working hours.
- Faculty members are given permission and are encouraged and motivated to attend seminars, workshops, conferences by the support of management.
- Faculty members have been encouraged to attend Orientation Programme, Refresher Course conducted by Academic Staff College.
- The Principal make suggestions to the teachers for effective planning and implementation of the curriculum.

From University Level

- The University conducts seminars for effective introduction, implementation and refinement of Choice Based Credit System (CBCS).
- The University provides an academic calendar to institute for the academic work.
- The University IQAC organizes Seminars, Workshops, Conferences and Meetings at various levels and on a myriad of subjects and topics at regular intervals.
- It conducts Orientation Programmes, Refresher Courses and Certificate Courses through Academic Staff College.
- The University has formed various committees and Board of Studies to translate curriculum to teaching.
- It gives web support by uploading the syllabus, examination schedule, examination result, old exam papers etc. on its website.

1.1.4 Specify the initiatives taken up or contribution made by the institution for effective curriculum delivery and transaction on the Curriculum provided by the affiliating University or other statutory agency.

Continuous efforts are made by the institution for effective curriculum delivery and transaction. Staff-meetings are conducted as and when required to ensure effective transmission of curriculum. Some of the initiatives taken are:

- Senior teachers of the institute regularly contribute to University-level curricular transactions like course restructuring.
- Besides text a book, the institute procures reference books, journals and subject-related learning materials to update learning resources for teachers and students.
- Industry visits are arranged to provide Industry exposure
- The institute prepared academic calendar for the completion of course on time
- The faculties are well trained through orientation programmes, refresher courses, workshops, seminars, conferences etc.
- The institute provides the internet facility for faculty.

1.1.5 How does the institution network and interact with beneficiaries such as industry, research bodies and the university in effective operationalisation of the curriculum?

NA

1.1.6 What are the contributions of the institution and / or its staff members to the development of the curriculum by the university? (Number of staff members / departments represented on the Board of studies, students feedback, teacher feedback, stakeholder feedback provided, specific suggestions etc.)

The Institution and its staff members actively participate and contribute to the development of the curriculum at the University.

- Several faculty members are on University bodies such as the Boards of Studies.
- The staff of our institute is in contact with the members of board of studies of their respective subjects for the upgradation of curriculum.

1.1.7 Does the institution develop curriculum for any of the courses offered (Other than those under the purview of the affiliating university) by it? If 'yes', give details on the process ('Needs Assessment', design, development and planning) and the courses for which the curriculum has been developed.

As a part of education the institute is taking initiation to come with new innovative course in the management field. The institution has developed the 4 semesters (2 Years) post gradation course **Master of Event Management and Public Relation** first time in Gujarat also in Sardar Patel University.

1.1.8 How does the institution analyze or ensure that the stated objectives of curriculum are achieved in the course of implementation?

- ☞ Review and analysis of implementation of the curriculum and attainment of the objectives is carried out at periodical meetings.
- ☞ Performance of the students in Internal Assessments as well as End Semester Examinations, all serve as indicators of achievement of stated objectives.

1.2 Academic Flexibility

1.2.1 Specifying the goals and objectives give details of the certificate / diploma / skill development courses etc. offered by the institution.

NA

1.2.2 Does the institution offer programmes that facilitate twinning/dual degree? If 'Yes' give details.

NA

1.2.3 Give details on the various institutional provisions with reference to academic flexibility and how it has been helpful to students in terms of skills development, academic mobility, progression to higher studies and improved potential for employability

The Institute allows students as much academic flexibility as is possible, giving them a wide choice by offering all the Electives and the maximum number of Applied component papers at all three years of the B.B.A programme. As far as possible, students are allotted the subject of their choice.

Range of Core/Elective Options offered by the University and those opted by the Institute
BBA(ISM/ITM/GEN)

A unique feature of the BBA (ISM/ITM/GEN) programme, in which we provide them opportunity to prepare project in various subject by visiting industry. Students work in a group of 2 for approximately 3 months duration and then submit a Project report on the work carried out during the internship. This exposure to the world of work helps them relate their theoretical knowledge to the real world, and gives students the competitive edge needed when applying for jobs.

- Choice based credit system and range of subject options.
- The BBA(ISM/ITM/GEN) have adopted a credit based system programme offers a choice based credit system.
- Those who are completing graduation can pursue Post Graduation in their respective subject thus providing vertical mobility.

1.2.4 Does the institution offer self-financed programmes? If 'yes', list them and indicate how they differ from other programmes, with reference to admission, curriculum, fee structure, teacher qualification, salary etc.

The institute offers the following self-financed programmes

- ☞ Bachelor of Business Administration (ITM/ISM/GEN)
- ☞ Master of Event Management & Public Relationship (MEMPR)

Admission

As with the B.B.A and M.E.M.P.R. programmes are on the basis of First Come First Serve, and in keeping with the reservation policy of the Govt. of Gujarat.

Fee structure

Programme	Fees Per Year
BBA(ISM/ITM)	15750/-
BBA(GEN)	10750/-
MEMPR	25750/-
Ph.D.	30000/-

Teacher Qualifications and Salary

The qualifications and salary of the teachers is as per the norms prescribed by the UGC / Sardar Patel University / Government of Gujarat.

1.2.5 Does the institute provide additional skill oriented programmes, relevant to regional and global employment markets? If ‘yes’ provide details of such programme and the beneficiaries.

Table 1.1

Programmes	Beneficiaries
Industrial visit	Industry and Students
Personality Development Programme	Students
Seminar	Students
Enrichment Course (English, Mathematics and Computer)	Students

1.2.6 Does the University provide for the flexibility of combining the conventional face-to-face and Distance Mode of Education for students to choose the courses/combination of their choice? If ‘yes’, how does the institution take advantage of such provision for the benefit of students?

No, the University does not provide for the flexibility of combining the conventional face-to-face and Distance Mode of Education for students to choose the courses/combination of their choice.

1.3 Curriculum Enrichment

1.3.1 Describe the efforts made by the institution to supplement the University’s Curriculum to ensure that the academic programmes and Institution’s goals and objectives are integrated?

The goals and objectives of the institute have been spelt out even before it started. The institute has initiated several measures to ensure that the academic programmes offered by the institute and its goals and objectives are well-integrated:

- Seminar and guest lecture sessions are organized on various topics within the curriculum.
- Visits to industrial units are planned and executed. Consequently students' awareness of actual production processes and facilities, steps involved in production and operation management, etc. is enhanced.

Moral and Ethical values:

The NSS Unit wings organize talk to inculcate in students moral and ethical values, the spirit of selflessness and service, values of patriotism and service to the nation.

1.3.2 What are the efforts made by the institution to enrich and organize the curriculum to enhance the experiences of the students so as to cope with the needs of the dynamic employment market?

In order to instill these skills in students, the following activities are organized:

- Poster Making based on a social and environment themes.
- Voters' Club, Women's Cell and formal Anti Ragging Cell help learn about human rights.

1.3.3 Enumerate the efforts made by the institution to integrate the cross cutting issues such as Gender, Climate Change, Environmental Education, Human Rights, ICT etc., into the curriculum?

Issue	Effort of the institution
Gender	Women Cell, Workshop on Secure Herself, Workshops
Climate Change	Institute offers a foundation course for the first year students on environment system
Human Rights	Human Rights subject in SYBBA curriculum at the time of introduction of CBCS in 2010 batch
Health	Subject on Yoga and Health at the Eighth semester of BBA(ITM) at the time of introduction of CBCS,

1.3.4 What are the various value-added courses/enrichment programmes offered to ensure holistic development of students?

- Moral and ethical values
- Employable and life skills
- Community orientation

Value-added courses offered are as follows:

➤ **Moral and ethical values**

Extra moral lectures on a variety of subjects like patriotism, India traditions, value educations.

➤ **Employable and life skills**

Personality Development Programme, Poster-Making Contest

➤ **Community orientation**

The students are involved in various community services like Swacchta Abhiyan, Vyasan Mukti Abhiyan (De-addiction)

1.3.5 Citing a few examples enumerate on the extent of use of the feedback from stakeholders in enriching the curriculum?

The feedback of student on curriculum and teachers is obtained from each student after the completion of the course.

1.3.6 How does the institution monitor and evaluate the quality of its enrichment programmes?

The Principal, Vice-Principal, and IQAC monitor the quality of the courses. At the end of each such course, participants provide feedback on various aspects of the course, such as content, usefulness. The feedback helps plan for the next academic year.

1.4 Feedback System

1.4.1 What are the contributions of the institution in the design and development of the curriculum prepared by the University?

Teachers' inputs as members of the Board of Studies:

The Institution and its staff members actively participate and contribute to the development of the curriculum at the University. Several faculty members have been on the Boards of Studies (BOS) of Sardar Patel University. They have been providing their respective Boards with the feedback they receive from the students as well as suggestions to further improve the syllabus contents.

1.4.2 Is there a formal mechanism to obtain feedback from students and stakeholders on curriculum? If "yes", how is it communicated to the University and made use internally for curriculum enrichment and introducing changes / new programmes?

Teachers obtain feedback from students during revision lectures at the end of each semester. Faculty members who accompany students during their industrial visits. This formal means of collecting feedback will help teachers involved in curriculum development through board of studies.

1.4.3 How many new programmes / courses were introduced by the institution during the last four years? What was the rationale for introducing new courses / programmes?

The institution introduced the PG courses during the last 4 years.

Recently Institute has running one of Post Graduate Course that is known as Master Of Event Management & Public Relationship (MEMPR) that contain 2 Years (4 Semesters) Degree Program for the first time in Gujarat and also in Sardar Patel University for the exposure of student in the field of event management.

CRITERIAN-II

TEACHING LEARNING AND EVALUATION

CRITERION II - TEACHING - LEARNING AND EVALUATION

2.1 Student Enrollment and Profile

Student admission policy of our institute is as per the rules and regulations prescribed by the State Government. We enroll students from various backgrounds, culture and community.

2.1.1 How does the institute ensure publicity and transparency in the admission process?

Our institute has various arrangements for the admission process like hoarding, news-paper advertising, leaflet distribution etc. Institute takes much interest in publicity for the admission process through following ways: -

- **Advertisement in Regional Newspapers**

The institute advertises the details of its courses and its facilities in regional well known newspapers like Gujarat Samachar, Sardar Gujar, Naya Padkar, Sandesh etc.

- **Prospectus**

Through the medium of prospectus also the institute does advertisement and also provides information about the institute's the course information, fees structure, course structure, teacher's information, other facilities in the institute etc.

- **Presentation in schools before XII results.**

Presentation is given in different schools so that students can prepare for their future academics. Information about different courses is provided so that they can enhance their knowledge as well as can develop their ability of decision making.

2.1.2 Explain in detail the criteria adopted and process of admission (Ex. (i) Merit (ii) Common admission test conducted by state agencies and national agencies (iii) Combination of merit and entrance test or merit, entrance test and interview (iv) any other) to various programmes of the Institution.

Admission is given according to rules and regulations of University and Government of Gujarat. But as we are a self finance institute we believe in equality without any merit and entrance test.

2.1.3 Give the minimum and maximum percentage of marks for admission at entry level for each of the programmes offered by the institute and provide a comparison with other institutes of the affiliating university within the city/district.

Table 2.1: Minimum/Maximum Percentage of Marks for Admission

Year		BBA GEN	BBA ITM	BBA ISM	MEMPR
2012-13	Highest %	88.88 %	84.28 %	85.57 %	
	Lowest %	49.57 %	43.99 %	43 %	
2013-14	Highest %	90.52 %	73 %	83.87 %	-
	Lowest %	43 %	47.14 %	49.60 %	-
2014-15	Highest %	81 %	87.87 %	88.70 %	-
	Lowest %	43 %	38 %	45.29 %	-

2.1.4 Is there a mechanism in the institution to review the admission process and student profiles annually? If ‘yes’, what is the outcome of such an effort and how has it contributed to the improvement of the process?

Yes, there is a mechanism to review the admission process and student performance.

- In the admission process not only the student information is collected but also the information about the reference of the institute is also collected. So that in future innovative steps is taken for promotion after analyzing the most effective way of medium of promotion. Institute came to know that the various means of publicity are newspaper, friends, website, posters etc.
- Class counselors maintain the student records about their attendance, category data etc.

2.1.5 Reflecting on the strategies adopted to increase/improve access for following categories of students, enumerate on how the admission policy of the institution and its student profiles demonstrate/reflect the national commitment to diversity and inclusion

- SC/ST
- OBC
- Women
- Differently abled
- Economically weaker sections
- Minority community
- Any other

- **SC/ST**

The institute provides equal platform in all matters to various sections of the society. The number of students from SC, ST, and OBC/SEBC for the last five years is shown in. Institute provides counseling and assistance for filling up various scholarship forms for students coming from SC/ST/OBC communities.

- **Women**

The institute provides secure and healthy environment due to which the number of girl students taking admission and completing their studies successfully is quite encouraging.

The institution also has Women Cell to facilitate gender-sensitive and congenial working environment.

- **Differently-abled**

Institute does not discriminate any student who is physically challenged or differently-abled. In fact, the institute takes a considerate view and goes out of its way to make the student comfortable.

- **Economically weaker sections**

A slew of scholarship has been given to students by the management and by institute. Irrespective of caste, creed or religion, academically bright students coming from every community are given full scholarship facilities.

- **Minority community**

There are number of student come from the minority community who take admission and also avail scholarship from government.

Any other (specify)

2.1.6 Provide the following details for various programmes offered by the institution during the last four years and comment on the trends. i.e. reasons for increase/decrease and actions initiated for improvement.

The institute offers one UG course with three different streams (GEN, ISM, and ITM) and one PG course (MEMPR). Trend analysis of the number of applications and the number of admitted students show that there is a decrease in the number of applications but the number of admitted students has been retained.

Table 2.2 Details of Applications Received and Demand Ratio

		Under-Graduate			Post Graduate
Academic Year		BBA (Gen)	BBA (ISM)	BBA (ITM)	MEMPR
2010-11	No of Applications	137	40	47	
	Admitted students	137	40	47	
	Demand Ratio	100	100	100	
2011-12	No of Applications	80	51	33	
	Admitted students	80	51	33	
	Demand Ratio	100	100	100	
2012-13	No of Applications	53	39	31	
	Admitted students	53	39	31	
	Demand Ratio	100	100	100	
2013-14	No of Applications	34	24	18	-
	Admitted students	34	24	18	-
	Demand Ratio	100	100	100	-
2014-15	No of Applications	23	18	16	-
	Admitted students	23	18	16	-
	Demand Ratio	100	100	100	-

Following reasons have been identified for a decrease in the number of applications:

1. Other self-financed institutions offering similar courses have been granted permission by Sardar Patel University.
2. Throughout the state, at various places new institutions have been established with the same courses.

Actions initiated for improvement:

1. Promotional methods.
2. Admission Posters.
3. Counseling session for 12th standard (Science, Commerce, Arts) students in different schools.

2.2 Catering to Student Diversity

2.2.1 How does the institution cater to the needs of differently-abled students and ensure adherence to government policies in this regard?

Institute provides for the needs of physically challenged students as and when required.

- Physically challenged students are encouraged to apply for Government scholarship and the institute always provides necessary guidance for that.
- Institute has a lift facility and ramp for the physically challenged students.

2.2.2 Does the institution assess the students' needs in terms of knowledge and skills before the commencement of the programme? If 'yes', give details on the process.

Shree P. M. Patel Institute of Business Administration has different students coming from various backgrounds with varying culture, aptitude, intellectual capabilities and interests. Subject teachers at the beginning of the lecture measure the depth of knowledge from students. For each and every class, one class counselor is appointed so that they can help the students and inform them for any academic schedules. If required, extra lectures are conducted by the subject teacher to revise or to complete the syllabus. Educational material is provided to the students.

2.2.3 What are the strategies drawn and deployed by the institution to bridge the knowledge gap of the enrolled students to enable them to cope with the programme of their choice? (Bridge/Remedial/Add-on/Enrichment Courses, etc.)

All students are given opportunities to attend workshops and are motivated through counseling. Also teaching is conducted in trilingual for vernacular medium students initially to make them comfortable with classroom teaching.

2.2.4 How does the institute sensitize its staff and students on issues such as gender, inclusion, environment etc.?

The institute is always ready to facilitate the students and faculty members without any discrimination.

- Gender sensitive issues are taken into consideration by the institute. Institute has Women Cell to address the problems faced by girl students in the institute as well as outside the institute. One female faculty member is appointed as a member of Women Cell from the institute.
- For girl students, institute has hostel facility and also faculty member takes care if any problem arises.
- A program is also organized every year for ‘Vyasana Mukti Abhiyan’(De-addiction) by our Principal under the guidance of President.
- institute does different activities on 15th August and 26th January like Swachhatta Abhiyan (cleaning public places in the city) to encourage and aware the public to keep the surroundings and environment clean.

2.2.5 How does the institution identify and respond to special educational/learning needs of advanced learners?

- Students are counselled by teachers for choosing various career options in the third year.
- Through counseling, students are encouraged to participate in various activities.
- For Final Year students, Course on Career Counseling is offered, and the main components of the same are:
 1. Verbal Reasoning
 2. Interview Skills

2.2.6 How does the institute collect, analyze and use the data and information on the academic performance (through the programme duration) of the students at risk of drop out (students from the disadvantaged sections of society, physically challenged, slow learners, economically weaker sections etc. who may discontinue their studies if some sort of support is not provided)?

Institute has a provision for mentoring students by way of class counseling. There are at least one counselor per class and the average number of students to a mentor is in the range of 20-25 per teacher. One-to-one counseling of students by Class Counselors is undertaken diligently in order to provide right support and guidance to students in all aspects.

Class Counselor prepares the students’ detailed profile which includes the following aspects:

- Family details
- Classroom behavior
- Attendance
- Result of internal examination

Such an extensive one-to-one counseling helps faculty members understand the problems of students from the disadvantaged sections of society, physically challenged, slow learners, economically weaker sections etc.

a) For Students from Socially Disadvantaged Community:

Institute is an “Equal Opportunity” organization. It provides equal platform in all matters to various sections of the society. Numbers of students from minority communities are pursuing their studies in institute. The institute provides counseling and assistance for filling up various scholarship forms for the students coming from SC/ST/OBC communities.

b) For Physically Challenged Students:

- Institute also provides lift facility for handicapped students.
- Institute has a ramp at the entrance for physically challenged students.
- The institute provides counseling and assistance for filling up physically challenged scholarship forms for the physically challenged students.

c) For Slow Learner:

- Institute offers bridge courses for subjects like Mathematics and Communication Skills.
- Students can approach subject teachers for their doubts and subject teachers organize special classes for such slow learners.

d) For Economically Weaker Students:

- The class counselors are able to identify academically bright students who are from economically weaker section or minority community so that they can be provided with scholarships.

The institute helps students to take benefit of financial assistance from State or Central Government and other however the number of students availing this facility is minimum.

2.3 Teaching-Learning Process

2.3.1 How does the institute plan and organize the teaching, learning and evaluation schedules? (Academic calendar, teaching plan, evaluation blue print, etc.)

The following are the broad criteria taken into consideration while planning and organizing teaching and learning:

From Institutional Level

- Academic calendar is prepared before the beginning of every new academic year. The academic plan incorporates curricular, co-curricular and extra-curricular activities to be held at the institute.
- Subject allocation to teachers is made well in advance. When allocation of subjects is done, the area of specialization and the interest of teachers are taken into consideration.
- Teacher-wise, Subject-wise and Class-wise workloads are calculated in advance to identify the needs of teaching resources. This ensures optimum utilization of resources also.
- Time table committee prepares the time table semester wise. Free slots are productively used by giving proxy classes to a teacher who teaches in that class by proxy committee.
- Industrial Visits are organized at local level to provide practical exposure to students.
- Viva Voce is conducted for Projects in SY and T Y (GEN, ISM and ITM).

From Faculty Level

The following quality inputs and activities have been initiated at the faculty level to facilitate quality teaching and learning process.

- Intensive implementation and completion of University syllabus.
- Freedom in placing an order for recommended reference books.
- All teachers prepare course plan for each subject allocated to him/her. While preparing the course plan, teachers consider the expected sessions required to complete the syllabus satisfactorily.
- All teachers are required to maintain work diary on a daily basis, wherein teachers record the number of sessions taken in each class along with subject and topic taught.
- Preparing and providing study materials of all subjects in hardcopy.
- Satisfactory completion of syllabus is mandatory for all the teachers.
- Revision, journal preparation, need based extra classes are arranged at the end of semester.

Evaluation Blue print

Institute conducts continuous evaluation of teaching-learning process throughout the year.

- Internal Examination consists of Assignment Test. Students are given questions as per the Assignment Policy at the beginning of the semester. The marks of these Assignment Tests are part of internal evaluation.
- Preliminary examination is conducted at the end of each semester which follows the same pattern as of the University examination.
- Students are given marks for their attendance as per the Attendance Policy as a part of internal evaluation.
- While preparing internal marks, the principal decides the gracing criteria of Internal Marks. Gracing of internal marks is done for students who represent institute at various inter-collegiate competitions. This is done to compensate for students' efforts and loss of study due to their participation in the activities.
- Practical exposure to students is one of the prime components to build the professional attitude. Institute has introduced Projects reports and industrial visit for students.

2.3.2 How does IQAC contribute to improve the teaching-learning process?

Internal Quality Assurance Cell (IQAC) has helped improve Teaching and Learning Process in various ways:

- Semester-wise attendance analysis and result analysis are prepared and maintained.
- Teacher-wise and Subject-wise result analysis is prepared and maintained.
- Students' Absenteeism Analysis is done.
- Various activities are conducted to create awareness among students about environmental issues, personality development, patriotic spirit, soft skills, etc.

2.3.3 How is learning made more student-centric? Give details on the support structures and systems available for teachers to develop skills like interactive learning, collaborative learning and independent learning among the students?

The entire teaching learning process centers on students. All this learning is a mix of independent learning, collaborative learning and interactive learning.

a) Independent Learning

- Presentations for management subjects
- Project work through industrial visits
- Unit Test
- Use of library resources for acquiring more information

b) Collaborative Learning

- Participation in various sports events organized by Sardar Patel University.
- In CBCS, subjects like Comprehensive Projects, and Industrial Exposure are introduced. This provides field experience and practical exposure to students.

c) Interactive Learning

- Preparations of notes by students and evaluation of the notes by the teacher concerned
- Revision - Discussion of topics discussed in the previous class before beginning of the next topic
- Theory learning is followed by practical in IT and Communication Skills subjects
- Question-Answer session and Group Discussion
- Sending students to attend Seminars & Workshops at various places
- Internet-based teaching
- Showing the parts of computer peripherals

2.3.4 How does the institution nurture critical thinking, creativity and scientific temper among the students to transform them into life-long learners and innovators?

The students are motivated to participate in various competitions which empower them to exhibit their creativity.

2.3.5 What are the technologies and facilities available and used by the faculty for effective teaching? E.g.: Virtual laboratories, e-learning - resources from National Programme on Technology Enhanced Learning (NPTEL) and National Mission on Education through Information and Communication Technology (NME-ICT), open educational resources, mobile education, etc.

- Use of PowerPoint Presentation to make the learning process more effective.
- Group Emails and Messages for communication with students and staff.
- Faculty members are provided computer in lab during working hours with internet facility.
- The institute has provided projector with laptop.

2.3.6 How are the students and faculty exposed to advanced level of knowledge and skills (blended learning, expert lectures, seminars, workshops etc.)?

Faculties are exposed to advanced level of knowledge through various methods.

- Faculty members are also encouraged to participate in seminars/workshops and present/publish research papers.

- Faculty members are encouraged to advance level of qualification by permitting them to pursue Ph.D., M.Phil. They are also encouraged to take M.Phil. and Ph.D. guide ships.
- Faculty members are permitted to attend Orientation and Refresher Courses.

2.3.7 Detail (process and the number of students/benefited) on the academic, personal and psycho-social support and guidance services (professional counseling/mentoring/academic advice) provided to students?

Counselings

Institute provides psycho-social guidance to students in the following manner:

- Institute has a provision for mentoring students through class counseling. There are at least one teacher per class and the average number of students to a mentor is in the range of 20-25 per teacher.
- Class counseling is undertaken diligently in order to mentor students on a regular basis. The counselor prepares the students' profile which includes details of academic performance, attendance, regularity, behavior, special remarks etc.
- The class counselors maintain close relationship with parents through letters, phone calls. The class counselor acts as a mentor, guide and facilitator for academic performance as well as co-curricular activities, career counseling and personal guidance.

Mentoring

- Mentoring and Counseling students ensure continuous and consistent progress of students.
- For Final Year Students: The students are guided regarding their Interview and Group Discussion as and when require.
- Various talks on career guidance are also organized.
- All the final year students are provided with career counseling and guidance regularly by the faculty members.
- Institute has constituted Women Cell for guidance and counseling to female students.

2.3.8 Provide details of innovative teaching approaches/methods adopted by the faculty during the last four years? What are the efforts made by the institution to encourage the faculty to adopt new and innovative approaches and the impact of such innovative practices on student learning?

The institute has always actively encouraged its teachers to adopt various innovative practices of teaching. Teachers enjoy full freedom with regard to the nature of an innovative practice they wish to adopt. And happily this has resulted in teachers employing a range of innovative practices in their teaching. Following are some of these they employed in the institute over the last five years.

a) **Use of technology**

- Faculty members use teaching-aids like projectors, Laptops, CD/DVD players, etc.

b) **Activity/Competition based learning**

- Formation of Young Voters' Club

c) **Field based learning**

In CBCS subjects like Comprehensive Projects and Industrial Exposure are introduced. This provides field experience and practical exposure to students.

2.3.9 How are library resources used to augment the teaching-learning process?

All faculty members are given freedom to issue of books/journals and reference materials.

The institution has a central library in B-Building. The rich collection of holdings in the central library 932 books cost of 3,54,349/- for the course of BBA (GEN, ISM, and ITM).

Library Resources augment the teaching-learning process in the following ways:

- There is 1 desktop with Internet access.
- Students' Industrial and Project Reports

The library maintains the following records for effective use of library resources:

- Library visit register and Magazine/Journals issue register for faculty and students.
- Reservation of books by students
- Number of books purchased every year
- Number of journals/magazines subscribed
- Requisition form facility for faculty members

2.3.10 Does the institution face any challenges in completing the curriculum within the planned time frame and calendar? If 'yes', elaborate on the challenges encountered and the institutional approaches to overcome these.

Yes, the institution faces challenges in completing the curriculum within the planned time frame and calendar. The main reasons are:

- During heavy rains there is loss of teaching days during the semester.

- Due to holidays and festivals, actual number of teaching days remains less than the planned number of teaching days.
- The university prepares the academic calendar considering only classroom teaching and does not incorporate activities and events to be undertaken.

However, to encounter such challenges the Institute has adopted the following strategies:

- All faculty members submit their Course Plan at the beginning of the semester.
- Institute takes course completion status from each teacher
- Preparation of workload before the beginning of new academic year or new semester.
- Preparing need based time table in the last few days before the preliminary exams.
- Faculty members take extra sessions to complete the syllabus as well as satisfactory revision of subjects.

2.3.11 How does the institute monitor and evaluate the quality of teaching learning?

- University Result Analysis is done semester wise to know the performance of students at university examination thereby the quality of teaching learning is evaluated.
- As well as Principal also conduct meeting with students to take the review of faculty members on the basis of University Result Analysis.

2.4 Teacher Quality

2.4.1 Provide the following details and elaborate on the strategies adopted by the institute in planning and management (recruitment and retention) of its Human Resource (qualified and competent teachers) to meet the changing requirements of the curriculum.

Institute has adopted the following strategies for recruiting qualified teachers:

- The need of required faculties is identified with the help of class-wise workload calculation.
- The institute undertakes recruitment through the parent body, APMS. APMS invites applications through advertisements in newspaper according to the requirement of the institute. The interview panel comprises experts who help in the selection of meritorious faculty for the institute.

Institute has adopted the following strategies to retain qualified teachers:

Various strategies are followed for faculty members to acquire knowledge, foster a Competitive environment and meet the changing requirements of the curriculum which help them create long-term association with the institution.

- Orientation is given to the newly recruited faculty members by principal about the practices and the mode of working.
- Faculties are given permission to pursue higher studies.
- Faculty members are motivated and given opportunities for attending and presenting papers in various seminars, workshops, conferences, symposiums, etc., to enhance the knowledge of their area of interest and subjects as well as recent trends in various disciplines.
- Faculty members are provided with a very supportive and conducive environment with all facilities (Computers with Internet connection, Library resources).
- There is also free medical facility for faculty members at the University Health Center.
- There is a 50% medical insurance facility to interested faculty.

2.4.2 How does the institution cope with the growing demand/ scarcity of qualified senior faculty to teach new programmes/modern areas (emerging areas) of study being introduced (Biotechnology, IT, Bioinformatics etc.)? Provide details on the efforts made by the institution in this direction and the outcome during the last three years.

Institute has innovative programs like BBA- ITM that offer a combination of Management and Information Technology skills. The courses offered under these programs undergo changes with the changing business environment at the national and global level. The syllabus of these courses is upgraded continuously with the changing demand of time. Institute has permanent faculty members for such courses.

To upgrade courses and subject content, the institute adopts the following measures:

- Faculties are sent for Orientation and Refresher courses at Academic Staff College.
- Faculty members are motivated and given opportunities to attend and present papers in various seminars, workshops, conferences, symposiums, etc.,
- A number of faculty members have pursued and completed Ph.D., M.Phil and a number of faculty members are going for higher studies.
- Faculty members come out with a number of publications of books, research papers and articles.

2.4.3 Providing details on staff development programs during the last four years, elaborate on the strategies adopted by the institution in enhancing the teacher quality.

a) Nomination to staff development programmes

Academic Staff Development Programmes	Number of faculty nominated
Refresher courses	1
HRD programmes	0
Orientation programmes	2
Staff training conducted by the university	0
Staff training conducted by other institutions	0
Summer/ winter schools, workshops, etc.	0

b) Faculty Training programmes organized by the institution to empower and enable the use of various tools and technology for improved teaching learning • Teaching learning methods/approaches

Throughout the year, faculty members are made aware of various methods and approaches in teaching and learning. Faculty training programmes have been organized by the institution on the following:

- Lecture-based teaching is the primary mode of education wherein faculty members are trained to develop lectures which are effective in classrooms.
- **Content/knowledge management**
 - a) Faculty members are instructed to distribute subject material among students.
 - b) Faculty members are encouraged to publish books and research papers.
- **Selection, development and use of enrichment materials**
 - a) Faculty members are trained to use reference books and internet facility.
- **Assessment**
 - a) Faculty members are guided and instructed in the modalities of conducting the internal examination and assignment test.
- **Audio Visual Aids/Multimedia**
 - a) Faculty members are trained to prepare electronic presentations with Microsoft PowerPoint application.

- **Teaching learning material development, selection and use**

- a) Each teacher is given the syllabus well in advance after the workload is allotted before the institute begins. The teachers are required to refer to the books mentioned in the syllabus and develop the material on the lines of syllabus detailing, taking references from related books, journal and magazine articles, web resources, etc.

c) Percentage of faculty

N/A

2.4.4 What policies/systems are in place to recharge teachers? (eg: providing research grants, study leave, support for research and academic publications teaching experience in other national institutions and specialized programs industrial engagement etc.)

Institute provides conducive work environment that encourages inter-faculty interaction. Management also encourages faculty members to pursue higher studies. As a result, a large number of faculty members have registered/completed their M.Phil. and Ph.D. Besides these, the list of facilities provided for professional development is as follows:

- Institute permits faculty members to participate in seminar/conferences/workshops etc. on regular basis.
- Use of Internet facility in computer lab.
- Use of institute resources for research purpose.
- Faculty members are granted duty leaves to attend Orientation and Refresher Course as a part of professional development.
- Faculty members have flexibility of time for research, whereby they can use institute resources even after institute hours.

2.4.5 Give the number of faculty who received awards/recognition at the state, national and international level for excellence in teaching during the last four years. Enunciate how the institutional culture and environment contributed to such performance/achievement of the faculty.

Due to institutional support & environment conducive to research, a few number of faculty members have presented research papers at various seminars/conferences.

In addition to regular participation in various seminars/conferences/workshops, efforts of faculty members have also been recognized through:

- Faculty members are encouraged to participate and present papers at various National/International Seminars, Conferences and Workshops.

2.4.6 Has the institution introduced evaluation of teachers by the students and external Peers? If yes, how is the evaluation used for improving the quality of the teaching-learning process?

- The College has adopted a scheme for the evaluation of the teachers by the students through feedback form.
- The feedback obtained is communicated to the staff concerned and the individual teaching strategies are modified accordingly.

2.5 Evaluation Process and Reforms

2.5.1 How does the institution ensure that the stakeholders of the institution especially students and faculty are aware of the evaluation processes?

- Institute prepares an academic calendar for last two years. The academic calendar incorporates the examination schedule for the benefit of students. Every year institute has been preparing an Examination and Internal Marks Policy, Assignment Policy and Attendance Policy.
- Before preparing the results of internal examinations the answer sheets are shown to students.

2.5.2 What are the major evaluation reforms of the university that the institution has adopted and what are the reforms initiated by the institution on its own? At the University level

- Sardar Patel University has an Exam Reform Unit (ERU) which continuously monitors the examination process and brings in reforms by inviting suggestions from the affiliated institutes/departments regularly.
- Affiliating University makes the evaluation process transparent. There is central evaluation, with a provision for re totaling and revaluation.

2.5.3 How does the institution ensure effective implementation of the evaluation reforms of the university and those initiated by the institution on its own?

- Examination Policy is framed every academic year to ensure effective implementation of evaluation reforms.
- Institute frames Gracing Policy for Internal Marks. Gracing of Internal Marks is carried out on the basis of factors such as quality of students, internal evaluation policy. Under the Gracing Policy, gracing in internal marks is done on the basis of performance of student in that particular semester.
- The notice for the last date of submission of centralized assessment and result is circulated. The question paper is set in accordance with the university pattern.

2.5.4 Provide details on the formative and summative evaluation approaches adopted to measure student achievement. Cite a few examples which have positively impacted the system.

Institute has adopted various formative approaches like

- Unit test on units.
- Preliminary Examination covering the full syllabus as per university pattern

For summative approach, institute has adopted measures like

- The students are motivated to participate in various academic cultural and sports activities.
- Preliminary Exam, Assignment Test, Practical Exam, Arrear Test are conducted.

2.5.5 Detail on the significant improvements made in ensuring rigor and transparency in the internal assessment during the last four years and weightages assigned for the overall development of students (weightage for behavioral aspects, independent learning, communication skills etc.)

Institute follows the University exam pattern and institute has adopted the following measures for overall development of students.

- Institute conducts internal examinations for the calculation of internal marks to be sent to Sardar Patel University as per the pre-planned schedule.
- Regarding all the policies like Attendance Policy, Internal Marks Policy, and Assignment Policy are informed in the class room.
- The examination marks are placed on the notice board for verification by students.
- Before the submission of the statement of internal marks to the University the graded marks as per the Gracing Policy of the institute are checked by principal.

2.5.6 What are the graduate attributes specified by the institute/affiliating university? How does the institute ensure the attainment of these by the students?

The objectives of various courses specified by the institute give an idea about graduate attributes, which are as follows:

BBA (Gen)

- Provides a strong foundation in business fundamentals and its application in real world work environment.
- Provides specialization in Humans resource management, marketing, finance and international business.

- Includes industrial visit which gives practical knowledge regarding the subject.
- Offers knowledge of corporate taxation.
- Permit student to pursue professional courses like MBA, MHRM, MSW, etc.

BBA (ISM)

- Unique combination of management and computer system which helps student to gain knowledge of two different fields.
- Program provides enough knowledge to build up the foundation for master level professional programmes like MCA, M.Sc (IT), MBA (IT).
- Offers adequate understanding of fundamental areas of management.
- Improves the presentation skills and other administrative skills.

BBA (Hons) Information Technology Management

- Provides dual specialization in Finance, Human Resource Management, Marketing and International Business at graduate level.
- Provides combine knowledge of management and information technology.
- Includes industrial visit which enhances practical knowledge.

Master of Event Management and Public Relations

Main objective of this study is : -

- To develop skills such as organization and co-ordination.
- Composure under pressure
- Ability to listen
- Attention to detail
- Imagination and how to guide.

These attributes equip the students as follows:

1. Work with people from diverse backgrounds with inclusiveness.
2. Demonstrate an ability to participate in a broad range of economic, environmental, social and cultural contexts.
3. Understand group dynamics and working with a cohesiveness in a team with an objective to perform the best.
4. Recognize and assess ethical issues.

Institute has taken various steps to ensure the attainment of the same as

- Lectures are conducted on Career Counseling. Class Counselors of final year classes also guide students for their higher studies.

- Guidance on Personality Development Programs (PDP) is given to students regularly in the classroom as and when required.
- Practical exposure through various competitions like poster making, verbal and non-verbal communication. etc.
- Extensive use of teaching-aids like projectors, laptops, CD/DVD Players etc.
- Industrial visit for students are organized on regular basis as a part of their curriculum.

2.5.7 What are the mechanisms for redressal of grievances with reference to evaluation both at the institute and University level?

From University Level

- Sardar Patel University has an Examination Reform Unit which continuously monitors the examination process and brings in reforms by inviting suggestions from the affiliated institutes/departments regularly.
- The flapping of the answer books has been initiated in order to keep the identity of candidates confidential.
- Students are given Hall Ticket with photograph and examination schedule.
- Students are allotted to exam centers by the university in the alphabetical order.
- The final examination answer sheets are evaluated by minimum two faculty members.
- Any exam related complain received from students is forwarded to the Examination Reform Unit of University by the institute.

From Institute Level

- The answer sheet is shown to students in classrooms and it is treated as the basic right of students and doubts are clarified by the subject teachers.
- The examination marks are placed on the notice board for verification by students.

2.6 Student performance and Learning Outcomes

2.6.1 Does the institute have clearly stated learning outcomes? If 'yes' give details on how the students and staff are made aware of these?

Yes, institute has clearly stated the learning outcomes:

- For each subject, subject teachers have identified objectives of that particular subject.
- First year students are given all the relevant information regarding rules and regulations of institute by Class Counselors.
- Every semester the first lecture of each subject is devoted to discuss the learning outcome of the respective subject.

2.6.2 Enumerate on how the institution monitors and communicates the progress and performance of students through the duration of the course/programme? Provide an analysis of the students results/achievements (Programme/course wise for last four years) and explain the differences if any and patterns of achievement across the programmes/courses offered.

The institution monitors the progress of students and communicates it to the students and their parents in the following manner:

Class Counseling and Students' Profile:

- For effective class counseling, certain tacit information, which helps in the overall development of the student, is gathered during counseling sessions.
- Subject teachers show the answer books to students before the preparation of internal mark sheets of the subject. Institute displays the marks of Preliminary Examination on the notice board for the benefit of students and to maintain transparency in the internal examination system.

Parents' Teachers' and Students' meeting for only most irregular students

- Every semester most irregular students are called with their parents. Also some are informed telephonically.

Students' result analysis:

- Detailed result analysis is maintained which shows performance of particular semester.

2.6.3 How are the teaching, learning and assessment strategies of the institution structured to facilitate the achievement of the intended learning outcomes?

- Class Counselors monitor students' progress and counsel students for their academic performance and activity participation.
- Institute prepares Examination Policy, Attendance Policy and Assignment Policy in advance and the same are communicated to students.
- Institute organizes industrial visits to provide practical exposure to students as a part of curriculum.

2.6.4 What are the measures/initiatives taken up by the institution to enhance the social and economic relevance (quality Jobs, entrepreneurship, innovation and research aptitude) of the courses offered?

Yes, Through the subjects like Management of Micro Small and Medium Enterprises, Entrepreneurship Development, Management for innovation the students are encouraged to start their small business and become self reliable.

2.6.5 How does the institution collect and analyse data on student learning outcomes and use it for planning and overcoming barriers of learning?

- Institute gets the feedback from students.
- On the basis of this feedback, Principal takes the necessary steps on the required area.
- Through this feedback faculty members can also take necessary changes in their teaching work and try to make it more effective.

2.6.6 How does the institution monitor and ensure the achievement of learning outcomes?

For monitoring the learning outcomes institute goes through the following ways:

- The institute conducts Unit Test, Preliminary Examination for each semester. The class counselors discuss with students and aware them regarding his/her performance.

For achievement of learning outcomes is ensured in following ways:

- Through counseling.
- Constant up-gradation of faculty knowledge helps deliver better information

2.6.7 Does the institution and individual teachers use assessment/evaluation as an indicator for evaluating student performance, achievement of learning objectives and planning? If 'yes' provide details on the process and cite a few examples.

Yes, the institution and the individual teacher use the result as an indicator for evaluating student performance, achievement of learning outcome and planning.

- The internal exam results are analyzed by the class counselors.
- Subject Journals are collected from students and they are reviewed for correction. If learning outcome is satisfactory then marks are given for the same.

Any other relevant information regarding Teaching-Learning and Evaluation which the institute would like to include.

- Regular lectures are conducted on Career Counseling. Final year students are guided for their further studies by the class counselor and Principal.
- Personality Development Program (PDP) is carried out in the class room.
- Industrial visit is organized to provide practical knowledge regarding the subject.
- As per the requirement of the current education scenario, the institute has introduced Post graduation course named Master of Event Management and Public Relation.

CRITERION III: RESEARCH, CONSULTANCY AND EXTENSION

CRITERION III: RESEARCH, CONSULTANCY AND EXTENSION

3.1 Promotion of Research

3.1.1 Does the institute have recognized research center/s of the affiliating University or any other agency/organization?

No, institute has no recognized research centre. Our faculties got Ph.D guideship from Sardar Patel University from academic year 2014-15

Below are the names of those faculties:

Faculty Name	Designation	Subject
Dr. Bhanubhai D. Parmar	Principal	Economics
Dr. Kamlesh R. Rajput	Assistant Professor	Commerce- Human Resource Management

3.1.2 Does the Institute have a research committee to monitor and address the issues of research? If so, what is its composition? Mention a few recommendations made by the committee for implementation and their impact.

Yes. The institute has research committee

The members of the committee are:

Dr. Bhanubhai Parmar Principal Shree P. M. Patel Institute of Business Administration	Dr. Kamlesh Rajput Assistant Professor Shree P. M. Patel Institute of Business Administration
Mr. Sandip Chandra Assistant Professor Shree P. M. Patel Institute of Business Administration	Mr. Trushar Patel Assistant Professor Shree P. M. Patel Institute of Business Administration

3.1.3 What are the measures taken by the institute to facilitate smooth progress and implementation of research schemes/projects?

- **Autonomy to Principal Investigator:**

The principal investigators are given full freedom to carry out their research work. Management permit faculties to use facilities after working hours and encourage them to use all the available facilities like, library resources, computer lab, internet access etc.

- **Timely Release of Funds:**

As and when requirement arises, the management support the faculties.

- **Infrastructure and Resources:**

The work loads adjust when the faculty wants to participate in seminars, conferences and workshops. Management also support faculties by giving duty leaves to complete their research work.

- **Leave facility for carrying out Research work:**

Special leave is provided to the staff members who are pursuing their doctoral degree for meeting their research work.

- **Technology and Information Support:**

The institute has 32 in computer lab with internet facility.

- **Facilitate timely supports by external experts, whenever required: N/A**

3.1.4 What are the efforts made by the institute in developing scientific temper and Research culture and aptitude among students?

- The students have undertaken projects in different areas of Human Recourse Management, Financial Management, and Marketing Management. And our respective faculties of each subject guide the students as part of curriculum.
- As a part of curricular under the industrial awareness exposure subject faculty members guide to student how to prepare how to report writing and what is the importance of this report.

Through the industrial visit and report writing, faculty members teach the students the difference between theory and practical.

3.1.5 Give the details of faculty involved in active research (guiding students, leading research projects, engaged in individual and collaborative research activity etc.)

Table 3.1: Faculty involved in active research

Sr No	Faculty Member	Ph.D Pursuing
1	Sonali H. Shah	Continue
2	Swati G. Joshi	Continue
3	Sandip S.Chandra	Continue

3.1.6 Give details of workshops/ training programmes / sensitization programmes conducted/ organised by the institute with focus on capacity building in terms of research and imbining research culture among the staff and students

The Institute has organized a One Day Seminar On “Research Methodology for BBA,BCA,Msc IT,Science students in the first half of 2012-13(15th September 2012). The three Resource Persons for the workshop are Assistant Professors from the Dept. of Business Studies, Sardar Patel University. These faculty members conducted three sessions First session was conducted by Dr Y M Dalvadi on Essential of research, Essential of process and plagiarism, Literature review Second session was conducted by Dr D S Mistry on Data collection methods, sampling, Designing and testing hypothesis.Third session was conducted by Dr R M Rathod on Data analysis and Research proposal.

3.1.7 Provide the details of prioritised research areas and the expertise available with the institute.

The Institute has expertise in different areas as indicated below

Table 3.2. Expertise available with the Institute

No.	Faculty with Ph.D.	Area of Expertise
1	Dr. Bhanubhai D. Parmar	Economics
2	Dr. Kamlesh R. Rajput	Commerce, Human Resource Management
Faculty working towards Ph.D.		
1	Sonali Shah	Commerce
2	Swati Joshi	Management
3	Sandip Chandra	Commerce (HRM)

3.1.8 Enumerate the efforts of the institute in attracting researchers of eminence to visit the campus and interact with teachers and students?

Our institutes organized lecture of Dr. Y M Dalwadi a eminent personality of Department of Business Studies who delivered a laconic speech on various aspects of investments like how to invest? Which are the investment avenues? etc.

3.1.9 What percentage of the faculty has utilised sabbatical leave for the research activities? How has the provision contributed to improve the quality of research and imbibe research culture on the campus?

Yes, our management grants leave for research purpose.

However, faculties are given special duty leave with pay protection for attending workshops and course work.

3.1.10 Provide details of the initiatives taken up by the institution in creating awareness / advocating / transfer of relative findings of research of the institution and elsewhere to students and community (lab to land)

- Our TYBBA (General) students have one subject, Comprehensive project in their syllabus where students get exposure about industrial activities.
- They are free to obtain their research topics in their interested areas and they can select the topics like, Job Satisfaction, Ratio Analysis, Financial Performance analysis etc.
- The faculty member use INFLIBNET facilities available at library.

3.2 Resource Mobilization for Research

3.2.1 What percentage of the total budget is earmarked for research? Give details of major heads of expenditure, financial allocation and actual utilization.

The institution yet to initiated research in the field of commerce, management, economics and related subject.

3.2.2 Is there a provision in the institution to provide seed money to the faculty for research? If so, specify the amount disbursed and the percentage of the faculty that has availed the facility in the last four years?

The management spends 50% cost of publishing paper/article and this creates positive environment for promoting research.

3.2.3 What are the financial provisions made available to support student research projects by students?

N/A

3.2.4 How do the various departments / units / staff of the institute interact in undertaking inter-disciplinary research? Cite examples of successful endeavors and challenges faced in organizing interdisciplinary research.

Regular interdepartmental meetings are conducted to exchange views and promote inter disciplinary lecture.

3.2.5 How does the institution ensure optimal use of various equipment and research facilities of the institution by its staff and students?

- The institute has computer lab with internet facility. So any time from 10:00 AM to 5:00 PM faculty can access the internet facility for their research work.
- We have the central library and faculty can use the books, journals and magazine for literature review in their research work.
- Principal Cabin is equipped with 1 laptop, 2 computers with internet facility and a printer.
- The INFLIBNET facility is available at library.

3.2.6 Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facility? If 'yes' give details.

NO

3.2.7 Enumerate the support provided to the faculty in securing research funds from various funding agencies, industry and other organizations. Provide details of ongoing and completed projects and grants received during the last three years.

The two faculty members already applied for UGC minor research project that was not recommended by UGC minor research committee.

Research Facilities

3.3.1 What are the research facilities available to the students and research scholars within the campus?

Faculties are encouraged by principal for writing research papers and articles. Also management contribute 50% cost for article and research paper publication. Institute has well equipped library with INFLIBNET facility and computer lab with internet facility. As well as faculty can get the guidance from other sister concern institutes faculty members who are the expertise in the various fields.

3.3.2 What are the institutional strategies for planning, upgrading and creating infrastructural facilities to meet the needs of researchers especially in the new and emerging areas of research?

- Our Faculty members put their demand for the necessary books as per syllabus as well as regular books and journals and they can directly buy the

books from book stalls and present the bill to the account section.

- Faculty members have access to Internet in the lab.
- The institute management has allotted 50% cost for publication of research paper and article.

3.3.3 Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facilities?? If 'yes', what are the instruments/ facilities created during the last four years.

N/A

3.3.4 What are the research facilities made available to the students and research scholars outside the campus / other research laboratories?

N/A

3.3.5 Provide details on the library/ information resource center or any other facilities available specifically for the researchers?

- Internet facility available in computer lab.
- Books, journals, magazine are available in library for literature review in their research work.
- INFLIBNET facility is available at library.

3.3.6 What are the collaborative research facilities developed / created by the research institutes in the institute? For ex. Laboratories, library, instruments, computers, new technology etc.

Our management provides all facilities for research. So, there is no scope for any research institute to create any facility in the institute.

3.4 Research Publications and Awards

3.4.1 Highlight the major research achievements of the staff and students in terms of

- **Patents obtained and filed (process and product)** N/A
- **Original research contributing to product improvement** N/A
- **Research studies or surveys benefiting the community or improving the Services** N/A

3.4.2 Does the Institute publish or partner in publication of research journal(s)? If 'yes', indicate the composition of the editorial board, publication policies and whether such publication is listed in any international database?

N/A

3.4.3 Give details of publications by the faculty and students:

Publication per faculty

Number of papers published by faculty and in peer reviewed journals
(national / international)

Sr.No	Name of Faculty	Reserch Paper	Article	National Journals	International Journals	Total
1	Dr.Bhanubhai D Parmar		8	1	4	13
2	Dr. Kamlesh Rajput		5	3	2	5
3	Mr. Trushar Patel		6		6	6
4	Miss.Sonali H Shah		2		2	2
5	Mr.Sandip S Chandra		3		3	3

Monographs: N/A

Chapter in Books: N/A

Books Edited:

Table 3.3 Research book published by faculty members

Sr No	Faculty Members	Title of the book	ISBN No	Total No Book Published
1	Dr Bhanubhai D Parmar	VISHRAMPURA DHUDH UTTPADAK SAHAKARI MANDALI NO ABHYAS	9789384570033	3
		A STUDY OF VISHRAMPURA MILK CO OPERATIVE SOCITY SAME ECONOMIC ASPECTS	9789381386378	
		BUFFALO FARMING A MICRO ECONOMICS STUDY OF VISHRAMPURA VILLAGE	9789383047277	
2	Dr Kamlesh R Rajput	HRD STRATEGIES AND P RACTICES OF HOTEL INDUSTRY A STUDY OF SELECTED HOTELS	9789381386392	1

Citation Index:

SNIP (Source Normalised Impact per Paper):

SJR (SCI mago Journal Rank):

Publication details of Faculty Members

Sr. No	Name of Faculty	Reserch Paper	Article	National Journals	International Journals	Total
1	Dr.Bhanubhai D. Parmar		8	1	4	13
2	Dr. Kamlesh R. Rajput		5	3	2	5
3	Mr. Trushar B.Patel		6		6	6
4	Miss.Sonali H. Shah		2		2	2
5	Mr. Sandip S. Chandra		3		3	3

Awards Received by Faculty Members in Research Paper Contest

N/A

Faculty Membership in Editorial Board: N/A

- Incentives given to faculty for receiving state, national and international recognitions for research contributions: **Non-monetary incentives:**

3.5 Consultancy

3.5.1 Give details of the systems and strategies for establishing institute-industry interface?

- The institute organized seminar and different events to improve the quality of education.
- Institutions organize industrial visits within the State to enhance the practical knowledge of students which is related to theory.

3.5.2 What is the stated policy of the institution to promote consultancy? How is the available expertise advocated and publicized?

The institute is very much interested in widening the scope of consultancy. The institute principal personally encourage faculty to attend curriculum meeting and respective subject teachers often meets other institute's faculty for the issues regarding subjects. The details of faculty qualifications are placed on the institute website as well in the institute prospectus.

3.5.3 How does the institution encourage the staff to utilize their expertise and available facilities for consultancy services?

The institute permits faculty for the consultancy. And also adjust their time table. The institute also encourages faculty members for guest lecture.

3.5.4 List the broad areas and major consultancy services provided by the institution and the revenue generated during the last four years.

N/A

3.5.5 What is the policy of the institution in sharing the income generated through Consultancy (staff involved: Institution) and its use for institutional development?

N/A

3.6 Extension Activities and Institutional Social Responsibility (ISR)

3.6.1 How does the institution promote institution-neighborhood-community network and student engagement, contributing to good citizenship, service orientation and holistic development of students?

The institute has organized NSS camp in year 2014 -15 at Temalipura(Sanjaya) Village and organized various activities for the society. The NSS programme officer and volunteers organized Swachhata Abhiyan,Poliyo Awareness,vyasan mukti abhiyan, and tree plantation etc in the annual NSS camp.

As a part of institutional social responsibility of the institute we organized Swachhata Abhiyan with all staff members and students on 26th January 2015.

3.6.2 What is the Institutional mechanism to track students' involvement in various social movements / activities which promote citizenship roles?

The institute organized NSS camp, participate in polio awareness and also did Swatchhbharat Abhiyan,in NSS camp at Temalipura (Sanjaya).As well as principal and faculty members also create awareness among the students for maximum utilization of resources available for the development of institute and society.

3.6.3 How does the institution solicit stakeholder perception on the overall performance and quality of the institution?

The Principal of the institute addresses first year students every year about institute rules and regulations. And also our management welcome first year students and give brief introduction of each faculty and about institute.

For the regularity of the students parents are often informed by letter of their attendance and his behaviour in class.

3.6.4 How does the institution plan and organize its extension and outreach programs? Providing the budgetary details for last four years, list the major extension and outreach programmes and their impact on the overall development of students.

- **Special Activities for Girls Students**
 - To Boost up confidence of Girls students in the institute by organizing various activities to give importance to girls institute organized “Feminine Forever” an inter institute competition. To boost up the talent and confidence of girls students in the institute. Also Women Cell of the institute organize various activities for girls. Like Guest lecture by gynecologist, self defense workshop and mehendi competition etc.

AIDS Awareness in Community

Our institute also takes initiative to create AIDS awareness in youth by organizing seminar on AIDS awareness.

3.6.5 How does the institution promote the participation of students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International agencies?

The NSS unit of the institute motivate the students and faculty to participate in district and state level NSS seminar. The NSS unit also organized NSS camp at Sanjaya (Temalipura) village in the academic year 2014-15.

3.6.6 Give details on social surveys, research or extension work (if any) undertaken by the institute to ensure social justice and empower students from underprivileged and vulnerable sections of society?

N/A

3.6.7 Reflecting on objectives and expected outcomes of the extension activities organized by the institution, comment on how they complement students' academic learning experience and specify the values and skills inculcated.

Extension activities helps students in many ways. It imparts knowledge; it enlightens the spirit of patriotism and create value, and individual values, ethics and social and environmental consciousness in the students. It helps students to become good citizen.

Through NSS activities of the institute realize to student how they can contribute for the rural development.

3.6.8 How does the institution ensure the involvement of the community in its reach out activities and contribute to the community development? Detail on the initiatives of the institution that encourage community participation in its activities?

N/A

3.6.9 Give details on the constructive relationships forged (if any) with other institutions of the locality for working on various outreach and extension activities.

The principal as well as faculty members of institute encourage students to participate in programmes and activities organize by other colleges of S.P.University. As well as students also participate in programmes organize by our other sister concern institutes.

3.6.10 Give details of awards received by the institution for extension activities and/contributions to the social/community development during the last four years.

N/A

3.7 Collaboration

3.7.1 How does the institution collaborate and interact with research laboratories, institutes and industry for research activities. Cite examples and benefits accrued of the initiatives - collaborative research, staff exchange, sharing facilities and equipment, research scholarships etc.

N/A

3.7.2 Provide details on the MoUs/collaborative arrangements (if any) with institutions of national importance/other universities/ industries/Corporate (Corporate entities) etc. and how they have contributed to the development of the institution.

N/A

3.7.3 Give details (if any) on the industry-institution-community interactions that have contributed to the establishment / creation/up-gradation of academic facilities, student and staff support, infrastructure facilities of the institution viz. laboratories / library/new technology /placement services etc.

N/A

3.7.4 High lighting the names of eminent scientists/participants who contributed to the events, provide details of national and international conferences organized by the institute during the last four years.

N/A

3.7.5 How many of the linkages/collaborations have actually resulted in formal MoUs and agreements? List out the activities and beneficiaries and cite examples (if any) of the established linkages that enhanced and/or facilitated –

N/A

3.7.6 Detail on the systemic efforts of the institution in planning, establishing and implementing the initiatives of the linkages/collaborations.

Any other relevant information regarding Research, Consultancy and Extension which the institute would like to include.

N/A

CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

4.1 Physical Facilities

4.1.1 What is the policy of the Institution for creation and enhancement of infrastructure that facilitate effective teaching and learning?

The focus of the policy is on adoption of new technologies, adherence to curricular & co-curricular requirements and adaptation to outside-institute activities keeping in mind the core objective of “Integral Education”. Therefore, the institute has always created and enhanced its infrastructure as and when necessary over the years.

4.1.2 Detail the facilities available for

- a) Curricular and co-curricular activities - classrooms, technology enabled learning spaces available in one big class room, well equip computer lab etc.**
- b) Extra - curricular activities - sports, outdoor like cricket and volley ball, NSS, cultural activities, communication skills development, Soft Skill like verbal and Non Verbal communication in the classroom etc.**

a) Curricular and Co-curricular Activities:

The institute is situated in an extensive built-up area of 575.05 sq.mts. The institute has an excellent infrastructure with the following:

- 07 well-lit classrooms in morning session and 3 well lit classrooms in afternoon session.
- Air-conditioned computer lab with 32 systems and 2 server
- 4 Mbps FBPS connection with upto 4 Mbps speed Internet connectivity with almost all modern software available for faculty and students.
- Well-equipped Library with 30 seating capacity, and peaceful environment
- Auditorium is under construction
- Since 2013 we have Internal Quality Assurance Cell to improve the quality of teaching and learning
- Well lit Staff rooms for teachers with locker.
- 3 Multimedia Projectors for academic activities
- Women Cell

b) Extra-curricular activities:

Facilities for Sports Activities:

The institute has well-equipped central Sports Room. For outdoor game the institute is sharing other sister institutes playground.

Various sports facilities are available in close proximity to institute as follows:

For outdoor game like Cricket, volley ball our own Ground is available to students.

For Indoor Games like Chess and Badminton our students also participate in it.

Facilities for Cultural/Communication Skills Development/NSS/ Public Speaking Activities:

Many cultural activities are carried out in the campus of the institute.

- Culture activities are like poster making competition, Youth festival, various days' celebration, and feminine forever programme only for girls, seminar on research methodology, karate classes and expert speech under women cell etc. organized in class room as well as in institute campus.
- For Communication Skills Development the institute uses its classrooms, Laptop, CD and DVD for presentations.
- To undertake NSS activities such as Tree Plantations and campus cleaning.
- Airy and well-furnished classrooms are regularly cleaned to maintain hygiene.
- Cold Water Supply is available on each Floor.
- Canteen serves hygienic food.

4.1.3 How does the institution plan and ensure that the available infrastructure is in line with its academic growth and is optimally utilized? Give specific examples of the facilities developed/augmented and the amount spent during the last four years (Enclose the Master Plan of the Institution/ campus and indicate the existing physical infrastructure and the future planned expansions if any).

The institute was established in 2006 with a 2 floor and 07 classrooms for Students. With the increase in strength of students and staff, the following facilities have also been increased besides the other facilities listed in

- Auditorium is under construction
- 1 common room for boys and girls
- Computer up gradation - Operating System, Office package software, RAM
- Sufficient parking area for staff as well as students.
- Seating benches capacity to seat 2 students on one bench.
- Multimedia Projectors
- Air-Conditioners are provided in computer lab.
- 2 Laptops and 2 computers with internet connection for Principal and vice principal of our institute.

The infrastructure is optimally used for all curricular, co-curricular, and extra-curricular purposes for which it is meant. The Academic Plan is developed in advance which helps us in infrastructural resources planning, and utilization. The institute ensures optimum utilization of infrastructure through the following measures:

Table 4.1: Optimum Utilization Appraisal

Facility	Appraisal Method
Auditorium	Under Construction
Laptops	Faculty registers are maintained separately for using laptop
Library	Faculty and Student Visiting Registers are maintained separately
Projector	Faculty registers are maintained separately for using laptop

Table 4.2: Amount spent in the last five years for Infrastructure

Year	Library	Furniture	Building	Internet	Computer	Equipment
2010-11	1,73,486/-	_____	_____	_____	_____	_____
2011-12	27,531/-	_____	_____	_____	2,07,370/-	_____
2012-13	58,662/-	_____	_____	3500/-	1,20,999/-	_____
2013-14	550/-	_____	_____	_____	_____	_____
2014-15	_____	_____	_____	_____	2000/-	_____

4.1.4 How does the institution ensure that the infrastructure facilities meet the requirements of students with physical disabilities?

- Physically disabilities Students Institute provide Lift facility.
- Absenteeism due to physical inability is taken care of by Teaching extra class

4.1.5. Give details on the residential facility and various provisions available within them:

- Hostel Facility - Accommodation available for Girls and Boys
- Facilities for medical emergencies
- Constant supply of safe cold drinking water
- Security

Hostel Facility:

- Girl's hostel - accommodation available for 76 students.
- The provisions available within the Girl's hostel are Bed, Cupboard, Hot Water System, Cold water facility and Water Cooler facility.

Recreational Facility:

- There are various recreational facilities available for girls like Institute campus are used for outdoor games like badminton and Kho Kho.
- Common TV room in the hostel for girls.

Computer Facility including access to Internet in Hostel:

- Students own laptops with own internet connection.

Facilities for Medical Emergencies:

Table 4.3: Facilities available for medical emergencies

Facility for Medical Emergency	Distance from Hostel	Time
First Aid kit at institute/ Hostel	-	24×7
We have many hospitals nearer to our institute campus	Near By 1 km from institute campus areas.	

Library Facility in the Hostel:

Library facility is not available in the Hostel.

- However, students can have access books from library in our institute campus.

Constant supply of safe drinking water

- Safe drinking water with cooler facility is available in the hostels.
- 24x7 water supply in residential quarters.

Security

- Security Guards (Day shift: 05, Night shift: 04) look after the security at the hostels as well as institute.
- Surveillance Cameras are installed at institute campus.

4.1.6 What are the provisions made available to students and staff in terms of

Health care on the campus and off the campus?

The institute is vigilant about health and hygiene of students and faculty members, Administrative and supportive staff.

- First-aid box with up-to-date medicines is always available in the institute office and hostel.
- For students and staff, “University Health Centre” is established by the university which is just mts. from the institute which provides medical facilities at a token rate of 10 for six months with free medicines.
- Cold drinking water supply with cooler facility is installed in the institute and in hostels.

4.1.7 Give details of the Common Facilities available on the campus -spaces for Special units like IQAC, Women’s Cell, Counseling and Career Guidance, Canteen, recreational spaces for Staff and students, safe drinking water facility, auditorium, etc.

Table 4.4: Common facilities available on the Campus

Special Units	Facility Available Yes/ No
Internal Quality Assurance Cell	-
Women’s Cell	-
Counseling & Career Guidance	--
Canteen	Yes (273.3 sq.m)
Cold drinking water facility	Yes
Auditorium	Under construction
Girls’ Common room/Restroom	Yes
Library	Yes (131.25 Sq. Mts.)
Parking area - Faculty & Staff	Yes
Parking area - Student	Yes
Lift	Yes

4.2 Library as a Learning Resource

4.2.1 Does the library have an Advisory Committee? Specify the composition of such a committee. What significant initiatives have been implemented by the committee to render the library, student/user friendly?

Yes, the Institute Library has a Library Advisory Committee. It acts as a link between the library-users and the library staff. The Library Advisory committee comprises of the following members.

1. Mr,Bipinchandra P.Patel, President
2. Mr,Parth B. Patel, CEO
3. Mr,Harendra Bhatt,Secretary
4. Miss Avinashi M.Mahant,Librarian
5. Dr, Bhanubhai D.Parmar,Principal

The Committee meets 1 times in a year to make various important decisions and implement those initiatives:

- To allocate budget
- Selection of next Semesters Text/Reference books of Library Book Bank Project facility.
- Problems of library and users are discussed and solved.
- Display stand to display fresh arrivals.
- Introduction of library learning resources (As on dated)

4.2.2 Provide details of the following:

- * Total area of the library (in Sq. Mts.)

APMS Library Total Area: 131.25 (Sq. Mts.)

Library	Library Area In Sq. Mts.
Library	131.25 Sq. Mts.

- * Total seating capacity – **50**

APMS Library Reading Hall Capacity total no. of 50 Readers

- * Working hours (on working days, on holidays, before examination days, during examination days,)

APMS LIBRARY	Reading Hall Working hours	Books Issued-Returned Working hours
On Working Days	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)
Before Examination Days	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)
During Examination Days	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)	8.30 A.M. to 5.00 P.M. (All working days Monday to Saturday)
On Holidays	On Sundays And Public Holidays library will remain closed (APMS Library Staff Vacation Days)	

4.2.3 How does the library ensure purchase and use of current titles, print and e-journals and other reading materials? Specify the amount spent on procuring new books, journals and e-resources during the last four years.

BBA (GEN)

Library holdings	Year – 1 (2010-11)		Year- 2 (2011-12)		Year – 3 (2012-13)		Year – 4 (2013-14)		Year – 5 (2014-15)	
	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)
Text books 563	225	88224	49	18948	11	5536	-	-	-	-
Titles of Books 150	67	26483	22	8129	5	2292	-	-	-	-
Journals/ Periodicals	-	-	1	5525	1	1500	-	-	-	-
e-resources	-	-	-	-	-	-	-	-	-	-
Any other (specify)	-	-	-	-	-	-	-	-	-	-

BBA (ITM)

Library holdings	Year – 1 (2010-11)		Year- 2 (2011-12)		Year – 3 (2012-13)		Year – 4 (2013-14)		Year – 5 (2014-15)	
	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)
Text books 710	141	43527	33	10940	14	4617	1	550	-	-
Titles of Books 294	34	9331	21	7441	7	2299	1	550	-	-
Journals/ Periodicals	-	-	1	5525	1	1500	-	-	-	-
e-resources	-	-	-	-	-	-	-	-	-	-
Any other (specify)	-	-	-	-	-	-	-	-	-	-

BBA (ISM)

Library holdings	Year – 1 (2010-11)		Year- 2 (2011-12)		Year – 3 (2012-13)		Year – 4 (2013-14)		Year – 5 (2014-15)	
	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)	Number	Total Cost (Rs.)
Text books 390	193	72368	23	7415	6	2370	-	-	-	-
Titles of Books 119	54	20974	16	5550	3	1190	-	-	-	-
Journals/ Periodicals	-	-	1	5525	1	1500	-	-	-	-
e-resources	-	-	-	-	-	-	-	-	-	-
Any other (specify)	-	-	-	-	-	-	-	-	-	-

*** E-resources Year 2014-15 * N-LIST Data based**

4.2.4 Provide details on the ICT and other tools deployed to provide maximum access to the library collection?

- * OPAC - No
- * Electronic Resource Management package for e-journals – Yes (**N-LIST, Ahmedabad**)
- * Federated searching tools to search articles in multiple databases -Yes (**N-LIST, Ahmedabad**)
- * Library Website – **APMS Library**
- * In-house/remote access to e-publications:
Separate Login IDs and passwords which are generated by **N-LIST, AHMEDABAD** are distributed amongst Faculty members and also putting notice board on Library & Computer Lab for accessing e-journals, e-books and others databases remotely from the Institute
- * Library automation – **Yes SOUL (INFLIBNET)**
- * Total number of computers for public access - **YES 01 Computers**
- * Internet band width/ speed S 2mbps S 10 mbps S 1 gb (GB) – **08 Mbps Speed**
- * Institutional Repository – **N. A.**
- * Content management system for e-learning – **N.A.**

4.2.5 .1 Provide details on the following items:(BBA GEN)

- * Average number of walk-ins **1.6**
- * Average number of books issued/returned **1.6**
- * Ratio of library books to students enrolled: **13.4**
At Present Total No. of Books **563** / Total No of Students **42**
Library Books Ratio per students enrolled =13.4 Books
- * CD/DVD - **24**
- * Average number of books added during last four years

A Year- 1 (2011-12) books added	B Year – 2 (2012-13) books added	C Year – 3 (2013-14) books added	D Year – 3 (2014-15) books added	A+B+C=D= divided 4 Years	Average number of books added during last four years
49	11	-	-	49+11	60

- * Average number of login to opac (OPAC) **NIL**
- * Average number of login to e-resources- **NIL**
- * Average number of e-resources downloaded/printed **NIL**
- * Number of information literacy trainings organized **NIL**
- * Details of “weeding out” of books and other materials: **NIL**

4.2.5 .2 Provide details on the following items:(BBA ITM)

- * Average number of walk-ins **1.8**
- * Average number of books issued/returned **1.8**
- * Ratio of library books to students enrolled: **10.9**
At Present Total No. of Books **710** / Total No of Students **65**
- * CD/DVD - **29**

Library Books Ratio per students enrolled = 10.9 Books

- * Average number of books added during last four years

A Year- 1 (2011-12) books added	B Year – 2 (2012-13) books added	C Year – 3 (2013-14) books added	D Year – 3 (2014-15) books added	A+B+C=D= divided 4 Years	Average number of books added during last four years
33	14	1	-	33+14+1	48

- * Average number of login to opac (OPAC) **NIL**
- * Average number of login to e-resources-**NIL**
- * Average number of e-resources downloaded/printed **NIL**
- * Number of information literacy trainings organized **NIL**
- * Details of “weeding out” of books and other materials: **NIL**

4.2.5 .3 Provide details on the following items:(BBA ISM)

- * Average number of walk-ins **2.02**
- * Average number of books issued/returned **2.02**
- * Ratio of library books to students enrolled: **15**
At Present Total No. of Books **370** / Total No of Students **26**
Library Books Ratio per students enrolled = 15 Books
- * CD/DVD - **35**

- * Average number of books added during last four years

A Year- 1 (2011-12) books added	B Year – 2 (2012-13) books added	C Year – 3 (2013-14) books added	D Year – 3 (2014-15) books added	A+B+C=D= divided 4 Years	Average number of books added during last four years
23	6	-	-	23+6	29

- * Average number of login to opac (OPAC) **NIL**
- * Average number of login to e-resources-**NIL**
- * Average number of e-resources downloaded/printed **NIL**
- * Number of information literacy trainings organized **NIL**
- * Details of “weeding out” of books and other materials: **NIL**

4.2.6 Give details of the specialized services provided by the library

- * Manuscripts - **No**
- * Reference – **YES** Ask-a-Librarian
- * Reprography – **YES On Demand**
- * ILL (Inter Library Loan Service) - **YES**
- * Information deployment and notification – **YES (New Arrivals)**
- * Download - **YES**
- * Printing – **YES On Demand**
- * Reading list/ Bibliography compilation – **No**
- * In-house/remote access to e-resources - **YES**
- * User Orientation and awareness- **YES** (New Batch Orientation Day)
- * Assistance in searching Databases - **NIL**
- * INFLIBNET/IUC facilities - **YES (N-LIST, SOUL AHMEDABAD)**

4.2.7 Enumerate on the support provided by the Library staff to the students and teachers of the institute.

Librarian is always there to help the users. The Internet facility is available for the users to access the e-resources. The main purpose of the APMS Library is to support Teaching, Learning and Research to all Students and Faculty members of our Institute

4.2.8 What are the special facilities offered by the library to the visually/physically challenged persons? Give details.

*** No visually challenged student enrolled in any of our institute till now, so no problem arose for them. *If in future any such student enrolls, We will help him in all possible ways.***

***For physically challenged students, we provide them book facilities downstairs or in we class-room. Some visited the library regularly inspite of their physical challenges and the appreciate their spirit by providing all facilities willingly.**

4.2.9 Does the library get the feedback from its users? If yes, how is it analysed and used for improving the library services. (What strategies are deployed by the Library to collect feedback from users? How is the feedback analysed and used for further improvement of the library services?)

The users of the library can give feedback by writing in the putting letter in the suggestion box outside the library. The feedback of the users is analyzed by the Library Committee and changes are made accordingly if needed.

*** Our Future Programme/service Book-Bank Project**

Our Management considers seriously to start Book-Bank Project for the poor and the Needy student. It may start very soon.

4.3 IT Infrastructure:

4.3.1. Give details on the computing facility available (hardware and software) at the institution.

Number of computers with Configuration (provide actual number with exact configuration of each available system)

<p>Number of computers with Configuration (provide actual number with exact configuration of each available system)</p>	<p>Server : 2 server (1st Server) 1 HP Proliant Processor(s): Intel® Xeon® Processor E5502 (1.86 GHz, 4MB L3 Cache, 80W, DDR3-800) Memory: 2 GB (1 x 2GB) PC3-10600E Unbuffered Advanced ECC memory Network Controller: Embedded HP NC107i PCI Express Gigabit Server Adapter Hard Drive: One 160GB Non-Hot Plug SATA HDD Power Supply: 460W Non-Hot Plug, Non-Redundant Power Supply (70% efficiency) Computer : 32 Processor: Genuine Intel(R) CPU 2140@1.60 GHz RAM 2GB</p> <p>(2nd Server) System:-OPTI 330 BIOS Version A0G(08/31/08) Service Tag: 8RX12BS Express Service Code: 19102322440 Processor Type: Intel® Core™ 2DUO CPU Processor Clock Speed: 240GHz Processor Bus Speed: 800MHz Processor L2Cache: 2MB Installed Memory: 4.0 GB</p> <p>Computer: 32 Genuine Intel ®CPU 2140@1.60 GH 1.99 GB of RAM</p>
<p>Computer-student ratio</p>	<p>2.84:1</p>
<p>Standalone facility</p>	<p>Yes</p>
<p>LAN facility</p>	<p>Yes</p>
<p>Licensed software</p>	<p>Oracle Microsoft Windows XP Microsoft Windows Server 2003 Microsoft Windows Server 2008</p>
<p>Number of computers with Internet facility :</p>	<p>34</p>
<p>Any other</p>	<p></p>

4.3.2 Detail on the computer and internet facility made available to the faculty and students on the campus and off-campus?

2 Mbps of Leased Line for LAN
1 LAB, 2 PC for Principal and HOD

4.3.3 What are the institutional plans and strategies for deploying and upgrading the IT infrastructure and associated facilities?

- Institute upgrades its IT infrastructure every 3-5 years.
- Recent up-gradation in the last two years:
 - RAM up gradation in Lab from 1 GB to 2 GB for all 32 systems
 - PC in Principal Cabin with a HP LaserJet Printer
 - Multimedia Projectors
 - Network Infrastructure

4.3.4 Provide details on the provision made in the annual budget for procurement, up gradation, deployment and maintenance of the computers and their accessories in the institution (Year wise for last four years)

Annual Budget for Computer Infrastructure

Program	2010-11	2011-12	2012-13	2013-14	2014-15
UG	_____	2,1000/-	1,25000/-	_____	_____

4.3.5 How does the institution facilitate extensive use of ICT resources including development and use of computer-aided teaching/ learning materials by its staff and students?

Faculty members are facilitated to prepare computer-aided teaching/learning materials through the use of computers with Internet access, Application Software and Library.

Multi Media Projector

4.3.6 Elaborate giving suitable examples on how the learning activities and technologies deployed (access to on-line teaching - learning resources, independent learning, ICT enabled classrooms/learning spaces etc.) by the institution place the student at the centre of teaching-learning process and render the role of a facilitator for the teacher.

The institute provided 32 PC with internet facility to the staff members to be aware of current trends of scientific world & to extend knowledge to the students in computer lab. Same internet facility is availed to the students by library and computer lab. Staff members & students are also provided INFLIBNET facility for research program.

4.3.7 Does the Institution avail of the National Knowledge Network connectivity directly or through the affiliating university? If so, what are the services availed of?

N/A

4.4 Maintenance of Campus Facilities

4.4.1 How does the institution ensure optimal allocation and utilization of the available financial resources for maintenance and upkeep of the following facilities (substantiate your statements by providing details of budget allocated during last four years)?

- **Building**
- **Furniture**
- **Equipment**
- **Computers**
- **Any other**

Table 4.5 Allocation and Utilization of Financial Resources:

Year	Library	Furniture	Building	Internet	Computer	Equipment
2010-11	1,73,486/-	_____	_____	_____		_____
2011-12	27,531/-	_____	_____	_____	2,07,370/-	_____
2012-13	58,662/-	_____	_____	3500/-	1,20,999/-	_____
2013-14	550/-	_____	_____	_____	_____	_____
2014-15	_____	_____	_____	_____	2000/-	_____

4.4.2 What are the institutional mechanisms for maintenance and upkeep of the infrastructure, facilities and equipment of the institute?

The institute regularly maintains and upkeeps the infrastructure, facilities and equipment of the institute. Infrastructure and equipment maintenance request is sent to the management through the Principal, which is then forwarded to service providers. Annual maintenance contract are signed with the respective service centre for the maintenance and upkeep of the computers, air conditioners, UPS, Generator. The laboratory instruments are maintained by staff appointed for instrument maintenance. Administrative areas, library and hostels & the campus are cleaned with the help of the maintenance staff.

Table 4.6: Service Providers of Infrastructure Facilities

Sr No.	Service	Under warranty (Yes/No)	Service provider
1	Computer Maintenance	Yes	Shivam computers
2	AC Repairing	Yes	A.A.Services
3	Light/Fan	Yes	Ilias bhai
4	Gardening	Yes	Garden staff

4.4.3 How and with what frequency does the institute take up calibration and other precision measures for the equipment/instruments?

The calibration and other precision measures are taken as and when needed.

Before new academic year/semester begins, there is in-depth review of the various equipment and instruments which helps in taking appropriate measures.

4.4.4 What are the major steps taken for location, upkeep and maintenance of sensitive equipment (voltage fluctuations, constant supply of water etc.)? Any other relevant information regarding Infrastructure and Learning Resources which the institute would like to include.

1. To maintain the original documents, Locker is used.
2. All multimedia projectors are locked.
3. The computer lab manage voltage fluctuation with using stabilizer as well as UPS is connect with the computer.

CRITERION V: STUDENTS SUPPORT AND PROGRESSION

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5.1 Student Mentoring and Support

5.1.1 Does the institution publish its updated prospectus/handbook annually? If 'yes', what is the information provided to students through these documents and how does the institution ensure its commitment and accountability?

Yes, the institute publishes its updated prospectus along with leaflets for add-on-courses i.e. Career Oriented Courses. The Prospectus provides information to the students related to

- Infrastructure available
- General rules/regulations of the college and the University
- Eligibility criteria
- Courses
- Number of seats available
- Admission procedure
- Hostel facility
- Important contact numbers
- List of management members
- Information about Qualified Teaching and Non-teaching Members
- Scholarship details
- Fee structure
- Photographic information

Admission Committee members and the official staff convince the students, parents and visitors at the time of counseling and throughout the academic year.

5.1.2 Specify the type, number and amount of institutional scholarships / freeships given to the students during the last four years and whether the financial aid was available and disbursed on time?

The institute provides freeships and financial assistance through the state and central government. The amount distributed is as follows:

Years	No of Students	Amount
2010-11	21	2,6190/-
2011-12	53	7,97,700/-
2012-13	13	1,77,170/-
2013-14	14	1,95,000/-
2014-15	6	91,800/-

The Fees is waived for needy, poor students and Economical Backward Class students by the Management Council in exceptional cases.

5.1.3 What percentage of students receives financial assistance from state government, central government and other national agencies?

- The student who belongs to the SC/ST/OBC category receives financial assistance (Scholarship) from the state and central government.

Government Scholarships in OBC/SEBC category

Sr No	No Of Boys Students Apply	No Of Girlss Students Apply	Total	Amount Sanctioned
2010-11				
2011-12				
2012-13				
2013-14	4	4	8	58840
2014-15				

Government Scholarships in ST category

Sr No	No Of Boys Students Apply	No Of Girlss Students Apply	Total	Amount Sanctioned
2010-11	6	-	6	151633
2011-12	4	3	7	218500
2012-13	8	2	10	279550
2013-14	-	4	4	329780
2014-15				

Government Scholarships in SC category

Sr No	No Of Boys Students Apply	No Of Girls Students Apply	Total	Amount Sanctioned
2010-11	10	2	12	471460
2011-12	11	-	11	565260
2012-13	21	4	25	681460
2013-14	17	5	22	638060
2014-15	11	4	15	427000

Government Scholarships in Physically Challenge category

Sr No	No Of Boys Students Apply	No Of Girlss Students Apply	Total	Amount Sanctioned
2010-11				
2011-12				
2012-13				
2013-14	2	-	2	5000
2014-15				

5.1.4 What are the specific support services/facilities available for:

- Students from SC/ST/OBC and economically weaker sections
 - Students with physical disabilities
 - Overseas students
 - Students to participate in various competitions
 - Skill development (spoken English, computer literacy etc..)
 - Support for “slow learners”
 - Exposures of students to other institution of higher learning/ Corporate / business house etc.
- **Students from SC/ST/OBC and economically weaker sections:**
1. The students who belong to SC/ST, OBC and the economic weaker sections are identified during the process of admission only.
 2. The institute maintains a detailed record of the same.
 3. All possible help is provided to these students during their stay in the college.
 4. The institute has appointed teachers from the staff to look after the needs of students who belong to SC/ST, OBC and economically weaker sections of the society.
 5. At beginning of the year. They provide all types of information like types of scholarships available, its eligibility criteria how to fill the forms. They also guide to the students in obtaining various certificates which are needed for the scholarships.
 6. The scholarships received from the governments are distributed to them without any delay. (Now, the process of transferring the amount is made online by the State Government)

- **Students with physical disabilities:**

The students are given extra attention on the request of physically challenged student during the college terminal examinations as well as final examinations by making a special arrangement on the ground floor.

- **Overseas students:**

1. The institute has a user-friendly website (<http://www.apmspmpedu.org>) which has information about the institute, the courses available, downloadable forms for admission, faculty profile and various events organized by the college and a list of most Frequently Asked Questions (FAQs) at the time of admission.
2. Foreign students seeking admission to the college are guided by International Student Centre, run by Sardar Patel University through a single window system which provides them information on various courses offered.

The institute is affiliated to Sardar Patel University and college follows the guidelines and policies with regard to admission laid down by the University.

➤ **Students to participate in various competitions/National and International**

1. The institute displays the advertisements and letters received from stakeholders on Notice-Board from time to time for the students. The college provides all facilities to the student who wishes to participate for various competitions at national Cultural, Debate Competitions and Sports activities.
2. The winners of various events are given due recognition and appreciation for their performances by giving prizes, medals, trophies, certificates etc. on annual day of the college.
3. Consideration in attendance and gracing for internal marks to compensate for their loss due to absenteeism in the regular lectures because of participation in activities.
4. Extra classes are conducted for participants of inter-collegiate activities like Youth Festival or Inter-University Sports events.
5. Faculty facilitators are available throughout the students' stay at various levels of competition i.e. zonal, state and national level.
6. Those students who are capable of participating in competitions but are reluctant to participate are counseled and guided by the Class Counselors at frequent intervals.

➤ **Medical assistance to students: health centre, health insurance etc:**

1. Students can avail the services of the University Health Centre, along with free medicines, at a token rate of Rs.10 for six months.
2. First aid kit is made available for all students in the institute.

• **Organizing coaching classes for competitive exams: N/A**

• **Skill development (spoken English, computer literacy, etc.)**

1. The institute has established a Language laboratory for improving the communication skill in English language.
2. The institute has computer department with well equipped computer laboratory with 32 no. of computers and Internet Facility.

• **Support for “slow learners”:**

The institute has established a cell for Remedial Coaching. The cell arranges extra lectures for slow learners. The teachers conduct extra lectures for slow learners in theory as well as practical. The teachers are available in the departments to solve their difficulties in the subjects.

1. Slow learners are also encouraged to use the library for solving previous years’ question papers (subject wise).
2. They are also made to write assignments to enhance their exam writing skills.

• **Exposures of students to other institution of higher learning/corporate/business house etc.**

1. As a part of curriculum, subjects like Industrial Exposure and Comprehensive Project are offered to students for practical exposure
2. The institute also arranges industrial visits to many corporates so that students can practical exposure of management lessons and different departments of the company.

5.1.5 Describe the efforts made by the institution to facilitate entrepreneurial skills, among the students and the impact of the efforts.

1. The institute has carrier oriented subjects to develop entrepreneurial skills among the students
2. The students acquire some basic skills by studying these subjects.
3. Encouraging students to participate in competitions like “Business Battle” outside the institution which develop entrepreneurial potential among students organized by Junior Chamber of International (JCI).

5.1.6 Enumerate the policies and strategies of the institution which promote participation of students in extracurricular and co-curricular activities such as sports, games, Quiz competitions, debate and discussions, cultural activities etc.

The institute promotes participation of students in extracurricular and co-curricular activities by displaying the information of Sports, games, Quiz competitions, debate competition, Essay competitions, Cultural Programmes etc. on Notice Board. The Sardar Patel University arranges “Youth Festival” Events every year. The financial expenses for the Cultural competitions such as participation fees, entry fee charges, convenience other expenses are provided by the institute.

- **Additional academic support, flexibility in examinations:**

1. The institute gives equal weightage to the academic and extra-curricular activities.
2. The institute gives due publicity by putting up notices on notice boards about examinations.
3. In order to compensate for the loss of classroom lectures, activity and participation leaves are granted.
4. Students who are not able to appear for the Preliminary/Internal Examination due to participation in activities are given arrear test/retest.

- **Special dietary requirements, sports uniform and materials:**

The responsibility of promoting such extracurricular activities and sports are shared amongst the interested faculty. They intimate the students and teams are prepared for the participation at university level. These teachers look after every problem faced by the students and help them to participate in extracurricular activities.

The students participate in inter collegiate, university level competition.

1. According to the institutional policy, all activities have provision for advance budget.
2. First-aid-kit is made available for all students.
3. Participation certificates are issued to all students for their participation in various activities.
4. Recommendation letters for higher studies are issued on request.
5. Special consideration is given to students participating in various activities during

gracing in internal marks so as to compensate for their loss of attendance and studies because of absenteeism in the regular lectures.

5.1.7 Enumerating on the support and guidance provided to the students in preparing for the competitive exams, give details on the number of students appeared and qualified in various competitive exams such as UGC-CSIR- NET, UGC-NET, SLET, ATE / CAT / GRE / TOFEL / GMAT / Central /State services, Defense, Civil Services, etc.

The institute facilitates and supports students in the following ways:

1. The students are advised for preparation from U.G. level by reading the magazine and Daily Newspapers are made available in the Reading Room of the Library Campus.
2. Mock group discussion is a part of BBA curriculum.
3. College conducts arrear/retest for those students who are unable to appear in preliminary examination because of their competitive exams to pursue higher studies.
4. Final year students are given career guidance by their respective class counselors.

5.1.8 What type of counseling services are made available to the students (academic, personal, career, psycho-social etc.)

The institute offers academic and personal counseling for students in the following manner:

1. Counseling sessions are provided by faculty members in the college to admission seekers during the time of admission.
2. After admission, students are informed in the class room about various policies, visit to local industries and places of interest and visit to the library and issuance of library ticket etc.
3. Every year, Class Counselors are appointed for each class at the beginning of the academic year. Duties and responsibilities of the Class Counselors include personal counseling and guidance, exam oriented counseling, counseling for attendance and classroom behavior, guidance for various Co-curricular and Extra Curricular activities such as Debate, Sports, Career Counseling, keeping parents apprised of their wards etc.

The activities undertaken are:

1. Preparing students profile (both online and offline)
 2. Monthly attendance report is maintained.
 3. Regular counseling (academic and personal) by the respective Class Counselors throughout the year to improve the performance of students in the internal and external exams. Psychological support is also provided to students if and when required.
 4. Communication with parents on regular basis (Telephonic and in-person).
 5. Workshops are also held for girl students at regular intervals under Women Cell.
- **Academic:**

Academic services include the guidance of respective faculty enabling them to understand the contents of the syllabus and its applications. Hand-on-experience methodology is utilized for blowing innovative ideas in their minds.

- **Personal:**

The students are admitted from Rural and Urban area in this college. They have diversity of family background, economical conditions and regional limitations. They are advised personally on the principle of equity and understanding with each other through group discussions.

- **Psycho-social:**

The students are involved in N.S.S. activities and a camp is arranged last year in one of the villages with a Social-Campaign. Many students for a period of 8 days serve in the region. The activities involve eradication of Superstitions, Health awareness camps, Importance of Education, Psycho-social activities for the villagers and small children.

5.1.9 Does the institution have a structured mechanism for career guidance and placement of its students? If 'yes', detail on the services provided to help students identify job opportunities and prepare themselves for interview and the percentage of students selected during campus interviews by different employers (list the employers and the programmes).

Yes, the institute has formal career guidance mechanism for the final year students for their better job opportunities in their respected field.

5.1.10 Does the institution have a student grievance redressal cell? If yes, list (if any) the grievances reported and redressed during the last four years.

Yes. There is a formal Grievance Redressal Cell in the institute. The class counselor resolving the issues in grievances of the students efficiently.

There is also a Suggestion box in the campus as well as women cell for girl students where students can drop their suggestions and these suggestions are brought to the notice of the relevant authorities and proper actions, as and when required, are taken.

5.1.11 What are the institutional provisions for resolving issues pertaining to sexual harassment?

1. The institute has Women Cell, which is meant for the prevention/action against sexual harassment of girl students. They can freely discuss such issues in their meet. Till, there are no complaints of students pertaining to sexual harassment. Even though the Faculty and other staff remain alert to avoid and control such incidences, CCTV facility is used to keep an eye watch to avoid such incidences in campus.
2. Till date, no girl student has reported to the college of any sexual harassment. It should be noted that the institute provides a safe and secure ambience to girl students and as a result, occurrence of such events is almost impossible.

5.1.13 Is there an anti-ragging committee? How many instances (if any) have been reported during the last four years and what action has been taken on these?

Yes, There is an anti-ragging committee in the institute. The faculty member of this cell creates awareness amongst the students about anti-raging law. The Notice Board is displayed with notices in the beginning of the Semester every year as per UGC guidelines. From the current academic year our students also fill anti-ragging form per UGC guidelines.

5.1.14 Enumerate the welfare schemes made available to students by the institution.

The institute undertakes the following students' welfare activities:

1. Counseling services to all students
2. Freeships and Scholarship for economically weak students
3. Scholarship for SC/ST/OBC and other minority communities
4. Hostel facilities for girls and boys
5. Canteen facility
6. Health awareness workshops for all students
7. A programme on ' Vyasana Mukti Abhiyan'(De-Addiction) for all students
8. Special Guidance Scheme:

The basic objective of this scheme is to help those students who are deprived of the latest knowledge of the subject they undertake at the first year level. Secondly, to inculcate the urge to educate oneself, and that education liberates one internally as well as externally. Thirdly, to offer guidance to students in opting their career choices and the relevant subjects to be pursued by them to attain their best potential.

9. **Personality Development:**

This is a scheme introduced by the institute to develop the confidence and personality of student who come from the rural areas and are deprived sections of society. The main objective of this scheme is to promote overall personality development of learners addressing all the educational domains along with developing a critical mind, self-confidence and a commitment to society.

5.1.15 Does the institution have a registered Alumni Association? If ‘yes’, what are its activities and major contributions for institutional, academic and infrastructure development?

The institute has Alumni Association. Since has completed 9 glorious years, there are plans to get the alumni association registered.

3.2 Student Progression:

Providing the percentage of students progressing to higher education or employment (for the last four batches) highlight the trends observed.

Student progression (higher education)	2011-12 %	2012-13 %	2013-14 %	2014-15 %
UG to PG	3.39	6.94	3.6	12.96

5.2.1 Provide details of the programme wise pass percentage and completion rate for the last four years (cohort wise/batch wise as stipulated by the university)? Furnish programme-wise details in comparison with that of the previous performance of the same institution and that of the Colleges of the affiliating university within the city/district.

Academic Year – 2012-13

Sr No.	Class	NOVEMBER 2012 RESULT								Sr No.	Class	APRIL 2013 RESULT							
		DIST	FIRST	SECOND	PASS	Fail	TOTAL BOYS APPEAR	TOTAL BOYS PASS	TOTAL RESULT %			DIST	FIRST	SECOND	PASS	Fail	TOTAL BOYS APPEAR	TOTAL BOYS PASS	TOTAL RESULT %
1	FY BBA GEN	0	3	0	0	43	46	3	6.52	1	FY BBA GEN	0	2	2	NIL	38	42	4	9.52
2	FY BBA ISM	0	3	6	0	28.0	37	9	24.32	2	FY BBA ITM	0	6	3	0	27	36	9	25
3	FY BBA ITM	0	2	6	0	14	22	8	36.36	3	FY BBA ITM	0	3	3	0	16	22	6	27.27
4	SY BBA ITM	0	2	6	0	14	22	8	36.36	4	SY BBA ITM	3	4	1	0	14	0	8	36.36
5	SY BBA ISM	2	4	1	0	29	40	7	17.5	5	SY BBA ISM	1	2	10	0	29	42	13	30.95
6	SY BBA GEN	0	6	1	0	51	58	7	12.07	6	SY BBA GEN	1	4	8	0	42	55	13	23.64
7	TYBBA ITM	0	4	8	0	8	20	12	60	7	TYBBA ITM	0	8	4	0	8	20	12	60
8	TY BBA ISM	0	7	10	2	13	32	19	59.37	8	TY BBA ISM	0	6	8	5	12	32	19	59.37
9	TY BBA GEN	1	4	9	0	32	45	13	28.89	9	TY BBA GEN	0	15	6	0	6	47	21	44.68
10	4TH YEAR BBA ITM	3	20	13	0	7	47	40	85.11%	10		2	13	9	3	11	41	27	65.8

Academic Year – 2013-14

Sr No.	Class	NOVEMBER 2013 RESULT								Sr No.	Class	APRIL 2014 RESULT							
		DIST	FIRST	SECOND	PASS	Fail	TOTAL APPEAR	TOTAL PASS	TOTAL RESULT %			DIST	FIRST	SECOND	PASS	Fail	TOTAL APPEAR	TOTAL PASS	TOTAL RESULT %
1	FY BBA GEN	0	7	1	0	25	33	8	24.24	1	FY BBA GEN	2	1	0	12	15	3	20	
2	FY BBA ISM	0	1	3	0	18	22	4	18.18	1	FY BBA ISM	0	2	1	0	12	15	3	20
3	FY BBA ITM	0	2	1	0	14	17	3	17.64	1	FY BBA ITM	0	2	1	0	13	16	3	18.75
4	SY BBA ITM	0	4	2	0	16	22	6	27.27	2	SY BBA ITM	0	5	4	0	11	20	9	45
5	SY BBA ISM	0	3	12	0	18	33	15	45.45	3	SY BBA ISM	0	16	3	0	14	33	19	57.58
6	SY BBA GEN	0	1	9	0	27	37	10	27	4	SY BBA GEN	0	10	3	0	19	32	13	40.62
7	TYBBA ITM	0	4	8	0	8	20	12	60	5	TYBBA ITM	0	8	4	0	8	20	12	60
8	TY BBA ISM	0	13	12	0	12	38	25	65.78	6	TY BBA ISM	0	18	6	0	13	37	24	64.86
9	TY BBA GEN	0	4	9	0	32	45	13	28.89	7	TY BBA GEN	0	15	6	0	26	47	21	44.68
10	4TH YEAR BBA ITM	0	17	12	3	8	40	32	80	8	4TH YEAR BBA ITM	2	13	9	3	11	41	27	65.84999999999999

Academic Year – 2014-15

Sr No.	Class	NOVEMBER 2014 RESULT							Sr No.	Class	APRIL 2015 RESULT								
		DIST	FIRST	SECOND	PASS	Fail	TOTAL APPEAR	TOTAL PASS			TOTAL RESULT %	DIST	FIRST	SECOND	PASS	Fail	TOTAL APPEAR	TOTAL PASS	TOTAL RESULT %
1	FY BBA GENERAL	0	4	0	4	19	23	4	17.39	1	FY BBA GENERAL	0	5	1	6	19	21	6	25
2	FY BBA ISM	0	1	0	0	17	18	1	5.88	2	FY BBA ISM	0	1	0	0	6	7	1	14.28
3	FY BBA ITM	0	1	0	0	16	17	1	5.88	3	FY BBA ITM	0	1	0	0	12	13	1	7.69
4	SY BBA ITM	0	2	1	0	7	10	3	33.33	4	SY BBA ITM	0	2	1	0	7	10	3	33.33
5	SY BBA ISM	0	5	1	0	10	16	6	37.5	5	SY BBA ISM	0	3	3	0	10	16	6	37.5
6	SY BBA GEN	0	4	3	0	20	27	7	25.93	6	SY BBA GEN	0	6	3		16	25	9	36
7	TYBBA ITM	0	10	6	0	5	21	16	76.19	7	TYBBA ITM	5	13	1	0	3	22	19	86.36
8	TY BBA ISM	0	17	10	0	4	31	27	87.06999999999999	8	TY BBA ISM	0	12	10	0	9	31	22	70.97
9	TY BBA GEN	0	7	5	0	16	28	12	42.85	9	TY BBA GEN	0	5	6	0	15	26	11	42.3
10	4TH YEAR BBA ITM	3	6	5	0	6	20	14	70	10	4TH YEAR BBA ITM	4	8	1	0	7	20	13	65

5.2.2 How does the institution facilitate student progression to higher level of education and/or towards employment?

The institution facilitates student progression by the following Approach:

- Courses of Emerging need:** The college offers globally recognized courses like BBA in Information Technology Management, Information System Management, Computer Application and Master of Event management and public relation to cater to the needs of modern business environment.
- Continuous Up-Gradation:** Talks on preparing resumes, facing interviews, analyzing job opportunities, etc. are also organized in class room. Faculty members who are members of Board of Studies actively take part in designing different curriculum which prepares students for placement.
- Counseling-Personal and Career:** Every student is counseled on a in class basis by faculty members for personal issues and career planning.

4. **Career Skills Development:** The students are trained to face interviews through Personality Development Program and adopt corporate environment through Skills Development approach and various activities.
5. **Corporate Exposure:** Every year S Y BBA & T Y BBA students are taken for industrial visits whereby students visit a number of industries to get corporate exposure for preparing comprehensive projects which is a part of their curriculum.

5.2.3 Enumerate the special support provided to students who are at risk of failure and drop out?

1. The institution is committed to bring down the dropout rate. The socio economic, cultural and psychological issues contribute to the drop out factor. To deal with the socio cultural problems, the counseling cell and to the students and sometimes to parents.
2. The students who are weak or seem to fail in the exams are provided coaching through extra classes in the college. The college also arranges cost free remedial classes for the weak students.

5.3 Student Participation and Activities:

5.3.1 List the range of sports, games, cultural and other extracurricular activities available to students. Provide details of participation and program calendar.

1. The Extracurricular activities, sports and games are well encouraged by the institute. The institute gives due publicity by putting up notices.
2. The institute has one play grounds within the campus. The following sports and game facilities are available in the institute.
3. Volleyball, Cricket, Kho-kho, Kabbadi, The extracurricular activities include debating, dance, etc. The cultural activities include participation in Youth Festivals, festivals arranged by the university.

5.3.2 Furnish the details of major student achievements inco-curricular, extracurricular and cultural activities at different levels:University /State / Zonal / National / International, etc. for the previous four years.

The students participate in the cultural events organized by S.P.University and various inter college competitions.

Our students have participated in the sports competitions conducted by S.P. University.

5.3.3 How does the college seek and use data and feedback from its graduates and employers, to improve the performance and quality of the institutional provisions?

Yes, the institute does have a mechanism to seek feedback from graduates and employers.

The institute takes feedback from final year students at the time of farewell. Feedback of employers who have employed our students are taken.

Following are the initiatives taken on the basis of feedback/suggestions taken from students and employers.

- Regular course up-gradation.
- More emphasis on practical learning.

5.3.4 How does the college involve and encourage students to publish materials like catalogues, wall magazines, college magazine, and other material? List the publications/materials brought out by the students during the previous four academic sessions.

The institute encourages the involvement of students every year by declaring Students' Council which involves more than 15 students. The council consists of various committees such as Event Management.

5.3.5 Does the college have a Student Council or any similar body? Give details on its selection, constitution, activities and funding.

Yes, the institute has Students' Council, which is selected by the committee of faculty members and Principal. In the beginning of the year, a meeting is organized with the principal of the institution for formation of Students' Council.

5.3.6 Give details of various academic and administrative bodies that have student representatives on them.

NA

5.3.7 How does the institution network and collaborate with the Alumni and former faculty of the Institution?

Alumni Association of the institute plans for organizing Alumni Meet every year in order to create good interaction.

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1 Institutional Visions and Leadership

6.1.1 State the vision and mission of the Institution and enumerate on how the mission statement defines the institution's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, institution's traditions and value orientations, vision for the future, etc.?

Vision and mission:

Vision: Our vision to produce globally competitive and socially responsible leaders.

Mission:

The institute endeavors to impart a liberal, modern and sound education in Management and Information Technology & System to students coming from various strata of the society and it strives to inculcate in them human values, a spirit of patriotism, national integration and democratic outlook.

Our mission is to impart the highest quality education at an affordable cost to students hailing from various sections of the society. The Dream, Vision and Mission of the institute aim at fostering global competencies among students, contributing to social enrichment and national development, promoting the use of technology and quest for excellence.

6.1.2 What is the role of top management, Principal and Faculty in designing and implementation of its quality policy and plans?

The role of top management has been inspiring and facilitating, that of Principal has been encouraging and mentoring and that of faculty has been participative and progressive.

- The topmost management always inspires the faculty to undertake new initiatives. They often remind the faculty about their significant role of contribution to human development. They show their readiness to support and facilitate new ideas for education related to institution.
- Principal plays pivotal role in encouraging new ideas which increase the quality of education in the institute. Principal is more of a mentor than an administrator in the institution.
- Faculty members have enthusiastic role in designing and implementing quality policy

and plans. There is collective participation oriented towards excellence in education. Faculty takes all initiatives to keep the institution on the progressive path. They act as facilitators of learning in the institution encouraging students to participate in the various activities teaching & learning process. They also give valuable suggestions which are incorporated in quality policy and plans.

6.1.3 What is the involvement of the leadership in ensuring?

- a) **The policy statements and action plans for fulfillment of the stated mission**
- b) **Formulation of action plans for all operations and incorporation of the same into the institutional strategic plan**
- c) **Interaction with stakeholders**
- d) **Proper support for policy and planning through need analysis, research inputs and consultations with the stakeholders**
- e) **Reinforcing the culture of excellence**

a) **The policy statements and action plans for fulfillment of the stated mission**
The employees have well defined roles and responsibilities through owning various processes which they carry out with sincerity and zeal. In the process of implementation of all academic and co-curricular activities the college has its vision and mission at the forefront.

- b) **Formulation of action plans for all operations and incorporation of the same into the institutional strategic plan**

Leadership is involved in the formulation of all major plans and decisions are taken through consultations at various levels and in different committees and associations, keeping in mind the interest and welfare of the students. The plans are prepared well in advance so as to give adequate time for proper implementation.

- c) **Interaction with stakeholders**

The leadership ensures that students and other stakeholders are kept informed and notified of any policy change or plans made for the betterment and progress of the institute and society at large.

- d) **Proper support for policy and planning through need analysis, research inputs and consultations with the stakeholders**

Various cells and committees formed in the institute provide suitable platform and ample opportunities to staff and students to put for their suggestions and feedback for improving future development of the institute.

e) **Reinforcing the culture of excellence**

The regularity and seriousness with which classes are taken and a plethora of co-curricular and extra-curricular activities carried out in the college bear testimony to this fact. It is ensured that the entire teaching learning process is continuously evolved keeping track of the emerging need of the society and industry.

Our vision to produce globally competitive and socially responsible leaders.

6.1.4 What are the procedures adopted by the institution to monitor and evaluate policies and plans of the institution for effective implementation and improvement from time to time?

The quality standards and systems of the college are defined and described in the three manuals named as under:

1. Quality enhancement programme
2. Helping hand project
3. Quality improvement programme

These manuals elaborate the role, responsibilities, objectives and functioning of management, principal and faculty.

PROCESSES:

1. Selection of Staff
2. Relationships with Parents & Students
3. Admission to Students
4. Management and Administration
5. Classroom Teaching
6. Library Services
7. Conducting Examination & Evaluation of it.
8. Co-curricular Activities
9. Infrastructure Up gradation & Maintenance
10. Relationship with society & other stake holders
11. Personality & Skills development

6.1.5 Give details of the academic leadership provided to the faculty by the top management?

The institute has centralized administrative set-up, with the principal, vice-principal authorized to take decisions in the areas of their responsibility. The principal has complete freedom to plan and execute academic programme and activities. The management actively supports and facilitates all planned activities and helps by making funds available as and when necessary.

6.1.6 Commitment to quality: Implementation of International Quality Standards at various levels?

- The institute is highly proactive in grooming leadership at various levels. Two strategies are adopted for this
 1. Faculty and staff members are given opportunities to undertake higher levels of responsibility in their domain of work; and
 2. The institute ensures continuous in-service training in leadership by deputing staff and through in-house organization of various events.
- Institute also grooms leadership amongst students through
 1. Their involvement in various institute level committees; and
 2. Their participation and management of co-curricular and extra-curricular events.

6.1.7 How does the institute delegate authority and provide operational autonomy to the departments / units of the institution and work towards decentralized governance system?

- They have autonomy to give extra inputs to students beyond the course plan.
- Faculty members have freedom to design and implement activities and events.

6.1.8 Does the institute promote a culture of participative management? If 'yes', indicate the levels of participative management.

Yes, The institute adopts a culture of participative management at all levels of its operations from the top decision making to the bottom level of execution. There is a higher degree of involvement of teachers as well as students in all academic and administrative ventures in the faculties, beginning from maintaining regularity of classes, etc.

Participative management

- Faculty members are involved in the planning and administration of various events and activities at the institution.
- Board of Studies in the area of Economics and Management at Sardar Patel University

- Institute Committees for Curricular Activities
- WOMEN CELL
- Students are involved in the administration of co-curricular activities through their membership, Women Cell, Anti-Ragging Cell, etc.,

6.2 Strategy Development and Deployment

6.2.1 Does the Institution have a formally stated quality policy? How is it developed, driven, deployed and reviewed?

In addition to quality policy the vision and mission statements and the objectives framed express the quality concerns of the institute. The institute accords great importance to the quality of education imparted; consequently, our policy on quality is continuously monitored and periodically reviewed.

6.2.2 Does the Institute have a perspective plan for development? If so, give the aspects considered for inclusion in the plan.

Yes, the institution does have a perspective plan for development. The following aspects are considered for inclusion in the plan:

Teaching and learning

- To promote inter-disciplinary teaching through credit based system, etc.
- To monitor the quality of teaching

Research and Development

- To ensure full freedom to faculty members in research to write research article and go for Ph.D degree.

Community Engagement

- To undertake community work as one of the goals.
- To promote all kinds of extension activities for the betterment of students as well as society.

6.2.3 Describe the internal organizational structure and decision making processes.

Organizational Chart:

President
CEO
Hon. Secretary
Campus Director
Principal
Vice Principal
Faculty Members
Lab Assistant
Librarian
Account Assistant
Non teaching staff
Administrative staff
Technical staff

Academic & Administrative Bodies:

- **Principal:** Overall administration
- **Teaching Staff:** Teaching, research and extension.
- **Administrative Staff:** Office administration
- **Technical Assistants:** Upkeep of technical infrastructure and providing technical support
- **Women Cell:** This cell takes care of the issues related to girl students and female faculty members. From time to time, the cell organizes events and deputed female faculty members and girls students for self defense attending the seminars organized outside the Institute.

6.2.4 Give a broad description of the quality improvement strategies of the Institution for each of the following

- **Teaching & Learning**
- **Community Engagement**
- **Human Resource Management**
- **Industry Interaction**

Teaching & Learning:

Adoption of innovative practices is perhaps the most effective way of making the subject or topic interesting. Class discussions are made more interactive by involving the students in group discussions.

Community Engagement:

- Tree Plantation and Vyasana Mukti Abhiyan (De-Addiction) in the campus with the President and Principal.

Human Resource Management:

- Staff appointment as per UGC norms with adequate facilities.
- Encouraging staff for qualification up gradation and research.

Industry Interaction:

- Inclusion of Industrial Visits for subjects like Industry Exposure under CBCS (Choice Base Credit System).
- Encouraging students for industrial training & comprehensive project to gain practical knowledge.

6.2.5 How does the Head of the institution ensure that adequate information (from feedback and personal contacts etc.) is available for the top management and the stakeholders, to review the activities of the institution?

Principal, the head of the institution, ensures the availability of adequate information for the top management and the stakeholders to review the activities of the institution through

- Annual Appraisal of faculties
- Subject wise evaluation of marks
- Feedback from students
- Analysis of the activities planned and implemented
- Presence of Management at the Annual Day Celebration and such other programs

6.2.6 How does the management encourage and support involvement of the staff in improving the effectiveness and efficiency of the institutional processes?

Management encourages and supports the involvement of staff in improving the effectiveness and efficiency of the institutional processes through a participative style of management.

- Suggestions are invited by the Principal at Annual Plan Meeting and incorporated while preparing the annual academic plan.
- Each process is led by faculty as coordinators.
- Library books are purchased on the recommendation of faculty members and students.

For improving the effectiveness and efficiency, all staff members are encouraged to use technology in management for all institutional processes.

6.2.7 Enumerate the resolutions made by the Management Council in the last year and the status of implementation of such resolutions.

Computerization of administration and the process of admissions and examination result.

6.2.8 Does the affiliating university make a provision for according the status of autonomy to an affiliated institution? If 'yes', what are the efforts made by the institution in obtaining autonomy?

NO

6.2.9 How does the Institution ensure that grievances / complaints are promptly attended to and resolved effectively? Is there a mechanism to analyze the nature of grievances for promoting better stakeholder relationship?

Yes, Our institution has an employee grievance redressed mechanism. Since the institutional environment is very homely, such problems seldom arise. In case of any grievance, the employee concerned can always approach the Principal. The institution ensures that all stakeholders work in full co-ordination with one another.

6.2.10 During the last four years, had there been any instances of court cases filed by and against the institute? Provide details on the issues and decisions of the courts on these?

NA

6.2.11 Does the Institution have a mechanism for analyzing student feedback on institutional performance? If 'yes', what was the outcome and response of the institution to such an effort?

Yes. The institute has introduced a mechanism for evaluation of the teachers and on the overall institutional performance by the students. These analyzed evaluated, report are perused by the principal of the institute. In turn the outcome of the feedback analysis is that necessary actions and initiatives are taken for further improvement of the quality improvement of the institution.

6.3 Faculty Empowerment Strategies

6.3.1 What are the efforts made by the institution to enhance the professional development of its teaching and non - teaching staff?

Full-time teachers are appointed as per the UGC norms. Their professional development is encouraged by

- Institution has separate books in the library as reference copy for faculties. Faculty members are given computer with internet connection to support their professional development. They are sent to attend seminars, workshops, conferences and orientation programme & refresher course in the respective subjects and for overall development.
- Non-teaching staff are also given training for improvement in administrative skills.

6.3.2 What are the strategies adopted by the institution for faculty empowerment through training, retraining and motivating the employees for the roles and responsibility they perform?

The institution's initiatives for promoting the above are:

- Meetings
- Assigning the coordination of curricular and co- curricular activities
- Approval for M.Phil. and Ph.D degrees.
- An environment that is equipped with facilities such as
 - Spacious furniture with lockers
 - Projectors, photocopying machines, printers, stationery

6.3.3 Provide details on the performance appraisal system of the staff to evaluate and ensure that information on multiple activities is appropriately captured and considered for better appraisal.

- I Teaching Style & Methodology
- II Subject Preparation
- III Syllabus Completion and Guidance
- IV Exam Orientated Teaching

6.3.4 What is the outcome of the review of the performance appraisal reports by the management and the major decisions taken? How are they communicated to the appropriate stakeholders?

The decisions based upon the performance appraisal are kept confidential by the top management. If any major decision is to be taken, it is confidentially shared with the employee concerned.

6.3.5 What are the welfare schemes available for teaching and non-teaching staff? What percentage of staff have availed the benefit of such schemes in the last four years?

The following welfare facilities are provided to teaching and non-teaching staff:

- Equal amount contribution in Provident Fund by the management.
- As a part of welfare tradition, the staff and non-teaching get together with their families on various occasions.
- Medical leave are given to the employees during his/her job period.
- There is a provision of maternity leave for the female staff.

6.3.6 What are the measures taken by the Institution for attracting and retaining eminent faculty?

- Faculties are appointed as per S.P.University norms.
- Freedom for coordinating curricular and extra-curricular activities.

6.4 Financial Management and Resource Mobilization

6.4.1 What is the institutional mechanism to monitor effective and efficient use of available financial resources?

To monitor effective and efficient use of the available financial resources, every activity planned at the institution has the following mechanism;

- Preparation of budget at the micro level by the concerned committee taking into account all the specific details.
- Verification of the budget prepared by the Principal.
- Approval and sanction by the Top Management.

6.4.2 What are the institutional mechanisms for internal and external audit? When was the last audit done and what are the major audit objections? Provide the details on compliance.

Yes, The Institute management has appointed a regular internal auditor who audits all the income & expenditure of Institute. In addition to this the management has appointed an approved Chartered Accountant to audit the yearly accounts of the institute and prepares the annual income & expenditure statements along with balance sheet of the college which is duly signed by him.

6.4.3 What are the major sources of institutional receipts/funding and how is the deficit managed? Provide audited income and expenditure statement of academic and administrative activities of the previous four years and the reserve fund/corpus available with Institutions, if any.

Total fee collected from the students.

6.4.4 Give details on the efforts made by the institution in securing additional funding and the utilization of the same (if any).

Institute encouraging faculties to take assistance of government other funding agencies by writing project like UGC for Minor research projects.

6.5 Internal Quality Assurance System (IQAS)

6.5.1 Internal Quality Assurance Cell (IQAC)

a. Has the institution established an Internal Quality Assurance Cell (IQAC)? If 'yes', what is the institutional policy with regard to quality assurance and how has it contributed in institutionalizing the quality assurance processes?

Yes, the institute has IQAC since 2013. The institutional policy regarding the quality assurance is reflected in the goals and objectives of the institute. The quality assurance process is institutionalized in the form of the areas under the quality system are as follows:

Table no 6.1 The IQAC Cell

Sr No.	Name	Designation
1	Shree Parthbhai B Patel	Management Representative
2	Shree Harendra P Bhatt	Management Representative
3	Dr Bhanubhai D Parmar	Chairman
4	Dr Kamlesh R Rajput	Member
5	Mrs.Sujata M Dani	Member
6	Mr.Sandip Chandra	Member
7	Mr.Ghanshyambhai Suthar	Stake holder Representative
8	Nirali Mistry	Student Representative
9	Chintan Patel	Student Representative

PROCESSES:

1. Relationships with Parents & Students
2. Admission to Students
3. Management and Administration
4. Classroom Teaching
5. Library Services
6. Conducting Examination & Evaluation of it
7. Industrial Visits
8. Co-curricular Activities

b. How many decisions of the IQAC have been approved by the management/ authorities for implementation and how many of them were actually implemented?

Yes, The IQAC has been approved by the management.

c. Does the IQAC have external members on its committee? If so, mention any significant contribution made by them.

NO

d. How do students and alumni contribute to the effective functioning of the IQAC?

Students play an active role in assuring the quality of education imparted by the institute. Students contribute by participating in the management of several activities organized in the institute and by providing feedback (on timetable, attitude of teaching and non-teaching staff, library, curricular and co-curricular activities, industrial visit, etc.) for further improvement.

e. How does the IQAC communicate and engage staff from different constituents of the institution?

IQAC organizes quarterly meetings, talking suggestion from the faculty members and providing information by circulating circulars.

6.5.2 Does the institution have an integrated framework for Quality assurance of the academic and administrative activities? If 'yes', give details on its operationalization.

Yes, The management has set up Quality Enhancement Programme which is look after by the secretary and the registrar of the APMS.

6.5.3 Does the institution provide training to its staff for effective implementation of the Quality assurance procedures? If 'yes', give details enumerating its impact.

Yes, periodically meetings have been organized and its impact has reflected in teaching learning process of faculty members.

6.5.4 Does the institution undertake Academic Audit or other external review of the academic provisions? If 'yes', how are the outcomes used to improve the institutional activities?

Yes, The Quality Enhancement Programme already implemented which is part of IQAC.

6.5.5 How is the internal quality assurance mechanisms aligned with the requirements of the relevant external quality assurance agencies/regulatory authorities?

NA

6.5.6 How does the institution communicate its quality assurance policies, mechanisms and outcomes to the various internal and external stakeholders?

NA

Any other relevant information regarding Governance Leadership and Management which the college would like to include.

- Equal opportunity organization.
- Collective leadership: Institute encourages leadership at all levels and develops the leadership skills of faculty and students through different ways.

CRITERIA VII: INNOVATIONS AND BEST PRACTICES

CRITERIA VII: INNOVATIONS AND BEST PRACTICES

7.1 Environment Consciousness

7.1.1 Does the Institute conduct a Green Audit of its campus and facilities?

The Institute is yet to initiate a Green audit of its campus. The Institute does not conduct a formal Green Audit of its campus but it takes efforts to maintain the greenery of the campus. The plants and trees are properly maintained.

7.1.2 What are the initiatives taken by the institute to make the campus eco-friendly?

The institute has taken a number of steps to make the campus eco- friendly. Several steps have been taken to make the campus polythene / plastic free zone.

Community extension is very much strengthened by encouraging students to give back to the society. In addition to blood donation camps, tree plantations, the institute is giving much focus on green initiatives

We classify our initiative in the following heads:

- Energy conservation
- Water Harvesting
- Check dam construction
- Efforts for Carbon neutrality
- Tree Plantation
- Hazardous waste management
- e-waste management

- **Energy Conservation:**
 - The class-rooms of the institute are so airy, well ventilated and well-lighted that they hardly need any artificial lights and fans. The faculty (who are on duty on the respective class) and peons are instructed to shut down the power switches when not in use.

- An effort to make students conscious of their responsibility towards the environment and energy conservation, they are advised to switch off lights and fans while leaving the classrooms and computer laboratories.
- Various events and competitions like Poster Making competition, etc are organized for students by the institute in order to generate awareness and make them more educated and responsible citizens of tomorrow with regard to conservation of energy and its rational usage.

- **Water harvesting:** NIL
- **Check dam Construction:** NIL

- **Efforts for carbon neutrality:**
 - The carbon emissions of the Institute are not significant. However, the Institute is working towards reducing or making up for its carbon footprint by the following measures.
 - The Institute conducts a tree plantation drive in the campus every year and planting saplings with the help of NSS students.
 - A lot of expenditure is incurred to keep the environment green in institute campus. For this the institute staff and students are working whole heartedly for plantation.

- **Plantation:**
 - In institute campus different species of trees are planted.
 - In spite of these flowering trees are also planted.
 - Inside corridor different varieties of plants are planted in soil pots and in open space of building thus a beautiful decorum is maintained.
 - Regular care of these plants is taken due to which the campus has greenery.
 - Biodiversity of plants is observed in our institute campus.
 - For maintaining the greenery of our institute, institute has appointed a Gardner staff.

- **Hazardous waste management:**
 - The waste material is dumped. Institute has a common waste store room, for waste furniture, waste papers & other waste material; which are procured by offering tenders the waste products are sold & resource is generated.

- **E-waste management:**
 - Subjects like “Environmental Studies” and “Climate Change and Sustainable Development” are offered to all First Year students of ISM, ITM, General programmes to develop their awareness about environmental issues.

7.2 Innovations

7.2.1 Give details of innovations introduced during the last four years which have created a positive impact on the functioning of the institute.

The Institute is continuously innovating, and trying out new measures that will enhance Institute and student performance in every possible area.

- **Students Feedback System:**

- Over the years, we have introduced several innovations in areas such as curriculum development, teaching- learning and evaluation process, research and extension, governance and student support and enrichment.

- The institute developed the mechanism of student's feedback.

- **Tracking absenteeism at lectures:**

- Attendance records are meticulously maintained and a monthly report is displayed on the notice board. Those who are most irregular, letters about their absenteeism are sent by speed post.

- **Students feedback:**

- The Institute invites student feedback of faculties through a closed- ended survey instrument. The feedback form has recently been revised and seeks the student's opinion about the course, the teaching-learning process and evaluation. The Class Counselor discusses the summary of the feedback with the Principal and necessary decisions and actions are taken in cases where improvement is required.

- **Soft Skill Development:**

Our focus on soft-skill development programs is sharpened by way of introducing number of activities.

- Communication Skills, Non-Verbal Communication, Introduction and demonstration of Group Discussion, PDP Programs are organized in the classrooms, GD Competition, SWOT Analysis about themselves, Resume Building and Interview Techniques, Writing Covering Letter, Training for Interview etc are done whenever the students need and after completion of our regular syllabus.

- Extracurricular activities such as AIDS awareness programs, Gurupornima, Teachers Day, Environment Day, Birth Anniversaries of various Patriots, Earth Day, Management Day Celebration etc...In short various National, Religious, Cultural and General Awareness programs are being conducted for overall personality development of the students.
- In the year 2014 our institute participated in AIDs Awareness program organized by Gujarat State AIDs Control Society and Indian Red Cross Society. Our institute was the recipient of Appreciation award for Short Film on AIDs and received a trophy and a Certificate to every participant.
- **Catering to student diversity:**
 - Economically poor students are given fee concession, scholarships, etc. At the time of counseling students ability is judged and accordingly the courses are suggested.

7.3 Best Practices

7.3.1 Elaborate on any two best practices as per the annexed format (see page) which have contributed to the achievement of the Institutional Objectives and/or contributed to the Quality improvement of the core activities of the institute.

- Title of the Practice:

Introducing Post Graduation Course – “Master in Event Management and Public Relations”, first time in Gujarat, The only institute offering this course.

Objective: To develop skills such as

- Organization
- Composure under Pressure
- Ability to Listen
- Attention to Detail
- Imagination and How to guide

Complete course is planned and charted out by the Principal and staff members.

- **PR is vital to outreach programs.**
 - PR is all about building relationships to advance, promote, and benefit the reputation of you yourself, your department and institution
 - PR is about communicating your message to gain allies, advocates, supporters, etc. in the community and the institution
 - It aids in marketing the department for recruitment purposes and can lead to improved quality of student applicants
 - It demonstrates to funding agencies that you are making a difference and actually have results
 - It can improve the reputation of an individual
 - It can lead to strong community and industrial partnerships, and even financial support.
 - Two months Industrial Training in 4th SEM to have practical exposure.

Total Credit System for MEMPR

Students will be required to earn stipulated credits per course per semester for

Obtaining M.E.M.P.R. Degree as shown below:

Semesters	1	2	3	4	Total Credits
MEMPR Credits	25	25	25	25	100

- **Patriotism:**

Management Trustee and CEO belong to a freedom fighters background/family; they inculcate the value like Patriotism, Protest Drug Addiction, and Women Empowerment etc.

 - Institute adapted some practices like instead of saying Good Morning-our students say “Vande Mataram”.
 - More than 100 portraits are prepared and displayed to encourage students. It is known as “Shahid Smarak”.
 - Every year in an Orientation Program an oath is given to the student that he will keep away from any type of addiction.
 - Institute has more female faculties than men, thus encouraging women Empowerment.

- **Farewell Function for Final Year Students**

1. **Objectives:**

- To say goodbye and to leave happy memories in the minds and hearts of students
- To create and nurture a sense of lifelong belonging to the Alma mater
- To encourage students to keep in touch and share their life experiences with the students in the future

- **Teachers' Day celebration**

Objectives:

- To honour and felicitate teachers on 5th September.
- To help students bond with teachers and express their love and affection, by celebrating the day in a variety of ways
- To help students and teachers remember the Guru-shishya tradition where teachers are also recognized as mentors, counselors and value educators.

3. Evaluative Report of Departments

Important Note: -

1. For B.B.A. (ITM/ ISM/GENERAL)

We treat our BBA institution, offering course in ITM, ISM, GEN as one unit and one degree is allotted to all courses by university.

2. For M.E.M.P.R.

MEMPR course is a separate course for which we have got the recognition but there is no enrollment from the day first and it is mentioned so in the SSR.

Hence, we submit the report of the institute as a whole.

Declaration by the Principal of the Institution

I certify that the data included in this Self- Study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the peer team will validate the information provided in this SSR during the peer team visit.

Place: Anand

Date: December, 2015

Dr. Bhanubhai D. Parmar
Principal
Shree P.M. Patel Institute of
Business Administration, Anand
Opp. New Bus Stand
Near Sardar Baug,
Anand-388001

Annexure

Work Load

Work Load of BBA (GENERAL)

Sr No	Class	Division	Intake of Student	Theory Hours	Practical Hours	Total Work load hours
Semester I						
Semester II						
Semester III	1	1	160	24	0	24
Semester IV	1	1	160	24	0	24
Semester V	1	1	160	27	0	27
Semester VI	1	1	160	27	0	27
			Total	102		102

Work Load Of BBA (ISM)

Sr No	Class	Division	Intake of Student	Theory Hours	Practical Hours	Total Work load hours
Semester I						
Semester II						
Semester III	1	1	80	24	3	27
Semester IV	1	1	80	24	3	27
Semester V	1	1	80	24	3	27
Semester VI	1	1	80	24	6	30
			Total	96	15	111

Work Load Of BBA (ITM)

Sr No	Class	Division	Intake of Student	Theory Hours	Practical Hours	Total Work load hours
Semester I	1	1	80	24	3	27
Semester II	1	1	80	24	3	27
Semester III	1	1	80	24	3	27
Semester IV	1	1	80	24	3	27
Semester V	1	1	80	24	3	27
Semester VI	1	1	80	24	3	27
Semester VII	1	1	80	36	3	39
Semester VIII	1	1	80	36	3	39
			Total	216	24	240

Shree P M Patel Institute of Business Administration, Anand
Academics Schedule 2015-16
Academic Calendar

		Breaks and Vacations	Re-open
1.	Summer Break	4th May to 24th May 2015	25th May
2.	Diwali Vacation	7th November to 23th November 2015	24th November
3.	Winter Break		

Academic Planner	
1st Term	22/06/2015 to 12/12/2015
2nd Term	24/11/2015 to 18/06/2015

Academic Calendar

Sr. No.	Occasion	Date & Day	Description/ Details
1	External Exam and Assessment Work	April and May	External Exam Supervision, Practical Exams, and Assessment Work at Sardar Patel University
2	College Start after Summer Vacation for Sem - I & III, V, VIIth	June-2015	College Started
3	Celebrated International Yoga Day	June-2015	Celebrated International Yoga Day on Sunday
4	Counseling of Sem – Ist students	June-2015	Orientation programme of rules and regulation of the college for the FY BBA (ITM) students and information collected from the students for their I Card.
5	Staff Meeting	June-2015	Formal Staff Meeting with Principal
6	Meeting for IQAC Cell	July-2015	IQAC Cell Meeting.
7	Celebrated Gurupurnima Day	July-2015	Celebrated Gurupurnima Day and A tribute to Dr. Kalam
8	Class Assignment	August-2015	
9	Industrial Visit	August-2015	S.Y B.B.A Students
10	Independence Day	August-2015	Independence Day Celebration
11	Unit Test	August-2015	
12	Unit Test	August-2015	
13	Class Assignment	August-2015	
14	Industrial Visit	August-2015	For SY BBA Students
15	Staff Meeting	August-2015	End of Month
16	Teachers Day	Sept-2015	
17	Class Assignment	Sept-2015	
18	University Youth Festival	Sept-2015	
19	College Internal Exam	Sept-Oct-2015	
20	Internal Assessment	Oct-2015	
21	University Exam	Oct-2015	
22	Staff Meeting	Oct-2015	For Exam Supervision

23	Sardar Patel Jayanti	Oct-2015	
24	Diwali Vacation	07/11/2015- 24/11/2015	
25	Staff Meeting	Nov-2015	
26	Convocation Day	Dec-2015	
27	Staff Meeting	Dec-2015	End of Month
28	AIDS Awareness Program	Jan-2016	AIDS Awareness Program for the student
29	N.S.S Camp	Jan-2016	Annual N.S.S Camp
30	Day celebration	Jan-2016	
31	Republic Day	26/1/2016	Republic Day celebration
32	Staff Meeting	Jan-2016	
33	Unit Test	Feb-2016	
34	Class Assignment	Feb-2016	
35	Essay Competition	Feb-2016	
36	Power Point Presentation	Feb-2016	Regarding environmental Problems by FY BBA Students Tentative Date
37	Class Assignment	Feb-2016	
38	Staff Meeting	Feb-2016	End of Month
39	Annual Day celebration	Feb-2016	
40	College Internal Exam	March-2016	
41	Internal Marks submission to SPU	March-2016	
42	External Exam start	April-2015	
43	Meeting for IQAC Cell	April-2016	Regarding Vacation
44	Vacation	May-2016	Present Staff will work

Time-Table

Time-Table

FY BBA (ITM) - Semester I Trushar Patel Room No:201 No. of Student:24						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 : 00 TO 8 : 50	ECO.	ECO.	ECO.	CSM	CSM	CSM
	<i>Sujata Madam</i>	<i>Sujata Madam</i>	<i>Sujata Madam</i>	<i>Pratima</i>	<i>Pratima</i>	<i>Pratima</i>
8 : 50 TO 9 : 40	ACC.	ACC.	ACC.	ES	ES	ES
	<i>Vaibhavi</i>	<i>Vaibhavi</i>	<i>Vaibhavi</i>	<i>Sujata Mam</i>	<i>Sujata Mam</i>	<i>Sujata Mam</i>
9 : 40 TO 10 : 30	Comp.Mgt	Comp.Mgt	Comp.Mgt	C.O	C.O	C.O
	<i>Swati Joshi</i>	<i>Swati Joshi</i>	<i>Swati Joshi</i>	<i>Kartik Sir</i>	<i>Kartik Sir</i>	<i>Kartik Sir</i>
10:30 To 10:40	Recess					
10 : 40 To 11 : 30	MGT	MGT	MGT	P C S/W	P C S/W	P C S/W
	<i>Sandip Chandra</i>	<i>Sandip Chandra</i>	<i>Sandip Chandra</i>	<i>Trushar Sir</i>	<i>Trushar Sir</i>	<i>Trushar Sir</i>
Computer Lab						
11.30 to 1.30				P/C Software(Trushar Patel)		

SY BBA (ISM) Sem-III Pratima Chaudhari Room No.: 110 No of Student:22						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Computer Lab					
9.30 to 11.30	V.B(Trushar Patel)					
11 : 30 TO 12 : 20	SAD <i>Dipen Sir</i>	COST ACC. <i>Vaibhavi</i>	HRM <i>SJ</i>	MIS <i>Dipen Sir</i>	VB <i>Trushar</i>	FIN. MGT. <i>Vaibhavi</i>
12 : 20 TO 1 : 10	HRM <i>SJ</i>	CS <i>Pratima</i>	SAD <i>Dipen Sir</i>	VB <i>Trushar</i>	FIN. MGT. <i>Vaibhavi</i>	VB <i>Trushar</i>
1 : 10 TO 1: 20	RECESS					
1 : 20 TO 2 : 10	CS <i>Pratima</i>	COST ACC. <i>Vaibhavi</i>	COST ACC. <i>Vaibhavi</i>	FIN. MGT. <i>Vaibhavi</i>	MIS <i>Dipen Sir</i>	MIS <i>Dipen Sir</i>
2 : 10 TO 3 :00				HRM <i>SJ</i>	CS <i>Pratima</i>	SAD <i>Dipen Sir</i>
SY BBA (ITM) Sem-III Swati Joshi Room No.: 201 No. Of Student: 16						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Computer Lab					
9.30 to 11.30	RDBMS(Dipen Sir)					
11 : 30 TO 12 : 20	CORPO. ACC <i>Vaibhavi</i>	QT <i>Dipen Sir</i>	RDBMS <i>Dipen Sir</i>	CS FOR IT MGT <i>Pratima</i>	CORPO. ACC <i>Vaibhavi</i>	CS FOR IT MGT <i>Pratima</i>
12 : 20 TO 1 : 10	BIS <i>Kartik Sir</i>	CORPO. ACC <i>Vaibhavi</i>	E-COM <i>Trushar</i>	RDBMS <i>Dipen Sir</i>	QT <i>Dipen Sir</i>	QT <i>Dipen Sir</i>
1 : 10 TO 1: 20	RECESS					
1 : 20 TO 2 : 10				RDBMS <i>Dipen Sir</i>	CS FOR IT MGT <i>Pratima</i>	E-Com <i>Trushar</i>
2 : 10 TO 3 :00				BIS <i>Kartik Sir</i>	BIS <i>Kartik</i>	E-COM <i>Trushar</i>
SY BBA (GEN) Sem-III Vaibhavi Shah Room No.: 206 No. of Student: 34						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11 : 30 TO 12 : 20	CORPO. ACC <i>Sonali Shah</i>	CS <i>Pratima</i>	CS <i>Pratima</i>	MKT <i>SC</i>	CORPO. ACC <i>Sonali Shah</i>	MKT <i>SC</i>
12 : 20 TO 1 : 10	STAT <i>Bhumika</i>	STAT <i>Bhumika</i>	FM <i>Vaibhavi</i>	STAT <i>Bhumika</i>	HRM <i>DR.Kamlesh Sir</i>	HRM <i>DR.Kamlesh Sir</i>
1 : 10 TO 1: 20	RECESS					
1 : 20 TO 2 : 10	ECO. <i>Sujata Madam</i>	ECO. <i>Sujata Madam</i>	ECO. <i>Sujata Madam</i>	HRM <i>DR.Kamlesh Sir</i>	MKT <i>SC</i>	FM <i>Vaibhavi</i>
2 : 10 TO 3 :00	I.A.EXPO <i>Sandip Sir</i>	I.A.EXPO <i>Sandip Sir</i>	I.A.EXPO <i>Sandip Sir</i>	FM <i>Vaibhavi</i>	CORPO. ACC <i>Sonali Shah</i>	CS <i>Pratima</i>

TY BBA (Gen.) Sem-V Sujata Dani Room No.: 110 No. Of Student: 40						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 : 00 TO 8 : 50	MAT MGT SS	MGT ACC Vaibhavi	Mgt A/C Vaibhavi	BT-I SS		LSM-I Chandra Sir
8 : 50 TO 9 : 40	ADV.HRM-I Dr.Kamlesh	IBE Sujata Madam	MAT MGT SS	SE-I Hetal Bhatia	SE-I Hetal Bhatia	MGT.ACC Vaibhavi
9 : 40 TO 10 : 30	LSM-I Chandra Sir	SE-I Hetal Bhatia	AFM-I SS	IBE Sujata Madam	MAT MGT SS	AFM-I SS
10:30 to 10:40	RECESS					
10 : 40 To 11 : 30	ADV.HRM-I Dr.Kamlesh	BT-I SS	ADV.HRM-I Dr.Kamlesh	IBE Sujata Madam	LSM-I Chandra Sir	AFM-I SS
11.30 to 12.20					BT-I SS	
TY BBA (ISM) Sem-V Kartik Patel Room No.: 109 No. Of Student: 34						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 : 00 TO 8 : 50	Computer Lab WP-I (Trushar Patel)			PF Vaibhavi	LSM-I Swati Joshi	DCCN Dipen Sir
8 : 50 TO 9 : 40				LSM-I Swati Joshi	Mkt Mgt-1 Swati Joshi	BE Sandip Sir
9 : 40 TO 10 : 30	BE Sandip Sir	Web Prog-I Trushar Sir	E-Com-I Kartik	Per. Fin Vaibhavi	DCCN Dipen Sir	ED Dr. Kamlesh
10:30 to 10:40	RECESS					
10 : 40 To 11 : 30	PF Vaibhavi	BE Sandip Sir	LSM-I Swati Joshi	Mkt Mgt-1 Swati Joshi	E-Com-I Kartik	Mkt Mgt-1 Swati Joshi
11 : 30 TO 12 : 20	Web Prog-I Trushar Sir	E-Com-I Kartik	Web Prog-I Trushar Sir			
12 : 20 TO 1 : 10	DCCN Dipen Sir	ED Dr. Kamlesh	ED Dr. Kamlesh			
TY BBA (ITM) Sem-V Room No.: 208 No. Of Student: 08						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8 : 00 TO 8 : 50	WAD Trushar Sir	LSM Swati Madam	LSM Swati Madam	SE Sujata Madam	SE Sujata Madam	SE Sujata Madam
8 : 50 TO 9 : 40	CN Dipen Sir	OB Dr.Kamlesh Sir	CN Dipen Sir	WAD Trushar Sir	WAD Trushar Sir	LSM Swati Madam
9 : 40 TO 10 : 30	FT Kartik Sir	FT Kartik Sir	CN Dipen Sir	OB Dr.Kamlesh Sir	PHRM Swati Madam	PHRM Swati Madam
10:30 to 10:40	RECESS					
10 : 40 To 11 : 30	PHRM Swati Madam	FT Kartik Sir	FT Kartik Sir	FT Kartik Sir	OB Dr.Kamlesh Sir	FT Kartik Sir
Computer Lab						
11.30 to 1.30	WAD-I(Trushar Patel)					

4TH YEAR BBA (ITM) Sem-VII Room No.: 306 No. of Student:22						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00 To 8:50	OC	CB1	CB1	OC	CB1	OC
	SJ	SC	SC	SJ	SC	SJ
8 : 50 TO 9 : 40	BM	BM	BM	IR	IR	IR
	<i>SJ</i>	<i>SJ</i>	<i>SJ</i>	<i>KR</i>	<i>KR</i>	<i>KR</i>
9 : 40 TO 10 : 30	FIF	ESB	IAPM	FIF	IAPM	DBA
	<i>SS</i>	<i>Sujata Mam</i>	<i>Vaibhavi Shah</i>	<i>SS</i>	<i>Vaibhavi Shah</i>	<i>Trushar</i>
10 : 30 TO 10 : 40	RECESS					
10 : 40 TO 11 : 30	FEM	ESB	DBA	IAPM	FIF	FSM
	<i>Kartik</i>	<i>Sujata Mam</i>	<i>Trushar</i>	<i>Vaibhavi Shah</i>	<i>SS</i>	<i>Sujata Mam</i>
11 : 30 TO 12 : 20	FSM	OOAD	ESB	OOAD	FSM	OOAD
	<i>Sujata Mam</i>	<i>Trushar</i>	<i>Sujata Mam</i>	<i>Trushar</i>	<i>Sujata Mam</i>	<i>Trushar</i>
12 : 20 TO 1 : 10	DBA	FEM	IEO	FEM	IEO	FEM
	<i>Trushar</i>	<i>Kartik</i>	<i>Kartik</i>	<i>Kartik</i>	<i>Kartik</i>	<i>Kartik</i>
Computer Lab						
1.30 to 3.30				DAD(Trushar Patel)		

Master Plan of the Institute

Student Feedback on Curriculum & Faculty

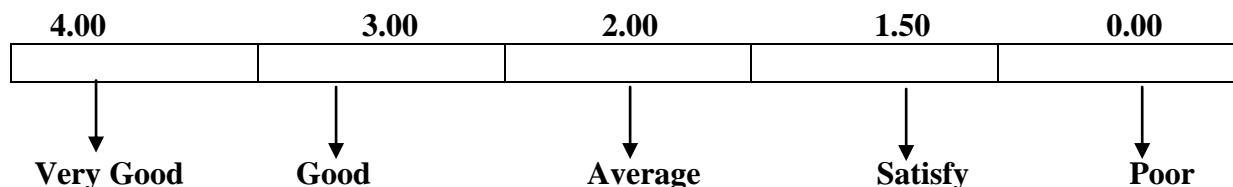
Shree P.M.Patel Institute of Business Administration, Anand

Managed by Anand People's Medicare Society

Student Feedback on Teacher

Department:

Semester/Term/Year:



Parameters	Very Good A	Good B	Average C	Satisfy D	Poor E
1. Knowledge base of the teacher (as perceived by you)					
2. Does the subject teacher have a command on Communication Skills?					
3. Sincerity / Commitment of the teacher					
4. Interest generated by the teacher					
5. Ability to integrate course material with environment/ other issues, to provide a broader perspective					
6. Ability to integrate content with other courses					
7. Accessibility of the teacher in and out of the class (includes availability of the teacher to motivate further study and discussion outside class)					
8. Ability to design Question / assignment / examinations and projects to evaluate students understanding of the course					
9. Provision of sufficient time for feedback					
10. Overall rating					

Faculty Detail

Institute Name: Shree P.M. Patel Institute of Business Administration											
Managed By Anand People's Medicare Society											
Faculty Detail											
No.	Name Address & Contact No.	Qualification				Subject	Res. Paper	Designation & Subject	Experience	Date of Joining	Approval No.Date & Subject
		Degree	%	Year	Uni.						
1	Dr. Bhanubhai D. Parmar Maruti Park Society, Nr. Priya Flat, Petlad - 388450 M: 9426260685	B.A.	58.18	1994	S.P.U.	Economics	13	Principal (Economics)	17 Years	02-09-14	K/TA/7648
		M.A.	55	1996	S.P.U.						13/3/2015
		M.Phil.	57	2009	S.P.U.						
		Ph.D.	Awarded	2013	S.P.U.						
2	Mrs. Sujata S. Dani Flat No. 5, Dhruvarshi Apartment - 1 , Nr. Dr. Kurien Banglow, Vyayam Shala road, Anand. Mo. 9426532587 DOB: 20/11/65	B.Sc	69%	1997	Aurangabad	Bot., Zoo,Dairy Sci. , Maths, Sci. , HRM, Management		Vice Principal (HRM)	2 Year	01-06-13	K/TA/8921
		MBA	57%	1989	Aurangabad						28/02/2014
		B.Ed	73%	1991	Aurangabad						
		MBA	70%	2008	Maharashtra						
3	Dr.Kamlesh Rajput 12/A,Raghuvir Tenament, S.D.Desai Marg, Nr. Maheshwari Palace, V.V.Nagar - 388120 9924165391	M.Com.	62%	2007	S.P.U.	HRM, Management	5	Lecturer of HRM	7 Years	28/06/08	D/B/5484
		M.Phi.	69	2008	S.P.U.						01/12/09
		Ph.D.	Awarded	2012	S.P.U.						HRM
4	Sonali H. Shah 57, Nagar Kuva, Petlad: Mobile No:- 9913114400 D.O.B:-04/07/1988	BBA	71%	2008	S.P.U.	Finance, Accounting	1	Lact. In Finance	5 Years	23/6/2010	D/B/5045
		M.Com.	68%	2010	S.P.U.						30/10/2010
		M.Phil.	72%	2011	S.P.U.						Account & Finance
		Ph.D.			S.P.U. (Continue)						
5	Kartikkumar N.Patel Virji Kaka StreeAt & Po: Ode (M)99242 08300	B.E(Com)	63%	2008	Saur.	Computer Science & IB		Int. National Business	4 Years	04-07-11	K/TA/8921
		M.B.A.	60%	2011	U.K						28-02-2014
											Computer Science
6	Tushar B. Patel Dayal Das Ni Khadki, AT: Sodpur, Ta: Nadiad, dist: Kheda. (M)9558034415	BBA	60%	2008	DDU	Computer Science	6		4 Years	04-07-11	D/B/4191
		MCA	70%	2011	HNGU						09-27-11
											Account & Finance
7	Vabhavi B. shah 21, amogh Park Society, Nr: Nasikwala Hall, Umreth: (M)9824523618 D.O.B:-04/08/1988	M.Com.	73%	2010	SPU	Accounting & Financial Management		Lecturer in Finance	4 Years 11 Months	12-07-11	D/B/4191
		M.Phil.	80%	2011	SPU						09-27-11
											Account & Finance
8	Pratima R. chaudhri 8, Rushi Bunglow, Nr: Kokila Kunj, Nr: Sardar Statue, V.V.Nagar (M) 89807 99440 D.O.B:- 30/05/1986	M.A.	55%	2008	SPU	English		English	4 Years 5 Months	11-08-11	D/B/4191
		M.Ed	6.22	2010	SPU						09-27-11
											English
9	Sandip S.Chandra 15,Shree Vihar - II, Nr.Gandhi Statue,Anand - Bakrol Road, Bakrol -388315 (M)9099015407 DOB: 01/12/1982	B.Com	58%	2006	SPU	Commerce & Management	3	Lecturer of HRM	6; Years	01-06-09	D/B 4191
		M.B.A.	64%	2008	ICFAI						27/9/2011
		M.Com.	63%	2011	HRM						
		Ph.D.			S.P.U. (Continue)						
10	Swati G Joshi 12, Param Appt.Bh: Iscon Temple, Mota Bazar,V.V.Nagar 388 001. (M)8460325900 D.O.B:-09/11/1986.	B.Sc	69%	2007	SPU	Marketing		Lecturer in Marketing	4 Years	10-07-11	K/TA/6793
		M.B.A.	58%	2010	DDU						08-01-11
		Ph.D.			Continue.						Marketing
Visiting Faculty											
1	Ms. Bhumika R. Panchal Manyani Khad, opp. Priya Poojan Flat, Ananad Mo. 88666 60783 DOB: 30/11/89	B.Sc	62%	2010	SPU	Maths		Lecturer of MATHS	2 Year 6 Months	16/1/2013	K/TA/8921
		M.Sc.	62%	2012	SPU						28/02/2014
											Maths

Audited Income
Expenditure Statement
for the Previous

Financial Year (2014-15)

Shree P.M.Patel Institute of Business Administration, Anand
(Managed By Anand People's Medicare society, Anand)
Balance sheet as on:31/03/2015

Liabilities	Rs.	Rs	Assts	Rs.	Rs.
Reserve and Surplus:-					
To Building Fund	6,68,684		Fixed Assets :-	5,58,378	
To Social Welfare Fund Exps	2,22,895		(As per Sechedule "1")		
To Pathology & Blood Relif Fund Exps	2,22,895				5,58,378
To Medical Reserch Fund	2,22,895				
To Scientific & Humanity Resech. Fund Exp	2,22,895				
To Education aid Fund Exps	2,22,895				
To Medical Relif Fund Exps	1,11,447				
To Publication Fund Exps	1,11,447				
To Disability Fund Exps	1,11,447				
To Cultral & National Activity Exps	1,11,447	22,28,947	Current Assets:-		
Sundry Creditors :-			Cash & Bank Balances		
Gratuity To Staff Payable	46,725		Cash On Hand	15,936	15,936
NSs Programmer Remuneration	3,000		Bank Balance		
Schollarship A/c.(SC)	25,300		Bank of Baroda	1,92,471	1,92,471
Scholarship(S.c)2010	10,200		Loans & Advances :-		
Scholarship A/C SEBC	28,000		Anand Peoples Medicare Society	81,57,737	
Spu Examination Fees	2,200		Advance For Exps	15,000	
Divyesh G Vyash	1,22,600	2,38,025	Staff LIC	22,103	
Excess of Income Over Exps.			Sangitaben Darji	500	
Excess of Income over Expenditure			Bharatbhai P Bhoi	4,300	81,99,640
A/c: Opening B/s Carry Forward	58,16,228				
Add : During Year Tra.From I & E	6,83,225	64,99,453			
Total		89,66,425	Total		89,66,425

Examined & Found Correct.

For A.J.PATEL & CO
Chartered Accountants

ALPESH PATEL

Proprietor (MEM NO:- 123850)

Date: 14/04/2015



Shree P.M. Patel Institute of Business Administration

President/Secretary/In-charge

Shree P.M.Patel Institute of Business Administration, Anand
(Managed By Anand people's Medicare society, Anand)
Income & Expenditure Account for the year ended: 31/03/2015

Expenditure		Rs.	Income	Rs.
To Teaching staff Salary	23,31,122		By Tution Fees :	48,36,550
To Staff Mediclaim Insurance Exps.	9,458			
To Provident Fund Exps.	1,20,744		By Form Fees	69,600
To Diwali Festival Exps	8,000		By Interest in Savings A/c	29,773
To Staff Welfare Exps	25,869			
To Honnary Remuneration Exps	58,390			
To Gratuity To Staff Exps	46,725			
To Salary To Non Teaching	5,35,200	31,35,508		
To Affilation Fees exps		2,00,000		
To Advertiesment Exps		18,675		
To Annual Day Celebration Exps		47,160		
To Printing & Stationery Exps		2,73,869		
To Canteen Exps		2,716		
To Comp.Laboratory Exps		3,390		
To Computer Maints Exps.		24,850		
To Garden Exps		21,185		
To Culture Activity Exps.		60,018		
To Student Aid Fees Exps		81,380		
To Bank Charges		426		
To Internet Broad Band Exps		753		
To Misc.Expences		4,324		
To Diwali Sweet Exps		59,800		
To Examination Exps.		8,874		
To Legal & Professiona FeesExps		22,000		
To Medical Aid Exps		25,000		
To Office Exps		81,154		
To News Paper & Subscription Exps		1,238		
To Postage & Telegram Exps.		3,062		
To Remuneration to Expert		4,000		
To Youth Festival Exps		2,406		
To Telephone Bill Exps		21,580		
To Vehical Running & Maints. Exps		74,120		
To Repairing & Maints Exps		20,250		
To Sports Exps		5,970		
To Travelling Exps		48,990		
To Excess of Income over Expenditure transfer to Balance Sheet		6,83,225		
Total:		49,35,923	Total :	49,35,923

Shree P.M.Patel Institute of Business Administration

President/ Secretary/ Authorise Sign.



Examined & Found Correct
For A.J.PATEL & CO
Chartered Accountants

ALPESH PATEL
Proprietor (MEM NO:- 123850)
Date: 14/08/2014

Shree P.M. Patel Institute of Business Administration, Anand
(Managed By Anand Peoples Medicare society, Anand)

Schedule "1" of Fixed Assets
Fixed Asstes As on 31/03/2015 in books of Accounts and forming part of Balance Sheet .

Sr. No	Particulars	Rate %	Opening Balance(Rs)	Add (Rs)	Total (Rs)	Closing Balance(Rs)
1	2	3	4	5	(4+5)=6	(6-7)=8
1	Computer	0	43,331		43,331	43,331
2	Furniture & Fixtures	0	2,00,767	-	2,00,767	2,00,767
3	Libarary Books	0	2,96,950	-	2,96,950	2,96,950
4	Laptop(dell)-15 C2D T6600	0	839	-	839	839
	Libarary Books (B.COM)	0	15,951		15,951	15,951
5	LCD Projector	0	540	-	540	540
	Total		5,58,378	-	5,58,378	5,58,378



A Copy of the UGC
Recognition Letter
&
Affiliation Certificate

Ph. 23236351, 23232701, 23237721
23234116, 23235733, 23232317
23236735, 23239437, 23239627

Extension No. 413 (CPP-I Colleges)
UGC Website: www.ugc.ac.in
F. No. 8-707/2012 (CPP-I/C)



ज्ञान-विज्ञान विमुक्तये
SPEED POST

विश्वविद्यालय अनुदान आयोग
बहादुरशाह जफर मार्ग
नई दिल्ली-110 002
UNIVERSITY GRANTS COMMISSION
BAHADURSHAH ZAFAR MARG
NEW DELHI-110 002

June, 2013.

The Registrar,
Sardar Patel University
Vallabh Vidyanagar-388 120
Gujarat

18 JUN 2013

Sub: Recognition of College under Section 2 (f) & 12 (B) of the UGC Act, 1956.

Sir,

I am directed to refer to the letter no. 70/2012-13 dated 12.03.2013 received from the Principal, Shree P.M. Patel Institute of Business Administration, Anand - 388 001, Gujarat on the above subject and to say that it is noted that the following college is **un-aided/self financed** and **permanently** affiliated to **Sardar Patel University**. I am further to say that the name of the following college has been included in the list of colleges prepared under Section 2 (f) & 12 (B) of the UGC Act, 1956 under the head '**Non-Government, self financed** Colleges teaching upto **Bachelor's Degree**':-

Name of the College	Year of Establishment	Remarks
Shree P.M. Patel Institute of Business Administration, Anand - 388 001, Gujarat.	2006	The College is now declared fit to receive Central assistance in terms of Rules framed under Section 12 (B) of the UGC Act, 1956. However, the College, being a self financing & unaided, would be eligible to receive UGC's support only in respect of teachers & students related schemes as per the decision of the Commission dated 8 th July 2011.

The Indemnity Bond and the other supporting documents submitted in respect of the above College have been accepted by the University Grants Commission.

Yours faithfully,

(P.K. Sharma)
Under Secretary

Copy to:-

1. The Principal, Shree P.M. Patel Institute of Business Administration, Anand - 388 001, Gujarat.
2. The Secretary, Government of India, Ministry of Human Resource Development, Department of Secondary & Higher Education, Shastri Bhawan, New Delhi - 110 001.
3. The Principal Secretary, Deptt. of Higher & Technical Education, Government of Gujarat, New Sachivalaya, B. No. 5, 7th Floor, Gandhi Nagar - 382 010, (Gujarat).
4. The Deputy Secretary, UGC, Western Regional Office (WRO), Ganeshkhind, Poona - 411 007, (Maharashtra).
5. Publication Officer (UGC-Website), New Delhi.
6. Section Officer (FD-III Section), UGC, New Delhi.
7. Guard file.

(Sunita Gulati)
Section Officer

GRAM: "UNIVERSITY"

Phone: (02692) 226819



Sardar Patel University
University Road,
Vallabh Vidyanagar (Gujarat)

TO WHOM SOEVER IT MAY CONCERN

This is to certify that Shree P. M. Patel Institute of Business Administration managed by Anand People's Medicare Society, Near Sardar Baug, Opposite New Bus Stand, Anand-388001(Gujarat) is permanently affiliated to **Sardar Patel University** since 2006 and recognized by the University Grant Commission (if applicable) and the following Courses/Subjects are taught in the said College:

- (I) B.B.A (General)
- (II) B.B.A (ISM)
- (III) B.B.A (ITM)
- (IV) Master of Event Management & Public Relations
(M.E.M.P.R)

Affiliation given to this college and it's courses, is valid as on date of issue of this letter.

Vallabh Vidyanagar
Date: 29-7-2015



[Signature]
I/c. Registrar
(O.S.D.)

GRAM: "UNIVERSITY"

Phone: (02692) 226819



Sardar Patel University
P.B. No.: 10
Vallabh vidyanagar (Gujarat)

No.K.1/2758

Date:29/7/2015

To,
Principal;
Shree P. M. Patel Institute
of Business Administration,
Nr.Sardar Baug,
Anand - 388 001.

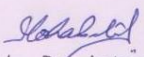
Sub:-Certificate of Affiliation for NAAC.

Sir,

In response to your letter dated:29-7-2015, I enclose
herewith the Certificate as required by you.

Thanking you,

Yours Faithfully


I/c. Registrar
(O.S.D.)

Encl: As above.

Annexure (II)

Syllabus Copy

BBA (General)

SARDAR PATEL UNIVERSITY
Programme : BBA (GENERAL)
Semester – I
Syllabus with Effect from : June, 2011

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses (A) Generic Foundation (Any One)	UM01FBBA01	Communication Skills for Management-I (Effect from June, 2011)	T/P	3	2	40	60	100
	UM01FBBA02	Communication skills-I	T/P	3	2	40	60	100
	UM01FBBA05	Communication Skills for Management-I (Effect from June, 2013) (Revised)	T	3	2	40	60	100
(B) Elective Foundation (Any One)	UM01FBBA03	Environmental Studies	T	3	2	40	60	100
	UM01FBBA04	Rural Development History & Current Issues	T	3	2	40	60	100
Core Courses (A) Core Compulsory (Any Three)	UM01CBBA01	Principles of Management	T	3	2	40	60	100
	UM01CBBA02	Management of MSME	T	3	2	40	60	100
	UM01CBBA03	Company Management	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM01CBBA04	Office Management and Commercial Practices	T	3	2	40	60	100
	UM01CBBA05	Accounting for Management	T	3	2	40	60	100
	UM01CBBA06	Micro Economics	T	3	2	40	60	100
	UM01CBBA07	Business Mathematics-I	T	3	2	40	60	100
	UM01CBBA08	Fundamentals of Banking & Insurance	T	3	2	40	60	100

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses (A) Generic Foundation (Any One)	UM01FBBA01	Communication Skills for Management-I (Effect from June, 2011)	T/P	3	2	40	60	100
	UM01FBBA02	Communication skills-I	T/P	3	2	40	60	100
	UM01FBBA05	Communication Skills for Management-I (Effect from June, 2013) (Revised)	T	3	2	40	60	100
(B) Elective Foundation (Any One)	UM01FBBA03	Environmental Studies	T	3	2	40	60	100
	UM01FBBA04	Rural Development History & Current Issues	T	3	2	40	60	100
Core Courses (A) Core Compulsory (Any Three)	UM01CBBA01	Principles of Management	T	3	2	40	60	100
	UM01CBBA02	Management of MSME	T	3	2	40	60	100
	UM01CBBA03	Company Management	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM01CBBA04	Office Management and Commercial Practices	T	3	2	40	60	100
	UM01CBBA05	Accounting for Management	T	3	2	40	60	100
	UM01CBBA06	Micro Economics	T	3	2	40	60	100
	UM01CBBA07	Business Mathematics-I	T	3	2	40	60	100
	UM01CBBA08	Fundamentals of Banking & Insurance	T	3	2	40	60	100

Semester: II
Syllabus with Effect from: November/December-2011

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A) Generic Foundation (Any One)	UM02FBBA01	Communications Skills-II	T/P	3	2	40	60	100
	UM02FBBA04	Communication Skills for Management – II (Revised) Effect from: November-2013	T/P	3	2	40	60	100
(B) Elective Foundation Course (Any One)	UM02FBBA02	Climate Change and Sustainable Development	T	3	2	40	60	100
	UM02FBBA03	Human Rights	T	3	2	40	60	100
	UM02FBBA05	Climate Change and Sustainable Development (Revised) Effective form June - 2013	T	3	2	40	60	100
	UM02FBBA06	Urban Development	T	3	2	40	60	100
(C) Core Course 1. Compulsory Courses (Any Three)	UM02CBBA01	Practices Of Management	T	3	2	40	60	100
	UM02CBBA02	Management for Innovation (Up to December 2012)	T	3	2	40	60	100
	UM02CBBA03	Corporate Social Responsibility and Ethical Practices	T	3	2	40	60	100
	UM02CBBA08	Company Management	T	3	2	40	60	100
	UM02CBBA09	Management for Innovation (Revised) (Effective From December - 2013)	T	3	2	40	60	100
2. Core Allied Courses (Any Three)	UM02CBBA04	Corporate Accounting-I	T	3	2	40	60	100
	UM02CBBA05	Macro Economics	T	3	2	40	60	100
	UM02CBBA06	Business Mathematics-II	T	3	2	40	60	100
	UM02CBBA07	Fundamentals of Strategic Planning and Development	T	3	2	40	60	100

Semester: III
Syllabus with effect from : JUNE 2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing
Foundation Courses (A) Generic Foundation	UM03FBBA01	Corporate Communication - I (Effect from: June 2011)	T	3	2	40	60	100
	UM03FBBA02	Corporate Communication - I (Effect from: June 2011)	T	3	2	40	60	100
(B) Elective Foundation Courses (Any One)	UM03EBBA01	Industry Exposure	P	3	2	40	60	100
Core Courses (A) Core Compulsory (Any Three)	UM03CBBA01	Marketing Management-I	T	3	2	40	60	100
	UM03CBBA02	Financial Management-I	T	3	2	40	60	100
	UM03CBBA03	Human Resource Management-I	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM03CBBA04	Corporate Accounting-II	T	3	2	40	60	100
	UM03CBBA05	Economic Analysis - I	T	3	2	40	60	100
	UM03CBBA06	Statistics for Management-I	T	3	2	40	60	100
	UM03CBBA07	Supply Chain Management	T	3	2	40	60	100
Elective Courses (Any Two)		-----	T	3	2	40	60	100

Semester: IV
Syllabus with Effect from: November/December-2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing
Foundation Courses (A) Generic Foundation	UM04FBBA01	Corporate Communication – II (Effect From: June-2011)	T/P	3	2	40	60	100
	UM04FBBA02	Corporate Communication – II (Effect from November-2013) (Revised)	T/P	3	2	40	60	100
(B) Elective Foundation (Any One)	UM04EBBA01	Rurban Planning for India	T	3	2	40	60	100
	UM04EBBA02	Disaster Management	T	3	2	40	60	100
Core Courses (A) Core Compulsory (Any Three)	UM04CBBA01	Marketing Management-II	T	3	2	40	60	100
	UM04CBBA02	Financial Management-II	T	3	2	40	60	100
	UM04CBBA03	Human Resource Management-II	T	3	2	40	60	100
(B) Core Allied Course (Any Three)	UM04CBBA04	Cost Accounting	T	3	2	40	60	100
	UM04CBBA05	Economic Analysis - I	T	3	2	40	60	100
	UM04CBBA06	Statistics for Management-II	T	3	2	40	60	100
	UM04CBBA07	Customer Relationship Management	T	3	2	40	60	100

Semester: V
Syllabus with effect from : JUNE 2013

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
(A) Foundation Courses (Any ONE)	UM05FBBA01	Leadership Skills for Management - I	T	3	2	40	60	100
	UM05FBBA02	Business Etiquettes and Presentation Skills - I	T	3	2	40	60	100
(B) Elective Foundation Courses (ANY ONE)	UM05SBBA01	Social Entrepreneurship	T	3	2	40	60	100
(A) Core Courses (ANY ONE)	UM05CBBA01	Materials Management	T	3	2	40	60	100
(B) Core Allied (ANY THREE)	UM05CBBA02	Management Accounting	T	3	2	40	60	100
	UM05CBBA03	Indian Business Environment	T	3	2	40	60	100
	UM05CBBA04	Personal Finance and Investment Management	T	3	2	40	60	100
	UM05CBBA05	Business Laws	T	3	2	40	60	100
	UM05CBBA06	Business Taxation - I	T	3	2	40	60	100
Elective Courses (Any TWO)	UM05EBBA01	Advance Marketing Management - I	T	3	2	40	60	100
	UM05EBBA02	Advance Finance Management - I	T	3	2	40	60	100
	UM05EBBA03	Advance Human Resource Management - I	T	3	2	40	60	100
	UM05EBBA04	Export Management - I	T	3	2	40	60	100
	UM05EBBA05	Computer Based Project Management - I	T	3	2	40	60	100

Semester: VI
Syllabus with effect from: NOVEMBER/DECEMBER 2013

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses (Any One)	UM06FBBA 01	Business Etiquettes and Presentation Skills - II	T	3	2	40	60	100
	UM06FBBA 02	Leadership Skills for Management-II	T	3	2	40	60	100
Elective Foundation Courses (Any Two)	UM06FBBA 03	Comprehensive Project (Revised) Effective form December - 2013	T	3	2	40	60	100
Core Courses (Any One)	UM06FBBA 01	Operations Management	T	3	2	40	60	100
Core Allied Courses (Any Three)	UM06FBBA 02	Accounting for Decision Making	T	3	2	40	60	100
	UM06FBBA 03	Global Business Environment	T	3	2	40	60	100
	UM06FBBA 04	Business Taxation-II	T	3	2	40	60	100
	UM06FBBA 05	Entrepreneurship Development	T	3	2	40	60	100
Elective Courses (Any Two)	UM06FBBA 01	Advance Marketing Management – II	T	3	2	40	60	100
	UM06FBBA 02	Advance Finance Management – II	T	3	2	40	60	100
	UM06FBBA 03	Advance Human Resource Management-II	T	3	2	40	60	100
	UM06FBBA 04	Export Management – II	T	3	2	40	60	100
	UM06FBBA 05	Computer Based Project Management-II	T	3	2	40	60	100

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA01
Title Of Paper: Principles of Management

Unit -1 : Nature & Scope of Management

Meaning of Management, Significance & Objective of Management
Management as a process, Management as Profession
Management V/S Administration-Levels of Management.

Unit-2: - Planning

Meaning
Definitions
Nature of Planning-Importance of Planning
Planning Premises
Constraints in planning
Planning process
Types of plans

Unit-3: - Organizing

Definition, Process, Principals
Meaning of delegation, Need and advantage of delegation
Meaning of Centralization & Decentralization
Forms of organization (Line Organisation, functional organization & line and staff organization only)

Unit -4: - Directing

Motivation, Meaning, Importance of Motivation, Theories Of Motivation, Maslow's, Herzberg's & McGregor's Theories, Leadership, Meaning, Importance, Leadership Styles, Autocratic, Participative, Free rein styles, Meaning & Importance of Communication Principles of Effective Communication, Barriers to effective communication, Controlling & Importance of Control System, Controlling Process

Basic Text & Reference Books

- Business Organization & Management by C B Gupta
- Principles & Practices of Management by L M Prasad
- Modern Business Organization & Management by S A Sherlekar & V S Sherlekar

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA02
Title of Paper: Management of MSMEs

Unit-1: - MSMEs in India

Concept of Entrepreneur & Entrepreneurship

Quality & Characteristics of Entrepreneurs

Overview & History of Entrepreneurship

Definition, Overview, History of SMEs in India

Performance (Role/Economic Indicators)

Production, Employment & Export Opportunities in MSMEs, Steps involved in setting up MSMEs

Unit-2: - Programmes, Schemes & Services

Schemes Implemented by the ministry/through DC (MSME) Scheme, Scheme under XI Plan

Micro & Small Enterprise Cluster Development Program

Credit Linked Capital Subsidy Scheme for Technology Up gradation

Credit Guarantee Scheme, Assistance to Entrepreneurship Development Institutes

Scheme to Support 5 Selected University/Colleges to run 1200

Entrepreneurship clubs per annum, Programs and schemes of ministry of MSME

Special Schemes for Backward area (State & UT to be considered backward

& industrially backward Districts), Scheme on trade related entrepreneurship assistance and

development, (TREAD) for women Promotional Schemes for Women, Schemes Of

NSIC, KVIC, COIR Board

Unit-3: - MSME Policies

Central Government Policies, SME & Export Promotion Policy, The MSME Development Act, 2006

Unit -4: -Emerging Trends & Institutions Supporting MSME

Overview of WTO, IPR, INSME

(International SME Network)-Bar Coding

Basic Text & Reference Books

- Dynamics of Entrepreneurship Development & Management: Vasant Desai
- Entrepreneurship Development in India: C B Gupta & N P Srinivasan
- Entrepreneurship Development: S S Khanka
- Entrepreneurship and small Business Management: C B Gupta & S S Khanka
- Small Business Entrepreneurship : Paul Burns & Jim Dewhunt

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA03
Title Of Paper: Company Management

Unit 1: -Office Management

Concept Of Modern Office – What Is Office Management – Scientific Office Management – Office Manager – Functions and Responsibilities of Office, Manager – Need for System / Procedure / Communication – Use Of Technology For Efficiency – Filing System – Use Of Computer For Data Management

Unit 2: - Introduction to company Form of Organization

Meaning, features, merits & demerits of joint stock co. Company formation procedure with reference to memorandum of association, articles of association and prospectus. Conversion of Private ltd. to Public ltd. Company

Unit 3: - Director- position, qualification, disqualification, appointment, duties, powers, Managing Director-qualification and appointment

Unit 4: - Notice, Agenda, Quorum, Proxy, Resolution, Minutes.
Statutory Meetings, Annual General Meeting, Extra Ordinary General Meeting

Basic Text & Reference Books

- Company Law & Secretrial Practices by M J Mathew
- Company Law By N D Kapoor
- Modern India company law by M C Kuhal
- Secretarial Practices 1 & 2 by B S Shah
- Office Management by C B Gupta

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA04
Title Of Paper: Office Management & Commercial Services

Unit-1 : - Office Management

Concept of modern Office, What is office Management, Scientific office Management
Office Manager, Function & Status of Office Manager, Responsibilities of Administrative
Office Manager

Unit -2: - Office System, Procedure & Communication

Need for System/Procedure/Communication, System Design & Planning, System Integration
Records Management, Inward & Outward Correspondence, Sourcing of
Stationary/Supplies/Courier Services
Use of Technology for Efficiency, Filing System, Use of Computer for data Management

Unit-3: -Banking Services

Identifying Banking as Effective Toll for Fund Management, Operating Various Types of
Accounts, Writing Cheques/Drafts, Process of Transactions, Preparing Reconciliation
Statements
Brief Idea about Negotiable Instruments, Electronic Banking, Use of ATM/Credit/Debit Cards
Dealing with Private sector and Public sector Banks, Liaison with Bank Managers

Unit-4: - Services for Insurance, Provident Fund & Gratuity

Need and Importance, Principles, Types, Insurance for Assets & Employees,
Insurance Premia Calculation & Control, Maintaining Deadlines, PF & Gratuity Management
PF, Gratuity Statements & Forms, Settlement of Claims, Liaison with Managers

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA05
Title Of Paper: Accounting for Management

Unit 1 : -Conceptual Frame work

Meaning, Objectives, Scope & areas of Accounting, Business Transactions Classification of Accounts and rules of debit & Credit, Distinction between Capital and revenue expenditures and incomes

Basic Accounting Terms

Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock

Purchase, Sales, Loss, Profit, Voucher, Discount, Transaction, Drawing, Depreciation, Reserves & Provisions (Overview)

Unit -2 : - Accounting Principles and Concepts

General Accounting Principles

Account Concepts and Conventions for Profit & Loss Account & Balance Sheet

Introduction of Accounting Standards

List of International Financial Reporting Standards (IFRS)

Unit- 3: -Accounting Cycle

Introduction of Journal,

Subsidiary books and Ledgers

Types of errors taking place in account (Theory Only)

Examples on recording transactions into journal

Posting into ledgers, Balancing and preparation of trail Balance

Unit 4: - Final Accounts of Sole Proprietor

Preparation of Trading Account

Profit & Loss Account and Balance Sheet

Basic Text & Reference Books

- Advanced Accountancy 1-Maheshwari S N & Maheshwari S K
- Fundamentals of Financial Accounting-Sehgal Ashok and Sehgal Deepak
- Advanced Accountancy-Tulsian
- Advanced Accountancy 1-Gupta Radhaswamy
- Principals & Practice of Accountancy Gupta R L & Gupta V K
- Advanced Accountancy-Jain S P & Narang K L
- Financial Accounting-Khanka S S
- Financial Accounting-Narayanaswamy

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA06
Title Of Paper: Micro Economics

Unit 1 : - Introduction to Economics

Nature, Scope and Subject matter of Economics
Micro & Macro Economics, Robbins Definition

Unit 2 : -

Basic Concepts

Basic Concepts, Goods, Price & Value, Wealth & Welfare, Consumers' Surplus, Standard of Living, Production, Consumption, Entrepreneur

Concepts & Types of Utility

Basic Assumptions of Economic Theory

Unit 3 : - Product Pricing

Demand:

Law of Demand
Determinants of Demand
Change & Shift in Demand

Supply:

Law of Supply, Determinants of Supply, Change & Shift in Supply, Equilibrium Price

Unit 4 : - Costs & Revenues, Factor Pricing

Basic Cost Concepts

Total Cost, Fixed Cost, Variable Cost
Average Cost & Marginal Cost in Short Run & Long Run their behavior & relationship
Economies & Diseconomies of scale
Concept of Factors of Production and Factor Payments
Marginal Productivity Theory of Distribution

Basic Text & Reference Books

- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stonier A W & Hague D C (1953), A Textbook of Economics Theory, Long Group
- Ahuja H L (2007), Modern Economics by K K Dewett & J D Verma
- Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
- Principles of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
- Advanced economic Theory by M L Jhingan, Himalaya Publication, Mumbai

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA07
Title Of Paper: Business Mathematics – I

Unit -1: -Set Theory

Sets, Subsets, equality of two sets, null set, universal set, complement of a set, union and intersection of sets, difference of two sets, venn diagram, laws of algebra of sets, venn Morgan laws and Cartesian Product of two sets (Theoretical Examples based on two or more sets are excluded).

Real Numbers

Real Numbers, absolute value and its properties (Without Proof)

Unit -2: - Determinant and Matrix

Meaning, Determinants and their basic properties (Without Proof), Cramer's Method
Matrices-Addition, Subtraction, scalar multiplication. Types of matrices-Square, null, identity, transpose of matrices, Symmetric, skewsymmetric, Singular, not singular, inverse, adjoint of a matrix. Only solution of a system of three linear equations using matrix theory.

Unit-3 : - Co-ordinate Geometry

Cartesian Co-Ordinate System, Distance between two points, Slope of line, slopes of Parallel and perpendicular lines, equations of a line Two Point Form, Point slope form, Intercept form, Two intercept form, General form

Unit -4 : -Limit

Limits of a function, Limits of sum, Product and quotient of two functions (Without Proof) and use of them for evaluating other limits.

Basic Text & Reference Books

- Business Mathematics K Kapoor, Sultan Chand & Sons, New Delhi
- Business Mathematics, Allen R G D Macmillan India
- Business Mathematics Allen R G D Pitamber Publication House
- Quantitative Techniques in Management, Vohra N D TATA McGraw Hill, New Delhi
- Mathematics for Management and Computer Application, Sharma J K Galgotia Pvt Ltd, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01CBBA08
Title Of Paper: Fundamentals of Banking and Insurance

Unit 1: - Introduction to Banking and Functions of Commercial Banking

Meaning and Origin of the word “Bank” and Evolution of Banking In the West and in India
Types of Banks and Role of Banks in Economic Development, Meaning and function of commercial banks, Different types of accounts – Current, Saving, Fixed Deposits, NRI
Methods of Remittances – Demand Drafts, Telegraphic Transfers, Travelers Cheque, SWIFT

Unit 2: - Banker – Customer Relationship and Negotiable Instruments

Legal framework of Banker – customer relationship
Banker’s Disclosure, Termination of Relationship
Bankers right of Lien and Set-off
Meaning and characteristics of Negotiable Instruments – Cheque,
Bills of Exchange and Promissory Notes

Unit -3: - Introduction to Insurance

Meaning of Risk, Perit & Hazard and Categories of Risks
Definition, Purpose and Need of insurance
Significance of insurance in development of industry and commerce
Insurance as a Social Security Tool
Limitations of insurance
Present insurance scenario including growth of insurance industry in India

Unit -4 : -Principles and Functions of Insurance

Principles of Probability and large numbers
General Principles – UGF, Ins. Interest, Indemnity, Subrogation,
Contributors’ Proximate cause
Functions – Primary & Secondary

Basic Text & Reference Books

- Mishra M.N. : Life Insurance Corporation of India, Vol. I, II, III – Raj Books, Jaipur.
- Insurance : Fundamentals, Environment & Procedures Bodla, MC Gaeg, K.P.Singh,
Published by Deep & Publications Pvt.Ltd. New Delhi.
- Insurance Products & Services Published by Indian Institute of Bankers, Published By
Taxmann’s
- Publications of Insurance Institute of India & ICFAI University, Hyderabad.
- Leading journals in Insurance. Viz. Insurance Chronicle by ICFAI, Hyderabad

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Theory

Paper Code: UM01FBBA01
Title Of Paper: Communication Skills for Management – I

Unit -1: - Text:

A Short novel or a play (not more than 125 pages)

(Unabridged)

Text (Essay type questions)

Text (Short Notes)

Unit -2 : -

Communication Theory:

Process of Communication, Characteristics of Business Communication, Importance of business Communication

Case Study

Small Cases on business situation to be asked

Unit -3 : -

Business Communication

A. Format and layout of Business Letters

(Short Notes to be asked)

B. Letters

Enquiry & Replies:

Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation.

Placing of Orders:

Letters concerning trial order, routine order, Postponing the order, reserving the right to reject the good, requests for changes in order already placed, order with conditions attached and cancellation of order.

Execution of Orders:

Letters concerning delay in execution of order, request for extension of time in delivery of good, partial execution of order, declining the order, offering substitute good, cancellation of order.

(Drafting of letters)

Unit -4 : - A. Grammar

(Tense, Voice, Modals)

B. Vocabulary: Phrasal Verbs, Synonyms/Antonyms, Idioms, one Word Substitutes, Commercial Terms (Business Jargons)-List to be attached)

Practical:
Paper Code: UM01FBBA01
Title Of Paper: Communication Skills for Management – I

Unit 1: - Note Taking/Note Making

Unit 2: - Listening Comprehension

Unit 3: - Group Discussion and Individual Speaking

Unit 4: - Journal Writing (Reviews of one short Story & at least two Article of Commercial and Management areas from news papers & Magazines)

Basic Text & Reference Books (Theory)

- Essentials of Business Communication-Rajendra Pal & J.S.Korlahalli (Sultan Chand & Sons)
- The Sterling Book of Idioms-Gratian Vas (Sterling Publishers Pvt Ltd)
- Cambridge International Dictionary of Phrasal Verbs-Cambridge University Press
- Effective Business Communication-M V Rodriquez (Concept Publishing House)
- Principles and Practice of Business Communication-Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai)
- Business Communication-U S Rai & S M Rai(Himalaya Publishing House, Mumbai)
- Developing Communication Skills-Krishna Mohan & Meera Benerji(Macmillan)
- Effective Business Communication-Asha Kaul (Prentice Hall-Economy Edition)
- Modern Commercial Communication-B S Shah Publication,Ahmedabad
- A Teacher's Grammar of English-K R Narayanaswamy(Orient Longman)
- Essentials of Business Communication(For Case Study) Dr Mrs.Anjali Ghanekar (Everest Publishing House)
- Practical English Grammar-A J Thomson7 A V Martinet (ELBS)
- Contemporary English Grammar Structures & Composition-David Green(Macmillan)

Basic Text & Reference Books (Practical)

- Keep up your English BBC (Audio)
- Meet the Parkers BBC (Audio)
- Person to Person BBC (Video)
- On We Go BBC (Audio-Video)
- Spoken English-A Self Learning guide to conversation Practice (Audio) by V Sasikumar,P V
- Damija.(Published by Tata McGraw Hill Publishing Co Ltd)
- English Conversation Practice G Taylor (TMH Edition, Tata McGraw Hill, New Delhi)

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Theory
Paper Code: UM01FBBA02
Title Of Paper: Communication Skills – I

Unit -1: - Text: A Short novel or a play (Not more than 125Pages)
Text (Essay type Questions)
Text (Short Notes)

Unit -2: -
Grammar
Tenses,Modals,Voice
Paragraph Writing
Expansion of an idea

Unit -3: - Vocabulary:
Phrasal Verbs, Synonyms/Antonyms,Common Idioms, One Word
Substitutes

Unit -4: - Introducing Business Communication
Concepts, Definition & Attributes of Communication
Importance of Communication in Business
The Process of Communication (Communication Cycle)

Practical:
Paper Code: UM01FBBA02
Title Of Paper: Communication Skills-I

Unit -1: -Listening Comprehension
Unit -2: - Note Taking/Note Making
Unit -3: -Individual Speaking
Unit -4: - Review Writing (Two Short Stories)

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2011
Paper Code: UM01FBBA03
Title Of Paper: Environmental Studies

Unit-1: - Overview of Environmental Studies

Definition, Scope, Importance
Renewable and Non Renewable Resources
Equitable use of resources for sustainable lifestyles

Unit-2: - Natural Resources and Associated Problem

Forest Resources
Water Resources
Mineral Resources
Energy Resources
Land Resources
Role of Individual in Conservation of Natural Resources
Case study on Various Resources

Unit-3: - Ecosystems

Concept, Structure, Function
Types
Characteristics
Threats of Following Ecosystems
Forest
Grassland
Desert and Aquatic Ecosystems

Unit-4: - Biodiversity

Introduction, Type, Genetic, Species
Ecosystem
Biodiversity at Global National and Local Levels
India as a mega diversity nation
Threats & Conservation of Biodiversity

Basic Text & Reference Books

Text book of Environmental Studies for Undergraduate Course: Erach Barucha, Publisher
University Press, University Grants Commission

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: I

Syllabus with Effect from: June-2011

Paper Code: UM01FBBA04

Title Of Paper: Rural Development, History & Current Issues

Unit 1: - Rural Economy

Meaning, Importance, History

Natural Resources

Land, Water, Forest & Minerals

Role of Government bodies in rural development

Unit 2: - Rural Population

Size Growth & Occupational classification

Migration causes & Effects

Rural Unemployment

Types, Causes, National Rural Employment Act

Rural Poverty

Measurement, Causes, Poverty Eradication Programmers

Unit 3: - Rural Development

Importance of Rural Development

Development in Rural Industries, Credit & Employment

Green Revolution

Unit 4: - Rural Infrastructure

Growth in Roads, Railways, Energy, Irrigation, Banking, Insurance, Education, Health

Role of NGO in rural Development

Basic Text & Reference Books

- Agorwala A N-Indian Economics
- Arora R C –Integrated Rural Development-S.Chand & Co Ltd, New Delhi
- Behari Bipin-Rural Industrilisation in India-Vikas Publication,New Delhi
- Bhattachary B N-Indian Rural Economics-Metropolitan Book Co ,New Delhi
- Desai Vasant-Rural Develpoment Vol-I to Vol-V

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: I
Syllabus with Effect from: June-2013
Theory

Text: A collection of short stories

Name of the Text: **The Garden of Forking Paths and Other Stories (OUP) (Short Stories 2 to 7)**

Paper Code: UM01FBBA05
Title of Paper: Communication Skills for Management – I

Unit -1: -

Text-based short answer questions, (Three questions of (05 marks) each may be asked)

Unit -2: - Grammar: Tenses, Voice, Modals

The three components may carry 03+03+04 marks), **Paragraph Writing:** Expansion of an Idea

Unit -3: - Vocabulary:

(A) Phrasal Verbs, Synonyms/Antonyms

(The three components may carry 05 marks each)

(B) Common Idioms, One Word Substitutes,

Word formation (use of prefixes, suffixes, etc.)

(The three components may carry 05 marks each)

Unit -4: - Introducing Business Communication:

Concept, Definition and Attributes of Communication, Importance of Communication in business, The Process of Communication (Communication Cycle), (One general question (10 marks) and one short note (05 marks) may be asked)

Basic Text & Reference Books

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Modern Commercial Communication – BS Shah Publication, Ahmedabad
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – MV Rodrigues (Concept Publishing House)
- A Teacher's Grammar of English – KR Narayanaswamy (Orient Longman)
- Practical English Grammar - AJ Thomson & MV Martinet (ELBS)
- Contemporary English Grammar Structures & Composition – David Green (Macmillan)

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect From: November/December-2011
Paper Code: UM02CBBA01
Title Of Paper: Practices Of Management

Unit – 1: - Marketing

Concept of market, marketing & marketing management Marketing as a function of business
- Role of marketing manager Introduction to product, price, promotion & physical
distribution Information needed by marketing department.

Unit – 2: - Human Resource

Meaning - Objectives & Evolution - Philosophy of HRM Functions of HRM -
Scope of HRM - Organisation of HR department

Unit – 3: - Finance and Accounting

Meaning And Objectives - Functions of finance and accounting department, Role of finance
and account manager - Functions of financial manager, Information's needed by finance and
accounting department

Unit – 4: - Production & Information Technology

Meaning of production, manufacturing and operations - Brief idea of functions of production
management - Meaning And importance of materials management - Information Technology:
Role of IT department Functions of IT manager - Various IT application in different
departments

Basic Text & Reference Books:

- Business Organisation And Management by C B Gupta
- Human Resources Management by C B Gupta
- Marketing Management by Philip Kotler
- Fundamentals of Accounting by P C Tulsian
- Production Management by Chunawala and Patel
- Financial Management by Khan & Jain

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: November/December-2011
Paper Code: UM02CBBA02
Title Of Paper: Management Of Innovation

Unit -1 : - Innovation Management

Meaning – Importance – Need – Process – Principles – Models – Innovation as a process – Practices

Unit -2 : - Creativity and Business Idea

Sources of Ideas – Methods Generating New Ideas – Opportunity Recognition Testing the Ideas – New Product Development – Considerations for New Product Development – Models of New Product Development

Unit -3 : - Creative Problem Solving and Opportunity

Brainstorming – Methods of Problem Solving – Parameter Analysis Evaluation criteria – Methods of Opportunity Identification – E-commerce And Business Opportunity

Unit -4 : - Planning and Sequencing Change for Innovation

Organising Change Program – Determining What to Change – Sequencing Changes and Planning the Change Process – Manager’s Role in Implementing Change – Framework for Understanding Manager’s Role

Basic Text & Reference Books:

- James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.
- Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
- S S George, “Managing innovation in the New Millennium”, The ICFAI Press, 2004.

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: II

Syllabus with Effect From: November/December-2011

Paper Code: UM02CBBA03

Title Of Paper: Corporate Social Responsibility and Ethical Practices

Unit -1 : - Business Ethics

Introduction - Features of ethics - Nature and objectives of ethics Relation between ethics and business ethics - Meaning of business ethics - Need of business ethics - Factors influencing Business ethics - Arguments in favor of Business ethics

Unit -2 : - Corporate Social Responsibility

Concept – Reasons for social responsibility - Corporate responsibility towards various group of stakeholders - Arguments in favor of CSR - Implementing CSR in Business Organization - CSR Practices

Unit -3 : - Corporate Governance

Introduction - Historical Background - Factors behind the origin of -Corporate Governance - Important issues of Corporate Governance -Corporate Governance in India

Unit -4 : - Social Responsibility Reporting

Introduction – Need – Importance – Practices – Reporting Standard – TWO CSR Reports

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: November/December-2011
Paper Code: UM02CBBA05
Title Of Paper: Macro Economics

Unit – 1: - Introduction

Basic Problem of an Economy.

Economic System, Types of Economics System.

Circular flow of Income.

National Income (Basic Concepts), Methods of Calculation and Difficulties in Calculation.

Unit – 2: - Theory of Income & Employment.

Theory of Income & Employment Consumption Function.

Investment Multiplier & Accelerator.

Liquidity Preference Theory of Interest, Liquidity Trap.

Modern Theory of Interest.

Unit – 3: - Money, Banking & International Trade.

Money (Definition & Functions) & Components of Money Supply.

Milton Friedman's Quantity Theory of Money.

Functions of Commercial Banks with Special Emphasis on Credit Creations.

Monetary Policy of Central Bank.

International Trade-Comparative Cost Theory, Balance of Payments, Exchange Rate.

Unit – 4: - Macro Economic Problems.

Typical Business Cycle.

Inflation-Meaning, Types, Causes, Effects & Control of Inflation-Philips Curve.

Direct & Indirect Tax-Merits & Demerits.

Public Debt & Debt Repayment.

Deficit Financing-Safe Limits.

Basic Text & Reference Books:

- Ahuja H.L (2007) Macro Economics Theory & Policy, Sultanchand & Co. New Delhi.
- Dwivedi M D N (2006) Macro Economics-Theory & Policy, Vikas Publishing House Pvt Ltd.
- Manikw G.N (2003), Macro Economics (Vth Edition), Thomson South Western, Delhi.
- Shapiro E (2003) Macro Economics Analysis (Vth Edition), Galgotia Publications, New Delhi.
- Money, Banking Publish Finance & International Trade by D M Mithani Himalaya Publications, Mumbai.

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect From: November/December-2011
Paper Code: UM02CBBA06
Title Of Paper: Business Mathematics-II

Unit -1 : - Permutations and Combinations

Meaning, Fundamental principle of counting, Theorem based (without proof) on permutation and combination, Permutations of things not all different, Permutations when repetition is allowed, Circular permutations, Examples of permutation and combination.

Unit -2 : - Derivatives and Applications of derivatives

Derivatives of explicit, composite and implicit functions, Derivatives of exponential and arithmetic functions, Rules of differentiation(without proof), higher order derivatives, maxima and minima of a function in economic theory(demand, supply, consumption, revenue and cost function), Equilibrium price.

Unit -3 : - Mathematics in finance

Compound interest, nominal and effective rates of interest, continuous compounding, Concept of present value and amount of a sum, Annuity (only for a fixed period of time), present value of annuity, sinking funds (with equal payments and equal time intervals)

Unit -4 : - Linear Programming

LPP: Meaning, nature, limitations of LP, Uses of LP, Definitions-solution, constraints, BFS, FS, Objective functions Solution of LPP by Graphical Method

Transportation Problem- N-W corner rule, Matrix Minima Method, Vogel's Method including unbalanced problem

Assignment Problems-simple Assignment problems in production function of management

Basic Text & Reference Books:

- Business Mathematics, V.K. Kapoor: Sultan Chand and sons, New Delhi.
- Business Mathematics, Allen R.G.D Macmillan India
- Business Mathematics, Allen R.G.D Pitamber Publication house
- Quantitative Techniques in Management, Vohra N.D. Tata McGrawHill, New Delhi.
- Mathematics for Management and computer Applications, Sharma J.K. Galgotia Pvt Ltd, New Delhi

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: II

Syllabus with Effect from: November/December-2011

Paper Code: UM02CBBA07

Title Of Paper: Fundamentals of Strategic Planning and Development

Unit -1 : - Introduction

Strategic Management - An Introduction - Evolution of business policy as a discipline – Concept of strategic management - Characteristics of strategic management – Defining strategy

Unit -2 : - Formulation

Strategy formulation - Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal – Types of strategies - Guidelines for crafting successful business strategies

Unit -3 : - Analysis and Framework

Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - Synergy and Dysergy – GAP Analysis - Porter's Five Forces Model of competition - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of Matrix

Unit -4 : - Structure and Strategy

Strategy implementation - Issues in implementation - Project implementation - Procedural implementation - Resource Allocation - Budgets – Organization Structure - Matching structure and strategy.

Basic Text & Reference Books:

- Business Policy, 2nd Ed. - Azhar Kazmi
- Strategic Management, 12th Ed. - Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland
- Management Policy and Strategic Management (Concepts, Skills and Practices) - R.M.Shrivastava
- Business Policy and Strategic Management - P.Subba Rao
- Strategic Management – Pearce
- Strategy & Business Landscape - Pankaj Ghemawat
- Strategic Planning Formulation of Corporate Strategy - Ramaswamy

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: December – 2013
Paper Code: UM02CBBA09
Title Of Paper: Management for Innovation (Revised)

Unit 1 : - Innovation Management

Meaning-Characteristics-Importance-Process of Innovation-Principles of Innovation-Model (Interactive, Simultaneous, Linear & Serendipity Models)

Unit 2 : - Business Idea & Creativity

Concept & Sources of Business Ideas-Methods Generating New Ideas- Concept of Creativity-Importance of Creativity in Idea Generation-Creativity Process-Hurdles to Creativity.

Unit 3 : - Tools for Innovation

Creativity Thinking-Traditional v/s Creative Thinking-Individual Creativity Techniques (Meditation, Self Awareness, Creative Focus, Intuition & Doodling) – Group Creative Techniques (Brain Storming, Reverse Brainstorming, OTW thinking & Thinking Hat Method).

Unit 4 : - Areas of Innovation

Product Innovation (Concept, Packaging & Positioning Innovation)-Process Innovation (Concept, Requirement & Types (Benchmarking – TQM – Business Process Reengineering)).

Basic Text & Reference Books:

- Paul Trott, Innovation Management & New Product Development, Published by Pitman,2000
- Innovation Management by Krishnamacharyulu & Lalitha, Himalaya Publication.
- James A Christiansen, Competitive Innovation Management, Published by Macmillan Business, 2000.
- S S George, Managing Innovation in the New Millennium ,The ICFAI Press,2004

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect From: November/December-2011
Theory
Paper Code: UM02FBBA01
Title Of Paper: Communication Skills-II

Unit – 1: - Business Correspondence:

Structure / Format / Layout of a business letter (regular parts / occasional parts; essential / qualities of an effective business letter – correctness, conciseness, clarity, courtesy, coordination, appropriateness, ‘You’ attitude, etc.) (Short notes and objective questions may be asked)

Unit -2: - Inquiry letters (Requests) and Replies to Inquiries:

Letters concerning catalogues, prices, quotations, samples, demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation. (Drafting of *two letters* may be asked)

Unit -3: - Placing of Orders:

Placing of Orders:

Letters concerning trial order, routine order, postponing the order, reserving the right to reject the goods, requests for changes in order already placed, order with conditions attached and cancellation of order

Execution of Orders:

Letters concerning delay in execution of order, request for extension of time in delivery of goods, partial execution of order, declining the order, offering substitute goods, cancellation of order (Drafting of *two letters* may be asked)

Unit -4: - Letters of Complaints and Adjustments:

Letters concerning delivery of goods, wrong goods, inferior quality of goods, damaged goods, defective goods, shortage in goods, unsatisfactory goods, bad service, insolent behaviour, mistakes in bills, miscellaneous

Practical:

(Advanced Language Skills)

Unit -1: Listening Comprehension

Unit -2: Note Taking/Note Making

Unit -3: Group Discussion

Unit -4: Review Writing (Five articles of commercial and management areas from news papers and magazines)

Basic Text & Reference Books (Theory)

- 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 (A R Sheth & Company, Mumbai)
- Business Communication - U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication - Asha Kaul (Prentice Hall – Economy Edition)
- Modern Commercial Communication - B S Shah Publication, Ahmedabad
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – M V Rodrigues (Concept Publishing House)
- A Teacher's Grammar of English – K R Narayanaswamy (Orient Longman)
- Practical English Grammar – A J Thomson & A V Martinet (ELBS)
- Contemporary English Grammar Structures & Composition - David Green (Macmillan)

Basic Text & Reference Books (Practical)

- Keep up your English BBC (Audio)
- Meet the Parkers BBC (Audio)
- Person to Person BBC (Video)
- On We Go BBC (Audio - Video)
- Spoken English – a Self learning guide to conversation practice (Audio) by V Sasikumar, P V Damija. (Published by Tata McGraw Hill Publishing Co. Ltd.)
- English Conversation Practice G Taylor. (TMH Edition, Tata McGraw Hill, New Delhi)

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: II
Syllabus with Effect from: June – 2013
Paper Code: UM02FBBA03
Title Of Paper: Human Rights

Unit -1 : - Introduction to Human Rights:

Meaning and Concept of Human Rights – Notion and Classification of Rights (Natural, Moral and Legal Rights, Civil and Political Rights, Economic, Social and Cultural Rights, Collective/ Solidarity Rights) – Problems related to Human Rights (Poverty and illiteracy; Discrimination; Ecological degradation; Cultural sustainability; Globalization)

Unit -2 : - Human Rights in India:

Human Rights and Indian Constitution – Role of National Human Rights Commission – Protection of Human Rights Act – Human Rights and Women (Gender bias, harassment, offences, special laws for protection) – Human Rights and Children (Issues, national and international mechanism for protection) – Human Rights and Workers (Occupational hazards, special laws for protection).

Unit -3 : - Human Rights in International Perspectives:

Universal Declaration of Human Rights (1948) – International Covenant on Social, Cultural, Economic, Civil and Political Rights (1966) – Role of UN Commission on Human Rights – Role of Amnesty International and Red Cross.

Unit -4 : - Recent Trends in Human Rights:

Bio technology and Human Rights (Human Cloning; Surrogate Parenting; Feticide) – Human Rights with respect to Cyber crime, Euthanasia (Right to Die in dignity), hacking – Environment and Human Rights (Forest depletion and river pollution, waste disposal)

Basic Text & Reference Books:

- Concept, Theories and Practice of Human Rights by Vadkar Praveen, Rajat Publications.
- The United Nations and Human Rights: A Critical Appraisal by Alston, Phillip, Oxford Clarendon Press.
- Human Rights in India by Nirmal J. Chiranjivi, OUP.
- National Human Rights Commission in India: Formation, Functioning and Future Prospects by Ray, Arun, Atlantic publication
- The United Nations at Fifty: Studies in Human Rights by Vijapur, A.P, South Asian Publishers

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: II

Syllabus with Effect from: June – 2013

Paper Code: UM02FBBA05

Title Of Paper: Climate Change and Sustainable Development Total Credit:3

(Revised) Effective from June – 2013

Unit -1 : - Pollution

Definition

Causes and Effects of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution & Noise Pollution.

Role of an individual in Prevention of Pollution.

Disaster Management: Floods, Earthquakes, Cyclones & Landslides.

Unit -2 : - Social Issues:

From Unsustainable to Sustainable Development.

Urban Problems Related to Energy.

Water Conservation, Rainwater Harvesting and Watershed Management.

Resettlement & Rehabilitation of People : Its Problems & Concerns.

Unit -3 : - Climate Change:

Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents & Nuclear Holocaust.

The Environment Protection Act.

Issues involved in Enforcement of Environmental Legislation.

Public Awareness.

Unit -4 : - Human Population :

Population Growth, Population Explosion.

Environment & Human Health.

Role of Information Technology in Environment & Human Health.

Visit to a local area to Document Environmental Assets as per Guidelines.

Basic Text & Reference Books:

Text book of Environmental Studies for undergraduate Courses: Erach Barucha, for University

Grants Commission, University Press

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA01
Title Of Paper: Marketing Management-I

Unit – 1: - Conceptual Foundation

Nature and Concept of marketing Management, Core Concepts, Philosophies of Marketing, Evolution of Marketing, Marketing Environment

Unit – 2: - Product Mix

Concept, Product Planning, Significance, Packaging, Product Development, Product Life Cycle & strategies ,New product development process

Unit – 3: - Price Mix

Concept, Significance of price ,objectives of pricing decision, Factors affecting pricing Decision, Methods

Unit – 4: - Promotion & Distribution Mix

Types &tools of promotion, kinds of media of advertising, Meaning of distribution ,Types of channels of distribution, Factors affecting channels of distribution.

Basic Text & Reference Books

- Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
- Marketing Management by Philip Kotler.
- Marketing Management by S.A.Sherlekar ,Himalaya Publication.

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA03
Title Of Paper: Human Resource Management-I

Unit – 1: - Human Resource Management

Introduction: concept, Evolution, Functions, recent trends

Human Resource Manager Roles

Human Resource Planning: concept, Process, Job Analysis, Job Description and Job Specification

Unit – 2: - Recruitment, Selection and Employee Training

Recruitment: Concept, Sources

Selection: Definition, Procedure

Employee Training: Meaning, Techniques- On-the-Job and Off-the-Job

Unit – 3: - Promotion, Transfer and Absenteeism

Promotion: Meaning, Policy, Types and Basis

Transfer: Meaning, Types, Policy

Demotion: Meaning, Causes

Absenteeism: Concept, Causes

Unit – 4: - Compensation and Performance Appraisal

Compensation: Concept, Objectives, Factors , Types of Wages

Performance Appraisal: Meaning, Process,

Traditional Methods: Paired Comparison, Checklist Method

Modern Method: MBO and 360 Degree Method

Basic Text & Reference Books

- Personnel Management: C B Memoria& S V GAnkar, Himalaya Publishing House
- Human Resource Management: S S Khanka, S Chand
- Human Resource Management: C B Gupta, Himalaya Publishing House
- Text and Cases of Human Resource Management: P SubbaRao, Himalaya Publishing House
- Human Resource and Personnel Management: K Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA02
Title Of Paper: Financial Management-I

Unit – 1: - Financial Management : An Overview [Theory 100%]

Conceptual discussion – Meaning, Importance, Scope, Finance Functions :
Executive Functions (Financial Decisions), Investment Decisions, Financing Decisions
Dividend Decisions, Routine Finance Functions
Risk-Return Trade off, Goals of Finance Management, Profit maximization ,Wealth maximization, Position of Finance Function in India Companies

Unit – 2: - Introduction to Indian Financial System & Corporate Financing [Theory 100%]

Overview of Indian Financial System
Financial Markets : Capital Market – Concept, Structure, Players in the market, Stock Market Intermediaries.
Money Market - Concept, Instruments - Treasury Bills, Certificate of Deposits, Call Money Market, Sources of Long-term Instruments – Equity Shares, Preference, Shares and Debentures, Term Loans

Unit – 3: - Financial Planning & Capitalization [Theory 100%]

Financial Planning : Meaning, Characteristics, Factors affecting Financial Planning, Limitations
Capitalization: Meaning, Theories of Capitalization- Cost & Earning Theory
Overcapitalization & Undercapitalization: Meaning, Causes, Effects & Remedies

Unit – 4: - Long Term Investment Decisions (Capital Budgeting) [Theory 20% and Examples 80%] Basics of capital Budgeting: Meaning, Features, Significance, Types, Process, Rationale, Factors Appraisal Methods : Accounting Rate of return technique ,Payback Period Technique Discounted Cash Flow Techniques: NPV, IRR, PI Estimation of Benefits (Cash Flow) under each technique

NOTES :

- (1) Examples should be based only on SLM methods of depreciation.
- (2) Replacement decisions are excluded.

Basic Text & Reference Books

- Financial Management : P.V.Kulkarni
- Financial Management : S. N. Maheshwari
- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Financial Management : R. S. Kulshreshta
- Fundamentals of Financial Management: Van Horn

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA04
Title Of Paper: Corporate Accounting-II

Unit – 1: - FINAL ACCOUNTS OF JOINTS STOCK COMPANIES (Revised schedule VI)

Examples of Vertical Presentation with notes.

Unit – 2: - ACCOUNTING FOR AMALGAMATION

Meaning and Objectives of Amalgamation and Absorption Accounting Treatment of Amalgamation (As Per as 14) Examples based on amalgamation of only two companies, and accounting treatment only in books of purchasing company

Unit – 3: - RATIO ANALYSIS

Meaning of Accounting Ratio Utility & limitations of Ratio Analysis Classification of Accounting Ratios- Liquidity Ratios, Profitability Ratios, Turnover Ratios, & Leverage Ratios

Examples based on two years data with interpretation

Unit – 4: - PREPARATION OF FUND FLOW STATEMENT

Meaning & importance of Fund Flow Statement and Cash Flow Statement Difference between Fund Flow Statement and Cash Flow Statement Statement Showing Changes in Working Capital

Adjusted Profit & Loss Account

Examples: (1) Fund Flow Statement and (2) Cash Flow Statement

Basic Text & Reference Books

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

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA05
Title Of Paper: Economic Analysis – I

Unit – 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.

Unit – 2: - Demand Forecasting

Demand Forecasting -Meaning & its significance -objectives of short-run and long-run demand forecasting. Forecasting Methods : (a) Survey methods 1) Experts Opinion(2) Consumer interactions -Complete enumerations –Sample survey -End use method

Unit – 3: - Production Function

Production and Production function -Firm., Iso-costs -properties of iso -quants - the principle of marginal rate of Technical substitutions -Least cost input combination - Expansion path - Explanation of law of variable proportion and Return to scale with Iso -quant -Iso -cost analysis .

Unit – 4: - Revenue and Perfect Competition

Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Supply curve, shut down point.

Basic Text & Reference Books

- Economic Theory And Operation Analysis – W.J. Baumol
- Managerial Economics – Samuel Paul
- Managerial Economics – Coyne
- Introduction To Managerial Economics – Savage And Small
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – GopalKrishna
- Managerial Economics – G.S. Gupta

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03EBBA01
Title Of Paper: Industry Exposure

Unit – 1: - The visit will include the following aspects

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

Unit – 2: - The Industrial exposure report should include following points:

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.

NOTE :

- 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.

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012
Paper Code: UM03CBBA07
Title Of Paper: Supply Chain Management

Unit – 1: - Conceptual foundation

Introduction, Generic Types of SCM, Importance of SCM, Objective of SCM, SCM Skills

Unit – 2: - Supply chain strategies

Relationship Matrix, Competitive and Supply Chain Strategy, SCOR Model Structure, Cycle View of Supply Chain Process

Unit – 3: - Managing Supply Chain

Drivers of Supply Chain Performance, Reverse Supply Chain V/s Forward Supply Chain, Components of Inventory Decision

Unit – 4: - Designing Supply Chain Network

Components of Pricing Decisions, Obstacles of SCM, Factors Influencing Distribution Network, Impact of E-Business on Customer Service, Frame work for network Design Decision

Basic Text & Reference Books

- Supply Chain management By Sunil Chopra, Peter Meindl and D V Kalra, Pearson Education
- Supply Chain Management Theories and Practices By K P Mohanty and S G Deshmukh, published by biztzntra
- N Kumar , “Supply Chain Management, lakshmiNarainAgrawal, Agra
- Donald B., “Logistic Management - The Integrated Supply Chain process”, McGraw Hill, NY

SARDAR PATEL UNIVERSITY

Programme: BBA(General)

Semester: III

Syllabus with Effect from : JUNE 2014

Paper Code: UM03FBBA02

Title Of Paper: Corporate Communication – I (Revised)

Text: A short novel or a play (not more than 200 pages- unabridged)

Name of the Text: The Old Man and the Sea – by Ernest Hemingway

Unit – 1: - Two text-based essay type questions

Unit – 2: -

(A) Text-based short note

(B) Comprehension

(A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)

Unit – 3: - Communication

Methods and Types (Channels) of Communication

Barriers to Communication

(General questions / short notes may be asked)

Unit – 4: - Sales Promotion letters: (Including theory)

(Questions on Theory, Drafting of letters to promote the sales of products and services)

Basic Text & Reference Books

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- 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)

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04CBBA01
Title Of Paper: Marketing Management-II

Unit – 1: - Buyer Behavior and Market Segmentation

Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation, Segmentation Process

Unit – 2: - Consumerism

Meaning, History of Consumerism, Causes, Consumer Protection Act, Consumer Movement.

Unit – 3: - Service Marketing

Introduction, Characteristics of Service, Classification of Service, Service Marketing Mix, Introduction, Determinants of Service Quality, Characteristics of Service Quality, Strategies for Recovering Service Quality Failures.

Unit – 4: - Recent Issues and Development in Marketing

Social Marketing, Direct Marketing, Online marketing, Relationship Marketing

Basic Text & Reference Books:-

- Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
- Marketing Management by Philip Kotler.
- Marketing Management by S.A.Sherlekar ,Himalaya Publication.
- Service Marketing by P.K.Gupta, Everest Publishing House
- Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: IV

Syllabus with Effect From: November/December-2012

Paper Code: UM04CBBA02

Title Of Paper: Financial Management-II

Unit – 1: - Working Capital Management:

[Theory 50% and Examples 50%]

Overview, Concepts, Significance, Factors affecting working capital requirement, Computation of operating cycle, Estimation of working capital requirements Sources of working Capital.

Trade Credit: -Meaning, Benefits & Cost of Trade Credit

Bank Finance: -Meaning, Forms, Security Required

Commercial Paper: - Meaning, Features, Merits & Demerits Factoring-Meaning, Functions, Modus of operation(Steps) Current scenario of Bank Finance Notes: Paper setters are required to mention no of days in a year (360/365) for calculation of operating cycle.

Unit – 2: - Management of Cash and Inventory Management:

[Theory 30% and Examples 70%]

Facets of cash management, Motives for holding cash, Cash Planning Cash Budgeting (including examples) Managing the flow, Investment in marketable securities, Need to hold inventories,

Objectives of inventory management, Inventory management techniques (Theory & Examples) - EOQ, ABC analysis, Fixation of Inventory levels, and Recorder point and safety stock Just-in-time (JIT) Systems

Unit – 3: - Management of Receivables:

[Theory 50% and Examples 50%]

Credit Policy, Optimum Credit Policy, Credit Policy variables Credit Evaluation, Credit Granting Decision, Monitoring Receivables, Cost-Benefit Analysis of Receivables

Unit – 4: - Leverage Analysis :

[Theory 30% and Examples 70%]

Concept, Significance, Operating Leverage, Financial Leverage and combined Leverage and their implications

Basic Text & Reference Books:-

- Financial Management : P.V.Kulkarni
- Financial Management : S. N. Maheshwari
- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Financial Management : R. S. Kulshreshta
- Fundamentals of Financial Management: Van Horne

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04CBBA03
Title Of Paper: Human Resource Management-II

Unit – 1: - Employee Safety and Health

Employee Safety: Meaning, Types of Industrial Accident, Causes of Industrial accident, and Statutory Provisions of Employee safety in India.

Health: Meaning, Occupational Hazards and Diseases, Protection against Hazards, and Statutory provisions of health according to factories act, 1956.

Unit – 2: - Industrial Relations and Industrial Disputes

Industrial Relations: Concept, Objectives, Parties, Importance and Approaches.

Industrial Dispute: Definition, Forms, Causes and Preventive Machinery (Settlement Authorities)

Unit – 3: - Trade Union and Collective Bargaining

Trade Union: Meaning, Functions, Problems and Measures. Evolution of T.U

Collective Bargaining: Meaning, Strategies, and Process.

Unit – 4: - HRM in Global Scenario

HRM and Human rights (UNO) Challenges of HRM at Global level.

Impact of Globalization on HRM, ILO .

Basic Text & Reference Books:-

- Personnel Management: C B Memoria& S V GAnkar, Himalaya Publishing House
- Human Resource Management: S S Khanka, S Chand
- Human Resource Management: C B Gupta, Himalaya Publishing House
- Text and Cases of Human Resource Management: P SubbaRao, Himalaya Publishing House
- Human Resource and Personnel Management: K Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04CBBA04
Title Of Paper: Cost Accounting

Unit – 1: - Essential of Cost Accounting: (Theory Only)

Introduction & Definition and Concept of Cost Accounting. Advantages & Objectives of Cost Accounting. Financial Accounting and Cost Accounting. Methods and Techniques of Cost Accounting. Installation of Costing System.

Unit – 2: - Material and Labour Cost:

Material Cost:

Meaning of Material; Material Control; Techniques of Material Control – ABC Techniques – VED Analysis. Examples based Stock Levels: Maximum Level; Minimum Level; Reorder Level; Danger Level; Average Stock Level; Economic Order Quantity.

Labour Cost:

Meaning; Control of Labour Cost; Labour Turn Over; Causes of Labour Turn Over. Methods of remuneration ; Time Rate; Piece Wage Examples based on Labour Turn Over and Incentive Plans: Halsey Premium Plan; Rowan Plan; Taylor's Differential Piece Rate System

Unit – 3: - Overhead Cost:

Meaning of Overheads; Classification of Overhead Cost; Fixed Cost and Variable Cost. Allocation and Apportionment of Overheads; Absorption of Overheads Examples based on Apportionment of Service Department Overheads over Production Department under Repeated Distribution Method and Reciprocal Distribution Method. Examples based on Machine Hour Rate.

Unit – 4: - Unit Costing and Reconciliation of Cost and Financial Accounts:

Unit Costing:

Costing Procedure; Treatment of Stocks, Examples based on Cost Sheet and Price Quotation

Reconciliation of Cost and Financial Accounts:

Need for Reconciliation; Methods of Reconciliation., Problems on Preparation of Cost Reconciliation Statement.

Basic Text & Reference Books:-

- Cost Accounting - Khan My And Jain Pk
- Cost Accounting And Financial Management - Kishore Ravi M
- Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari S K
- Advanced Cost Accountancy - Nigam Lall And Sharma G.L
- Cost Accounting Method And Problems - Bhar B K
- Studies In Cost Accounting - Das Gupta
- Cost Accounting - Saxena V K
- Advanced Cost Accounting - Jain S P And Narang K L

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04CBBA05
Title of Paper: Economic Analysis-II

Unit – 1: - Indifference Curve Approach

Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer's Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs. Kind .

Unit – 2: - Monopoly

Characteristics, Price output determination, Price discrimination- degrees, possibility and profitability under domestic and international market.

Unit – 3: - Monopolistic competition:

Characteristics, Product differentiation, Price output determination, Selling cost, Concept of excess capacity.

Unit – 4: - Duopoly and Oligopoly:

Characteristics, Cartel model of duopoly, Price Leadership models, Price War model by Bertrand and Price Rigidity model of Sweezy

Basic Text & Reference Books:-

- Economic Theory And Operation Analysis – W.J. Baumol
- Managerial Economics – Samuel Paul
- Managerial Economics – Coyne
- Introduction To Managerial Economics – Savage And Small
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – GopalKrishna
- Managerial Economics – G.S. Gupta

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04CBBA06
Title of Paper: Statistics for Management-II

Unit – 1: -Sampling (Theory Only)

Terminology: Population, Sample, Parameter, Statistic, Characteristics of ideal sample
Population Survey V/s Sample Survey, Concept of Sampling errors, Sampling Methods:
Procedure, Merits, Demerits, Simple Random Sampling
Stratified random Sampling, Systematic Sampling, Cluster Sampling

Unit – 2: -Test of Hypothesis-I

Introduction and procedure of testing a hypothesis, Null & Alternate, Simple & Composite
hypothesis, Standard Error, Level of Significance, One tail & Two tail Tests

Large sample tests (Z-Test)

Tests of significance of mean
Test of significance of difference of two means
Test of significance between two S.D.

Unit – 3: -Test Of Hypothesis-II

Difference between Large & Small Sample Tests, Concept of Degree of freedom, Conditions
for applying T-Test.

Application Of T-Test

Tests of Significance of mean
Test of Significance of difference of two Means
Paired T-Test

Unit – 4: -Analysis of Variance (ANOVA)

F Test, Introduction, Definition
Variance Ratio Test (F Test)
One Way ANOVA, Two Way ANOVA
Chi-Square Test: Introduction, Definition, Properties
Uses of Chi-Square Test: Test Of Independence of two Attributes

Basic Text & Reference Books:-

- D.C Sancheti & V K Kapoor: Statistics (Theory, Methods & Applications) Sultan
Chand Sons, New Delhi
- S C Guptam: Fundamental of Statistics, Himalaya Publishing House
- R P Hooda: Statistics for Business and Economics, Macmillan, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
(Under Choice Based Credit Scheme)
Semester: IV
Paper Code: UM04CBBA07
Title Of Paper: Customer Relationship Management

Unit – 1: - Conceptual Foundation

Concept, Definition, Benefits, Objectives, Significance of CRM, Relationship between CRM and technology, Evolution of CRM, Customer Life Cycle value

Unit – 2: - CRM Strategy

Strategic Perspective on CRM, Creating CRM Culture, Building Blocks of CRM, CRM strategies

Unit – 3: - CRM in Marketing

Importance of CRM in Marketing, Types in CRM, Marketing Initiatives of CRM

Unit – 4: - E- Customer Relationship Management

E-CRM, Different Levels of E-CRM, Evolution of E-CRM, Difference between CRM and E-CRM, E-CRM Tools

Basic Text & Reference Books:-

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

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04EBBA01
Title Of Paper: Rurban Planning for India

Unit – 1: - Rural Development

Concept of Rural Development, Size, Structure and Characteristics, Determinants of Rural Development, Gandhian model of Rural Development.

Unit – 2: - Urban Development

Concept of Urbanization, Causes of Urbanization, Trends in Urbanisation, Effects of Urbanisation, Urban informal Sector, Women in Informal Sector. Migration – Meaning, Types and Causes, Migration and development, Todaro’s Migration Model.

Unit – 3: - Rurban Development

Concept, Rurban morphology in Gujarat, Rurban objectives, Rurban Development Plan in Gujarat

Unit – 4: - Rurban Schemes and model village

Current Schemes of rurban development, Initiatives and Future Challenges. A Study of Model Rurban village in state of Gujarat (e.g. Dharmaj or Thamna in Anand district).

Basic Text & Reference Books:-

- Michael P Todaro (2001), “Economic Development,” Pearson Education.
- Mishra S K And Puri, “Economics Of Development And Planning Theory & Practice,” Himalaya Publications
- M L Jhingan, “Economics Of Development And Planning,” Vrinda Publications.
- [Www.Rural-Urban.Org](http://www.Rural-Urban.Org)
- [Http://www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-Changing-Face-Of-Modern-India](http://www.Vibrantgujarat.Com/Documents/Vibrant-Gujarat-Summits/Rurbanization-Changing-Face-Of-Modern-India)
- Government of Gujarat, Development Program-2011-12, General Administration Department, Planning Development, Gandhinagar, February 2011.
- [Http://www.Invr.Net/Thechandigarhproject/Rurbanplanning.Html](http://www.Invr.Net/Thechandigarhproject/Rurbanplanning.Html)
- [Http://www.Invr.Net/Thechandigarhproject/Rurbanmodels.Html](http://www.Invr.Net/Thechandigarhproject/Rurbanmodels.Html)
- Website Of Gujarat Knowledge Society
- Statistical Handbook Of Gujarat.

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012
Paper Code: UM04EBBA02
Title Of Paper: Disaster Management

Unit – 1: - Overview of Disaster Management

Introduction to disaster, nature, characteristics and significance.

Distinguishing between an emergency and a disaster situation.

Concept of Risk, hazards and Vulnerability.

Types of natural and non-natural disasters. Disaster Management Cycle.

Unit – 2: - Disaster Mitigation and disaster preparedness.

Disaster Mitigation , Approaches and strategies.

Disaster Preparedness and Precautionary measures.

Meaning of Search and Rescue.

Disaster Risk Reduction (DRR).

The Emergency Operation Plan (EOP).

Unit – 3: - Disaster Management and Technology.

Meaning of predictability, Forecasting and Warning.

Emergency Management Systems (EMS).

Geographic Information Systems (GIS) and Disaster Management.

The Role of Media in Disaster Management.

Unit – 4: - Disaster Management in India.

Geographical classification of India on the basis of natural disasters..

Disaster management policy of India: Significance, Main elements of national body.

National Disaster Management Authority.

Nodal Agencies: State, district and local authorities.

Stakeholders in disaster management.

Basic Text & Reference Books:-

- Sinha, P. C. (Ed) Encyclopedia of Disaster Management; Anmol Publications, New Delhi.1998.
- W. Nick. Carter, Disaster Management –a Disaster Manager’s handbook, Asian Development bank February 1992
- IGNOU study material.
- Srinivas, H. (2005) Disasters: a quick FAQ.
- Rajdeep Dasgupta, Disaster Management and Rehabilitation
- Mukesh Kapoor, Disaster Management, Surabh Publication House, New Delhi.
- B.B.N Murthy Disaster Management, Text and Case studies, Deep and Deep Publication, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect from: November-2013
Theory
Paper Code: UM04FBBA02
Title Of Paper: Corporate Communication – II (Revised)

Unit – 1: - Press Reports

Drafting of Press Reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)

Non-verbal aspects of communication

(Kinesics, Proxemics, Chronemics, Paralanguage) (General questions / short notes may be asked)

Unit – 2: - Business Reports

Drafting of Individual and Committee Reports on the following topics:

- Selection of Site (Feasibility Report)
- Labour and Personnel Problems
- Decline in Sales
- Fire and Accidents

Unit – 3: - Drafting of Speeches

Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman’s speech at the Annual General Meeting, vote of thanks)

Unit – 4: - Notice, Agenda and Minutes of Corporate Meetings

Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)

Practical
(Advanced Language Skills)

Unit – 1: - Note Taking/Note Making

Unit – 2: - Group Discussion

Unit – 3: - Review Writing (A Novel/a Biography/an Autobiography)

Basic Text & Reference Books (Theory)

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- 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 Rodrigues (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)

Books / Programmes Recommended: (Practical)

Starting Business English	BBC (Video)
Follow Through	BBC (Video)

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05CBBA01
Title Of Paper: Materials Management

Unit – 1: - Fundamentals of Materials Management

Materials management: Meaning, definition, scope & importance - Integrated materials management: Concept, need & advantages - Classification of materials - Material planning: Concept, need & factors affecting.

Unit – 2: - Industrial Purchasing

Meaning, importance & ethics - Principles of right purchasing – Functions of purchase department - Centralised v/s Decentralised purchasing - Buying methods - Purchase procedure - Vendor selection (Examples of vendor performance rating)

Unit – 3: - Storekeeping

Meaning, objectives & importance - Functions of storekeeping – Store location and layout - Receiving and inspection - Store record

Unit – 4: - Inventory control

Meaning, objective, functions & importance - Procurement and carrying cost - Stock level (Maximum - minimum - reorder point - safety stock and stock out) - Examples on (a) ABC analysis & (b) Computation of different levels of stock.

Basic Text & Reference Books

- Materials Management by K. Shridhar Bhat, Himalaya publication
- Production Management by L.C. Jhamb, Everest Publication
- Production Management by Chunawalla and Patel
- Production and Operation Management by S.N. Chary, Tata McGraw Hill
- Modern Production Management by E.S. Buffa.

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05CBBA02
Title Of Paper: Management Accounting

Unit – 1: - Management Accounting - Nature & Scope (Theory)

Meaning & definition of Management Accounting
Characteristics of Management Accounting
Scope and Limitations of Management Accounting
Functions of Management Accounting, Methods of Management Accounting
Difference between Management Accounting, Cost Accounting and
Financial Accounting Role and Status of Management Accountant

Unit – 2: - Budget & Budgetary Control (Examples)

Meaning and Definition of Budget and Budgetary Control
Preparation of Production Budget, Raw Material Consumption & Purchase Budget
Cash Budget Flexible Budget

Unit – 3: - Absorption Costing and Marginal Costing (Theory & Examples)

Meaning of Absorption Costing and Marginal Costing
Difference between Absorption Costing and Marginal Costing
Examples of Income determination under Absorption Costing and Marginal
Costing
(One year information)

Unit – 4: - Standard Costing & Variance Analysis (Examples)

Examples On: Material Cost Variances, Labor Cost Variances, Sales
Variances(Price and Profit)

Basic Text & Reference Books

- Advanced Cost Accounting - Jain S P And Narang K L
- Textbook of Cost & management Accounting- Arora M.N.
- Cost Accounting - Khan My And Jain Pk
- Cost Accounting. And Financial Management - Kishore Ravi M
- Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari S K
- Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
- Cost Accounting - Saxena V K
- Advanced Management Accounting: Ravi M. Kishore
- Accounting for Management: Dr. Jawaharlal

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05CBBA03
Title Of Paper: Indian Business Environment

Unit – 1: - Introduction to Business Environment

Meaning, Types and components of Business environment
Interaction of Economic environment with non-economic environment
Scanning -meaning, approaches, sources of information
SWOT Analysis as a method of environmental scanning

Unit – 2: - Non Economic Environment

Demographic transition theory of population
Compositional characteristics of Indian population and economic development
Population policy of India
Interaction between Government and Business
Socio-cultural fabric, Lifestyles and business
Women empowerment

Unit – 3: - Macro Economic Variables

National Income by Industrial origin and occupational structure
Savings, investment and capital output ratio
Foreign Trade: Main trends in imports and exports
India's Balance of payments and currency convertibility

Unit – 4: - Economic policies

Economic survey
Current Union Budget - Highlights
Export - Import policy
Privatization and EXIT Policy
Credit Policy '

Basic Text & Reference Books

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

SARDAR PATEL UNIVERSITY

Programme: BBA(General)

Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBA04

Title Of Paper: Personal Finance and Investment Management

Unit – 1: - PERSONAL FINANCE [Theory 70% and Examples 30%]

Introduction, Goals & Importance of Personal Financial Management.-Financial Planning & Budgeting (With examples on Preparation of Family Cash Budget, Personal income & expenditure A/c & Balance sheet

Unit – 2: - INSURANCE [Theory 70% and Examples 30%]

Life Insurance-Basic features of endowment assurance, Money back Plan, Whole life assurance & term assurance-General Insurance-Introduction & basic features of Vehicle insurance, Medical Insurance, Accident insurance & liability insurance-Calculation of premium & settlement of claims

Unit – 3: - SAVINGS & INVESTMENTS [Theory 100%]

Need for diversified personal investment portfolio, avenues for Investment features):

Non marketable financial assets

(a) Time deposits, Recurring Deposits, Monthly

Income Schemes, National saving Certificates, Kisan Vikas Patra, Public Provident Fund, Postal Life Insurance

(b) Bank Savings: Fixed deposit Recurring Deposit, RBI Bonds, Infrastructure bonds by ICICI & IDBI

Unit – 4: - MUTUAL FUNDS [Theory 100%]

Introduction, Benefits of Mutual Fund Investment.

Types: Growth Funds, Income Funds, Monthly Income Plans, Gift funds Liquid/Money

Market Funds, Index funds Tax savings funds, Mutual funds in India

Basic Text & Reference Books

- Securities Analysis & Portfolio Management-Avadhani V A.
- Investment Management-Prasanna Chandra
- Investment Analysis & Portfolio Management -Ranganatham M & Madhumati R
- Investment Management: Security analysis & Portfolio Management-Bhalla VK

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05CBBA05
Title Of Paper: Business Laws

Unit – 1: - Law of Contract

Nature and classification of Contracts

Legal rules as to: Proposal, acceptance, lawful consideration, capacity of parties, free consent and legality of object.

Void agreements

Unit – 2: - Law of Contract

Contingent Contract

Performance of Contract

Breach of Contract

Remedies

Quasi Contracts

Unit – 3: - Sale of Goods at contract

Nature of Contract of Sale of Goods

Conditions and warranties

Passing of property in Goods

Rights and Duties of seller and buyer

Rights of an unpaid Seller

Unit – 4: - Negotiable Instruments Act

Meaning and characteristics of negotiable instruments, Difference: Promissory note, Bill of Exchange and cheques.

Discharge of Parties

Dishonour of Cheque

- when a banker can dishonor a cheque
- when a banker must dishonor a cheques.

Basic Text & Reference Books

- The Indian Contract Act, 1872.
- The Sale of Goods Act, 1930.
- The Negotiable Instruments Act, 1881.

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05CBBA06
Title Of Paper: Business Taxation – I

Unit – 1: - Conceptual Framework & Incidence of Tax (Theory only)

Introduction to Income Tax Act

Definitions: Person, Assessee, Assessment Year, Previous Year, Income, Gross Total Income, Total Income, Agriculture Income Residential status and incidence of tax of Individual assessee

Fully exempted incomes for individual assessee

Unit – 2: - Assessment Procedure & Filing of Return (Theory only)

Meaning of Assessment, Types of Assessment, Tax Deducted at Source (TDS), Advance Payment of Tax Return of Income, Time for filling Return, Types of Income Tax Return, Permanent Account Number (PAN)

Unit – 3: - Income from Salaries (Examples only)

Simple Examples based on allowances, perquisites, Bonus, Commission, Provident Fund and deductions available from salary income.

(No retirement benefits will be covered in the chapter)

Unit – 4: - Income from House Property (Examples only)

Simple Examples covering Self-occupied, Let-out, Deemed to be Letout, Partly & Proportionate Let-out property

Basic Text & Reference Books

- TAXMANN: Students' Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania
- TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania
- Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05EBBA01
Title Of Paper: Advance Marketing Management – I

Unit – 1: - Marketing Research

Marketing Information-concept, need, MKIS-concept, elements & components; Marketing Research-nature, features, scope, uses & limitations; Marketing Research process; Research designs

Unit – 2: - Data Collection & Sampling Decisions

Primary & secondary data-sources, advantages & disadvantages; Questionnaire construction(process); Scaling & measurement; Sampling design & sample size decisions.

Unit – 3: - Data Analysis, Interpretation & Presentation

Hypothesis testing procedure; Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test: Parametric statistics -Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents.

Unit – 4: - Emerging Applications of Marketing Research

Importance of Customer database; Relationship Marketing: Brand Equity Measurement; Customer Satisfaction & its measurement; Internet Marketing & Marketing Research; TQM.

Basic Text & Reference Books

- Marketing Management - Philip Kotler and Kevin Keller.
- Marketing Research - Boyd, Westfall and Stasch
- Marketing Research - Luck and Rubin
- Marketing Research -Donald S Tull and Del I Hawkins
- Marketing Research -G C Beri
- Marketing Research-C N Sonatakki, Himalaya Publishing House
- Marketing Research-Suja R Nair, Himalaya Publishing House

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05EBBA02
Title Of Paper: Advance Finance Management – I

Unit – 1: - Valuation of Securities[Theory 50% and Examples 50%]

Concept of Value, Basic Valuation Model, Bond Valuation

- Basic Bond Valuation Model
- Bond Value Theorems
- Yield to Maturity
- Bond values with Semi-annual Interest

Present Value of Preference Shares, Valuation of Equity

- Dividend Capitalization approach
- Single Period Valuation
- Multi period valuation
- Valuation with Supernormal growth

Unit – 2: - Cost of Capital [Theory 70% and Examples 30%]

Basic concepts, Rational & Assumptions Significance Specific cost of Equity, retained earnings, preference share & debenture capital Weighted average cost of capital(Cost of equity based on dividend capitalization approach, Earning price approach, realized yield approach, & CAPM approach)

Unit – 3: - Leasing (Theory 100%)

Concept Types of lease Arrangements Factors relevant in making leasing Decisions

Potentiality of leasing as a means of financing (significance)

- ❖ Financial Evaluation from the lessee's point of view.
- ❖ Evaluation of lease as a financing Decision.

Unit – 4: - Venture Capital ((Theory 100%)

Introduction, Concept & Features of Venture Capital, Stages & Process of Venture Financing

Methods of Venture Financing, Disinvestment Mechanisms, Development of Venture Capital in India,Future of Venture Capital in India

Basic Text & Reference Books

- Financial Management : P.V.Kulkarni
- Financial Management : S. N. Maheshwari
- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Financial Management : R. S. Kulshreshta
- Fundamentals of Financial Management: Van Horne

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05EBBA03
Title Of Paper: Advance Human Resource Management – I

Unit – 1: - Organizational Behaviour

Meaning, Definition, historical development, contributing disciplines, factors affecting Human behavior at work, S-O-B-C model of human behavior.

Unit – 2: - Individual Behaviour

Concept of personality, determinants of personality. Freudian and Neo Freudian stages of personality development, Concept of learning, factors affecting learning, classical and operant conditioning theory, reinforcement principle.

Unit – 3: - Group Dynamics

Concept, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.

Unit – 4: - Organizational Change

Concept, nature, influencing factors, planned change, change process, Resistance to change, overcoming resistance to change.

Basic Text & Reference Books

- Organizational behavior by Fred Luthans
- Organizational behavior by Stephen Robbins
- Organizational behavior by Keith Davis
- Organizational behavior by L M. Prasad
- Organizational behavior by K. Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05EBBA04
Title Of Paper: Export Management – I

Unit – 1: - Indian Economy and Exports

Export Marketing: Meaning, scope, Difference between Export Marketing & Domestic Marketing International Marketing Environment: Factors, Theory of Cost Comparative Advantage

Unit – 2: - Institutional Infrastructures for Exports

India's Current EXIM (Foreign Trade) Policy- 2004-09 Export Promotion Agencies: Export Promotion Councils, Commodity Board & FICCI Service Organisations: ITPO, FIEO, IIFT

Unit – 3: - Export Assistance

Need for Export Assistance, Export Promotion Measures, Deemed Exports, Star Export-Houses, Assistance for reducing Price Disadvantage, Assistance in area of marketing, Special Economic Zones (SEZs)

Unit – 4: - Identification of Markets for Exports

International Trade Promotion Agencies: WTO, IMF, UNCTAD, Regional Economic Groups: EU, ASEAN, SAARC, NAFTA

Basic Text & Reference Books

- Export Management: TAS BalaGopal, Himalaya Publishing House
- International Marketing Management: V. L. Varshney & B. Bhattacharya
- Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House
- Export Marketing: Acharya & Jain, Himalaya Publishing House
- Foreign Trade-Review: Indian Institute of Foreign Trade
- International Business: Dr. R. Chandran, Jaico Publishing House

SARDAR PATEL UNIVERSITY

Programme: BBA(General)

Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05EBBA05

Title Of Paper: Computer Based Project Management – I

Unit – 1: - Project Fundamentals

Introduction to Microsoft Project Server and Microsoft Project Web Access Understanding project management Basics and processes - stakeholders - Keys to successful Project management

Unit – 2: - Project planning and organizing

Creating a project plan - Focusing the project vision - Entering tasks - Importing Tasks from an Excel Worksheet- Recurring Task- Sequencing & organizing tasks - Organizing tasks into an Outline- Setting up work breakdown structures – Adding Supplementary Information to Tasks

Unit – 3: - Viewing Information

Different views in project management - Sorting project information - Grouping project information - Filtering Project information - Navigating to a specific location in view

Unit – 4: - Scheduling Task

Setting task durations- Task dependencies and scheduling task deadlines – Task calendars

Basic Text & Reference Books

- Microsoft Office Project 2003: Inside Out, by Teresa Stover, Microsoft Press Publication, October 2003
- Microsoft Office Project 2003: Bible, Elaine J Marmel, Hungry Minds Inc, US Publication

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05FBBA01
Title Of Paper: Leadership Skills for Management – I

Unit – 1: - Introduction: The Nature of Leadership

Definitions of leadership
Need or Importance of Leadership
Leadership effectiveness
Level of conceptualization for leadership

Unit – 2: - Participative Leadership, Delegation, and Empowerment

Nature of participative leadership
Guidelines for participative leadership
Delegation: Concept, varieties, potential advantages, and guidelines for delegating
Empowerment: Concept, Consequences, and Facilitating conditions

Unit – 3: - Developing Leadership Skills

Concept
Leadership training Programme
Steps in designing effective training
Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation

Unit – 4: - Ethical Leadership and Leadership Theories

Concept of ethical leadership
Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories

Basic Text & Reference Books

- Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
- L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi.

SARDAR PATEL UNIVERSITY

Programme: BBA(General)

Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05FBBA02

Title Of Paper: Business Etiquettes and Presentation Skills – I

Unit – 1: - Business Etiquettes

Business Etiquettes: Concept and Importance Etiquettes for:

- Meetings
 - Telephone/Cell phone conversations
- Etiquettes at Workplace (Internal - superiors, peers and subordinates)
Etiquettes with Stakeholders (External - suppliers and customers)

Unit – 2: - Business Presentation

Importance and Role of Business Presentation, Planning for Presentation, Preparing and Practicing (Rehearsing) the Presentation, Delivering the Presentation

Unit – 3: - Communication in Public Relation

Public Relation: Definition, Four elements of PR
Forms of oral communication used in PR: Formal Speeches, Round Table Conferences, Panel Discussions, Question and Answer Discussions. (Short notes may be asked)
Publicity Media: Newspaper, Radio, TV, Internet
Crisis Communication: Concept and techniques to deal with crisis

Unit – 4: - Organizational Communication

Definition and meaning of Organizational communication
Basics of Organizational communication
Communication climate in an organization
Intra-personal communication and interpersonal communication

Basic Text & Reference Books

- Hasbany Ghassan: How to make winning presentation: Jaico Publication
- Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- Doctor, Rhoda A. & Doctor, Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Raman, Minaxi & Singh, Prakash: Business Communication, OXFORD
- Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, PEARSON.

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: V
Syllabus with effect from : JUNE 2013
Paper Code: UM05SBBA01
Title Of Paper: Social Entrepreneurship

Unit – 1: - Fundamentals of Social Entrepreneurship

Concept of Social entrepreneur & entrepreneurship - Evolution
- Need - Major Functions - Difference between Social and
Commercial entrepreneurs - Areas of social entrepreneurship

Unit – 2: - Women Entrepreneurship

Concept-Functions-Problems-Development of women entrepreneurship in
India - Role of women associations

Unit – 3: - Rural Entrepreneurship

Concept-Need-Problems-NGO & Rural entrepreneurship-Development of
rural entrepreneurship in India

Unit – 4: - Trends in Social Entrepreneurship

Major challenges - Major opportunities - Role of government for growth of
social entrepreneurship in country - Global trends in social entrepreneurship
- Contribution of Successful Social entrepreneurs of India and abroad

Basic Text & Reference Books

- Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press
- Social Entrepreneurship - Meaning,Challenges & Strategies by Hamza El Fasiki,
Lambart Academic Publication.
- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development by Gupta and Shrinivasan

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect from: November/December-2013
Paper Code: UM06CBBA01
Title Of Paper: Operations Management

Unit – 1: - Fundamentals of Operations Management

Operating System and operation management: Meaning of operating System; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment.

Unit – 2: - Production Process and Plant Layout

Meaning, concept and types of production process (Job, Lot, Batch and Mass Production) - Features and comparison - Meaning and objectives of Plant layout - Factor affecting plant layout - Types of plant layout (Process, Product and Fix layout)

Unit – 3: - Work Design

Meaning and concept of work design - Techniques of work study – Method study: meaning, objective, basic procedure, Charts & Diagrams (Manmachine chart with examples, Flow process chart and String diagram) - Time study: Meaning, objectives and basic procedure - Tools of time study - Computation of standard time (Examples)

Unit – 4: - Operation/Production Planning and Control

Production Planning: Meaning, objectives, planning procedure, Routing, scheduling, dispatching and follow up - Production control: Meaning, objectives and importance of production control - Examples on Critical Path Method (CPM)

Basic Text & Reference Books:-

- Material Management by K. Shridhar Bhat, Himalaya publication
- Production Management by L.C. Jhamb, Everest Publication
- Production Management by Chunawalla and Patel
- Production and Operation Management by S.N. Chary, Tata McGraw Hill
- Modern Production Management by E.S. Buffa.

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06CBBA02
Title Of Paper: Accounting For Decision Making

Unit – 1: - Cost Volume Profit Analysis (Theory & Examples)

Meaning, Assumptions, and Limitations of CVP Analysis

Break Even chart and its utility

Examples On:

- (a) Break Even Point, Margin of Safety, P/V Ratio
- (b) Sales Mix
- (c) Plant Merger

Unit – 2: - Decision Making (Examples)

Examples On: Key Factor, Product Mix, Dropping & Replacement of Product

Unit – 3: - Differential Cost Analysis (Theory & Examples)

Meaning & Significance of Differential Cost Analysis, Compare & Contrast between Differential Cost Analysis and Marginal Cost Analysis.

Examples based On: Level of Activity Planning, Pricing Decision,

Dumping Decision (Export Order), Acceptance of Special offer, Make or Buy, Lease or Buy

Unit – 4: - Value Added Accounting (Theory & Examples)

Introduction & Definition of Value Added

Value Added Statement as Performance Measurement

Difference Between Value Added Statement and Profit & Loss Account

Examples On: Preparation of Value Added Statement

Basic Text & Reference Books:-

- Advanced Cost Accounting - Jain S P And Narang K L
- Textbook of Cost & management Accounting- Arora M.N.
- Cost Accounting - Khan My And Jain Pk
- Cost Accounting And Financial Management - Kishore Ravi M
- Problems And Solution In Adv Accounting - Maheshwari S N & Maheshwari S K
- Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
- Cost Accounting - Saxena V K
- Advanced Management Accounting: Ravi M. Kishore
- Accounting for Management: Dr. Jawaharlal

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06CBBA03
Title Of Paper: Global Business Environment

Unit – 1: - Introduction to Global Environment

Global Environment -Characteristics and Components
Strategies for India going global
Multinational Enterprises(MNE) - Benefits to host and home country
Demerits of MNE

Unit – 2: - International Investment

International Investment - Factors effecting foreign Investment
Growth of foreign investment - Significance of foreign investment
Foreign Investment in India

Unit – 3: - World Trade Organisation

General Agreement on Trade and Tariffs (GATT) - Concept
World Trade Organization (WTO)- Functions, Principles, Organizational Structure,
The WTO Agreements - A Bird's eye view
Salient feature of Uruguay Round Agreement
Dispute Settlement Mechanism, Ministerial Conferences

Unit – 4: - International Economic Organisations

Introduction, Objectives, Organisational Structure and Functions of following organisation -
International Monetary Fund (IMF)
International Bank for Reconstruction and Development (IBRD)
South Asian Association for Regional Cooperation (SAARC)
European Union (EU)

Basic Text & Reference Books:-

- Francis Chrunilam - International business Environment
- R Chandran - International business Environment
- Francis Chrunilam - Business Environment
- Ahswathappa K - Business Environment
- Ahswathappa K - Business Environment
- R Daft and K P M Sundaram - Indian Economy
- A N Agrawal - Indian Economy
- D M Mithani - Money, Banking, International Trade and Finance K Subbarao – International Business, Himalaya Publication

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06CBBA04
Title Of Paper: Business Taxation-II

Unit – 1: - Profits and Gain from Business & Profession of Individual (Examples only)

Only simple examples for both business and professional income
(Examples on Depreciation will not be covered separately in this chapter)

Unit – 2: - Income from Capital Gains (Examples only)

Computation of Short term & Long term Capital Gain based
on exemptions available under section 54, 54F & 54EC only.

Unit – 3: - Income from Other Sources & Computation of Total Income Income from other sources: (Examples only)

Computation of Income from Other Sources

Computation of Total Income from the given Gross Total Income only:(Theory only)

Deductions from Gross Total Income in respect of payment covering Section
80C, 80D and 80 G only

Unit – 4: - Taxation of Companies (Theory only)

Definitions: Company, Indian Company & Domestic Company

Computation of Tax Liability of Company

Minimum Alternate Tax (MAT): Computation of Book Profit

Carry forward and set-off of tax credit

Basic Text & Reference Books:-

- Taxmann: Students' Guide To Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania
- Taxmann: Direct taxes law & practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania
- Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect from: November/December-2013
Paper Code: UM06CBBA05
Title Of Paper: Entrepreneurship Development

Unit – 1: - Fundamentals of Entrepreneurship

Concept of entrepreneur & entrepreneurship - Functions of Entrepreneur
Types of Entrepreneur - Qualities of successful entrepreneur - Rural & Women
Entrepreneurship (Conceptual clarity only) - Role of entrepreneurs in Indian economic
development

Unit – 2: - Entrepreneurial motivation:

Need - Motivating factors (Internal & external) - Theories of entrepreneurial motivation
(Need arc theory) – Achievement motivation (including Kakinada Experiment)

Unit – 3: - Entrepreneurship Development

Concept & need of EDP - Phases of EDP - Process of EDP - Role of government - Role of
EDII & CED

Unit – 4: - Project Management

Sources of business idea and preliminary screening - concept and types of project - project
feasibility analysis - Estimating financing fund requirement Role of funding agencies (GSFC,
IDBI and SIDBI) - Implementation of project & control.

Basic Text & Reference Books:-

- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development by Gupta and Shrinivasan.
- Dynamics of Entrepreneurial development & Management by Vasant Desai,
Himalaya
Publications.
Project : Planning, Analysis, Selection , Implementation & Review by Prasanna Chandra

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06EBBA01
Title Of Paper: Advanced Marketing Management – II

Unit – 1: - Integrated Marketing Communications:

Advertising: advertising objectives, advertising budget (Examples of Vidale & Wolfe Model, Palda's Distribution Lag Model, Decisions under risk & Uncertainty; Game Theory, Adaptive Model & Stochastic Model- only Theory), advertising message (Including Ad Copy, Copy Creation & Production), advertising media (types, media selection, media scheduling), advertising. Measurement. Sales Promotion: Objectives, Major Sales Promotion tools
Public relations (PR): Marketing public relations and major decisions in marketing PR
Direct Marketing : Meaning, Scope and Importance

Unit – 2: - Sales Force Management:

Designing the sales force Structure Various approaches to decide about the Sales force structure and size. Compensation plans for sales people. Budgetary and non-budgetary methods for the control of Sales force. Allocation of Sales territories to salespeople and fixing of sales quotas.
Appraisal of performance of salespersons.

Unit – 3: - Distribution Channels & Marketing Control:

An overview of distribution channels Emergence of unconventional Modes of distribution. Physical distribution and logistics decision - Marketing control and marketing Audit: Concept, types and tools of control and marketing audit procedure.

Unit – 4: - Rural Marketing:

The rural market environment, Tapping the rural markets, Segmentation & Targeting, Product strategy- Specially designed for Rural Market, Brand decisions, Physical Distribution, Channel decision, sales force Management, Marketing Communications.

Basic Text & Reference Books:-

- Marketing Management - Philip Kotler and Kevin Keller.
- Marketing Management - V. S. Ramaswamy & S. Namakumari
- Sales force Management - Kundiff, Still and Govani
- Fundamentals of Advertising by Chunawalla
- Advertising and Promotion by Kruti Shah & Alan D'Souza

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06EBBA02
Title Of Paper: Advanced Financial Management II

Unit – 1: - Capital Structure [Theory 50% and Examples 50%]

Assumption & Significance

Guiding Principles of Capital Structure Decisions, Factors affecting the pattern of capital structure, Concept of optimum capital structure, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani & Miller Approach

Unit – 2: - Dividend Policy Decision [Theory 50% and Examples 50%]

Forms of Dividend payment, Significance of Dividend policy in Financial Decision, Variables influencing Dividend Decision, Walter's Model, Gordon's Model, Modigliani - Miller's Model

Unit – 3: - Investment Decision [Theory 50% and Examples 50%]

Nature of Risk, Statistical techniques for risk analysis: Probability, Expected NPV, Standard deviation, Coefficient of variation,

Probability Distribution approach, [i] Independent cash flows, [ii] Dependent cash flows

Conventional techniques of risk analysis, Risk-adjusted discount rate approach, Certainty equivalent approach, Sensitivity analysis Decision - Tree Analysis

**Unit – 4: - Fundamentals of International Financial Management
[Theory-100%]**

Foreign Exchange Market

Foreign Exchange Rates - Spot rate, Forward rate, Cross rate, Bid and Ask rate, Spread, Determinant and select theories of exchange rates Foreign exchange risk and hedging Foreign exchange risk management techniques - Internal & External

Basic Text & Reference Books:-

- Financial Management : P.V.Kulkarni
- Financial Management : S. N. Maheshwari
- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Financial Management : R. S. Kulshreshta
- Fundamentals of Financial Management: Van Home

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06EBBA03
Title Of Paper: Advance Human Resource Management – II

Unit – 1: - Perception

Concept - Sensation v/s Perception - Importance - Perceptual process -
Perceptual selectivity - Developing perceptual skill

Unit – 2: - Conflicts Management

Concept, Stages of conflict episode, positive and negative aspects of conflict, Conflict management

Unit – 3: - Organizational Cultures

Concept, Characteristics, Types, Functions, steps for developing a sound Organizational culture.

Unit – 4: - Organizational Development

Concept, Nature, Process, Types of OD interventions, future trends of OD interventions.

Basic Text & Reference Books:-

- Organizational behavior by Fred Luthans
- Organizational behavior by Stephen Robbins
- Organizational behavior by Keith Davis
- Organizational behavior by L M. Prasad
- Organizational behavior by K. Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013
Paper Code: UM06EBBA04
Title Of Paper: Export Management-II

Unit – 1: - Export Product Planning

Product Planning: Meaning, Importance

Product Standardisation and Product Adaptation Strategies

Product Positioning: Meaning, Steps and Importance

Packaging: meaning, importance

Unit – 2: - Export Pricing

Meaning, Factors, importance

Export Pricing Methods and Strategies

Incoterms 2000

Skimming and Penetration Strategies

Unit – 3: - Export Finance

Pre shipment and Post shipment Finance

EXIM bank and ECGC

Mode of Payment and Marine Insurance

Unit – 4: - Export Procedure and Documentation

Steps of Export Procedure

Export Documentation

Basic Text & Reference Books:-

- Export Management: TAS BalaGopal, Himalaya Publishing House
- International Marketing Management: V. L. Varshney & B. Bhattacharya
- Export Marketing: B. s. Rathore & J. S. Rathore, Himalaya Publishing House
- Export Marketing: Acharya & Jain, Himalaya Publishing House
- Foreign Trade Review: Indian Institute of Foreign Trade
- International Business: Dr. R. Chandran, Jaico Publishing House

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: VI

Syllabus with Effect From: November/December-2013

Paper Code: UM06EBBA05

Title Of Paper: Computer Based Project Management – II

Unit – 1: - Resources Planning

Setting up resources in the project - Adding work & material resources -
Specifying Resource Availability - Adding Material Resources to the Project - Hyperlinking
to Resource Information - Removing a resource - Resource working time calendars

Unit – 2: - Assigning Resources and cost to Task

Assigning work and material resources to task - Reviewing, changing and contouring
resource assignments - Planning resource cost & fixed task cost

Unit – 3: - Monitoring and adjusting

Critical path and tasks - Reducing project costs - Changing project scope- Saving original
plan information using a baseline - Updating task progress

Unit – 4: - Analysis and reports

Establishing communications plan - Setting up and printing views - Generating report
Custom and built-in reports - Analyzing progress and Costs

Basic Text & Reference Books:-

- Microsoft Office Project 2003 Inside Out, by Teresa Stover, Microsoft PressPublication, October, 2003
- Microsoft Office Project 2003 Bible, Elaine J Marmel, Hungry Minds Inc, USPublication

SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: VI

Syllabus with Effect from: November/December-2013

Theory

Paper Code: UM06FBBA01

Title Of Paper: Business Etiquettes And Presentation Skills – II

Unit – 1: - Essentials of Presentation

1. Using Visual Aids for Presentation

- Oral Presentation (Transparencies, graphs, charts, etc.)

2. Using Audio /Visual Aids for Presentation

- Electronic Presentation (Multimedia/PPT)

3. Coping with Presentation fears

4. Non-Verbal aspects of Presentation

Unit – 2: - Intercultural Business Communication

Need and importance of Intercultural Business Communication

Developing intercultural awareness

Patterns of cultural differences

Factors of cross cultural relationship

Unit – 3: - Business Etiquettes (Advanced)

Etiquettes in Written Communication.

Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview

Unit – 4: - Negotiation Skills

Negotiation: Concept and Importance

Stages in the Negotiation Process

Strategies of negotiation: initial, during and reaching (closing)

Practical

Paper Code: UM06FBBA01

Title Of Paper: Business Etiquettes And Presentation Skills – II

Unit -1 : -Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas)

Unit -2: - Viva Voce (Based on the Presentation)

Basic Text & Reference Books:-

- Hasbany Ghassan: How to make winning presentation: Jaico Publication
- Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- Doctor, Rhoda A. & Doctor, Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- Herb Cohen: You can Negotiate anything, Jaico Publishing House
- Lesikar & Flatly : Basic Business Communication, Tata McGraw Hill Edition
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect from: November/December-2013
Paper Code: UM06FBBA02
Title Of Paper: Leadership Skills for Management-II

Unit – 1: - Managerial Traits and Skills Nature of Traits & Skills

Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills.

Managerial Traits and Effectiveness

High Energy level and Stress Tolerance., Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation.

Managerial Skills and Effectiveness:- Technical Skills, Conceptual Skills, Interpersonal Skills.

Unit – 2: - Relevant Competencies for Leadership Skills Other Relevant Competencies

Emotional Intelligence, Social Intelligence, Systems Thinking, Ability to learn

Situational Relevance of Skills

Skills Needed at Different levels, Transferability of Skills Across Organizations, Requisite Skills and the External Environment.

Applications for Managers

Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a Weakness, Compensate for weaknesses.

Unit – 3: - Leadership Developmental Activities

Learning from Experience

Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback

Developmental Activities

Multisource Feedback, Developmental Assessment Centers, Developmental Assignments Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor Challenge Programs, Personal Growth Programs.

Unit – 4: - Contemporary Issues in Leadership Inspirational Approach on Leadership

Charismatic Leadership, Transformational Leadership

Authentic Leadership: -Self-awareness, Self-regulation & development, Relational Transparency

Contemporary Leadership Roles:- Mentoring, Self-Leadership, E-Leadership

Leadership Development: - Ingredients of Leadership Development, Leadership Development Process

Basic Text & Reference Books:-

- Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
 - L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect from: December – 2013
Paper Code: UM06FBBA03
Title Of Paper: Comprehensive Project (Revised)

Course Objective & Pedagogy

The Purpose of this Course is to Enable the Students for In-Depth analysis of a topic relating to his/her area of Specialization, and develop and develop a comprehensive understanding on the same. For This the Students will Choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty. The Students will Work on their projects individually and not in pairs or teams. The Institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students.

The Learning Can be Carried out Through:

1 Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases, Etc.

OR

2 Primary Data Collection Through Interviews, Discussions & Other Research Instruments. Students are encouraged to Pursue the research in the organization where they had undergone their summer Internship.

The Project Report can be on Any of the Following

- 1 Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making)
- 2 Organizational Study aimed at Inter-Organizational Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular Industry.
- 3 Field Study (Empirical Study) With Respect to any Research Issue.
- 4 Feasibility Study as Comprehensive Project.

The Format of the Report Would Comprise Following Points:

- | | |
|---------------------------------|---|
| 1 Title Page | 2 Preface |
| 3 Acknowledgement | 4 Certificate |
| 5 Table Of Content | 6 Introduction & Identification of Problem with Reasons |
| 7 Literature Review | 8 Research Methodology |
| 9 Data Collection | 10 Data Analysis & Interpretation |
| 11 Recommendations & Conclusion | |
| 12 Bibliography | |

Sr.No Particular Details

1 Paper Size A4

2 Margins

 Left Side - 1.5 CM

 Right Side - 1 CM

 Top & Bottom - 1 CM

3 Line Spacing 1.5 CM

4 Font Type Times New Roman

5 Font Size 12

6 Alignment Page Justify

7 No of Copies 3 Copies 1 each for University, College & Student

BBA (ISM)

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
(Under Choice Based Credit Scheme)
Semester: I
Syllabus with effect from: JUNE 2011

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A)Generic Foundation	UM01FBBS01	Communication Skills for Management - I (Effect from June 2011)	T	3	2	40	60	100
(B) Elective Foundation (Any One)	UM01FBBS03	Environmental Studies	T	3	2	40	60	100
	UM01FBBS04	Rural Development-History and Current Issues	T	3	2	40	60	100
	UM01FBBS05	Communication Skills for Management - I (Revised) (Effective from June 2013)	T	3	2	40	60	100
Core Courses: (A)Core Compulsory (Any Three)	UM01CBBS01	Principles of Management	T	3	2	40	60	100
	UM01CBBS02	Logical Organization of Computer	T	3	2	40	60	100
	UM01CBBS03	Computer Application in Business	T	3	2	40	60	100
	UM01CBBS04	Office Management and Commercial Practices	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM01CBBS05	Accounting for Management	T	3	2	40	60	100
	UM01CBBS06	Micro Economics	T	3	2	40	60	100
	UM01CBBS07	Business Mathematics	T	3	2	40	60	100
	UM01CBBS08	Multimedia and Application - I	T	3	2	40	60	100

Semester: II
Syllabus with effect from: DECEMBER 2011

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A). Generic Foundation (Any One)	UM02FBBS01	Communication Skills – II (Effect from: December 2011)	T	3	2	40	60	100
	UM02FBBS04	Communication Skills for Management – II (Effective from: December 2013) (Revised)	T	3	2	40	60	100
(B) Elective Foundation (Any One)	UM02FBBS02	Human Rights	T	3	2	40	60	100
	UM02FBBS03	Climate change and Sustainable Development	T	3	2	40	60	100
Core Courses: (A) Core Compulsory (Any Three)	UM02CBBS01	Practices of Management	T	3	2	40	60	100
	UM02CBBS02	Fundamentals Of Internet	T	3	2	40	60	100
	UM02CBBS03	C Programming	T	3	2	40	60	100
	UM02CBBS04	Corporate Social Responsibility	P	2	1	20	30	50
(B) Core Allied (Any Three)	UM02CBBS05	Corporate Accounting	T	3	2	40	60	100
	UM02CBBS06	Macro Economics (Effect from: December 2011)	T	3	2	40	60	100
	UM02CBBS07	Quantitative Techniques	T	3	2	40	60	100
	UM02CBBS08	Multimedia and application – II	T	3	2	40	60	100
	UM02CBBS09	Macro Economics (Effective from: December 2013) (Revised)	T	3	2	40	60	100

Semester: III
Syllabus with effect from : JUNE 2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A)Generic Foundation	UM03FBBS01	Corporate Communication - I	T	3	2	40	60	100
	(B) Elective Foundation (Any One)	UM03EBBS01	Industrial Exposure	T	3	2	40	60
UM03EBBS02		Urban Development	T	3	2	40	60	100
Core Courses: (A)Core Compulsory (Any Three)	UM03CBBS01	Management Information system-I	T	3	2	40	60	100
	UM03CBBS02	System Analysis Design-I	T	3	2	40	60	100
	UM03CBBS03	Visual Basic	T	3	2	40	60	100
	UM03CBBS04	Project Management	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM03CBBS05	Financial Management I	T	3	2	40	60	100
	UM03CBBS06	Human Resource Management	T	3	2	40	60	100
	UM03CBBS07	Corporate Law	T	3	2	40	60	100
	UM03CBBS08	Cost Account	T	3	2	40	60	100

Semester: IV
Syllabus with effect from: DECEMBER2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A)Generic Foundation (Any One)	UM03FBBS01	Communication Skills – IV	T	3	2	40	60	100
	UM03FBBS02	Corporate Communication – II (Effective from: December 2013) (Revised)	T	3	2	40	60	100
(B) Elective Foundation	UM03EBBS01	Rurban Development	T	3	2	40	60	100
	UM03EBBS02	Disaster Management	T	3	2	40	60	100
Core Courses: (A)Core Compulsory (Any Three)	UM03CBBS01	Management Information System - II	T	3	2	40	60	100
	UM03CBBS02	System Analysis Design - II	T	3	2	40	60	100
	UM03CBBS03	Data Base Management System	T	3	2	40	60	100
	UM03CBBS04	Management for Innovation	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM03CBBS05	Financial Management – II	T	3	2	40	60	100
	UM03CBBS06	Cyber Law	T	3	2	40	60	100
	UM03CBBS07	Organization Behavior	T	3	2	40	60	100
	UM03CBBS08	Management Account	T	3	2	40	60	100
	UM03CBBS09	Data Base Management System (Effective from: December 2013) (Revised)	T	3	2	40	60	100
	UM03CBBS10	Financial Management – II (Effective from: December 2013) (Revised)	T	3	2	40	60	100

Semester: V
Syllabus with effect from: JUNE 2013

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
Foundation Courses: (A)Generic Foundation	UM03FBBS01	Leadership Skills for Management - I	T	3	2	40	60	100
	UM03FBBS02	Business Etiquettes and presentation Skills - I	T	3	2	40	60	100
(B) Elective Foundation	UM03EBBS01	Consumer Rights	T	3	2	40	60	100
	UM03EBBS02	Business Ethics	T	3	2	40	60	100
Core Courses: (A)Core Compulsory (Any Three)	UM03CBBS01	E-Commerce - I	T	3	2	40	60	100
	UM03CBBS02	Data Communication and Computer Network - I	T	3	2	40	60	100
	UM03CBBS03	Web Programming - I	T	3	2	40	60	100
	UM03CBBS04	Supply Chain Management	T	3	2	40	60	100
(B) Core Allied (Any Three)	UM03CBBS05	Personal Finance	T	3	2	40	60	100
	UM03CBBS06	Software Engineering	T	3	2	40	60	100
	UM03CBBS07	Marketing Management - I	T	3	2	40	60	100
	UM03CBBS08	Entrepreneurship Development	T	3	2	40	60	100

Semester: VI
Syllabus with effect from: DECEMBER 2013

Course Type	Course Code	Name Of Course	T/ P	Credi t	Exam Duratio n in hrs	Component of Marks		
						Intern al	Extern al	Total
						Total/ Passing %	Total/ Passing %	Total/ Passin g
Foundation Courses: (A)Generic Foundation (Any One)	UM03FBBS0 1	Leadership Skills for Management - II		3	2	40	60	100
	UM03FBBS0 2	Business Etiquettes and Presentation Skills – II		3	2	40	60	100
(B) Elective Foundati on	UM03EBBS0 1	Comprehensiv e Project		3	2	40	60	100
	UM03EBBS0 2	Brand Management		3	2	40	60	100
Core Courses: (A)Core Compulsory (Any Three)	UM03CBBS0 1	E-Commerce - II		3	2	40	60	100
	UM03CBBS0 2	Data Communicati on & Computer Network - II		3	2	40	60	100
	UM03CBBS0 3	Web Programming - II		3	2	40	60	100
	UM03CBBS0 4	Management Control System		3	2	40	60	100
(B) Core Allied (Any Three)	UM03CBBS0 5	Security Analysis		3	2	40	60	100
	UM03CBBS0 6	E-Business Managerial Application		3	2	40	60	100
	UM03CBBS0 7	Marketing Management - II		3	2	40	60	100
	UM03CBBS0 8	Strategic Management		3	2	40	60	100

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I

Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS01 Title Of Paper: Principles of Management Total Credit: 3

Unit-1 Nature & Scope of Management

Meaning of management, Significance & objectives of management Management as a process, Management as a Profession, Management V/S Administration, Levels of Management

Unit-2 Planning

Meaning, Definition, Nature of Planning, Importance of planning Planning premises, Constraints in planning, Planning process Types of plans.

Unit-3 Organising

Definition, Process, Principles, Types of departments, Meaning of delegation, Need and advantages of delegation, Meaning of Centralization & decentralization, Advantages & disadvantages of decentralization, Forms of Organisation:(Line Organisation, functional organisation & line and staff organisation only)

Unit-4 Directing

Motivation: Meaning, Importance of motivation, Theories of motivation: Maslow's, Herzberg's and McGreggor's theories Leadership: Meaning, Importance, Leadership styles : Autocratic, Participative, free rein styles & paternalistic – Meaning, Importance of communication, Principles of effective communication, Barriers to effective communication , Communication

Networks, Controlling and Importance of control system, Controlling Process.

Basic Text & Reference Books

- Business Organisation And Management by C B Gupta
- Principles And Practices of Management by L M Prasad
- Modern Business Organisation And Management by S A Sherlekar

And V S Sharlekar

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I

Syllabus with effect from: JUNE 2011

**Paper Code: UM01CBBS03 Title Of Paper: Computer Application in Business Total
Credit: 3**

Unit-1 Concept of computer application

Introduction of computer in business Personal computer in business Introduction to pc software packages Dos overview & windows Dos overview & Basic command like Dir, CD, MD, RD, Date, CLS, Time, Ren, Type etc Windows overview operating and basic component.

Unit-2 Introduction to Word Processor

Pc software Classification Usage of Word Processor, creation & editing of document Formatting Text & paragraph Basic Utilizing Indention ,Bullets & Numbering, Spacing, Page Numbering etc Find & Replace Facility Inserting Date & time ,Picture, Symbol, Word Art etc Special Print Features:-Page setup, Header & footer, Zooming, print Preview etc. Mail Merge Table creation ,Cell Splits & Merge Function –Sum, Avg, Min, Max

Unit-3 Advanced Spreadsheet Features

Formatting of Rows & Columns Hide, Unhide, Delete, Insert, Copy, Paste, Resize Functions Syntax & meaning of Avg, Count, Max, Min, Sum, Product, Int, Round, Trunk

- String: Len, Upper, Lower, Mid
- Logical : If, And, Or , Not
- Charts

Unit-4 Presentation Tools

Creating a Presentation Insert, Delete Slide Different Slide View Editing Slide Formatting Slide Slide Transition & animation

Basic Text & Reference Books

- ☞ Computers today by S.K. Basandra
- ☞ P.C. Software by R.K.Taxali
- ☞ Introduction to Computers by Peter Norton

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I

Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS04 Title Of Paper: Office Management and Commercial Practices

Unit-1 Office Management

Concept of Modern Office, What is office Management, Scientific office Management, Office Manager, Functions and Status of Office Manager, Responsibilities of Administrative Office Manager

Unit-2 Office System, Procedure and Communication

Need for System / Procedure / Communication, System Design and Planning, System Integration, Records Management, Inward and Outward Correspondence, Sourcing of Stationery / Supplies / Courier services, Use of Technology for Efficiency, Filing System, Use of Computer for Data Management

Unit-3 Banking Services

Identifying Banking as Effective Tools of Fund Management – Operating Various Types of Accounts, Writing Cheques / Drafts, Process of Transactions, Preparing Reconciliation Statements, Brief Idea about Negotiable Instruments, Electronic Banking, Use of ATM / Credit / Debit Cards, Dealing with Private sector and Public sector Banks, Liaison With Bank Managers.

Unit-4 Services for Insurance, Provident Fund, and Gratuity

Need and Importance, Principles, Types, Insurance for Assets and Employees, Insurance Premium Calculation and Control, Maintaining Deadlines, PF and Gratuity Management, PF, Gratuity Statement and Settlement of Claims, Liaison with Manager.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS06 **Title Of Paper:** Micro Economics **Total Credit: 3**

Unit-1 Introduction To Economics

Nature, Scope and Subject matter of Economics, Micro and Macro Economics, Robbins Definition.

Unit-2 Basic Concepts

Basic Concepts: Goods, Price & Value, Wealth & Welfare, Consumer's surplus, Standard of living, Production, Consumption, Entrepreneur, Concepts and Types of Utility, Basic Assumptions of Economic Theory.

Unit-3 Product Pricing

Demand : Law of Demand, Determinants of Demand, Change and Shift in Demand, Supply : Law of supply, Determination of Supply, Change and Shift In Supply, Equilibrium Price.

Unit-4 Cost and Revenues, Factor Pricing

Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost, Average Cost And Managerial Cost in Short Term Run and Long Term Run, their behavior And Relationship, Economies and Diseconomies of Scale, Concept of Factors of Production and Factor Payments, Marginal Productivity Theory of Distribution

Basic Text & Reference Books

- Dwivedi, D.N(2007) Micro Economic Theory, Vikas Publishing House.
- Stonier A.W. & Hauge D.C.(1953), A Textbook of Economic Theory, Longman Group
- Ahuja , H.L. (2007). Modern Economics, Sultalchand & Co, New Delhi.
- Sundharam, K.P.M. (2007). Elements of Economic Theory, Sultalchand & Co, New Delhi.
- Elementary by K.K.Dewett and J.D.Verma.
- Microeconomics for Management Students by Ravindra H. Dholakia and Ajay N. Oza, Oxford University Press.
- Principals of Economics by N.G. Mankiw, Thomas Press, Sanat Printer, Kundli Haryana.
- Advance Economic Theory by M.L. Jhingan, Himalaya Publications, Mumbai

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS08 **Title Of Paper:** Multimedia and Application – I **Total Credit: 3**

Unit-1 Introduction

What is Multimedia, Definition. CD-ROM/DVD/Flash-Drivers and Multimedia. Scope of Multimedia. Where to use Multimedia. Types of Multimedia Application.

Unit-2 Multimedia hardware and software tools.

Hardware: Connections, Memory and Storages Devices. Input Devices , Output Devices
Software : Text Editing and Word Processing Tools, OCR S/W, Painting and Drawing Tools

Unit-3 Multimedia Text .

The Power of Meaning about Font and Types. Using text in multimedia. Computer and text, Font Edition and Designing Tools. Hyper Media and Hyper Text.

Unit-4 Multimedia Sound.

The Power of Sound, Multimedia System and sound, Digital Audio, Making MIDI. Audio : Audio File Format , MIDI verses Digital Audio, Adding Sound To your multimedia Project, Space Consideration.

Basic Text & Reference Books

- ∞ Multimedia Magic : S. Gokul (BPP).
- ∞ Digital Multimedia : Chapman & Chapman, (Wiley India)
- ∞ Multi Media Make It Work (4th Edition) : Tay Vaughan (TMH)

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01FBBS03 **Title Of Paper:** Environmental Studies **Total Credit: 3**

Unit-1 Overview of Environmental Studies:

Definition, Scope, Importance, Renewable and Non Renewable Resources, Equitable use of resources for sustainable lifestyles.

Unit-2 Natural Resources and Associated Problems:

Forest Resources, Water Resources, Mineral Resources, Energy Resources, Land Resources, Role of Individual in conservation of Natural Resources , Case Study on various resources.

Unit-3 Ecosystems:

Concept, Structure, Function, Types, Characteristics, Threats of following ecosystems, Forest, Grassland, Desert and Aquatic Ecosystems – Role of Individuals in sustaining the above types of Ecosystems

Unit-4 Biodiversity:

Introduction – Types – Genetic, Species, Ecosystem- Biodiversity at Global National and Local Levels – India as a mega diversity nation – threats & conservation of Biodiversity.

Basic Text & Reference Books :

- ∞ Text book of Environmental Studies for undergraduate Courses
- ∞ Erach Barucha, Publisher University Press, University Grants Commission

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01FBBS05 **Title Of Paper:** Communication Skills For Management - I
(Revised) (Effective from June 2013) **Total Credit: 3**

Text: A collection of short stories

Name of the Text: **The Garden of Forking Paths and Other Stories (OUP)**

Unit-1 Text-based short answer questions (Three questions of (05 marks) each may be asked)

Unit-2 **Grammar:** Tenses, Voice, Modals (The three components may be carry 03+03+04 marks)

Paragraph Writing: Expansion of an Idea (any one of two)

Unit 3 **Vocabulary:**

Phrasal Verbs, Synonyms / Antonyms (The three components may carry 05 marks each)

Common Idioms, One Word Substitutes, Word formation (use of prefixes, suffixes, etc.)

(The three components may carry 05 marks each)

Unit-4 **Introducing Business Communication:**

Concept, Definition and Attributes of Communication Importance of Communication in Business The Process of Communication (Communication Cycle)

(One general question (10 marks) and one short note (05 marks) may be asked)

Basic Text & Reference Books :

- ✂ Essential of Business Communication – Rajendra Pal and J.S.Koalahalli (Sultan Chand & Sons)
- ✂ Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai)
- ✂ Business Communication – U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- ✂ Developing Communication Skills– Krishna Mohan & Meera Benerji(Macmillan)
- ✂ Effective Business Communication – Asha Kaul(Prentice Hall- Economy Edition)
- ✂ Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- ✂ Modern Commercial Communication – B S Shah Publication, Ahmedabad
- ✂ Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- ✂ Effective Business Communication – M V Rodriques (Concept Publishing House)
- ✂ A Teacher’s Grammar of English – K R Narayanaswamy(Orient Longman)
- ✂ Practical English Grammar – A J Thomson & A V Martinet(ELBS)
- ✂ Contemporary English Grammar Structure & Composition – David Green(Macmillan)

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS07 **Title Of Paper:** Business Mathematics **Total Credit: 3**

Unit-1 Set Theory

Sets, subsets, equality of two sets, null set, universal set, complement of a set, union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, De Morgan laws and Cartesian Product of two sets (theoretical examples based on two or more sets are excluded)

Real Numbers Real numbers, absolute value and its Properties (without Proof)

Unit-2 Determinant and Matrix

Meaning determinants and their basic properties (without proof), Cramer's Method, Matrices-Addition, Subtraction, Scalar multiplication Types of matrices-Square, null, Identity, transpose of a matrices, Symmetric, skew-symmetric, singular, non singular, inverse, adjoint of a Matrix

Only solution of a system of three linear equations using matrix theory.

Unit-3 Co-ordinate Geometry

Cartesian co-ordinate system, Distance Between two points, slope of line, slopes of parallel and perpendicular lines, Equation of a line (1) Two point form (2) Point slope form (3) Intercept form (4) Two intercept form (5) General form

Unit-4 Limit

Limits of a function, Limits of sum, product and quotient of two function (without proof) and use of them for evaluating other limits

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS05 Title Of Paper: Accounting for Management Total Credit: 3

Unit-1 Conceptual frame work (Theory Only)

Meaning, objectives, Scope and areas of Accounting-Business Transactions classification of Accounts and rules of Debit and Credit- Distinction between capital and revenue expenditures and incomes-Basic Accounting Terms: Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Lose, Profit, Voucher, Discount,

Transaction, Drawing, Drawing Depreciation, Reserves, & Provision: (Overview)

Unit-2 Accounting Principles and Concepts (Theory Only)

General Accounting Principles- Accounting Concepts: Profit & Loss Account- Concepts and Balance Sheet Concepts- Introduction of Accounting Standards: Meaning, Objectives, Need. List of Accounting Standard in India., IFRS: Meaning, Need, List of international Financial Reporting Standards (IFRS)

Unit-3 Accounting Cycle (Theory & Examples)

Introduction of Journal, Subsidiary books and Ledgers- Types of errors taking place in Account (Theory Only).

Examples on recording transactions into journal, posting into Ledgers

Examples on recording trial Balance, and Rectification of errors

Unit 4 Final Accounts of Sole Proprietor (Examples)

Preparation of Trading Account, Profit & Loss Account and Balance Sheet

Basic Text & Reference Books

- ∞ Advanced Accountancy 1-Maheshwari S N And Maheshwari S K
- ∞ Fundamentals of Financial Accounting-Sehgal Ashok and Sehgal Deepak
- ∞ Advanced Accountancy 1-Tulsian
- ∞ Advanced Accountancy 1-Gupta Radhaswamy
- ∞ Principles and Practice of Accountancy- Gupta R L and Gupta V K
- ∞ Advanced Accountancy – Jain S P and Narang K L
- ∞ Financial Accounting- Khanka S.S Financial Accounting- Narayanaswamy

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: I
Syllabus with effect from: JUNE 2011

Paper Code: UM01CBBS02

Title Of Paper: Logical Organization of Computer

Total Credit: 3

Unit-1 Introduction

Block diagram of a simple computer and its different functional units. Representation of information.

- Introduction to number system(B,O,H,D) ,conversions(B,O,H,D)
- Arithmetic (add, sub B), radix 1, complement, radix complement method.
- Character codes, (ASCII ,EBCDIC) Representation of numbers
- Signed magnitude, 1's complement, 2's complement, excess notations Error detection and correction codes

Unit-2 Gates And Boolean algebra

Logical gates AND,OR,NOT,NAND,NOR,X-OR Truth table and simplification. Boolean algebra, De-Morgan's theorems. Reduction of Boolean algebra. Karnaugh Map up to 3 variables.

Karnaugh Map simplification.

Unit-3 Microcomputer And Structure Of CPU

Introduction to Microcomputer.

Processor Functions And Components, Instruction Execution Cycle CPU organization

- The data path of a typical von-neuman machine parallel
- Instruction execution: categories of parallel machines, Array processors, Multifunctional units, pipeline machines, multiprocessors.

Unit-4 Input Output Devices

Memory Systems Of microcomputers ROM, RAM, PROM, EROM, Static And Dynamic RAM

Floppy disk, Hard Disc,CD ROM Overview of input output devices Keyboard, Mouse, OCR, Scanner, Plotters, Printers, Graphics Display Devices

Basic Text & Reference Books

- ∞ Introduction to computer by Peter Norton.
- ∞ Computer Fundamentals by P.K Sinha.
- ∞ Computer Fundamentals by V. Rajaraman.
- ∞ Structure computer organization by A S Tanenbaum

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS01 **Title Of Paper:** Practices of Management **Total Credits: 3**

Unit-1 Marketing

Concept of market, marketing & Marketing Management Marketing as a function of business
–Role of marketing manager Introduction to product, price, promotion & physical
distribution
Information needed by marketing department

Unit-2 Human Resource

Meaning-Objective & Evaluation –Philosophy of HRM Function of HRM –Scope of HRM-
Organisation of HR Department

Unit-3 Finance and Accounting

Meaning And Objective –Function of Finance and accounting department Role of Finance
and account manager –Function of financial manager Information's needed by finance and
accounting department

Unit-4 Production & Information Technology

Meaning of Production, manufacturing and oper-ation –brief idea of function Of production
management-Meaning and importance of materials management – Information Technology:
Role Of IT department Function of IT manager – Various IT Application in different
departments

Basic Text & Reference Books:

- ☞ Business Organization And Management by C B Gupta
- ☞ Human Resources Management by C B Gupta
- ☞ Marketing Management by Philip Kotler
- ☞ Fundamentals of Accounting by P C Tulsian
- ☞ Production Management by Chunawala And Patel
- ☞ Financial Management by Khan & Jain

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS03 **Title Of Paper:** C Programming **Total Credits: 3**

Unit-1 Concept of Algorithm & flow Chart Development

Requirements(Needs) of Algorithm & flow chart Definition Symbols used to draw flow chart
Typical examples of the flow chart and Algorithm

Unit-2 Language Fundamental

Generation of computer language High & Low level Language Editors

Unit-3 Logic Development

Problem Analysis Variables, expression & its manipulation Data types in high level language
I/O Statements, Assignment Statements

Unit-4 Structure Programming & Advance Computing

Control Strategies , Condition & loop Statements If Else Structure, Switch Structure
For loop , While loop, Do while loop Array(1-D & 2-D)

Simple Program

- ☞ Control Structure – Simple If, If...Else, Nested If, Nested If. Else, Switch Case.
- ☞ Looping Structure – For Loop , While Loop, Do.. While Loop.
- ☞ Array (ID)

Basic Text & Reference Books:

- ☞ Balagurusami : Programming in ANSI C,Tata Mc Graw Hill Publication.
- ☞ Cooper H. Muilish H. The Spirit of C,Jaico Pub.house, New Delhi.

Additional References:

- ☞ Kernighan B.W. & Ritchie D.M The C Programming Language,Practices Hall India 1988
- ☞ Kanitkar Y.P: Let us C,BPB Pub. LTD.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS05 **Title Of Paper:** Corporate Accounting **Total Credits:** 3

Unit-1 Issue of shares

Types of shares – Provision relating to issue of shares at Par, Premium and Discount – Example of Issue and allotment of shares including pro rata allotment(Excluding Forfeiture and reissue of shares)

Unit-2 Issue and Redemption of Debentures

Types of Debentures –Accounting entries of issue and redemption of debentures (Examples)- Writing off Debenture Discount (Examples) – Redemption of Debentures including purchase of own debenture and conversion of debenture into shares (Example) Debenture Redemption Fund Method (Examples)

Unit-3 Issue and Redemption of Preference Shares and Issue Bonus share

Issue of Preference Shares - Redemption of Preference Shares: Procedure, Accounting entries, Balance Sheet after redemption of Preference Shares- Issue of Bonus Shares: Guidelines, Sources, Accounting Entries- Combined Examples of redemption of preference shares and Issues of Bonus Shares (Excluding quantum Bonus)

Unit-4 Final Accounts Of Joints Stock Companies

Examples of Horizontal Presentation with simple adjustments of deprecation, Provision of doubtful debts, interest on debenture, writing of debenture discount, Preliminary expenses, dividend and provision of tax – Unclaimed Dividend, provision of corporate dividend tax, contingent Liability, Preliminary Expenses. (Theory Only)

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS06 **Title Of Paper:** Macro Economics (Effect From: December 2011)

Unit-1 SOCIO-ECONOMIC PROFILE OF THE INDIAN SOCIETY

Structure of the Indian Society, Indian Culture (Family System, Religion, Languages, Customs and Beliefs – Impact of Population growth for Economic Development – Poverty – Employment.

Unit-2 INTRODUCTION TO VARIOUS SECTORS

Primary, Secondary and Tertiary Sector – Growth, Performance and Problems Of the three different sectors

Unit-3 INTERNATIONAL TRADE IN INDIA

Importance of International Trade in the Economy – Direction and Composition Of trade, India's Balance of Payment – Trends, causes and remedies to improve BOP.

Unit-4 NEW ECONOMIC ENVIRONMENT

New Economic Policy – Liberalization, Privatization and Globalization

Basic Text & Reference Books:

- ☞ Rudder Dutt and K.P.M Sundhram – Indian Economy.
- ☞ I.C Dhingra – The Indian Economy Environment and Policy.
- ☞ S.K. Mishra and V.K Puri – Indian economy.
- ☞ A. N. Agrawal – Indian Economy.
- ☞ Current Economic Survey – Government of India

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS08 Title Of Paper: Multimedia and application – II Total Credits: 3

Unit-1 Introduction To Display Devices and graphics functions.

A Survey of Major Applications Of computer and Multimedia Software Standards. Graphics functions. Display Devices. (Random Scan and raster Scan Monitors, Color CRT Monitors, Direct View Storage Devices, Plasma Panel Displays, LED, LCD Monitors, 3D Monitors)
Input Devices. (Touch Panels, Light Pens, Mouse, Track Ball , Voice System Etc).

Unit-2 Multimedia Image / Animation

Image : Making Still Images (Source of images, Colors Image File Format)
Animation : principle of Animation by Computers

Unit-3 Multimedia Video.

Using Video. Analog and Digital Display Standards. Digital Videos. Video Recording and Type Format. Shooting and Editing Video.

Unit-4 Digital Imaging

Introduction. Graphics for interface Design. Graphics for Content.
Types Of graphic imagery.

- Photographic Image
- Clip Art.
- 3D Graphic Images.
- Miscellaneous Utilities.

Introduction to Graphic Storages.

Basic Text & Reference Books:

- ☞ Multimedia Magic: S. Gokul (BPB).
- ☞ Digital Multimedia : Chapman & Chapman, (Wiley India)
- ☞ Multi Media Make It Work (4th Edition) : Tay Vaughan (TMH)

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02FBBS04 **Title Of Paper:** Communication Skills for Management – II
(Effective from: December 2013) (Revised) **Total Credit: 3**

Unit-1 Text-based essay type questions / short notes

(One essay type question (10 marks) and one short note (05 marks) may be asked

Unit-2 Communication:

Objectives of Communication Modern forms of Communicating
(Fax, E-mail, Internet and Video Conferencing)

Business Correspondence:

Structure/Format/Layout of a business letter (regular parts/occasional parts; essential/qualities of an effective business letter – correctness, conciseness, clarity, courtesy, ‘You’ attitude, etc)
(Two short notes may be asked from each component)

Unit-3 Inquiry Letters and Replies to Inquiries:

Letters concerning catalogues, prices, quotations, samples demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc.
(One letter may be asked)

Unit-4 Placing of Orders:

Placing of Orders:

Letters concerning trial orders, routine orders, postponing the orders, reserving the right to reject the goods, requests for changes in orders already placed, orders with conditions attached, and cancellation of orders.

Execution of Orders:

Letters concerning delay in execution of orders, request for extension of time in delivery of goods, partial execution of orders, declining the orders, offering substitute goods, cancellation of orders. (One letter may be asked)

Basic Text & Reference Books (Theory):

- ✂ Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- ✂ Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- ✂ Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- ✂ Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- ✂ Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- ✂ Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- ✂ Modern Commercial Communication – BS Shah Publication, Ahmedabad
- ✂ Effective Business Communication – MV Rodriques (Concept Publishing House)

Basic Text & Reference Books (Practical):

∞ Keep up your English BBC (Audio)

∞ Spoken English – a self learning guide to conversation practice (Audio) by V Sasikumar,PV

Dhamija. (Published by Tata McGraw Hill Publishing Co. Ltd.)

∞ English Conversation Practice – G Taylor (TMH Edition, Tata McGraw Hill, New Delhi.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS09 **Title Of Paper:** Macro Economics (Effective from: December 2013) (Revised) **Total Credit: 3**

Unit-1 Introduction:

Basic Problems of an Economy, Economic System, Types of Economic System, Circular flow of Income, National Income (Basic Concepts) – Methods of calculation and Difficulties in calculation.

Unit-2 Theory of Income and Employment:

Theory of income and employment: consumption function Investment multiplier and accelerator

Liquidity preference theory of interest, liquidity trap, Mordern theory of interest

Unit-3 Money, Banking and International Trade:

Money (definition and functions) and components of money supply, Milton Friedmen's Quantity theory if money Functions of commercial banks with special emphasis on credit creation Monetary policy of central bank International Trade – comparative cost theory, Balance of payments, Exchange rate

Unit-4 Macro Economic Problems:

Typical business cycle

Inflation – Meaning, Types, Causes, Effects and Control of inflation – Philips curve

Direct and Indirect tax – merits and demerits Public debt and Debt repayment Deficit

Financing – safe limits.

Basic Text & Reference Books:

- ☞ Ahuja H.L. (2007) Macro Economics Theory and Policy, Sultanchand and Co, New Delhi.
- ☞ Dwivedi M.D.N (2006) Macro Economics – Theory and Policy, Vikas Publishing House Pvt. Ltd.
- ☞ Mankiw G.N (2003), Macro Economics (V th Edition), Thomson South Western Delhi.
- ☞ Money, Banking, Public Finance and International Trade by D.M.Mithani, Himalaya Publications, Mumbai

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS07 **Title Of Paper:** Quantitative Techniques **Total Credits:** 3

Unit-1 linear programming

Lpp: Definition meaning assumption limitations users mathematical form terminology (constraints, objective, function, solution, feasible solution) Methods of solving lpp: Graphical Simplex (using only slack variables)(Word problem are omitted)

Unit-2 Transportation and assignment problems

t.p. mathematical form Methods for obtaining initial basic feasible solution

- n.w corner method
- matrix minima method
- Vogel's approximations method

unbalanced t.p assignment problem mathematical form Hungarian method to solve maximization and minimization problem Unbalanced assignment problem

Unit-3 Theory of games

Meaning of the term "GAME"

Types of game Value to game Saddle point Game problem of mixed strategy Solution of 2xs and mX2 games using graphical method Solutions of mXn games using dominance rule Limitation of theory of games

Unit-4 Statically quality control

Sqc meaning uses Variation in quality Example based on charts for variable (X and r charts) And charts for attributes (P, np and c charts) Difference between variable charts and attribute charts. Difference between p and np charts Note: 20% theory and 80% example

Basic Text & Reference Books:

- ∞ quantities technique s in managemnet et by n.d. vahora the mc graw hill company (3rd edition)
- ∞ Quantitative techniques by c.r.kothari vikas publications house pvt. Ltd.(3rd edition)
- ∞ statistic for management by k.k. sharma

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS04 **Title Of Paper:** Corporate Social Responsibility
Total Credits: 2

Unit-1 Business Ethics:

Introduction – Features of Ethics – Nature and objectives of ethics – Relation between ethics and business ethics – Meaning of business ethics – Need of business ethics – Factors influencing Business ethics – Arguments in favor of Business ethics

Unit-2 Corporate social Responsibility

Concept – Reasons for socially responsibility – Corporate responsibility towards various group of stake holder – Arguments in favor of CSR – Implementing CSR in Business Organization – CSR Practices

Unit-3 Corporate Governance

Introduction - Historical Background – Factors behind the origin of Corporate Governance – Important issues of Corporate Governance – Corporate Governance in India.

Unit-4 Social Responsibility Reporting

Introduction – Need – Importance – Practices – Reporting Standard

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: II
Syllabus with effect from: DECEMBER 2011

Paper Code: UM02CBBS02 **Title Of Paper:** Fundamentals Of Internet **Total Credits:** 3

Unit-1 Introduction To Internet

Introduction to internet History Of Internet Advantages Of Internet Application Of internet For Business Development

Unit-2 Introduction To Internet Technology

Network its types and topologies Internet connections ,Dial Up connection, Direct Connection & Broad Band Connection, Internet Address, URL, ISP , Intranet, Extranet, VPN

Unit-3 Internet Terminologies

Piconet, Infrared, Bluetooth, 2G, 3G Technology, Modem, gateways, routers, Bridge, hub, switch, Wi-Fi, Wi-Max, Nano Technology, Web Site, Web Portal, GPRS

Unit-4 Internet threats

History Of worms And Virus Computer Virus & Symptoms of computer virus
Spam, Add ware, Malware, Spy ware, DOS – Attack Protecting Computer from virus

- Firewall

Basic Text & Reference Books:

- ☞ The Internet Book by Douglas E.Comer (PHI Publication).
- ☞ Internet And Introduction, CISTens School of computing (TMH Publication).

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS01 **Title Of Paper:** Management Information system-I

Total Credit: 3

Unit-1 Introduction to MIS

What is MIS? Need of MIS, Advantages and disadvantages of MIS Functions of MIS
Problems with MIS Knowledge requirements for MIS General system concepts What is IT?
IT & Information System

Unit-2 Information, Data and Communication

Concepts Data Features Classification of Information Communication System and
Communication Method Sources of Information Information in an organization

Unit-3 Planning

Concept and Terms Objectives Problems Type Process Sources of Planning Information
System

Unit-4 Techniques & Applications of MIS in Business

MIS in Organization Decision Support System Expert System Executive Information System
Expert system Office Support System(Whole) Data Processing System Characteristics of
DPS
Scope of Trans. Processing

Basic Text & Reference Books

∞ Management Information System by T.Lucy

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III

Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS03 Title Of Paper: Visual Basic Total Credit: 3

Unit-1 Introduction to Visual programming & its features

VB Project Types

VB IDE: Menu bar, Toolbar, Project Explorer, Toolbox, Properties Window, Form Designer, Form Layout, Immediate Window

Variable Declaration: Forcing Variable Declaration, Scope, Data Types

Control Structure:

If---End If Select -----End Select

Looping Structure:

For---Next I/O using MsgBox and Input box

Unit-2 Designing User Interface

Form and MDI Form, Loading and Unloading Form Intrinsic Controls (with basic properties method and events) Picture box, Image box, Textbox, Label, Command button, Radio button, Checkbox, List box, Combo box, Timer Aligning and sizing controls, Menu editor

Functions:

Len(),Right(),Left(),Mid(),UCase(),LCase()

Str(),Val(),Strconv(),IsNumeric(),IsEmpty(),Date(),Time(),Day(),

Month () Year (), Format (),Now ()

Unit-3 Database Programming

Introduction to ADO, RDO and DAO

Arrays: One Dimensional, Two Dimensional

Data Control: Properties and method **ADO Control:** Properties and method Programming with Active Data Objects, Establishing Connection, Executing SQL Statement, Manipulating Recordset Objects Handling Recordset using ADO code

Data bound Controls: Data Grid, Flex Grid, Data bound List box and Combo box

Sample Application on Database connection.

Unit-4 Advanced Programming and Reporting

Declaration and use of one,

Advanced Controls (common properties method and events) :

Progress bar, Date picker, Month view

Reporting:

Setting up Data Environment, Connection, Command Building Reports in Designer, Building interface to Reports Testing and Running Report

Basic Text & Reference Books

- ☞ Mastering Visual Basic 6 – Evangelos Petroustos BPB publication
- ☞ The Complete Reference Visual Basic 6 – Noel Jerke Tata McGraw Hill
- ☞ Visual Basic Programming Black Book – Steven Holzner Dreamtech press

PRACTICAL BASED ON VISUAL BASIC.

☞ **Intrinsic Controls (with basic properties method and events)**

Picturebox, Imagebox, Textbox, Label, Command button, Radio button, Checkbox, Listbox, Combobox, Scrollbars, Timer, frame Aligning and sizing controls, Menu editor, MDI Form Functions

☞ **Advanced Controls (common properties method and events):**, Progress bar, Datepicker, Month view

☞ **Sample Application on Database Connection**

Database Connection using Data control, Adodc control and using connection & Record set object, Data Grid, Flex Grid, List box, Combo box

☞ **Data Report**

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III

Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS05 Title Of Paper: Financial Management I Total Credit: 3

Unit-1 Financial Management An overview (only theory)

Introduction Importance of financial management **Finance Function** Investment decisions
Financing decision Dividend decisions liquidity decision

Goals of Financial Management Profit Maximization, Wealth Maximization,
Organization of the finance function, Agency problem

Unit-2 Cost of Capital (Theory and example)

Concept, Cost of Debt, Equity, Preference share & Retained earnings Weighted average cost
of capital (As per book value and market value method) Divisional & Project cost of capital

Unit-3 Capital Budgeting (theory and examples)

Concept, Time value of money Capital Budgeting process, Project classification

Appraisal techniques:

Pay back period technique, Accounting rate of return technique Discounted cash flow
techniques: NPV, PI, IRR (Numerical merits & demerits)

Unit-4 Working Capital Management (theory and examples)

Concepts, Factors affecting working capital requirement Computation of Operating cycle,
Estimation of working capital requirement Trade off between liquidity & profitability

Two dimensions of working capital Management

Relative assets liquidity, Relative financing liquidity Sources of Working Capital, Finance
based on Tandon & Chore committee Determining maximum permissible Bank finance

Basic Text & Reference Books

- ∩ Financial Management by Khan & Jain
- ∩ Financial Management by I.M. Pandey
- ∩ Financial Management & Management Accounting by S.N.Maheshwari
- ∩ Financial Management by M.R.Agrawal
- ∩ Financial Management BY T.J.Rana

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS07 **Title Of Paper:** Corporate Law **Total Credit: 3**

Unit-1 General Principals of company Law-1

Historical perspective of company Legislations in India. Definition & characteristic of company

Kinds of company, Formation of company Memorandum of Association & Articles of association, Prospectus Directors, Appointment and position Disqualification, Power and Duties

Unit-2 General Principals of company Law-1

Accounts and audits. Audit report and mismanagement. Inspections and Investigation Reconstruction, amalgamation mergers and take –overs, Rehabilitation and winding up of companies Outline of national Company Law tribunal

Unit-3 Law of Contract

- Nature and classification of contract legal rules as to offer & acceptances
Consideration Capacity of parties Free consent Legality of object Void agreement
- Performance of Contract Offer to perform Approbation of payments Discharge of contract Damages for breach of contract Quasi contracts

Unit-4 Consumer Protection Act

Definition Objects of the Act Right of Consumer Central & State Council Central & State Commission Distinct Forum Frivolous Complaints

Basic Text & Reference Books

- ☞ Principle of Law of Contract – Praful Desai
- ☞ Business Laws – N.D. Kapoor
- ☞ The Principle of M-Law – Avtar Singh
- ☞ Company's Act 1956 – Gower L.C.B.
- ☞ Company Law – Palmer
- ☞ The sale of goods and partnership Act – Pollock & Mulla
- ☞ Corporate Laws Taxman The Companies Act 1956 Bare Act

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03EBBS01 **Title Of Paper:** Industrial Exposure **Total Credit: 3**

Unit-1 Company form of organization and its formation

Meaning, features, Merits and demerits of limited companies Formation procedure with emphasis on memorandum of Association - Articles of Association- Conversion of private company in to Public company

Unit-2 Company Management

Organizational activities Marketing Department, Role of marketing manager Human Resource Management- Scope of HRM and Function of HRM Finance and Accounting- Meaning, Objectives, Functions of Finance department. Information Technology- Role of IT Department, Function of IT Manager, Various IT applications in different departments Production Department- Production Process

Unit-3 Company Visit

Report on any one Manufacturing company should be prepared.(**Private or Public ltd manufacturing unit. IT or Management**)

Unit-4 Report writing on the Company visit (Hand written only)

Report order: Form and structure of Organization, Existing managing body of the organization, Production / manufacturing department and its production process in detail, Human resource Department and its functions, Marketing department and its activities, Finance and Account Department and its functions, Research and development Department- Recent research undertaken, Brief overview of its competitors – Market share and market strategies, Corporate social responsibility practices by the company Student's observation

Basic Text & Reference Books

- ∞ Business Organization by MC Kuchhal.
- ∞ Forms of Business Organisation SP Shah

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III

Syllabus with effect from : JUNE 2012

**Paper Code: UM03FBBS01 Title Of Paper: Corporate Communication – I Total Credit:
3**

Unit-1 Two text-based essay type questions

Unit-2 Text-based short note

Comprehension

(A passage of management / commercial interest may be chosen from a reputed daily or a business magazine or a journal)

Unit-3 Communication

Methods and Types (Channels) of Communication Barriers to Communication (General questions / short notes may be asked)

Unit-4 Sales Promotion letters:(Including theory)

(Questions on Theory Drafting of letters to promote the sales of products and services)

Basic Text & Reference Books

- ✂ Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- ✂ Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- ✂ Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- ✂ Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- ✂ 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)

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS08 **Title Of Paper:** Cost Account **Total Credit: 3**

Unit-1 Introduction and Unit Costing (Theory and Examples)

Meaning of Cost, Cost Accounting, Limitations of Financial accounting Costing- Advantages and Limitations of Cost accounting-Difference between Financial and Cost accounting-Elements of cost-methods of costing-Cost unit Unit costing: Preparation of cost sheet and tender sheet

Unit-2 Material costing and Overhead Expenses

Meaning and Types of Materials-Material control-Computation of various stock levels: Maximums, Minimum, Re-Ordering level, Danger level, Economic order quantity, ABC Analysis (Only Theory) Overhead Expenses: Classification of overheads-Apportionment of overheads- Apportionment of Service department overheads under repeated distribution method. (Theory and Examples)

Unit-3 Reconciliation of cost and Financial Accounts (Theory and Example)

Meaning-Causes of disagreement of profit in Finance and Cost books- Preparation of Reconciliation statements

Unit-4 Cost Audit (Theory)

Meaning of Audit-Definition of Cost Audit-Type of Cost Audit-Objectives of Cost Audit-Advantages of Cost Audit -Difference between Financial audit and Cost audit-Cost Auditor: Appointment, Qualification, Rights and Duties and Responsibilities-Cost audit in India

Basic Text & Reference Books

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

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS06 **Title Of Paper:** Human Resource Management **Total Credit:** 3

Unit-1 Human Resource Management And Planning

HRM: Introduction and functions Concept of job Analysis, job Description and job Specification

Concept of HRP Need and Importance of HRP Factors affecting HRP Process of HRP

Unit-2 Recruitment and Selection

Meaning of Recruitment Sources of Recruitment Meaning of Selection Steps in Selection Process Selection Testing Selection Interviewing

Unit-3 Promotion, Demotion and Transfer

Concept of Promotion Objectives of Promotion Bases of Promotion Promotion Policy
Concept of Demotion and Need for Demotion Concept of Transfer Purposes of Transfer
Types of Transfers Transfer policy

Unit-4 Performance Appraisal

Concept of performance appraisal Objectives of performance appraisal Process of performance appraisal Problems of performance appraisal Methods of performance appraisal

Basic Text & Reference Books

☞ K. Aswathappa, "Human Resource Management – Text cases", Tata Mcgraw Hill Companies, New Delhi, 7TH Reprint 2008.

☞ P. Subbarao, "Personnel and Human Resource Management- Text and cases," Himalaya publishing house, Mumbai, 4th Edition 2009.

☞ S.S.Khanka, "Human Resource Management – Text and cases," Sultan chand and Sons, New Delhi, first Edition – Reprint 2008.

☞ S.V.Gankar and C.B.Memoria, "Personnel Management: Text and Cases," Himalaya Publishing House, Mumbai, 28th 2008

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS04 **Title Of Paper:** Project Management **Total Credit: 3**

Unit-1 Introduction to Project Management

Meaning of Projects, Characteristics of a Project, Project Classification Aspects of a Project, Dimensions of a Project, The Project Life Cycle, Project Management – Meaning and Phases

Unit-2 Project Identification and Formulation

Project Identification: Meaning, Criteria for Selecting a Project Project Ideas, Importance of Project Identification

Project Formulation:

Meaning, Seven Sequential Stages, Checklist for Feasibility Report Planning Commission's Guidelines for Project Formulation

Unit-3 Project Reports and Project Appraisal

Project Report

Project Report, Significance, Contents, Scope, Proforma of Project Report

Project Appraisal

Meaning and Definition, Scope, Steps in Project Appraisal

Unit-4 Project Design and Network Analysis

Introduction, Importance of Network Analysis, Network Techniques, Need for Network Techniques, PERT and CPM, Critical Path

Basic Text & Reference Books

- ∞ Dynamics of Entrepreneurial Development and Management – Vasant Desai
- ∞ Entrepreneurial Development – S. S. Khanka

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBS02 **Title Of Paper:** System Analysis Design – I **Total Credit:** 3

Unit-1 System Concepts

Introduction to system Characteristics of System The Elements of System
Major System Concepts Types of System: open/close system etc. Introduction to System
Analysis Systems Analyst Systems Approach and Systems Analysis

Unit-2 System Development Life Cycle

Introduction to Various Methodologies of Systems Development
Steps of SDLC: Analysis, Design, Detailed Design, Coding, Testing etc

Unit-3 Structured System Analysis & Design Method

Need of SSADM and Introduction to SSADM Step of SSADM Advantages of SSADM
System Prototype Method

Unit-4 Introduction to SSADM Tools

Decision Tree Decision Table Structured English Data Dictionary Structured charting
techniques.

Basic Text & Reference Books

- ∩ System Analysis, Design And Introduction to Software Engineering
(SADSE) S. PARATHASARATHY BY B. W. KHALKAR, 3rd Edition
- ∩ Analysis & Design of Information Systems 2nd Edition by James A. Senn (McGraw-Hill)

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV

Syllabus with effect from : JUNE 2012

Paper Code: UM04CBBS01 Title Of Paper: Management Information System – II

Unit-1 Controlling:

Concepts of Controlling Management, Control Cycle Different feedback Loops, Principles of Controlling Multiple control feedback, Quality control Total Quality Control, Total Quality MGT

Unit-2 Ethical and Social Issues in Information Systems:

Understanding Ethical and Social Issues Related to Systems, Ethics in an Information Society, The Moral Dimensions of Information Systems

Unit-3 Managing Knowledge:

The Knowledge Management Landscape, Enterprise-Wide knowledge Management Systems, Knowledge Work Systems, Intelligent Techniques

Unit-4 Managing Knowledge:

The Knowledge Management Landscape, Enterprise-Wide knowledge Management Systems, Knowledge Work Systems, Intelligent Techniques

Basic Text & Reference Books:

- ∞ Management Information Systems by T.Lucey
- ∞ Management Information Systems (Tenth Edition)
Kenneth C. Laudon and Jane P. Laudon

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV
Syllabus with effect from : JUNE 2012

Paper Code: UM04CBBS07

Title Of Paper: Organization Behavior

Unit-1 Organisational Behavior:

Concept of organizational Behavior Nature of organizational Behavior Discipline contributing to organizational Behavior Challenges in organizational behavior Role of organizational Behavior

Unit-2 Power and Politics:

Concept and importance of power Bases of power Tactics to gain power Reasons for organizational politics Management of organizational politics

Unit-3 Organisational change:

Concept of OC Internal and external factors in OC Human response to change Resistance to change (Meaning and Factors) Management of change or overcoming change Process of planned change

Unit-4 Organisational conflict:

Concept of conflict Types of conflict Causes of interpersonal conflict Causes of intergroup conflict Conflict management

Basic Text & Reference Books:

∞ L.M.Prasad , “ Organisational Behavior,” Sultan Chand and sons, New Delhi, 4th Edition - Reprint 2008

∞ Fred Luthans, “ Organisational Behavior”, McGraw - Hill International Editions 7th Edition.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV
Syllabus with effect from : JUNE 2012

Paper Code: UM04EBBS01
Development

Title Of Paper: Rurban

Unit-1 RURAL DEVELOPMENT:

Concept of Rural Development , size , structure and characteristics, determinants of rural development, Gandhian model of Rural Development

Unit-2 URBAN DEVELOPMENT:

Concept of Urbanization, Migration and Urbanization Dilemma: Trends in Urbanization, Urban informal Sector, Urban unemployment, Migration and development, Todaro's Migration Model

Unit-3 RURAL DEVELOPMENT:

Concept, rurban planning, Benefits and need analysis, rurban model- Spatial Model and economy Model, Sustainable Rurban Development –ways and means, Vision of Rurban Development Plan by Government of Gujarat

Unit-4 RURBAN SCHEMES IN GUJARAT AND FUTURE CHALLENGES:

Rurban Morphology in Gujarat, Gov. of Gujarat Current Schemes, Initiatives and Future Challenges. A study of Model village (Dharmaj & Thamna Village in Anand districts)

Basic Text & Reference Books:

- ✂ Micheal P Todaro (2001) :- “ECONOMIC DEVELOPMENT” Pearson Education
- ✂ Mishra S K & Puri :- “ECONOMICS OF DEVELOPMENT & PLANNING THEORY PRACTICE” Himalaya Publication
- ✂ M L Jhingan :-“ECONOMICS OF DEVELOPMENT AND PLANNING” Virnda Publication
- ✂ www.rural-urban.org
- ✂ <http://www.vibrantgujarat.com/document/vibrant-gujarat-summer/Rurbanization-Changing-face-of-modern-India>
- ✂ Government of Gujarat, Development Program 2011-12 general administration department, planning development, gandhinagar, Febr 2011.
- ✂ <http://www.jnvr.net/thechandigarhproject/RURBANPLANNING.html>
- ✂ <http://www.jnvr.net/thechandigarhproject/rurbanmodels.html>

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV

Syllabus with effect from : JUNE 2012 Paper Code: UM04FBBS02

Title Of Paper: Corporate Communication – II
(Effective from: December 2013) (Revised)

Unit-1 Press Reports:

Drafting of Press Reporting on accidents, disaster, natural calamities, celebration of national holidays and important days, current events)

Non-verbal aspects of communication

(Kinesics, Proxemics, Chronemics, Paralanguage) (General question / short notes may be asked)

Unit-2 Business Report:

Drafting of Individual and Committee Report on the following topics;

- Selection of Site (Feasibility Report) • Labour and Personnel Problems • Decline in Sales.
- Fire and Accidents

Unit-3 Drafting Speeches:

(Speeches on the occasions like inauguration, welcoming, condolence, farewell, celebration of important days and national holidays, Chairman's speech at the Annual General Meeting, vote of thanks)

Unit-4 Notice, Agenda and Minutes of Corporate Meetings :

(Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Board Meeting; Meeting of the Directors held prior to the Annual General Meeting of the Company and Annual General Meeting, vote of thanks)

Basic Text & Reference Books: (Theory):

- ✂ Essential of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons).
- ✂ Principles and Practice of business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai).
- ✂ Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai).
- ✂ Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan).
- ✂ 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 Rodrigues (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 Skill – Sanjay Kumar & Pushp Lata (OUP).

Basic Text & Reference Books: (Practical):

- ✂ Starting Business English BBC (Video).
- ✂ Follow Through BBC (Video).

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV

Syllabus with effect from : JUNE 2012

Paper Code: UM04EBBS02

Title Of Paper: Disaster Management

Unit-1 Fundamentals of Disaster:

Meaning, Nature, Characteristics and Types of Disasters (Natural & Non-Natural Disasters and Man made Disasters), Concept of Hazard, Risk and Vulnerability Theories (Behavioral, Complexity & Structural)

Unit-2 Management of Disaster:

Disaster Management (Concept & Significance) - Planning, Coordination, Leadership and control of Disaster- Risk assessment and Disaster mitigation- Post-disaster management measures (Conceptual understanding of Recovery, Relocation & re-construction measures for damaged properties) – Disaster Management Policy of India.

Unit-3 Disaster Management in India:

Institutional Framework of Disaster Management in India - Stakeholders in Disaster Management - National Disaster Management Authority- Nodal Agencies - State, District and Local Authorities for Disaster Management Geographical Classification of India on the basis of Disaster like Earthquakes, Drought, Flood, Tsunami and Volcano.

Unit-4 Disaster Preparedness and Disaster Relief :

Concept of Disaster Preparedness- predictability, Forecasting and warning of Disasters Prevention and precautionary measures -Concept of Disaster Relief-Damage Assessment- Search and Rescue operations, Shelter, Food and Medical Supply, Relief Aid, maintaining Public Order

Basic Text & Reference Books:

- ☞ Goel SL and Ram Kumar, **Disaster Management**, Deep & Deep Publications, New Delhi.
- ☞ Goel SL **Encyclopedia Of Disaster Management**, Deep & Deep Publications, New Delhi, 2006
- ☞ Chakraborty, S.C., **Natural Hazards and Disaster Management**, Pragatishil Prakashak, Kolkata, 2007.
- ☞ Sinha P.C. (ED): **Encyclopedia Of Disaster Management**; Anmol Publications, New Delhi 1998.
- ☞ Monappa, K.C. **Disaster Preparedness** Akshay Public Agencies, New Delhi.
- ☞ Modh Satish **Citizens Guide to Disaster Management: How to Save your own life and help others**, McMillian India 2006.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV

Syllabus with effect from : JUNE 2012

Paper Code: UM04CBBS10 **Title Of Paper:** Financial Management – II (Effective from: December 2013) (Revised)

Unit-1 Cash Flow Analysis:

Meaning of cash flow statement, Utility and limitations of cash flow analysis, Basic principles of cash flow estimation, Difference between cash flow and fund flow statement, Illustration of cash flow analysis

Unit-2 Leverage Analysis:

Meaning of leverage,

Types of leverage and its utility: Operating leverage, Financial leverage, Combined leverage

Difference between operating leverage and financial leverage

Unit-3 Leasing Hire Purchase & project finance:

Leasing:

Concept and features of leasing, Types of lease, Rational for leasing

Hire purchase:

Concept and hire purchase arrangement. Choice between leasing & Hire purchase, Project finance

Unit-4 Indian Financial System:

Financial Market:

Money market, Capital market, Functions of stock exchanges

Financial Institution:

Development banks (ICICI, IDBI, SIDBI),

Financial Services:

Merchant Bank: concept, services of merchant banking Mutual Fund: concept, importance and types of mutual fund Internet Banking, Internet stock trading, Recent trends

Basic Text & Reference Books:

- ∩ Financial Management by Khan & Jain
- ∩ Financial Management by I.M.Pandy
- ∩ Indian Financial system by V.A.Avdhani
- ∩ Financial Management & Management Accounting by S.N.Maheshwari
- ∩ Financial Management by M.R.Agrawal
- ∩ Financial Market and services by Gordon & Natarajan

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV

Syllabus with effect from : JUNE 2012

Paper Code: UM04CBBS08

Title Of Paper: Management Account

Unit-1 Management Accounting:

Meaning, Nature, Functions, Objectives, Utility and Limitations of Management Accounting - Management accountant and his role, Difference between Management and Financial accounting, Management Reporting (Overview)

Unit-2 Cost volume Profit analysis:

Meaning, Objectives, Assumption, Contribution, Difference between Contribution and Profit - Break Even Point and chart - Utility of CVP Analysis, Computation of P.V Ratio, BEP(Rupee and Unit), Margin of Safety, Profit and sales.(Theory and Examples)

Unit-3 Ratio Analysis:

Meaning, Classification of ratios, Advantages and Limitations of ratio analysis, Examples of Liquidity ratios, Profitability ratios and Turnover ratios

Unit-4 Budgetary Control:

Concept of Budget, Types of Budget, Concept of Budgetary control, Advantages and Limitations of Budgetary Control, Cash and Flexible Budget (Examples)

Basic Text & Reference Books:

- ∞ Management Accounting and Financial control- Dr.S.N.Maheswari, Sultan Chand and Sons
- ∞ Management Accounting-Theory and Practice- M.P.Pandikumar, Excel Books
- ∞ A Text book of Financial, Cost and Management Accounting-Dr.P.Periasamy, Himalaya Publication

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: IV
Syllabus with effect from : JUNE 2012

Paper Code: UM04CBBS02

Title Of Paper: System Analysis Design - II

Unit-1 Designing and Fact Gathering Techniques:

Fact Gathering, Interview, Questionnaires, Record Inspection, Observation Input Design, Data Capture, Data Verification, Data validation, Basic Steps in Data Capture Output Design, Design Principle and Objectives, Types of Output and Considerations, Output Media

Unit-2 Designing and security:

Form Design, Types, Basic Principles, Considerations and Steps File Design, Types of files, File Structure, File Organization, File Access, File Design and Database. Code Design, Principles of code design, Significant codes, Logical codes, Collating codes, Non Significant codes. System Security, Introduction, identification, Access Controls, Encryption, Audit Controls, System Integrity, Recovery/restart requirements, System failures and recovery, Disaster/Recovery Planning

Unit-3 Data flow Diagram & System Flowchart Symbols:

DFDs and Symbols used Construction a DFD for a small system Physical and Logical DFDs Example of System including physical and logical DFD Practice of DFD

Unit-4 Unified Modeling Language :

UML Introduction Three Aspects of UML Goal and Scope of UML History of UML UML process UML Diagrams, Use Case Diagram, Actor, Actor Instance, Use cases, Usecases Instance, Dependencies, Generalization.

Basic Text & Reference Books:

- ∞ System Analysis, Design And Introduction to Software Engineering-(SADSE)S.PARATHASARATHY BY B.W.KHALKAR, 3rd Edition
- ∞ Analysis & Design of Information Systems 2nd Edition by-James A senn (McGraw-Hill)
- ∞ Learning UML: By Sinan Si Alhir,Publisher: O'Relly
- UML in nut shall: by O'Relly

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS01

Title Of Paper: E- commerce – I

Total Credit: 3

Unit-1 Foundation of Electronic Commerce

Definition of Electronic Commerce-Benefits and Limitation of EC-The Driving forces of E-Commerce-Everything will be changed

Unit-2 Infrastructure of E Commerce

Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications, HTTP, Internet Security: Cornerstones of security, Encryption, Digital Signature, Digital Certificate, Certificate authority, Secure Socket layer

Unit-3 Electronic Payment System

Electronic Payment System-Electronic Payment Protocols-Security schemes in electronic payment system: Transaction certificate and time stamp-Electronic credit card system on the internet-Electronic fund transfer and debit card on the internet

Unit-4 Internet Consumer and Market research

Building Customer Relationship-Consumer Behavioral Model-Personal characteristics and Demographics of surfers-Consumer Purchasing Decision Making-One to One Relationship marketing-Delivery Customer services in Cyberspace-Intelligent agents for consumers

Basic Text & Reference Books

∞ Electronic Commerce A Managerial Perspective By: Efraim Turban ,Jae Lee, David King, H.Michael Chung.

∞ Electronic Commerce 2004 A Managerial Perspective By: Efraim Turban ,Jae Lee, David King, Dennis Viehland.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS03 Title Of Paper: Web Programming – I Total Credit: 3

Unit-1: Fundamental Of Web

How the web works. What is http? URL, Different protocol for URL. Web Client and Web Server. Organizing Web Sites Files. What is HTML? Hypertext and Hyperlinks. History, Generation and Version Of HTML

Unit-2 Design And Conquer.

HTML Tag And File HTML Structure, Creating an HTML Page, Formatting your text, styling the text. Heading, Horizon Rules. Breaking line, Binding Spaces in HTML. Paragraph Style Elements. Three Types of List. Building Hyperlinks Attributes. Three Ways of link a document.

Unit-3 Formatting the Site.

Creating Tables: Caption, Row, Cell Elements. Table Attributes. Image in Table. Merging Rows and Columns. Grouping Rows and Columns, Adding graphics to the page. Image. Image Map.

Adding Multimedia to the Pages. HTML Frames: Frameset and Frame tag. Naming And Targeting frames. Nesting Frames. Advance Frames.

Unit-4 Building the Site.

Basics of HTML Forms. Form Elements And Creating Form Text Fields And Attribute Input Elements Password entry Boxes Designing Form well Other Element of form Formatting Introduction to Style sheet & CSS Types of CSS Properties, Selector Text, Background, Position, Border, Properties.

Basic Text & Reference Books

- ☞ World Wide Web Design with HTML By – C Xavier, Tata McGraw-Hill Publication
- ☞ HTML For Bible By – Brayan Pfaffenberger and Alexis D. Gutzman, Dreamtech Press
- ☞ Absolute Beginner's Guide to creating web pages(2nd Edition) By – Todd Stauffer, QUE Publication

PRACTICAL BASED ON WEB PROGRAMMING – I Practical: 100% Credit: 3

☞ Form Designing using HTML. HTML Tags and Elements.

☞ Example Based on

Basic Tags <HTML>, <HEAD>, <TITLE>, <BODY> Text(physical and logical Styles tags), Heading <Hr> Drawing Line <HR>, Breaking Line

Paragraph Style : <P>, <BLOCKQUOTE>, <QUOTE>

List : , , <DL>, , <DT>, <DD> Link : <A> Table : <TABLE>,

<CAPTION>, <TR>, <TD> Image : , <MAP>, <AREA> Frame : <FRAMESET>, <FRAME>

Form : <FORM>, <INPUT> And All related tags of Form.

☞ Practical Based on CSS Properties.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS05

Title Of Paper: Personal Finance

Total Credit: 3

Unit-1 Introduction Of Personal Finance (Theory and examples)

Introduction, Meaning and importance Goals of personal Finance Financial Planning and budgeting process Examples based on preparation of Family Cash budget

Unit-2 Saving and Investment (only theory)

Introduction Need for a Diversified Personal investment Portfolio

Investment avenue

Bank – Fixed Deposits, Recurring Deposits Bond – RBI relief bond, Deep Discount bond, Zero coupon bond, Double option bond Government Schemes – NSC, PPF, Post Office Schemes

Company Deposits Overseas Investments – ADRs, GDRs, FCCBs, FCEBs

Unit-3 Mutual Fund (only theory)

Meaning, Concept, Definition Types of Mutual Fund Importance of mutual Fund Drawbacks of Mutual funds Mutual Fund in India

Unit-4 Insurance (Theory and examples)

Introduction

Life insurance : basic feature of endowment assurance, Money back plan, Whole life assurance plan and term assurance

General Insurance: basic features of medical insurance, vehicle insurance and accident insurance

IRDA Calculation of premium and settlement of claim

Basic Text & Reference Books

- ✂ Investment Management – V.K.Bhalla
- ✂ Financial Markets and Services – Gordon and Natrajan
- ✂ Investment Management -Prasan Chandra
- ✂ Financial Services – M.Y.Khan
- ✂ Financial Services – S.Mohan and R.Elangoval

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS07 **Title Of Paper:** Marketing Management – I **Total Credit: 3**

Unit-1 INTRODUCTION

Meaning of Market, Marketing, and Marketing management Scope and Importance of marketing

Core concepts of Marketing Philosophies of Marketing Green Marketing(Meaning and Significance)

Unit-2 CONSUMER BEHAVIOUR

Concept of and importance of Consumer behavior Scope and Factors affecting consumer Behavior Model of Consumer behavior (Basic and Howard Sheth model) Buying Decision-making process

Unit-3 PRODUCT MIX AND CHANNEL OF DISTRIBUTION

Concept of product and product levels New product development process Product mix Stages of Product life cycle and its Strategies Types of channel of Distribution Factors affecting channel Decision

Unit-4 PRICING, PROMOTION, AND MEDIA

Concept of Pricing, objective and Methods of pricing Concept of Promotion, tools, and Promotion mix Concept, types, Merits and Demerits of each Media

Basic Text & Reference Books

- ∩ Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication
- ∩ Marketing Management, 13th Edition, Sherlekar S.A , Himalaya Publishing House, 2007
- ∩ Marketing Management by Dr.Varma M.M & Agarwal R.K (Forward PublishingCompany)
- ∩ Marketing Management By Rajan Saxena

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05FBBS01 **Title Of Paper:** Leadership Skills for Management - I
Total Credit: 3

Unit-1 Introduction: The Nature of Leadership

Definitions of leadership Leadership effectiveness Overview of major research approaches
Level of conceptualization for leadership

Unit-2 Participative Leadership, Delegation, and Empowerment

Nature of participative leadership Guidelines for participative leadership Delegation:
Concept, varieties, potential advantages, and guidelines for delegating Empowerment:
Concept and Consequences

Unit-3 Developing Leadership Skills

Concept Leadership training programme Steps in designing effective training Special
techniques of leadership training: Behaviour role model, Case discussion and Business games
and simulation

Unit-4 Leadership Theories and Leadership Styles

Difference between leadership and management Leadership Theories: Charismatic, Trait,
Behavioral and Situational Theories Leadership styles Leadership styles in Indian
Organisation

Basic Text & Reference Books

- ☞ Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
- ☞ L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- ☞ P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva books, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05FBBS02 Title Of Paper: Business Etiquettes and presentation Skills - I
Total Credit: 3

Unit-1 Business Etiquettes

Business Etiquettes: Concept and Importance

Etiquettes for:

- Meetings
- Telephone/Cell phone conversations

Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External – suppliers and customers)

Unit-2 Business Presentation

Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation

Unit-3 Communication in Public Relation

Public Relation: Definition, Four elements of PR Forms of oral communication used in PR: Formal Speeches, Round, Table Conferences, Panel Discussions, Question and Answer Discussions. (Short notes may be asked)

Publicity Media: News Paper, Radio, TV, Internet Crisis Communication: Concept and techniques to deal with crisis

Unit-4 Organizational Communication

Definition and Meaning of Organizational Communication Basics of Organizational Communication Communication climate in an organization Intra-personal communication and interpersonal communication

Basic Text & Reference Books

- ☞ Hasbany Ghassan: **How to make winning presentation**: Jaico Publication
- ☞ Antony Jay & Ross Jay: **Effective Presentation**, Universities Press (UP).
- ☞ David Robinson: **Business Etiquettes**, Kogan Page India Private Limited.
- ☞ H. Frazier Moore & Frank Kalupa: **Public Relation**, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- ☞ Doctor, Rhoda A. & Doctor, Aspi H: **Principles and Practices of Business Communication**, Sheth Publishers Pvt. Ltd. Mumbai.
- ☞ Rajendra Pal & J S Korlahalli: **Essentials of Business Communication**, Sultan Chand & Sons
- ☞ Raman, Minaxi & Singh, Prakash: **Business Communication**, OXFORD
- ☞ Chaturvedi, P D & Chaturvedi, Mukesh: **Business Communication**, Second Edition, PEARSON.
- ☞ Ghanekar, Anjali, Dr.: **Essential of Business Communication Skills**, Everest Publishing House.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS08 **Title Of Paper:** Entrepreneurship Development **Total Credit: 3**

Unit-1 Introduction

Concept of entrepreneur and entrepreneurship Difference between entrepreneur and intrapreneur Types of an entrepreneurs Common Characteristics of an entrepreneur Qualities and skills of an entrepreneur

Unit-2 Women Entrepreneurship

Concept and Growth of women entrepreneurship Problems and Remedies National level associations working for women entrepreneurship development Success stories of women entrepreneurship

Unit-3 Institutions In Aid of Entrepreneurs

Introduction ,Meaning Entrepreneurship development programme organizations Role of MDI , EDII ,NIESBUD Role of NAYE for promoting women entrepreneurship

Unit-4 Small scale Industries

Definition as per MSMED Act-2006 Classifications of small scale industry Procedure to start small scale industries Importance of small scale industries in Indian economy Problems of small scale industries

Basic Text & Reference Books

∞ Desai vasant, “ Dynamics of entrepreneurial Development and management,” Himalaya Publishing House, Mumbai

∞ Gupta C.B.and srinivasan N.P., “ Entrepreneurial Development,” Sultan chand And Sons, New Delhi.

∞ Kulshreshta Kalyani , “ Sucessful Entrepreneurship,” Kanishka Publishers, Distributors, New Delhi.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS06 **Title Of Paper:** Software Engineering **Total Credit: 3**

Unit-1 Introduction

Problem Domain The Software Engineering Challenges The Software Engineering Approach

Unit-2 Software Process

Software Process-Process and Process Model-Component Software Processes Desired
Characteristics of Software Processes Software Development Process Model

Unit-3 Software Requirement Analysis and Specification

Software Requirement- Problem Analysis – Characteristics of SRS-Component of SRS
Validation Role of Software Architecture

Unit-4 Coding and Testing

Coding –Programming Principles and Guidelines-structured and Unstructured Programming
Coding Standard Testing-Testing Fundamentals-Test Cases and Test Criteria-Black Box
Testing

Basic Text & Reference Books

- ∞ An Integrated Approach to Software Engineering 3rd Edition Pankaj Jalote
- ∞ Software engineering Programs, Documentation, Operating Procedures By K. K. Aggarwal & Yogesh Singh

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V

Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS04 Title Of Paper: Supply Chain Management Total Credit: 3

Unit-1 OVERVIEW OF SUPPLY CHAIN MANAGEMENT.

Introduction

Evolution of Supply Chain Management Objectives, Benefits of Supply Chain Management
Seven Components of Supply Chain Management Challenges of Supply Chain Management

Unit-2 SUPPLY CHAIN MANAGEMENT STRATAGY

Concept

Supply Chain Framework Design Factors Affecting Supply Chain Design Performance
Measures

Unit-3 CONTEMPORARY ISSUES IN SUPPLY CHAIN MANAGEMENT

Demand Chain Management Green Supply Chain Management

Unit-4 INDIAN SCENARIO OF SUPPLY CHAIN MANAGEMENT

Overview of Indian Scenario Outsourcing in Indian Context Indian Specific Problems
Indian Success Stories

Basic Text & Reference Books

☞ Sarika kulkarni and ashok sharma , “supply chain management”- creating
Linkages for faster business turnaround , tata mcgraw – Hill publication -2008

☞ D.K.Agrawal –“supply chain management” –strategy,cases and best practices
Publisher-macmillan publishers India ltd

☞ Dr.milind M.oka and prof. Deepak P.bhivpathaki, “supply chain management”
Everest publishing House ,pune

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS02 **Title Of Paper:** Data Communication and Computer Network - I
Total Credit: 3

Unit-1 FUNDAMENTALS

Networks, Definition of LAN, Components, Models, Applications, Layered Architecture, OSI Model, The Internet Model, IEEE Standards

Unit-2 DATA TRANSMISSION

Analog and Digital Signals, Digital and Analog Transmission, Multiplexing, Data Rate, Guided Media, Unguided Media, Transmission Impairment, Performance, Error Detection

Unit-3 LAN TOPOLOGIES

Introduction, BUS Topology, Ring Topology, Star Topology, Hybrid Topology, Flow Control, Medium Access Methods

Unit-4 CONNECTING LANS

Repeater, Hubs, Switch, Bridges, Routers, Gateways, Other Devices

Basic Text & Reference Books

- ∞ Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition
- ∞ Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS02 **Title Of Paper:** Data Communication and Computer Network – II

Unit-1 Fundamental and Connecting LANS:

Ethernet: Layers –MAC Layer, Physical Layer-10 Mbps Implementation Token Ring: MAC Layer, Physical Layer-Ring Management

Unit-2 Wireless and ATM LANS

ATM LANs-Architecture-LANE-LANE Operation-Frame Format Wireless LANs-Wireless Transmission –ISM Frequency Band-Architecture

Unit-3 TCP/IP and IP Addressing

Overview of TCP/IP-Network Layer-other protocol IP Addressing Scheme-Class A, B, C, D, E Addressing-Subnetting-custom subnetting

Unit-4 Transport Layer Protocol and IPV6

Transport layer –DHCP-Next Generation: IPV6 and ICMV6 Other protocol: TELNET-HTTP-SMTP Data Encryption Terms: Data Encryption, Conventional Methods, Authentication

Basic Text & Reference Books:

- ∞ Local Area Network-Behrouz A Forouzan,Tata McGraw-Hill Edition.
- ∞ Data communication and Networking- Behrouz A Forouzan,Tata McGraw-Hill Edition

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS04

Title Of Paper: Management Control System

Unit-1 Management Control System

Introduction Strategic formulation Operational control Management control process
Evolution and revolution of management control system

Unit-2 Responsibility Accounting

Introduction , responsibility centre Types of responsibility centre Transfer pricing methods –(only theory) Responsibility performance reporting

Unit-3 Audit under Computer System

Meaning of data, information and data processing Methods of computer data processing
Types of computer processing Role of computer in accounting

Unit-4 Management Control and Emerging Areas

Control systems and conflict resolution Framework for conflict resolution Management
control and ethical issues Control systems supporting the ethics programme

Basic Text & Reference Books:

- ∞ Management control system-A management emphasis by pradip kumar sinha
- ∞ Maheshwari, S.N, Management accounting and financial control , sultan chand and sons, New Delhi
- ∞ Jawaharlal, accounting for managers , Himalaya publishing house, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS06

Title Of Paper: E-Business Managerial Application

Unit-1 Overview of E-Business:

Introduction of E-Business Meaning and Importance of E-Business E-Commerce Framework
Difference between E-Business and Traditional Business E-Business as a Strategy Benefits
and Barriers in E-Business Business Models for E-Commerce

Unit-2 Marketing in E-commerce Environment:

Internet Marketing and its Types Techniques Factor for Successful E-tailing B2B on –line
Marketing Effective Web Presence

Unit-3 CRM, SCM and E-Payments:

Meaning Scope and Benefits CRM Applications Meaning of SCM Scope & Benefits E-
Payments and its Types Security Issues in E-Payments

Unit-4 E-commerce Applications:

Strategy Formulation and Implementation E-Governance Tourism and Travels Auctions Data
Mining and Data Warehousing

Basic Text & Reference Books:

- ∞ Electronic Commerce: A Managerial Perspective: By Turban
- ∞ Electronic Commerce: A Manager Guide : By Ravi Kalakota
- ∞ Electronic Commerce: By Laudon and Traver.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS08

Title Of Paper: Strategic Management

Unit-1 Introduction:

Nature and Elements of strategy Features of effective strategy Levels of strategy Meaning and definition of strategic management Process of strategic management Importance and key attributes of strategic management

Unit-2 Analysis of Internal and External environment:

Process of internal environment appraisal SWOT Analysis Limitations of SWOT analysis Value chain analysis. Factors affecting Business. Objective and process of environment appraisal
Porter's five force model

Unit-3 Strategic Intent:

Nature, attributes and purpose of strategic intent Process of strategic intent Vision – meaning, How is vision created, features, Benefits and Limitations of vision Mission – Meaning, examples, features and benefits of mission statement Objectives – features, types, Factors

Unit-4 Corporate level strategy:

Meaning Growth strategy, types of integration Diversification strategy Reasons and types of corporate restructuring

Basic Text & Reference Books:

∞ Management Policy and Strategic Management (concept, skills and practices) – By R.M.Srivastava, Himalaya publication

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06EBBS02

Title Of Paper: Brand Management

Unit-1 Concept of a Brand:

Concept of brand power Brand and trust Brand and product Brand perspectives: the six possibilities Anatomy of brand What is a brand? Why brand make sense?

Unit-2 Brand positioning and Brand equity:

Position and product position 3c's of positioning Positioning strategy Defining brand equity and brand loyalty Types of extensions Brand extendibility

Unit-3 Brand inside and outside:

Concept of brand identity Brand identity levels Brand identity prism Brand check

Unit-4 BRAND and Firm:

Managing brand image Types of brand Forces affecting brand Brand revitalization Endorsement branding Methods of brand evaluation

Basic Text & Reference Books:

∞ Brand Management and Text Cases, Verma Harsh K, 2nd Edition, Excel Book Publication

∞ Marketing Management By, Kotler Philip K, Keller Kevin lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication.

∞ Strategic Brand Management by Keller Lane Kevin, Pameshwar M.G, Jacob Isaac, 3rd Edition, Pearson Education

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : JUNE 2013

Paper Code: UM06FBBS02 **Title Of Paper:** Business Etiquettes and Presentation Skills – II

Unit-1 Essentials of Presentation: Using Visual Aids for Presentation

- Oral Presentation (Transparencies, graphs, charts, etc.) Using Audio /Visual Aids for Presentation
- Electronic Presentation (Multimedia/PPT) Coping with Presentation fears Non-Verbal aspects of Presentation

Unit-2 Intercultural Business Communication: Need and Importance of Intercultural Business Communication, Developing Intercultural Awareness, Patterns of Cultural Differences, Factor of Cross Culture Relationship

Unit-3 Business Etiquettes (Advanced): Etiquettes in Written Communication Interview Etiquettes: Preparation for an Interview, Factors of success in Interview, Types of Interview questions, non-verbal aspects of Interview

Unit-4 Negotiation Skills: Negotiation: Concept and Importance Stages in the Negotiation Process, Strategies of negotiation: initial, during and reaching (closing)

Basic Text & Reference Books:

- ☞ Hasbany Ghassan: **How to make winning presentation:** Jaico Publication
- ☞ Om P Juneja&AartiMajumdar: **Business Communication Techniques & Methods,** Orient BlackSwan.
- ☞ Antony Jay & Ross Jay: **Effective Presentation,** Universities Press (UP).
- ☞ David Robinson: **Business Etiquettes,** Kogan Page India Private Limited.
- ☞ H. Frazier Moore & Frank Kalupa: **Public Relation,** ninth edition, principles, cases and problems, Surjeet Publications, Delhi
- ☞ Herb Cohen: **You can Negotiate anything,** Jaico Publishing House
- ☞ Ghanekar, Anjali, Dr.: **Essential of Business Communication Skills,** Everest Publishing House
- ☞ Rajendra Pal & J S Korlahalli: **Essentials of Business Communication,** Sultan Chand & Sons
- ☞ Shirley Taylor & V. Chandra: **Communication for Business-A Practical Approach,** Pearson Publication
- ☞ P.D. Chaturvedi & Mukesh Chaturvedi: **Business Communication-Concepts, Cases, And Applications,** Pearson Publication
- ☞ Raman, Minaxi & Singh, Prakash: **Business Communication,** OXFORD
- ☞ Lesikar & Flately: **Basic Business Communication,** Tata McGraw Hill Edition.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06FBBS01 **Title Of Paper:** Leadership Skills for Management – II

Unit-1 Managerial Traits and Skills:

Nature of Traits & Skills: Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills.

Managerial Traits and Effectiveness: High Energy level and Stress Tolerance, Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation.

Managerial Skills and Effectiveness: Technical Skills, Conceptual Skills, Interpersonal Skills.

Unit-2 Relevant Competencies for Leadership Skills:

Other Relevant Competencies: Emotional Intelligence, Social Intelligence, Systems Thinking, Ability to learn.

Situational Relevance of Skills: Skills Needed at Different levels, Transferability of Skills Across, Organizations, Requisite Skills and the External Environment.

Applications for Managers: Maintain Self-Awareness, Develop relevant skills, Remember that strength can become a weakness, Compensate for weaknesses.

Unit-3 Leadership Developmental Activities: Learning from Experience:

Amount of challenge, Variety of Tasks or Assignments. Relevant Feedback.

Developmental Activities:

Multisource Feedback, Developmental Assessment Centers, Developmental Assignments, Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor Challenge Programs, Personal Growth Programs.

Unit-4 Contemporary Issues in Leadership: Inspirational Approach on

Leadership: Charismatic Leadership, Transformational Leadership

Authentic Leadership: Self-awareness, Self-regulation & development, Relational Transparency

Contemporary Leadership Roles: Mentoring, Self-Leadership, E-Leadership

Leadership Development: Ingredients of Leadership Development, Leadership Development Process

Basic Text & Reference Books:

☞ Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.

☞ L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.

☞ P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies, Viva, books, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI
Syllabus with effect from : JUNE 2013

Paper Code: UM06EBBS01

Title Of Paper: Comprehensive Project

Unit-1

The objective of the project is to motivate them to work in emerging/latest technologies, help the students to develop ability, to apply theoretical and practical tools/techniques to solve real life problems related to industry, academic institutions and research laboratories. The project is of 6 hours/week for one (semester VI) semester Duration and a student is expected to do planning, analyzing, designing, coding, and implementing the project. The initiation of project should be with the project proposal. The synopsis approval will be given by the project guides. The project proposal should include the following:

1. Title
2. Objectives
3. Input and output
4. Details of modules and process logic. Maximum 2 Tools are used
5. Limitations of the project
6. Tools/platforms, Languages to be used (Compulsory VB & ACCESS)
7. Scope of future application

For the project work, the guide (internal) evaluate the work for 40 marks based on the performance of the candidates during the development of the project and the external examiner will evaluate the project work as

Follows:

1. Project Report - 20 marks
2. Viva –Voce - 40 marks

The Project work should be either an individual one or a group of not more than three members. B.B.A (ISM): Syllabus (CBCS). Document is not more than 60 or less than 40

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS07

Title Of Paper: Marketing Management – II

Unit-1 Understanding the Marketing Environment and Competition:

Concept of Indian Marketing Environment Macro Environmental Forces Recent Shifts of Marketing Management Competitive Forces And It's Strategies

Unit-2 Marketing Research:

Concept of Marketing Research Scope of Marketing Research Marketing Research Process Research Design (Meaning and Major types only) Sampling Methods Steps and Contents Of Research Reports

Unit-3 Retailing Management:

Concept of Retailing Functions Performed by Retailers Opportunities in Retailing Retail Management Decision Process

Unit-4 Web Marketing:

Overview of Web Marketing Significance of Web Marketing Advertising Methods Advantages and Limitation of Internet Advertising compared to Traditional Medias

Basic Text & Reference Books:

- ☞ Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, And Prentice Hall Publication.
- ☞ Marketing Research, Beri C.G, 3rd Edition, Published By Tata McGraw-Hill Publishing Company Limited.
- ☞ Research Methodology, Methods and Techniques, Kothari R.C, Second Revised Edition, Published By New Age International Publishers.
- ☞ Retailing Management, Text & Cases By, Swapna Pradhan, 3rd Edition, Published By Tata McGraw- Hill Publications.
- ☞ Retailing Management By, Levy Michael, Weitz Barton A., Pandit Ajay , Sixth Edition, Published by Tata McGraw-Hill Publication.
- ☞ Electronic Commerce, A Managerial Perspective By Turban Efraim, Lee Jae, King David, Chung Michael H. Published By Pearson Education.

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS05

Title Of Paper: Security Analysis

Unit-1 Investment Environment:

Conceptual understanding of investment, Speculation and Gambling Stock Exchange-
Meaning, Function, Working, Defects BSE,NSE and OTCEI Trading Mechanism in stock
Exchange

Unit-2 Security Analysis:

Meaning of security analysis

Approaches to security analysis

- Fundamental analysis (EIC framework)
- Technical analysis – Meaning, assumption, Dow’s Theory
- Conceptual understanding of Bullish and Bearish market
- Efficient Market Hypothesis (excluding test of efficiency)

Unit-3 Valuation of Security:

Concept of value

Valuation of Equity shares

Valuation of Preference share

Valuation of Debenture and Bond

Yield to Maturity

Unit-4 Portfolio Management:

Risk and return (theory and examples on individual and portfolio of two securities only)

Meaning of Portfolio Management Portfolio Management Process

Modern Portfolio Theory / Markowitz Theory (Theory) Diversification of risk (theory)

Capital Asset Pricing model (Theory and Example) Arbitrage Pricing theory (theory)

Basic Text & Reference Books:

- ☞ Investment Management – V.K.Bhalla
- ☞ Financial Markets and Services – Gordon and Natrajan
- ☞ Security Analysis and Portfolio Management – V.A.Avdhani
- ☞ Investment Analysis and Portfolio Management -Prasan Chandra
- ☞ Financial Management – I.M.Pandey
- ☞ Security Analysis and Portfolio Management – S.Kevin
- ☞ Investment Analysis and Portfolio Management – Madhumati and Rangrajan

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: VI

Syllabus with effect from : JUNE 2013

Paper Code: UM06CBBS03

Title Of Paper: Web Programming – II

Unit-1 Introduction to Client Side Scripting:

Introduction to Client Side Scripting And Server Side Scripting
Introduction to JavaScript
Data Types And Variables
Decision, Loops And Function

Unit-2 JavaScript - An Object Based Language:

Object Based programming(DOM)
String, Math, Date, Array Object
Timer
Programming the browser

Unit-3 Advanced JavaScript:

Form And JavaScript – Interaction with the User
Windows And Frames
String Manipulation

Unit-4 Styling the web site:

Introduction To DHTML
Event , Event Type
Event Handling
Introduction to XML
Document Structure,XML Elements , Character Data , Comment

Practical:

Practical based on Simple calculation like Addition/Multiplication/Division/ Subtraction of number.

- Practical based on Condition statement/Looping like calculating Marks , Percentage , Class.
- Practical based on Array, Dynamic Array
- Practical based on DOM Object
- Practical Based on String Manipulation
- Practical Based on Timer
- Practical Based on Window And Frame
- Practical based on Form Element Validation

Basic Text & Reference Books:

- ☞ Beginning JavaScript (3rd Edition) By Paul Wilton, Jeremy McPeak Wrox Publication
- ☞ HTML/DHTML/JAVASCRIPT, Perl/CGI By Ivan Bayroz (3rd Edition).

BBA (ITM)

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June - 2015

Course Type	Course Code	Name Of Course	Theory/ Practical	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal Total/ Passing	External Total/ Passing	Total Total/ Passing
Foundation Courses (Any One)	UM01FBBI06	Communication Skills for Management - I	Theory	3	3	2	40	60	100
Elective Foundation Course (Any One)	UM01FBBI07	Environmental Studies	Theory	3	3	2	40	60	100
Core Management Courses									
Core Compulsory Course (Any Two)	UM01CBBI09	Principles of Management	Theory	3	3	2	40	60	100
	UM01CBBI10	Accounting for Management	Theory	3	3	2	40	60	100
Elective Course (Any Two)	UM01EBBI01	Company Management	Theory	3	3	2	40	60	100
	UM01EBBI02	Micro Economics	Theory	3	3	2	40	60	100
	UM01EBBI03	Business Mathematics	Theory	3	3	2	40	60	100
	UM01EBBI04	Management of Small & Medium Enterprises	Theory	3	3	2	40	60	100
Core IT Courses									
Core Compulsory Course (Any One)	UM01CBBI11	Personal Computer & Software Packages	Theory Practical 1	3	2+2	2	40	60	100
Elective Course (Any One)	UM01EBBI05	Computer Organisation	Theory	3	3	2	40	60	100
	UM01EBBI06	Digital Computer Electronics	Theory	3	3	2	40	60	100

Semester: II
Syllabus with effect from: December – 2015

Course Type	Course Code	Name Of Course	Theory/ Practical	Credit	Contact Hrs/ Week	Exam Duration in hrs	Component of Marks		
							Internal	External	Total
							Total/ Passing	Total/ Passing	Total/ Passing
Foundation Courses (Any One)	UM02FBBI05	Communication Skills for Management - II	Theory/ Practical	3	2+2	2	40	60	100
Elective Foundation Course (Any One)	UM02FBBI06	Climate Change & Sustainable Development	Theory	3	3	2	40	60	100
Core Management Courses									
Core Compulsory Course (Any Two)	UM02CBBI04	Practices of Management	Theory	3	3	2	40	60	100
	UM02CBBI05	Corporate Accounting - I	Theory	3	3	2	40	60	100
Elective Course (Any Two)	UM02EBBI01	Human Resource Management	Theory	3	3	2	40	60	100
	UM02EBBI02	Macro Economics	Theory	3	3	2	40	60	100
	UM02EBBI03	Business Statistics	Theory	3	3	2	40	60	100
	UM02EBBI04	Management for Innovation	Theory	3	3	2	40	60	100
Core IT Courses									
Core Compulsory Course (Any One)	UM02CBBI06	Programming Using C Language	Theory/ Practical	3	2+2	2	40	60	100
Elective Course (Any One)	UM02EBBI05	Computer Networks	Theory	3	3	2	40	60	100
	UM02EBBI06	Networking Technologies	Theory	3	3	2	40	60	100

Semester: III
Syllabus with effect from: June-2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/ Passing %	Total/ Passing %	Total/ Passing
<u>Foundation Courses</u> (A) Generic Foundation (Any One)	UM03FBBI01	Communication Skills for IT Management- I	T/P	3	2	40	60	100
(B) Elective Foundation (Any One)	UM03EBBI01	Industry Exposure	T	3	2	40	60	100
Core Allied Courses (Any six)	UM03CBBI01	Quantitative Techniques for Management - I	T	3	2	40	60	100
	UM03CBBI02	Corporate Accounting - II	T	3	2	40	60	100
	UM03CBBI03	Economic Analysis - I	T	3	2	40	60	100
	UM03CBBI04	Business Information System	T	3	2	40	60	100
	UM03CBBI05	Relational Database Management System	T	3	2	40	60	100
	UM03CBBI06	E-Commerce	T	3	2	40	60	100
Elective Courses (Any Two)								

Semester-IV
Syllabus with effect from: November/December-2012

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing %
<u>Foundation Courses</u> (A) Generic Foundation (Any One)	UM04FBBI01	Communication Skills for IT Management- II	T/P	3	2	40	60	100
(B) Elective Foundation (Any One)	UM04EBBI01	Rurban Planning for India	T	3	2	40	60	100
	UM04EBBI02	Disaster Management	T	3	2	40	60	100
Core Allied Courses (Any six)	UM04CBBI01	Quantitative Techniques for Management - II	T	3	2	40	60	100
	UM04CBBI02	Cost & Management Accounting	T	3	2	40	60	100
	UM04CBBI03	Economic Analysis - II	T	3	2	40	60	100
	UM04CBBI04	Fundamentals of ERP	T	3	2	40	60	100
	UM04CBBI05	Front End Programming	T	3	2	40	60	100
	UM04CBBI06	Computer Network	T	3	2	40	60	100

Semester: V
Syllabus with effect from: June-2013

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total /Passing %
Foundation Courses (Any One)	UM05FBBI01	Leadership Skills for Management-I	T	3	2	40	60	100
	UM05FBBI02	Business Etiquettes and Presentation Skills-I	T	3	2	40	60	100
Elective Foundation Courses (Any One)	UM05SBB101	Social Entrepreneurship	T	3	2	40	60	100
Core Course (Any Two)	UM05CBB102	Internet Technology	T	3	2	40	60	100
	UM05CBB101	Web Application Development	T	3	2	40	60	100
Elective Courses (Any Two)								
Marketing	UM05EBBI01	Principles of Marketing Management	T	3	2	40	60	100
	UM05EBBI02	Advertising Management	T	3	2	40	60	100
Finance	UM05EBBI03	Principles of Financial Management	T	3	2	40	60	100
	UM05EBBI04	Management of Financial Services-I	T	3	2	40	60	100
Human Resource Management	UM05EBBI05	Principles Of Human Resource Management	T	3	2	40	60	100
	UM05EBBI06	Organizational Behaviour-I	T	3	2	40	60	100
International Business	UM05EBBI07	Foreign Trade	T	3	2	40	60	100
	UM05EBBI08	Global Business Affairs	T	3	2	40	60	100

Semester: VI
Syllabus with effect from: November/December-2013

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total/Passing %	Total/Passing %	Total/Passing
Foundation Courses (Any One)	UM06FBB101	Business Etiquettes and Presentation Skills-II	T/P	3	2	40	60	100
	UM06FBB102	Leadership Skills for Management-II	T	3	2	40	60	100
Elective Foundation Courses (Any One)	UM06FBB103	Comprehensive Project (Revised) Effective from December - 2013	T	3	2	40	60	100
Core Course (Any Two)	UM06CBB101	Information Security	T/P	3	2	40	60	100
	UM06CBB102	Graphics Design	P	3	2	40	60	100
Elective Courses (Any Two)								
Marketing	UM06EBB101	Practices of Marketing Management	T	3	2	40	60	100
	UM06EBB102	Publicity Management	T	3	2	40	60	100
Finance	UM06EBB103	Practices of Financial Management	T	3	2	40	60	100
	UM06EBB104	Management of Financial Services-II	T	3	2	40	60	100
Human Resource Management	UM06EBB105	Practices of Human Resource Management	T	3	2	40	60	100
	UM06EBB106	Organizational Behaviour-II	T	3	2	40	60	100
International Business	UM06EBB107	Export Management	T	3	2	40	60	100
	UM06EBB108	International Business Environment	T	3	2	40	60	100

Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total / Passing %	Total/ Passing %	Total/ Passing
Foundation Courses (Any One)	UM07FBBI01	Entrepreneurship & Small Business	Theory	3	2	40	60	100
Elective Foundation Course (Any One)	UM07FBBI02	Fundamentals of Strategic Management	Theory	3	2	40	60	100
Core Course (Any Two)	UM07CBBI01	Desktop Application Development	Theory	3	2	40	60	100
	UM07CBBI02	Object Oriented Analysis & Design	Theory	3	2	40	60	100
Elective Course (Any Two)								
Marketing	UM07EBBI01	Brand Management-I	Theory	3	2	40	60	100
	UM07EBBI02	Consumer Behaviour-I	Theory	3	2	40	60	100
Finance	UM07EBBI03	Fundamentals of International Finance-I	Theory	3	2	40	60	100
	UM07EBBI04	Investments Analysis & Portfolio Management-I	Theory	3	2	40	60	100
Human Resources Management	UM07EBBI05	Interpersonal Relations	Theory	3	2	40	60	100
	UM07EBBI06	Organizational Change	Theory	3	2	40	60	100
International Business	UM07EBBI07	Foreign Exchange Management-I	Theory	3	2	40	60	100
	UM07EBBI08	International Economic Organizations-I	Theory	3	2	40	60	100

Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Course Type	Course Code	Name Of Course	T/P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total / Passing %	Total/ Passing %	Total/ Passing
Foundation Courses (Any One)	UM08FBBI01	Communication Skills for IT Professionals.	Theory	3	2	40	60	100
Elective Foundation Course (Any One)	UM08FBBI02	Legal Aspects of Information Technology	Theory	3	2	40	60	100
	UM08FBBI03	Business Policy & Strategic Management	Theory	3	2	40	60	100
Core Course (Any Two)	UM08CBBI01	Fundamentals of Operating Systems	Theory	3	2	40	60	100
	UM08CBBI02	IT Based Project Management	Theory	3	2	40	60	100
Elective Course (Any Two)								
Marketing	UM08EBBI01	Brand Management-II	Theory	3	2	40	60	100
	UM08EBBI02	Consumer Management-II	Theory	3	2	40	60	100
Finance	UM08EBBI03	Fundamentals of International Finance-II	Theory	3	2	40	60	100
	UM08EBBI04	Investment Analysis & Portfolio Management-II	Theory	3	2	40	60	100
Human Resource Management	UM08EBBI05	Group Process & Behaviour	Theory	3	2	40	60	100
	UM08EBBI06	Strategies for Change Management	Theory	3	2	40	60	100
International Business	UM08EBBI07	Foreign Exchange Management-II	Theory	3	2	40	60	100
	UM08EBBI08	International Economic Organizations-II	Theory	3	2	40	60	100

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01CBBI09

Title Of Paper: Principles of Management

Unit I

Nature & Scope of Management

Meaning of Management, Significance & Objectives of Management, Management as a process, Management as profession, Management V/S Administration, Levels of management

Unit II

Planning

Meaning, Definitions, Nature of Planning, Importance of Planning, Planning Premises, Constraints in Planning, Planning Process Types of Plans

Unit III

Organising

Definition, Process, Principles, Meaning of Delegations, Need advantaged of delegation, Meaning of Centralisation & decentralizations, Forms of organization (Line organization, Functional organization & line and staff organization only)

Unit IV

Directing

Motivation, Meaning, Importance of motivation, Theories of Motivation, Maslow's, Herzberg's and McGregor's theories, Leadership, Meaning, Importance, Leadership styles, Autocratic, Participative, Free rein styles, Meaning & Importance of Communication, Principles of effective communication, Barriers to effective communication, Controlling and Importance of Control, System, Controlling Process

Basic Text & Reference Books:-

- Business Organisation & Management by C B Gupta
- Principles of Management by Ajayraj Vyas & Ankur Amin, Gajanan Pustakalaya, Surat
- Principles & Practices of Management by L M Prasad
- Modern Business Organisation & Management by S A Sherlekar & V S Sherlekar

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01CBBI10

Title Of Paper: Accounting for Management

Unit I

Conceptual frame work

Meaning, Objectives, Advantages, Limitation, Scope (Users) and areas (Branches) of Accounting

Types of Business Transactions

Classification of Account and rules of Debit & Credit

Distinction between Capital and revenue expenditures and Income

Basic Accounting Terms (Overview)

Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Loss, Profit, Vouchers, Discount, Transaction, Drawing, Depreciation, Reserves, Provisions (Overview)

Unit II

Accounting Cycle

Theory: Introduction of Journal, Subsidiary books and ledge, Types of Errors taking place in account

Examples on recording transaction into journal, Posting in ledgers, balancing and preparation of trail Balance

Unit III

Final Accounts of Sole Proprietor

Preparations of Trading Account, Profit & Loss Account & Balance Sheet

Unit IV

Issue of Shares:

Types of Shares and Share Capital

Provisions relating to issue of shares at Par, Premium and Discount Examples of Issue and

Allotment of shares including pro rata allotment (Excluding Forfeiture and reissue of shares)

Basic Text & Reference Books:-

Advanced Accounting 2 - Sehgal Ashok And Sehgal Deepak

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

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01CBBI11

Title Of Paper: Personal Computer & Software Packages

Unit I

Word Processing Tool

Introduction to Word Processing & Word Processors - Examples of some popular word processing packages - Uses of Word Processor - Application of Word Processor - Creating, Editing, Formatting of Documents - File, Edit, View menus - Header & Footer Option - Full Screen, Zoom, Font, Bullets, Border, paragraph, Change Case, Drop Cap options - Search and replacement of text - Print Features - Mail Merge Facility - Auto Text, Spelling checker - Table creation, deletion, selection and formatting - Picture, Wordart & Drawing toolbar facilities

Unit II

Spreadsheet Tool

Introduction to Spreadsheet - Examples of some popular Spreadsheet packages - Uses of Spreadsheet packages - Applications of Spreadsheets - All Formatting categories for Cell - Formula and Function Concepts - Math & Trig Functions: Sum(), Product(), Abs(), Fact(), Int(), Sumif(), Power(), Mod(), Round(), Trunc() - String Functions: Lower(), Upper(), Proper(), Len(), Mid(), Substitute(), Exact(), Find(), Concatenate(), Rept(), Trim() - Statistical Functions: Average(), Count(), Countif(), Counta(), Max(), Min() - Logical Functions: And(), Or(), Not(), If() - Sort option - AutoFilter option - Chart facility

Unit III

Presentation Tool

Creating Presentation - Formatting Slides - Slide Transition - Slide Animation - Inserting Picture, sound, chart etc. - Loop creation to run slides - Drawing toolbar - Linking Files & Slides

Unit IV

Database Tool

Introduction to Microsoft Access – Opening and Running Access – Creating a Database through Templates – Creating Blank Database – Creating Tables – Understanding Fields, and its Data Types – Understanding Field Properties – Saving the Database – Understanding Queries – Creating SELECT Query – Selecting Fields

Basic Text & Reference Books:-

- R K Taxali: PC Software For Windows 98 Made Simple
- Katherine Murray: Master of Power Point 2000 (BPB Publication)
- Step-by-step Microsoft Word 2007
- Step-by-step Microsoft Excel 2007
- Step-by-step Microsoft Access 2007
- Step-by-step Microsoft Powerpoint 2007

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01EBBI01

Title Of Paper: Company Management

Unit I

Office Management

Concept Of Modern Office – What Is Office Management – Scientific Office

Management – Office Manager – Functions and Responsibilities of Office Manager – Need for System / Procedure / Communication – Use Of Technology For Efficiency – Filing System Use Of

Computer For Data Management

Unit II

Introduction to company Form of Organization

Meaning, features, merits & demerits of joint stock co. Company formation procedure with reference to memorandum of association, articles of association and prospectus. Conversion of Private ltd. to Public ltd. Company

Unit III

Director- position, qualification, disqualification, appointment, duties, powers, Managing Director-qualification and appointment

Unit IV

Notice, Agenda, Quorum, Proxy, Resolution, Minutes.

Statutory Meetings, Annual General Meeting, Extra Ordinary General Meeting

Basic Text & Reference Books:-

- Company Law & Secretarial Practices by M J Mathew
- Company Law By N D Kapoor
- Modern India company law by M C Kuhal
- Secretarial Practices 1 & 2 by B S Shah
- Office Management by C B Gupta

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01EBBI02

Title Of Paper: Micro Economics

Unit I

Introduction to Economics

Nature, Scope & Subject matter of economics

Micro & Macro Economics

Robbins Definition

Unit II

Basic Concepts

Basic Concepts, Goods, Price & Value , Wealth & Welfare, Consumer's Surplus, Standards of living, Productions Consumption Entrepreneur,

Concepts & Types of Utility, Basic Assumptions of Economics Theory

Unit III

Product Pricing

Demand - Law of Demand, Determinants of Demand, Change & Shift in demand Supply - Law of Supply, Determinants of supply, Change and Shift in Supply Equilibrium Price

Unit IV

Costs Concepts, Factor Pricing

Basic Cost Concepts - Total Cost, Fixed Cost, Variable Cost

Average Cost and Marginal Cost in Short Run & Long Run their behavior and relationship , Economics & Diseconomies of Scale,

Concept of Factors of Productions & Factor Payments,

Marginal Productivity Theory of Distribution.

Basic Text & Reference Books:-

- Thomas Waheeda and A Gaur- Micro Economics, Shree Gajanan Pustakalaya.
- Dwivedi D N (2007) Micro Economics Theory, Vikas Publishing House
- Stonier A W & Hague D C (1953), A Textbook of Economics Theory, Longman Group
- Ahuja H L (2007), Modern Economics, Sultanchand & Co, New Delhi
- Sundharam K P M (2007) Elements of Economics Theory, Sultanchand & Co, New Delhi
- Elementary Economics by K K Dewett & J D Verma
- Ravindra H Dholkia & Ajay N Oza , Microeconomics for Management Students Oxford University Press
- Principles of Economics by N G Mankiw, Thomson Press,
- Advanced Economics Theory by M L Jhingan, Himalaya Publications, Mumbai

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01EBBI05

Title Of Paper: Computer Organisation

Unit I

Number System and its Arithmetic

Introduction to Number Systems - Conversions: Decimal, Binary, Octal, Hexadecimal - Binary Arithmetic - Character codes - ASCII, EBCDIC, UNICODE - Representation of Numbers: (Integer)- Signed magnitude method, 1's complement method, 2's complement method, Excess Notation method - Representation of Float Numbers: Single precision, Double precision method - Error Detection and Correction Code: Parity bit method, Hamming code

Unit II

Gates and Boolean algebra

Gates - AND Gate, OR Gate, NOT Gate, NAND Gate, NOR Gate, XOR Gate, XNOR Gate, Bubbled AND Gate, Bubbled OR Gate - Boolean algebra - Truth Tables - De Morgan's Theorems

Unit III

Processor Functions and Components

Instruction Execution Cycle - CPU Organization: Data path of a typical VON- Neumann machine - Functioning of a processor of hypothetical computer - Parallel Instruction Execution - Categories of Parallel Machines, Array Processors, Multifunctional Units, Pipeline Machines, Multiprocessors - Direct Addressing, Indirect Addressing, Register Addressing, Stack Addressing

Unit IV

Overview of I/O and Memory Devices

Overview of I/O devices: Hard Disk, Floppy Disk, CD-ROM (Introduction, Advantages and Disadvantages) - Introduction to RAM, ROM, PROM, EEPROM - Printers (Line, Dot Matrix, Inkjet, Laser) – VDU – Mouse – Keyboard – Scanners – Plotters - OCR (MICR, Barcode Reader)

Basic Text & Reference Books:-

- Tanenbaum A S: Structured Computer Organization Prentice-Hall of India Pvt. Ltd.
- Malvino Brown: Digital Computer Electronics, 3rd Edition
- Malvino and Leach: Digital Principles and Applications, 4th Edition.
- Rajaraman V: Computer Fundamentals Prentice – Hall of India Pvt. Ltd.
- Sinha P K: Computer Fundamentals BPB Publi, (Second Edition)
- S.K.Basandra: Computers Today Galgotia Publi.
- Peter Norton: Introduction to Computers TMH.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I

Syllabus with effect from: June – 2015

Paper Code: UM01FBBI06

Title Of Paper: Communication Skills for Management – I

Text: A collection of short stories

Name of the Text: Contemporary Short Stories. Selected and Edited by L. A. Hill (OXFORD)
(Five selected Short Stories)

Unit I

Text-based short answer questions (Three questions of (05 marks) each may be asked)

Unit II

Grammar: Tenses, Voice, Modals

(The three components may carry 03+03+04 marks)

Paragraph Writing: Expansion of an Idea (Any one out of two)

Unit III

Vocabulary:

Phrasal Verbs, Synonyms/Antonyms (The three components may carry 05 marks each)

Common Idioms, One Word Substitutes, Word formation (use of prefixes, suffixes, etc.)

The three components may carry 05 marks each)

Unit IV

Introducing Business Communication:

Concept, Definition and Attributes of Communication, Importance of Communication in Business

The Process of Communication (Communication Cycle)

(One general question (10 marks) and one short note (05 marks) may be asked)

Basic Text & Reference Books:-

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Modern Commercial Communication – BS Shah Publication, Ahmedabad
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – MV Rodriques (Concept Publishing House)
- A Teacher's Grammar of English – KR Narayanaswamy (Orient Longman)
- Practical English Grammar - AJ Thomson & MV Martinet (ELBS)
- Contemporary English Grammar Structures & Composition – David Green (Macmillan)

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: I
Syllabus with effect from: June – 2015

Paper Code: UM01FBBI07

Title Of Paper: Environmental Studies

Unit I

Overview of Environmental Studies

Definition, Scope, Importance, Renewable and Non Renewable Resources, Equitable use of resources for sustainable lifestyles

Unit II

Natural Resources and Associated Problem

Forest Resources, Water Resources, Mineral Resources ,Energy Resources, Land Resources, Role of Individual in Conservation of Natural Resources, Case study on Various Resources

Unit III

Ecosystems

Concept, Structure, Function, Types, Characteristics, Threats of Following Ecosystems, Forest, Grassland, Desert and Aquatic Ecosystems

Unit IV

Biodiversity

Introduction, Type, Genetic, Species, Ecosystem, Biodiversity at Global National and Local Levels, India as a mega diversity nation, Threats & Conservation of Biodiversity

Basic Text & Reference Books:-

➤ Text book of Environmental Studies for Undergraduate Course: Erach Barucha, Publisher University Press

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02CBBI04

Title Of Paper: Practice of Management

Unit I

Marketing

Concept of market, marketing & marketing management, Marketing as a function of business - Role of marketing manager, Introduction to product, price, promotion & physical distribution, Information needed by marketing department

Unit II

Human Resource

Meaning - Objectives & Evolution - Philosophy of HRM - Functions of HRM - Scope of HRM – Organisation of HR department

Unit III

Finance and Accounting

Meaning And Objectives - Functions of finance and accounting department - Role of finance and account manager - Functions of financial manager - Information's needed by finance and accounting department

Unit IV

Production & Information Technology

Meaning of production, manufacturing and operations - Brief idea of functions of production management - Meaning and importance of materials management – Information Technology: Role of IT department - Functions of IT manager - Various IT application in different departments

Basic Text & Reference Books:-

- Business Organisation and Management by C B Gupta
- Human Resources Management by C B Gupta
- Marketing Management by Philip Kotler
- Fundamentals of Accounting by P C Tulsian
- Production Management by Chunawala and Patel
- Financial Management by Khan & Jain

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02CBBI05

Title Of Paper: Corporate Accounting – I

Unit I

Issue and Redemption of Debentures

Types of Debentures (Theory), Accounting entries of issue and redemption of debentures (Examples), Writing off Debenture Discount (Examples), Debenture Redemption Fund Method (Examples)

Unit II

(A) Issue & Redemption of Preference Shares

Procedure and Guidelines (Provisions) for redemption of Preference shares, Accounting entries for Issues and Redemption of Preference Shares, Balance Sheet after redemption of Preference Shares

(B) Issue Bonus Shares

Guidelines for issue of Bonus Shares, Sources of Bonus Shares, Accounting Entries for Issues of Bonus Shares (Excluding quantum Bonus)

Unit III

Final Accounts of Joints Stock Companies

Specimen of Final Accounts of Joints stock company, Examples of Horizontal Presentation with simple adjustments of depreciation, provision of doubtful debts, interest on debenture, dividend and provision of tax

Theory: Dividend and Interim Dividend, Contingent Liability, Miscellaneous Expenses (Fictitious Assets)

Only Specimen: Vertical Presentation of Final Accounts (Balance sheet and Profit and loss account with Notes) of Joint Stock Company as per revised schedule VI

Unit IV

Ratio Analysis

Meaning of Accounting Ratio, Utility and Limitation of Ratio Analysis

Examples Based on following Ratios: Current Ratio, Liquidity (Quick) Ratio, Debtors Ratio, Net Profit Ratio, Gross Profit Ratio, Stock Turnover Ratio, Return on Capital Employed, Return on Shareholders fund, Earning Per Share, Debt Equity Ratio, Proprietary Ratio

(Example Based on two years Balance sheet with Interpretation)

Basic Text & Reference Books:-

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

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02CBBI06

Title Of Paper: Programming Using C Language

Unit I

Computer Languages, Flowcharts and Algorithms

Introduction to Computer Languages with Examples - Types of Computer Languages - What are translators? Interpreters, Compilers & Assembler - Turbo C Editor Details - Algorithm, Flowchart, Definition, Introduction, Advantages, Disadvantages, Symbols used in Flowcharting, Algorithm & Flowchart examples based on: Simple problems (operations), Decision making concepts, Looping Concepts.

Unit II

Programming Basics

General Structure Of C Program - Character Sets, Variables, Keywords, Constants, Symbolic Constants - Basic Data Types Like Int, Char, Float, Double - Basic Operators: Arithmetic, Relational, Logical, Assignment, Shorthand Assignment, Conditional, Increment, Decrement - I/P Functions: Scanf(), Getchar(), Getch(), Gets(), Puts() - O/P Functions: Printf(), Putschar(), Clrscr() - Precedence & Associativity Of Operators - Problems Based On Above Topics

Unit III

Decision Making And Looping Concepts

Decision Making Statements: Simple IF Statement, If-Else Statement, Nested If Statement, If-Else Ladder, Switch Statement, Conditional Operator - Looping Structures: For Statement, While Statement - Problems Based On Above

Unit IV

Advanced Programming Concepts

What are Arrays? Creating, initializing and working with 1-D arrays - String functions.

Basic Text & Reference Books:-

- E Balaguruswami: Programming in ANSI C
- Yashwant Kanetker: Let Us C

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02EBBI01

Title Of Paper: Human Resource Management

Unit I

Human Resource Management

HRM: meaning, Objectives, Functions

HR Policies: meaning and development

Human Resource Planning: concept, process, Job Descriptions vs. Job Specification.

Unit II

Recruitment, Selection and Employees Training

Recruitment: meaning and sources

Selection: concept, process

Employees Training: concept, Importance and techniques (on the job & off the jobs)

Unit III

Performance Appraisal and compensations system

Performance appraisal: concept, importance, Traditional Methods (Paired Comparisons and Check list) Modern Method (MBO and 360 Degree)

Compensation System: concept, objective of compensation program, factor affecting compensation, types of wages

Unit IV

Industrial Relation

Industrial relation: meaning, parties, importance

Trade Union: Functions and problems

Industrial Dispute: Meaning, causes and preventive machinery

Collective bargaining: meaning, types and process.

Basic Text & Reference Books:-

- Personnel Management by C B Memoria and S V Gankar
- Human Resource Management by C B Gupta
- Text and Cases of Human Resource Manament by P Subba Roa
- Human Resource and Personnel Management by K Aswathappa
- Human Resources Management by S S Khanka

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)

Semester: II

Syllabus with effect from: December – 2015

Paper Code: UM02EBBI02

Title Of Paper: Macro Economics

Unit I

Introduction

Basic Problems of an Economy,
Economic System, Types of Economic System,
Circular flow of Income,
National Income (Basic Concepts) - Methods of calculation and difficulties in calculation.

Unit II

Theory of Income and Employment

Theory of Income & Employment: consumption function,
Investment multiplier and accelerator,
Liquidity preference theory of interest, Liquidity Trap,
Modern theory of Interest.

Unit III

Money, Banking and International Trade

Money (Definition and Functions) and Components of Money Supply,
Milton Friedman's Quantity theory of Money,
Functions of Commercial banks with special emphasis on Credit Creation,
Monetary policy of Central Bank,
International Trade- Comparative cost theory, Balance of Payments, Exchange Rate.

Unit IV

Macro Economic Problems

Typical Business Cycle,
Inflation- Meaning, Types, Causes, Effects and Control of inflation - Philips curve,
Direct and Indirect tax - merits and demerits,
Public debt and Debt repayment,
Deficit Financing - Safe limits.

Basic Text & Reference Books:-

- Ahuja H. L. (2007) Macro Economics Theory & Policy, Sultanchand & Co. , New Delhi.
- Dwivedi M D. N. (2006) Macro Economics- Theory & Policy, Vikas Publishing House Pvt. Ltd.
- Mankiw G. N. (2003), Macro Economics (Vth Edition), Thomson South Western, Delhi.
- Shapiro E. (2003), Macro Economics Analysis (Vth Edition), Galgotia Publications, New Delhi.
- Money, banking, Public Finance and International trade by D. M. Mithani, Himalaya publications, Mumbai.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02EBBI03

Title Of Paper: Business Statistics

Unit I

Introduction to Statistics

Definition of statistics, scope of statistics, Types of data: Primary and Secondary data, Methods of collecting primary data (i) Questionnaire (ii) Interview. (Both without formulation)
Construction of frequency and cumulative frequency and its examples.

Unit II

Measures of central tendency and dispersion

Measures of central tendency:

(i) Mean (ii) Median (iii) Mode (iv) Quartiles (all for grouped and ungrouped data). Combined mean.

Measures of Dispersion:

(i) Range (ii) Quartile Deviation (iii) Standard Deviation (all for grouped and ungrouped data)
(iv) Coefficient of Variation (C.V).

Unit III

Correlation and Regression

Correlation

Introduction, Meaning, Definition of Correlation

Types of correlation, Correlation coefficient & its properties (without proof)

Methods of studying correlation (Examples based on only observations)

Scattered Diagram

Karl Pearson's product moment method

Spearman's rank method

Regression

Introduction, Meaning, Definition of regression

Regression coefficients and their Properties (without proof)

Examples of regression Coefficient & regression lines (only for observations)

Unit IV

Probability

Only concept of probability & mathematical, statistical and Axiomatic definitions.

Probability distribution: Binomial, Poisson and Normal and its properties with examples.

Basic Text & Reference Books:-

- Levin & Rubin: Statistics for Management, Prentice Hall of India, New Delhi.
- R.P. Hooda: Statistics for Business and Economics, Macmillan, New Delhi.
- S. C. Gupta: fundamentals of Statistics, Himalaya Publishing House.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02EBBI04

Title Of Paper: Management for Innovation

Unit I

Innovation Management

Meaning-Characteristics-Importance-Process of Innovation-Principles of Innovation-Model (Interactive, Simultaneous, Linear & Serendipity Models)

Unit II

Business Idea & Creativity

Concept & Sources of Business Ideas-Methods Generating New Ideas- Concept of Creativity-Importance of Creativity in Idea Generation-Creativity Process-Hurdles to Creativity.

Unit III

Tools for Innovation

Creativity Thinking-Traditional v/s Creative Thinking-Individual Creativity Techniques (Meditation, Self Awareness, Creative Focus, Intuition & Doodling) – Group Creative Techniques (Brain Storming, Reverse Brainstorming, OTW thinking & Thinking Hat Method).

Unit IV

Areas of Innovation

Product Innovation (Concept, Packaging & Positioning Innovation)-Process Innovation (Concept, Requirement & Types: Benchmarking – TQM – Business Process Reengineering)

Basic Text & Reference Books:-

- Paul Trott, Innovation Management & New Product Development, Published by Pitman,2000
- Innovation Management by Krishnamacharyulu & Lalitha, Himalaya Publication.
- James A Christiansen, Competitive Innovation Management, Published by Macmillan Business, 2000.
- S S George, Managing Innovation in the New Millennium ,The ICFAI Press,2004

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02EBBI05

Title Of Paper: Computer Networks

Unit I

Basics of Networking

Introduction of networking (Definition) - Advantages and Disadvantages of Networking - LAN, MAN, WAN - LAN Components - OSI model

Unit II

Transmission Technology

Digital and Analog Transmission - Transmission mode (Half Duplex and Full Duplex Transmission) - Serial Transmission, Parallel Transmission - Synchronous & Asynchronous Transmission - Transmission Impairment (Attenuation, distortion, Noise)

Unit III

Topology and Protocols

LAN Topologies (Bus, Star, Ring, Tree, Mesh, Intersecting Rings) - Protocols (Definition), Need of Protocols - Protocols (CSMA/CD, CSMA/CA)

Unit IV

Networking Media and Devices

Types of transmission media - Guided Media - (Twisted pair cables, Coaxial Cables, Optical fibers), Devices - Hubs, Switches, Bridges, Routers, Gateways, Modems

Basic Text & Reference Books:-

- B. A. Forouzan: Data Communications and Networking 2nd Edition, TMH
- Andrew S Tannenbaum: Computer Networks, 3rd Ed., Pearson-Prentice Hall
- B. A. Forouzan: Local Area Networks, TMH

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: December – 2015

Paper Code: UM02EBBI06

Title Of Paper: Networking Technologies

Unit I

Switching & Multiplexing

Introduction to Networking: Need, Advantages and Disadvantages - Computer Communication and need to transmit data over long distances - Types of Networks and their characteristics - Difference between Multi-user system and LAN - Layered Model for LAN/WAN internetworking

Unit II

Switching & Multiplexing

Introduction to Switching (Circuit Switching, Packet Switching, Message Switching) - Introduction to Shift Keying (Amplitude Shift keying (ASK), Frequency Shift Keying (FSK), Phase Shift Keying (PSK)) - Frequency Division Multiplexing (FDM) - Time Division Multiplexing (TDM)

Unit III

Communication Protocols & Ethernet

Protocols - Need of protocols? - Protocol Hierarchy - Asynchronous Transmission - Synchronous Transmission – HDLC - SNMP (Simple Network Management Protocol): SNMP Model, Types of Ethernet (Standard, Fast, Giga Bit), Applications of Ethernet (10 Base 2, 10 Base 5, 10 Bases - T, 10 Bases – F)

Unit IV

TCP/IP

Overview of TCP/IP – Network Layer(IPv4) – Addressing – Subnetting – Other Protocols in the Network Layer(ARP) – Transport Layer(TCP) – Next Generation: IPV6

Basic Text & Reference Books:-

- B. A. Forouzan: Data Communications and Networking 2nd Edition, TMH
- Andrew S Tannenbaum: Computer Networks, 3rd Ed., Pearson-Prentice Hall
- B. A. Forouzan: Local Area Networks, TMH

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)

Semester: II

Syllabus with effect from: December – 2015

Paper Code: UM02FBBI05

Title Of Paper: Communication Skills for Management – II

Text: A short novel or a play – Unabridged (not more than 125 pages)

Name of the Text: All my Sons – by Arthur Miller (OUP)

Unit I

Text-based essay type questions / short notes

(One essay type question (10 marks) and one short note (05 marks) may be asked)

Unit II

Communication:

Objectives of Communication

Modern forms of Communicating

(Fax, E-mail, Internet and Video Conferencing)

Business Correspondence:

Structure/Format/Layout of a business letter (regular parts/occasional parts; essentials/qualities of an effective business letter – correctness, conciseness, clarity, courtesy, ‘You’ attitude)

(Two short notes may be asked from each component)

Unit III

Inquiry Letters and Replies to Inquiries:

Letters concerning catalogues, prices, quotations, samples demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc.

(One letter may be asked)

Unit IV

Placing of Orders:

Placing of Orders:

Letters concerning trial orders, routine orders, postponing the orders, reserving the right to reject the goods, requests for changes in orders already placed, orders with conditions attached, and cancellation of orders.

Execution of Orders:

Letters concerning delay in execution of orders, request for extension of time in delivery of goods, partial execution of orders, declining the orders, offering substitute goods, cancellation of orders.

(One letter may be asked)

Practical (Basic Language Skills)

Unit I

Listening Comprehension

Unit II

Oral Expression

Unit III

Review Writing

(Two Short Stories /One-Act Plays)

Evaluation Scheme

- The examination will be conducted in two parts: Written and Practical (Oral-Aural). Both will carry equal weighting (marks) internal as well as external examination in the ratio of 60:40.
- The Written Examination will be of two hours duration and carry 60 marks.
- Oral – Aural (Practical) Examination will comprise: Listening Comprehension; Oral Expression; Answering questions on Short Stories / One-Act Plays reviewed.
- The total number of marks obtained by a candidate out of 120 i.e. the total of written and aural – oral examination shall be divided by two so as to get marks out of 60 at the external examination.

Basic Text & Reference Books:- (Theory)

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Modern Commercial Communication – BS Shah Publication, Ahmedabad
- Effective Business Communication – MV Rodriques (Concept Publishing House)

Basic Text & Reference Books:- (Practical)

- Keep up your English BBC (Audio)
- Spoken English – a self learning guide to conversation practice (Audio) by V Sasikumar, PV Dhamija. (Published by Tata McGraw Hill Publishing Co. Ltd.)
- English Conversation Practice – G Taylor (TMH Edition, Tata McGraw Hill, New Delhi.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)

Semester: II

Syllabus with effect from: December – 2015

Paper Code: UM02FBBI06

Title Of Paper: Climate Change & Sustainable Development

Unit I

Pollution

Definition, Causes and Effects of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution & Noise Pollution.

Role of an individual in Prevention of Pollution.

Disaster Management: Floods, Earthquakes, Cyclones & Landslides

Unit II

Social Issues:

From Unsustainable to Sustainable Development.

Urban Problems Related to Energy, Water Conservation, Rainwater Harvesting and Watershed Management.

Resettlement & Rehabilitation of People : Its Problems & Concerns

Unit III

Climate Change:

Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents & Nuclear Holocaust. The Environment Protection Act.

Issues involved in Enforcement of Environmental Legislation. Public Awareness.

Unit IV

Human Population :

Population Growth, Population Explosion.

Environment & Human Health.

Role of Information Technology in Environment & Human Health.

Basic Text & Reference Books:-

➤ Text book of Environmental Studies for Undergraduate Course: Erach Barucha, Publisher University Press

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBI01

Title Of Paper: Quantitative Techniques for Management – I

Unit I

Introduction to Statistics

Definition of statistics, scope of statistics, limitations of statistics
Types of data: Primary and Secondary data, Methods of collecting
primary data Questionnaire (ii) Interview. (Both without formulation)
Construction of frequency distribution

Unit II

Measures of central tendency and dispersion

Measures of central tendency:

Mean

Median

Mode (all for grouped and ungrouped data).

Combined mean (definitions and applications only)

Measures of Dispersion:

Range

Mean Deviation about mean

Quartile Deviation

Standard Deviation (all for grouped and ungrouped data)

Coefficient of Variation

Combined standard deviation (definitions and applications only)

Unit III

Correlation

Introduction, Meaning, Definition of Correlation

Types of correlation, Correlation coefficient & its properties (without
proof)

Methods of studying correlation

Scattered Diagram

Karl Pearson's product moment method

Spearman's rank method

Unit IV

Linear Programming Problems

Nature, Meaning, Characteristics, Phases, Scope and limitations of O.R., Role of Computers in O.R.

General Linear Programming problems & its standard form, Slack, Surplus, Artificial slack variables, Assumptions of LP problems,

Limitation of LP problems

Formulation of LP problem (up to 2 variables)

Methods of solving LP problems:

Graphical method

Simplex method (Max type problem)

Basic Text & Reference Books:-

- ∞ Levin & Rubin: Statistics for Management, Prentice Hall of India, New Delhi.
- ∞ R.P. Hooda: Statistics for Business and Economics, Macmillan, New Delhi.
- ∞ S.D. Sharma: Operation Research, Kedar Nath & company, Meerut.
- ∞ J.K. Sharma: Quantitative Techniques for managerial decision, Macmillan India Ltd.
- ∞ N.D. Vohra: Quantitative Techniques in Management, Tata McGraw Hill, New Delhi.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBI02

Title Of Paper: Corporate Accounting-II

Unit I

Final Accounts Of Joints Stock Companies (Revised Schedule – VI)

Examples of Vertical Presentation with schedules.

Unit II

Accounting For Amalgamation (As Per as – 14)

Meaning And Objectives Of Amalgamation And Absorption

Accounting Treatment Of Amalgamation

Examples Based On Amalgamation Of Only Two Companies, And

Accounting Treatment Only In Books Of Purchasing Company

Unit III

Ratio Analysis

Meaning Of Accounting Ratio

Utility & Limitations Of Ratio Analysis

Classification Of Accounting Ratios- Liquidity Ratios, Profitability Ratios,

Turnover Ratios, & Leverage Ratios

Examples Based On Two Years Data With Interpretation

Unit IV

Preparation Of Fund Flow Statement

Meaning & Importance Of Fund Flow Statement And Cash Flow Statement

Difference Between Fund Flow Statement And Cash Flow Statement

Statement Showing Changes In Working Capital

Adjusted Profit & Loss Account

Examples: (1) Fund Flow Statement And (2) Cash Flow Statement

Basic Text & Reference Books:

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBB103

Title Of Paper: Economic Analysis-I

Unit I

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.

Unit II

Demand Forecasting

Demand Forecasting -Meaning & its significance -objectives of short run and long-run demand forecasting. Forecasting Methods : (a) Survey methods 1) Experts Opinion(2) Consumer interactions - Complete enumerations -Sample survey -End use method

Unit III

Production Function

Production and Production function -Firm., Iso-costs -properties of iso -quants -the principle of marginal rate of Technical substitutions - Least cost input combination - Expansion path -Explanation of law of variable proportion and Return to scale with Iso -quant -Iso -cost analysis.

Unit IV

Revenue and Perfect Competition

Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Supply curve, shut down point.

Basic Text & Reference Books:

- ∩ Economic Theory And Operation Analysis – W.J. Baumol
- ∩ Managerial Economics – Samuel Paul
- ∩ Managerial Economics – Coyne
- ∩ Introduction To Managerial Economics – Savage And Small
- ∩ Managerial Economics – D.C. Hague
- ∩ Economic Theory – Stonier Hague
- ∩ Advance Economic Theory – H.L. Ahuja
- ∩ Managerial Economics – GopalKrishna
- ∩ Managerial Economics – G.S. Gupta

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBI04

Title Of Paper: Business Information System

Unit I

BIS, MIS and related Systems

Introduction to Data, Information, Classification of Information, Characteristics of Information, Communication System, Communication methods, Concepts of IT, BIS and MIS, IT & Information System, Office Support System, Computer & MIS - Data Processing System, Characteristic of DPS, Functions of MIS, Problems with MIS, Knowledge Requirement for MIS (7 areas), DSS, EIS, ES and 4GL, Case Study - Communication

Unit II

Planning & Planning Tools

Introduction to Planning and planning terms, Objectives, Problems with Planning, Type and source of planning information, Tools of planning, (Introduction only), Introduction to Pert-CPM, Case Study - Planning

Unit III

Directing

Concept of Directing, Principles of Directing, Nature and Causes of Human Relations Problems, Model of Organization structure, organizational behavior, organization as a system, Case Study - Directing

Unit IV

Controlling

Concept of controlling management, Control cycle, Different Feedback loops, Principles of controlling, Multiple control feedback, Scope of management control, Total quality management, Total Quality Control, Case Study – Controlling

Basic Text & Reference Books:

- ✂ Management Information System – By T Lucey, 8th Edition BPB Publication
- ✂ Organizational & Management – By Agarwal, Tata McGraw Hill Publishing Company Ltd.
- ✂ MIS - By W.S. Jawadekar, Tata McGraw Hill Publishing Company Ltd.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBI05

Title Of Paper: Relational Database Management Systems

Unit I

Introduction To Rdbms And Sql

The Relational Data Model: Concepts And Terminology, Normalization (1nf, 2nf, 3nf), Sql - Introduction, Data Types – Built- In (Number, Char, Varchar2, Date), Types Of Sql Statements : Ddl (Data Definition Language), Dml (Data Manipulation Language), Dcl (Data Control Language), Tcl (Transaction Control Language), Working With Sql*Plus – Overview And Basic Commands Like Ed, Get, Save, Exit, Connect, Set Linesize, Set Pagesize, Creating Table And Inserting Data - Create Table, Insert, Retrieving Data Using Query – Select, Manipulating Data – Delete And Update, Modifying And Removing Table – Alter Table And Drop Table.

Unit II

Data Constraints And Functions

Pseudo Columns – Rowid, Rownum, User, Sysdate, Null Values, Tab Table, Dual Table, Operators – Arithmetic, Relational, Logical, Range Searching, Pattern Matching And Set, Data Constraints – Introduction, Type Of Data Constraints – Not Null, Unique, Primary Key, Foreign Key And Check, Alter Table To Add/Remove Constraints
Functions: Scalar : Numeric Functions (Abs, Floor, Mod, Power, Round, Sign, Sqrt And Trunc), Character Functions (Chr, Ascii, Concat, Initcap, Lower, Substr, Trim, Upper), Date Functions (Add_Months, Last_Day, Next_Day, Months_Between), Conversion Functions (To_Number, To_Char And To_Date) Aggregate Functions : Avg, Count, Max, Min, Sum
Miscellaneous Functions – Nvl, Decode

Unit III

Query, Subquery, VIEW and Joins

Query and subquery, IN, ANY and ALL operators, Joining tables, types of joins (cross join, natural join, inner join, equijoin, outer joins, and self join), Views – advantages and disadvantages of View. Creating, dropping, use and characteristics of updateable and nonupdateable views, Transaction Processing commands (commit, rollback and savepoint)

Unit IV

Basics Of Pl/Sql

Understanding Pl/Sql Block Structure, Fundamentals Of Pl/Sql Language - Data Types (Boolean, Char, Number, Date, Varchar2), Variables, Constants, Dbms_Output.Put_Line, %Type And %Rowtype, Conditional Statement – If End If Statements

Basic Text & Reference Books:

☞ Developing client server applications using Oracle Developer 2000 by Ivan Bayross, 1997

☞ Oracle Complete reference by Kevin Lonely and George Koch, TMH

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBB106

Title Of Paper: E-Commerce

Unit I

Introduction To E-Commerce

Definition: Communication Perspective, Business process Perspective, Service Perspective, Commercial perspective, Learning Perspective, Collaborative Perspective and Community Perspective –Pure V/s Partial EC- Internet V/s Non-Internet EC–Classification of EC by nature of transaction–Benefits –Limitations –Framework of EC–Impacts of EC: Marketing, Manufacturing, Finance and Accounting, Human Resource

Unit II

E-Commerce Business Models

Introduction –Eight Key Ingredients of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage, Market Strategy, Organizational Development and Management Team–Major B2C Business Models: Portal, E-tailer, Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider

Unit III

E-Marketplace, Scm, E- Payments & Crm

Electronic Marketplaces–Marketspace Components–Types of EMarketplaces E-Supply Chains – Definition, Concepts and Parts Electronic payment systems: Electronic Credit Card system (Players & process)–Debit card-Smart card -E-Check system What is CRM– Types of CRM–Benefits and Limitations of CRM– Issues in CRM implementation– Classifications of CRM applications

Unit IV

Launching A Successful On-Line Business

Introduction of Business Formation and the process in brief– Classification of websites– Building the website and its process and evaluation–Website hosting (options, contract, domain name and its features)–Content Creation, Delivery and Management–Web Site design— Website Construction - Website promotion

Basic Text & Reference Books:

- ⌘ Electronic Commerce : A Managerial Perspective (2006), 4th Edition
- ⌘ Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education
- ⌘ Electronic Commerce : A Managerial Perspective
- ⌘ Efraim Turban, Jae Lee, David King, H Michael ChungPearson Education
- ⌘ E-Commerce – Business, Technology, Society
- ⌘ Kenneth C Laudon, Carol Guercio Traver Pearson Education

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III

Syllabus with effect from: June-2012

Paper Code: UM03EBBI01

Title Of Paper: Industry Exposure

Unit I

The visit will include the following aspects:

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

Unit II

The industrial exposure report should include following points:

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

Unit III

Unit IV

NOTE:

☞ 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.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03FBBI01

Title Of Paper: Communication Skills for IT Management – I

Unit I

Text :

The Old Man and the Sea by Ernest Hemingway Essay type Questions Short Notes

Unit II

Publicity using Technology

Public Relation through Internet Time Management Stress Management

Unit III

Presentation Skills:

Stages for preparing presentation

Use of Audio visual Aids for presentation

Using PowerPoint for making presentation

Importance of Body Language in presentation

Unit IV

Case Study

Team Work; Definition & Attributes

Practical

Paper Code: UM03FBBI01

Title Of Paper: Communication Skills for IT Management – I

Unit I

PowerPoint Presentation (One Presentation on Product review and /or Advertise review)

Unit II

Writing Log Book (Self Introduction, SWOT Analysis, and Monthly Planner)

Unit III

Group Discussion

Unit IV

Journal Writing (Two reviews on. – Product, and Advertisement)

Basic Text & Reference Books :-(Theory)

- ✂ 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 (A R Sheth & Company, Mumbai)
- ✂ Business Communication - U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
- ✂ Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)
- ✂ Effective Business Communication - Asha Kaul (Prentice Hall – Economy Edition)
- ✂ Modern Commercial Communication - B S Shah Publication, Ahmedabad
- ✂ Effective Business Communication – M V Rodrigues (Concept Publishing House)
- ✂ Powerful Communication Skills – How to Communicate with Confidence – Colleen Mckenna (Viva Books Private Limited)
- ✂ Basic Business Communication: Skills for Empowering Internet Generation: by Lesikar & Flatley

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Theory:

COURSE CONTENTS:

Paper Code: UM04FBBI01

Title Of Paper: Communication Skills for IT Management – II

Unit I

Text :

The Time Machine by H G Wells (UBSPD)

Essay type Questions

Short Notes

Unit II

Technological tools for constructing message:

Planning

Gathering & Collecting information,

Analyzing & Organizing information,

Writing tools

Notice, Agenda, Minutes of corporate meetings

Unit III

Report Writing

Individual reports

Committee reports

Unit IV

Case Study

Using Web Tools for Cross –Cultural Communication

Practical:

Paper Code: UM04FBBI01

Title Of Paper: Communication Skills for IT Management – II

Unit I

PowerPoint Presentation (One Presentation on any topic from Social, Academic, Business or IT related issues)

Unit II

Writing Log Book on Self-Assessment:

a. checklist on Stress Management, Time Management, People Management Skills

b. Monthly Planner)

Unit III

Group Discussion

Unit IV

Journal Writing (Reviewing various navigation Bars on Any One Business / IT related website with the following language parameters)

Correctness

Conciseness

Completeness

Clear & Concrete (Factual)

Presentation

Basic Text & Reference Books :- (Theory)

✂ 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 (A R Sheth & Company, Mumbai)

✂ Business Communication - U S Rai & S M Rai (Himalaya Publishing House, Mumbai)

✂ Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)

✂ Effective Business Communication - Asha Kaul (Prentice Hall – Economy Edition)

✂ Modern Commercial Communication - B S Shah Publication, Ahmedabad

✂ Effective Business Communication – M V Rodrigues (Concept Publishing House)

✂ Powerful Communication Skills – How to Communicate with Confidence – Colleen Mckenna (Viva

Books Private Limited)

✂ Basic Business Communication: Skills for Empowering Internet Generation: by Lesikar & Flatley

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05CBBI01

Title Of Paper: Web Application Development

Unit I

Introduction to PHP

History of PHP, Features of PHP, General structure of PHP, Displaying output, Escaping special characters, Variables - (declaring, assigning, destroying), Datatypes, Setting and testing datatypes - Constants – Operators (Arithmetic, Comparison, Logical, Assignment, Concatenation)

Unit II

PHP Basics

Control structures (if, if-else, if-elseif, select) - Looping structures (while, for) - 1-D Array (Number-indexed and Associative) (Storing data, assigning, accessing array elements, displaying) - User-defined functions

Unit III

Advanced PHP and Form Interaction

Working with Number, Strings functions, Working with Dates and Time - Creating tables using PhpMyAdmin, Interaction with HTML form

Unit IV

Database programming and PHP

Working with Forms PHP and MySQL Integration - Basic SQL Commands (insert, update, delete, select) - Database functions (mysql_connect, mysql_select_db, mysql_query, mysql_num_rows, mysql_fetch_array, mysql_fetch_field,mysql_close) -Generating reports using PHP and MySQL.

Basic Text & Reference Books:-

- ☞ PHP - A Beginner's guide, Vikram Vaswani, TMH 2009
- ☞ Web enabled commercial application development using HTML, Javascript, DHTML and PHP by Ivan Bayross, BPB Publication.
- ☞ Beginning PHP5 By Dave Mercer, Allan Kent, Steven Nowicki, David Mercer, DanSquier, Wankyu Choi, Wrox Publication
- ☞ Professional PHP by Castagnetto Jesus, Shroff Publication

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05CBBI02

Title Of Paper: Internet Technology

Unit I

Fundamentals

Internet History & Timeline - The Internet Protocol: Tcp/Ip - Tcp/Ip Protocol Documents -Rfcs - Tcp/Ip Model - Different Protocols Under Tcp/Ip Protocol Suite And Their Functions - Ip Overview

Unit II

IP Addressing

IP Addressing Scheme - Class A, Class B, and Class C Addressing Scheme - Subnetting - Custom Subnetting - IPV4 Header

Unit III

Beyond IP Layer

Icmp And Ping - Udp Header - Tcp Header - Three Way Handshake - Port Numbers - Tcp Services - All Tcp/Ip Command Line Utilities

Unit IV

TCP/IP enabled Services

Ftp Service - Telnet Service - Arp Service - Dhcp Service - Dns Service Wins Service

Basic Text & Reference Books:-

- ∞ Data Communications and Networking by Behrouz A Forouzan
- ∞ TCP/IP Protocol Suite by Behrouz A Forouzan
- ∞ Illustrated TCPIP: A Graphic Guide by Matt Naugle

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI01

Title Of Paper: Principles of Marketing Management

Unit I

Conceptual Foundation

Nature, Scope and Core concepts of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, Marketing Environment (Micro and Macro)

Unit II

Buyer Behavior and Market Segmentation

Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation

Unit III

Marketing Mix

Product Decisions: Concept, Product Life Cycle, New Product Development Process
Pricing: Objectives, Methods, Policies
Distribution: Concept, Types, Factors

Unit IV

Sales Promotion

Concept, Sales promotion Tools, Sale force Management (Selection, Appraisal, Compensation)

Basic Text & Reference Books:-

- ☞ Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- ☞ Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- ☞ Marketing Management by Philip Kotler
- ☞ Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- ☞ Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- ☞ Marketing Research by G.C. Beri, Publication TATA McGraw Hills

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI02

Title Of Paper: Advertising Management

Unit I

Conceptual Foundation

Introduction, Objectives of Advertising, Importance of Advertising, 5 M's of Advertising: Mission, Money, Message, Media and Measurement

Unit II

Role of Advertising,

Role of Advertising, Ethical, Social and Legal Issues, AIDA Model, Steps for Developing Effective Communication

Unit III

Advertising Layout

Types of Ad Copy, Components of Layout, Types of Appeals, Types of Ad Campaign, Copy Testing Methods(Pre and Post)

Unit IV

Advertising Departments

Types of Departments, Appraisal, Selection and Compensation of an AD Agency, Role of Creative Strategy,

Basic Text & Reference Books:-

- ∞ Marketing Management by Dr. C.B.Gupta and Dr. Raj an Nair Publication Sultan Chand & Sons, New Delhi
- ∞ Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- ∞ Marketing Management by Philip Kotler
- ∞ Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- ∞ Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- ∞ Marketing Research by G.C. Beri, Publication TATA McGraw Hills

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI03

Title Of Paper: Principles of Financial Management

Unit I

Financial Management: An Overview

Meaning, Significance, Scope, Relation of finance with other business functions, Role of Finance Manager, Finance Functions - Risk-Return Trade off Goals of Finance Management

eFinance : Use of IT in Financial Decision-making-Functional integration of finance in IT - Review of IT Applications in brief

Unit II

Financial Management: An Overview

Meaning, Significance, Scope, Relation of finance with other business functions, Role of Finance Manager, Finance Functions - Risk-Return Trade off Goals of Finance Management

eFinance : Use of IT in Financial Decision-making-Functional integration of finance in IT - Review of IT Applications in brief

Unit III

Long Term Investment Decisions :- (Capital Budgeting)

Basics of capital Budgeting: Meaning, Significance, Process

Appraisal Methods :

Accounting Rate of return technique

Payback Period Technique, Discounted PBP

Discounted Cash Flow Techniques: NPV, IRR, PI

Estimation of Benefits (Cash Flow) under each technique

NOTES :

Examples should be based only on SLM method of depreciation.

Replacement decisions be excluded.

Ranking Conflicts & Resolutions

Unit IV

Capital Structure

Assumption & Significance

Guiding Principles of Capital Structure Decisions,

Factors affecting the pattern of capital structure,

Concept of optimum capital structure,

Net Income Approach

Net Operating Income Approach

Traditional Approach

Modigliani & Miller Approach

Basic Text & Reference Books:-

- ∞ Financial Management : P.V.Kulkarni
- ∞ Financial Management : S. N. Maheshwari
- ∞ Financial Management : I. M. Pandey
- ∞ Financial Management : Prasanna Chandra
- ∞ Financial Management : Khan & Jain
- ∞ Financial Management : R. S. Kulshreshta
- ∞ Fundamentals of Financial Management: Van Horne
- ∞ e-Finance - ICAI University

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI04

Title Of Paper: Management of Financial Services-I

Unit I

Financial Services: Meaning, Features, Importance, Scope of financial services, Factors retarded the growth of financial services sector, Causes for financial innovation, New financial products and services, Innovative financial instruments, Challenges facing the financial services sector, Present scenario

Unit II

Brief Study of Financial Institutions- RBI Commercial and Co-operative Banks N.B.F.C.s., Development banks, merchant banks, mutual funds, insurance Companies, DFHI, SEBI, SHCI, stock exchanges, credit rating

Unit III

Financial Instruments: Money and Capital market instruments.

Unit IV

Financial Markets: Money market, capital market, stock exchanges, debt markets

Basic Text & Reference Books:-

- ∞ Avadhani V.A.:Investment Management, Himalaya Publishing House,Delhi
- ∞ Khan, M.Y.:Indian Financial System- Theory and Practice Vikas Publishing House,New Delhi
- ∞ Singh,H.K.and Singh,Meera: Mutual Funds and Indian Capital Market,Kanishka Publishers'Distributors,New Delhi
- ∞ Srivastava R.M.:Management of Indian Financial Institutions Himalaya Publishing House,Delhi
- ∞ Gordon and Natarajan:Financial Markets and Services, Himalaya Publishing House, Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI05

Title Of Paper: Principles of Human Resource Management

Unit I

Human Resources:

Concept ; Evolution; Philosophy; Scope ; Functions of Human Resource Management; Challenges of Human Resource Management; Human Resource Policy: Various steps in policy formulation, Objectives and Importance.

Unit II

Human Resource Planning

Concept ; Need; Responsibility of Human Resource Planning; Types of Human Resource Planning; Job Analysis ; Job Description ; Job Specification ; Human Resource Records and Reports ; Human Resource Audit.

Unit III

Recruitment and Selection

Recruitment: Meaning, Policies and Sources. Selection: Meaning, procedure, psychological testing: characteristics, purpose, various types of tests, Interview: Concept and Types, Induction: Objectives and procedure.

Unit IV

Employee Training and Development

Concept ; Need ; Importance; Objectives
Difference between Employee Training and Executive Development
Different training techniques
Executive/Management Development Process
Management Development Programme in India.

Basic Text & Reference Books:-

- ☞ C B Mamoria & S V Ganker: Personnel Management, Himalaya Publishing House, Mumbai.
- ☞ C B Gupta: Human Resource Management, Sultan Chand & Sons, New Delhi.
- ☞ P Subba Rao: Personnel And Human Resource Management, Himalaya Publishing House, Mumbai.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI06

Title Of Paper: Organizational Behaviour-I

Unit I

Organizational Behavior

Meaning, Elements, Basic Concepts, historical development, contributing disciplines, factors affecting Human behavior at work, Model of human behavior (S-R, S-O-R, S-O-B-C) and their Limitations.

Unit II

Social Systems

Meaning, Social Equilibrium, Functional and dysfunctional actions, psychological, Economical, Contracts, Social Culture, Role, Propositions.

Unit III

Individual Behavior

Concept of personality, determinants of personality, Freudian and Neo Freudian stages of personality development, Theories of Personality. Concept of learning, factors affecting learning, classical and operant conditioning theory, reinforcement principle.

Unit IV

Group Dynamics

Concept, Origin, Characteristics, Factors affecting growth of group dynamics, stages of group development, types of groups, group norms, cohesiveness, decision making techniques to improve group decision making.

Basic Text & Reference Books:-

- ☞ Organizational behavior by Fred Luthans
- ☞ Organizational behavior by Stephen Robbins
- ☞ Organizational behavior by Keith davis
- ☞ Organizational behavior by L. M. Prasad
- ☞ Organizational behavior by K. Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI07

Title Of Paper: Foreign Trade

Unit I

International Business Meaning, reasons to enter international business

Difference between domestic and international business Methods of entry in international business Factors influencing international business

Unit II

India's Foreign Trade And Economic Relations

Trends And Developments Of India's Foreign Trade Balance Of Payment: Components And Causes Of Bop Disequilibrium India And Wto India's Trade Relations With: Eu, Saarc, Asean And Nafta

Unit III

Foreign Trade Finance & Insurance

Need, Pre-shipment finance (features & procedures) Post-shipment finance (features & procedures) EXIM bank, ECGC Marine insurance: need, types of policies, risk covered

Unit IV

Institutional Infrastructures For Foreign Trade

Export Promotion Agencies: Export Promotion Councils, Commodity Boards, Stcs & Ficci
Service Organisations: Itpo, Fieo, IiftIndia's Ports And Shipping System

Basic Text & Reference Books:-

- ✂ Export Management: TAS BalaGopal, Himalaya Publishing House
- ✂ International Marketing Management: V. L. Varshney & B. Bhattacharya
- ✂ Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House
- ✂ Export Marketing: Acharya & Jain, Himalaya Publishing House
- ✂ Foreign Trade Review: Indian Institute of Foreign Trade
- ✂ International Business: Dr. R. Chandran, Jaico Publishing House

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI08

Title Of Paper: Global Business Affaris

Unit I

Globalization

Globalization of world economy. Globalization of Business- meaning and dimensions.
Globalization Stage. Essential conditions for globalization Comparison between the old and
new globalizations Advantages and disadvantages of globalization

Unit II

Regional economic integration

Concept, Objective, Types of Integration, Theory of Customs Union, European Union (EU)
South Asian Association for Regional Cooperation (SAARC)

Unit III

International Investment

International Investment Factors affecting foreign investment Growth of foreign investment
Significance of foreign investment

Unit IV

Multinational Corporations

Definition and Meaning, Organisational Models, Importance and dominance, MNCs and
International Trade

Basic Text & Reference Books:-

- ✂ Francis Chrnilam - International business Environment
- ✂ R Chandran - International business Environment
- ✂ Francis Chrnilam - Business Environment
- ✂ Ahswathappa K - Business Environment
- ✂ R Datt and K P M Sundaram - Indian Economy
- ✂ A N Agrawal - Indian Economy
- ✂ D M Mithani - Money, Banking, International Trade and Finance K
Subbarao International Business, Himalaya Publication

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05FBBI01

Title Of Paper: Leadership Skills for Management-I

Unit I

Introduction: The Nature of Leadership

Definitions of leadership

Need or Importance of Leadership

Leadership effectiveness

Level of conceptualization for leadership

Unit II

Participative Leadership, Delegation, and Empowerment

Nature of participative leadership

Guidelines for participative leadership

Delegation: Concept, varieties, potential advantages, and guidelines for delegating

Empowerment: Concept, Consequences, and Facilitating conditions

Unit III

Developing Leadership Skills

Concept

Leadership training programme

Steps in designing effective training

Special techniques of leadership training: Behaviour role model, Case discussion and Business games and simulation

Unit IV

Ethical Leadership and Leadership Theories

Concept of ethical leadership

Leadership Theories: Charismatic, Trait, Behavioral and Situational Theories

Basic Text & Reference Books:-

- Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
- L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- P.Guggenheimer & M. Diana Szulc: Understanding Leadership Competencies,
- Viva books, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05FBBI02

Title Of Paper: Business Etiquettes and Presentation Skills-I

Unit I

Business Etiquettes

Business Etiquettes: Concept and Importance

Etiquettes for:

Meetings

Telephone/Cellphone conversations

Etiquettes at Workplace (Internal - superiors, peers and subordinates)

Etiquettes with Stakeholders (External - suppliers and customers)

Unit II

Business Presentation

Importance and Role of Business Presentation

Planning for Presentation

Preparing and Practicing (Rehearsing) the Presentation

Delivering the Presentation

Unit III

Communication in Public Relation

Public Relation: Definition, Four elements of PR

Forms of oral communication used in PR: Formal Speeches, Round -Table Conferences, Panel Discussions, Question-and Answer Discussions. (Short notes may be asked)

Publicity Media: Newspaper, Radio, TV, Internet

Crisis Communication: Concept and techniques to deal with crisis

Unit IV

Organisational Communication

Definition and meaning of Organizational communication

Basics of Organisational communication

Communication climate in an organization

Intra-personal communication and interpersonal communication

Basic Text & Reference Books:-

- ☞ Hasbany Ghassan: How to make winning presentation: Jaico Publication
- ☞ Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- ☞ David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- ☞ H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- ☞ Doctor, Rhoda A. & Doctor, Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- ☞ Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- ☞ Raman, Minaxi & Singh, Prakash: Business Communication, Oxford
- ☞ Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, Pearson.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05SBBI01

Title Of Paper: Social Entrepreneurship

Unit I

Fundamentals of Social Entrepreneurship

Concept of Social entrepreneur & entrepreneurship - Evolution
- Need - Major Functions - Difference between Social and
Commercial entrepreneurs - Areas of social entrepreneurship

Unit II

Women Entrepreneurship

Concept - Functions - Problems -Development of women
entrepreneurship in India - Role of women associations

Unit III

Rural Entrepreneurship

Concept - Need - Problems - NGO & Rural entrepreneurship -
Development of rural entrepreneurship in India

Unit IV

Trends in Social Entrepreneurship

Major challenges - Major opportunities - Role of government for growth of
social entrepreneurship in country - Global trends in social entrepreneurship -
Contribution of Successful Social entrepreneurs of India and abroad

Basic Text & Reference Books:-

- Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press.
- Social Entrepreneurship- Meaning, Challenges & Strategies by Hamza El Fasiki, Lambert Academic Publication.
- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar
- Entrepreneurial Development by Gupta and Shrinivasan.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013
Theory

Paper Code: UM06CBBI01

Title Of Paper: Information Security

Unit I

Information Security Basics

Security Administration: Concepts and principles, Security Equation, System Life Cycle, Security development life cycle, Data/information storage, Policies and practices, Information classification, Security modes of operation, trusted computing base.

Unit II

Access Control, Authentication and Auditing

Why control access? , Authentication, Auditing. Monitoring

Unit III

Attacks

DoS, Malicious Code Attacks, Password Attacks, Software Exploitation and Buffer Overflows, Spoofing, TCP/IP Hijacking, Remote Access Security, Email Security, Wireless Security, Web Security.

Unit IV

Security

Device based Security: Firewall (Packet. Filter, Application layer), Routers, Switches, Wireless, Workstation, Server
Media based Security: COAX(thin / thick), UTP / STP, Fiber optic, Magnetic tapes, CDR, Hard drives, FDD
Security Topologies: Security zones: DMZ, Intranet, Extranet
Intrusion Detection: Network, Host, Application based

Basic Text & Reference Books:-

- ☞ Security+ Study Guide by Michael Cross, Norris L Johnson - Syngress Books
- ☞ The SSCP Prep Guide by Debra S Isaac, Michael J Isaac - Wiley Publications
- ☞ The CISM Prep Guide - Mastering the five domains of Information security management by Ronald L Krutz, Russell Dean Vines -- Wiley Publications
- ☞ CISSP - Certified Information Systems Security Professional Study Guide by Ed Tittel, Mike Chapple, James Micheal Stewart - SYBEX 3rd. Ed.
- ☞ Security + Prep Guide by Ronald L Krutz, Russell Dean Vines, Wiley Publications
- ☞ The CISSP prep guide Gold Edition by Ronald L Krutz , Russell Dean Vines -Wiley publications

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Practicals: 06 Labs/Week

Paper Code: UM06CBB102

Title Of Paper: Graphics Design

Unit I

Introduction and Use

Flash Editor - Introduction and use of stage - Timeline - Rulers - Grids - Drawing Tools
Various Menus - Creating and Modifying Simple objects.

Unit II

Working with Flash Properties

Working with colors, gradients, curves, lines - Grouping objects and stacking objects -
Aligning working with objects on Single layer - Timeline Layers - Creating and deleting
layers working with objects on different layers - Stacking of layers - Types of layers: Guide
and Mask layers

Unit III

Creating Objects

Object Library: Create and use - Object & symbols - Symbol Instance - Importing and using
Non-Flash graphics - Import graphics – Turning Bitmaps into Vector graphics -Use of Magic
wand tool - What is Key Frame? Frame by Frame animation - Onion Skinning

Unit IV

Animation and Action Script

Controlling animation speed - Motion tweening - Color Effects Animation - Changing object
size animation - Rotating, Spinning and moving objects - Tweening Properties -Shape
tweening - Morphing - Shape and motion tweening of objects - Introduction to Action Scripts
- Adding Actions (Play, Stop, Go To)

Basic Text & Reference Books:-

- Flash for Windows & Macintosh- Katherine Ulrich, Pearson Education Asia.
- Macromedia Flash - Bonnie Blake, Tata McGraw Hill

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI01

Title Of Paper: Practices of Marketing Management

Unit I

Marketing Research

Introduction, Research Process, Research Design, Sampling methods, Data collection methods, Process of Data Analysis

Unit II

Consumerism

Meaning, History of Consumerism, Causes, Consumer Protection Act

Unit III

Service Marketing

Meaning, Characteristics of Service, Nature of Classification of Services, Five Dimensions of Service, Strategies for Improving Services

Unit IV

Rural Marketing

Rural Marketing new Discipline, Concept and Scope, Nature of Rural market, Importance of Rural Marketing, Taxonomy of Rural market, Significance of rural market

Basic Text & Reference Books:-

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

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI02

Title Of Paper: Publicity Management

Unit I

Conceptual Foundation

Introduction, Role of publicity, Steps for Free Publicity, Media Approach, Setting up Internal and External Communication, Strength and Weakness of Publicity

Unit II

Pre-Production and Production

Identifying Publicity and Marketing Potential, Publicity and marketing Plans, Publicity and marketing Budget, unit Publicity and Photography

Unit III

Production

Press Release, Press Kit, Art Work, Additional Publicity and marketing Materials and Tools

Unit IV

Release

Film Festivals, Media Interviews, Distribution and Television sales

Basic Text & Reference Books:-

- ∞ E Book : The Publicity Hand Book By David R. Yale and Andrew Carothers
- ∞ E Book : Publicity and Marketing By Gabrielle Free and Cloudine Domingue

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI03

Title Of Paper: Practices of financial Management

Unit I

Working Capital Management : An Overview

Concepts Significance Factors affecting working capital requirement Computation of operating cycle & Estimating Working capital requirements Two dimensions of working capital Management Relative Asset liquidity - Relative Financing liquidity Working Capital Financing : Sources of working Capital Current scenario of Bank Finance

Unit II

Management of Cash and Receivables:

Cash Budgeting [Computation of cash budget Managing the flow Credit Policy variables Credit Evaluation Examples of cost-benefit analysis in receivables management

Unit III

Management of Inventory :

Types, Motives for holding Inventory Investment in Inventory Computation of EOQ, Maximum level, Minimum level, Recorder point and safety stock, ABC Analysis (Excluding probability based calculation)

Unit IV

Cost of Capital:

Concept

Significance of cost of capital

Calculating cost of debt; Preference shares equity capital and retained earnings

Combined (weighted) cost of capital Marginal Cost of Capital

Basic Text & Reference Books:-

- Financial Management : S. N. Maheshwari
- Financial Management : I. M. Pandey
- Financial Management : Prasanna Chandra
- Financial Management : Khan & Jain
- Fundamentals of Financial Management: Van Horne
- eFinance - ICFAI University

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI04

Title Of Paper: Management of Financial Services-II

Unit I

Financial Services I:

Mutual funds, Venture capital, Leasing, Merchant Banking.

Unit II

Financial Services II:

Housing, Insurance, Factoring, Forfaiting, Depositories, Securitization, Underwriting

Unit III

Marketing of Financial services:

New challenges, Special Features of service Marketing, Basic Bricks for Marketing Strategies, Need for meeting global competition, Customer relationship management, Methods of marketing, Advertising & Promotional Tools

Unit IV

Financial Services in Internet Era:

Technologies in use - Internet 25%

banking - Internet stock trading - Recent

Basic Text & Reference Books:-

- Avadhani V.A.: Investment Management, Himalaya Publishing House, Delhi
- Khan, M.Y.: Indian Financial System Theory and Practice Vikas Publishing House, New Delhi
- Singh, H.K. and Singh, Meera: Mutual Funds and Indian Capital Market, Kanishka Publishers' Distributors, New Delhi
- Srivastava R.M.: Management of Indian Financial Institutions Himalaya Publishing House, Delhi
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI05

Title Of Paper: Practices of Human Resource Management

Unit I

Promotion. Demotion and Transfer

Promotion: Meaning, policies and procedure

Demotion: Meaning and Causes

Transfer: Meaning, procedure, policies

Unit II

Compensation. Employee Safety and Health

Concept ; Purpose ; Influencing Factors ; Minimum, Fair and Living Wages

Rewards and Incentives: Meaning and Types of rewards, Wage Incentives.

Industrial Accident and Injury

Causes of Accident

Accident Prevention

Statutory provision of safety in India.

Unit III

Performance Appraisal

Concept, Objectives and Importance

Approaches and Techniques: Traditional Methods: Graphic Method, Forced Distribution,

Critical Incident and Group Appraisal, Demerits of Traditional methods.

Modern Techniques: MBO and Assessment Centre, problems of appraisal, and Ethics of Appraisal.

Unit IV

Industrial Relations. Bargaining and Negotiation Skills

Industrial Relations: Meaning, Parties and Requisites of good and healthy Industrial

Relations. Trade Union: Concept, Functions and Role of Trade Union in India. Grievance,

Unrest and Disputes: Causes and Machinery to resolve industrial disputes. Collective

Bargaining: Concept and Importance

Basic Text & Reference Books:-

☞ C B Mamoria & S V Ganker: Personnel Management, Himalaya Publishing House, Mumbai.

☞ C B Gupta: Human Resource Management, Sultan Chand & Sons, New Delhi.

☞ P Subba Rao: Personnel and Human Resource Management, Himalaya Publishing House, Mumbai.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI06

Title Of Paper: Organizational Behaviour-II

Unit I

Perception

Concept, meaning, nature, importance, sensation v/s perception, importance, perceptual process, perceptual selectivity, developing, perceptual skill

Unit II

Organizational Change and Conflict Management

Concept, nature, influencing factors, planned change, change process, Resistance to change, overcoming resistance to change. Conflict Management: Concept, Stages of conflict episode, positive and negative aspects of conflict, Conflict management.

Unit III

Organizational Culture

Concept, Characteristics, Significance, Types, Functions, Steps for developing a sound organizational culture, Measuring and communicating culture.

Unit IV

Organizational Development

Concept, nature, Process, Types of OD interventions, future trends of OD Interventions.

Basic Text & Reference Books:-

- ✂ Organizational behavior by Fred Luthans
- ✂ Organizational behavior by Stephen Robbins
- ✂ Organizational behavior by Keith davis
- ✂ Organizational behavior by L. M. Prasad
- ✂ Organizational behavior by K. Aswathappa

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI07

Title Of Paper: Export Management

Unit I

India's Exim (Foreign Trade) Policy

Objectives, Highlights Of Current Exim Policy

Depb, Epcg Schemes, Star Export Houses

Deemed Exports, Sezs

Iso 9000 Series

Unit II

Export Costing

Concepts, Relevance Of Variable Cost

Inco Terms

Documentary Credit Under L/C

Terms Of Payment

Da/Dp Terms

Unit III

Export Marketing

Export Product: Product Standardisation, Product Adaptation Strategies

Product Positioning: meaning, Steps and Importance

Export Pricing: Factors, Methods and Strategies

International Advertising Programme

Unit IV

Export Procedure and Documentation

Export Procedure (Four stages)

Export Documentation

Basic Text & Reference Books:-

- ⌘ Export Management: TAS BalaGopal, Himalaya Publishing House
- ⌘ International Marketing Management: V. L. Varshney & B. Bhattacharya
- ⌘ Export Marketing: B. S. Rathore & J. S. Rathore, Himalaya Publishing House
- ⌘ Export Marketing: Acharya & Jain, Himalaya Publishing House
- ⌘ Foreign Trade Review: Indian Institute of Foreign Trade
- ⌘ International Business: Dr. R. Chandran, Jaico Publishing House

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06EBBI08

Title Of Paper: International Business Environment

Unit I

Introduction and international Economic Environment

An Overview of International Business Environment

Economic Environment - Nature of the economy, Structure of the economy,
economic policies,

Economic environment and business.

Unit II

Non economic environment

Political and Regulatory Environment,

Demographic Environment,

Socio-cultural

Technological environment

Unit III

Issues in Global Business Environment

Designing global Organizations-Introduction, Organisational Structures,
Strengths and weaknesses

The Indian Experience - Factors contributing to the growth of globalisation
and obstacles to globalisation.

Unit IV

Intellectual Property Rights Concept, Objectives

Types - Industry and copyright

Indian patent Law and the UR Agreement

Basic Text & Reference Books:-

∞ Francis Chrunilam - International business Environment R Chandran - International
business Environment

∞ Francis Chrunilam - Business Environment

∞ Ahswathappa K - Business Environment

∞ R Datt and K P M Sundaram - Indian Economy A N Agrawal - Indian Economy

∞ D M Mithani - Money, Banking, International Trade

∞ Finance K Subbarao - International Business, Himalaya Publication

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013
Theory

Paper Code: UM06FBBI01

Title Of Paper: Business Etiquettes and Presentation Skills-II

Unit I

Essentials of Presentation

Using Visual Aids for Presentation

Oral Presentation (Transparencies, graphs, charts, etc.)

Using Audio /Visual Aids for Presentation

Electronic Presentation (Multimedia/PPT)

Coping with Presentation fears

Non-Verbal aspects of Presentation

Unit II

Intercultural Business Communication

Need and importance of Intercultural Business Communication

Developing intercultural awareness

Patterns of cultural differences

Factors of cross cultural relationship

Unit III

Business Etiquettes (Advanced)

Etiquettes in Written Communication

Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview

Unit IV

Negotiation Skills

Negotiation: Concept and Importance

Stages in the Negotiation Process

Strategies of negotiation: initial, during and reaching (closing)

Practical

Paper Code: UM06FBB101

Title Of Paper: Business Etiquettes and Presentation Skills-II

Unit I

Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas)

Unit II

Viva Voce (Based on the Presentation)

Basic Text & Reference Books:-

- ☞ Hasbany Ghassan: How to make winning presentation: Jaico Publication
- ☞ Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- ☞ David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- ☞ H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- ☞ Dr Rhoda A. & Dr.Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- ☞ Herb Cohen: You can Negotiate anything, Jaico Publishing House
- ☞ Lesikar & Flately : Basic Business Communication, Tata McGraw Hill Edition
- ☞ Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code: UM06FBB102

Title Of Paper: Leadership Skills for Management-II

Unit I

Managerial Traits and Skills

Nature of Traits & Skills

Emotional Stability, Defensiveness, Integrity, Interpersonal Skills, Technical & Cognitive Skills

Managerial Traits and Effectiveness

High Energy level and Stress Tolerance, Self Confidence, Internal Locus of Control, Emotional Stability and Maturity, Power Motivation, Personal Integrity, Achievement Orientation, Need for Affiliation

Managerial Skills and Effectiveness

Technical Skills, Conceptual Skills, Interpersonal Skills

Unit II

Relevant Competencies for Leadership Skills

Other Relevant Competencies

Emotional Intelligence

Social Intelligence

Systems Thinking

Ability to learn

Situational Relevance of Skills

Skills Needed at Different levels

Transferability of Skills Across Organizations

Requisite Skills and the External Environment

Applications for Managers

Maintain Self-Awareness, Develop relevant skills, Remember that a strength can become a weakness, Compensate for weaknesses

Unit III

Leadership Developmental Activities

Learning from Experience

Amount of challenge, Variety of Tasks or Assignments, Relevant Feedback

Developmental Activities

Multisource Feedback, Developmental Assessment Centers, Developmental Assignments
Job Rotation Programs, Action Learning, Mentoring, Executive Coaching, Outdoor
Challenge Programs, Personal Growth Programs

Unit IV

Contemporary Issues in Leadership

Inspirational Approach on Leadership

Charismatic Leadership, Transformational Leadership

Authentic Leadership

Self-awareness, Self-regulation & development, Relational Transparency

Contemporary Leadership Roles

Mentoring, Self-Leadership, E-Leadership

Leadership Development

Ingredients of Leadership Development

Leadership Development Process

Basic Text & Reference Books:-

- ☞ Gary Yukl: Leadership in organisations, Pearson Education, New Delhi.
- ☞ L M Prasad: Organisational Behaviour, Sultan Chand & Sons, New Delhi.
- ☞ P.Guggenheimer& M. Diana Szulc: Understanding Leadership Competencies,Viva books, New Delhi

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI

Syllabus with effect from: November/December-2013

Paper Code: UM06FBBI03

Title Of Paper: Comprehensive Project (Revised)

Course Objective & Pedagogy	
<p>The Purpose of this Course is to Enable the Students for In-Depth analysis of a topic relating to his/her area of Specialization, and develop and develop a comprehensive understanding on the same. For This the Students will Choose his/her faculty guide in his/her area of specialization and work on the topic jointly with the faculty. The Students will Work on their projects individually and not in pairs or teams. The Institute may help the student in selecting a faculty guide in case a student is not able to do so, or if a faculty member is chosen by too many students.</p>	
The Learning Can be Carried out Through:	
1	Study of Secondary data from Books, Journal and magazine Articles, Newspaper Articles, Websites, Electronic & Physical Databases, Etc.
OR	
2	Primary Data Collection Through Interviews, Discussions & Other Research Instruments. Students are encouraged to Pursue the research in the organization where they had undergone their summer Internship.
The Project Report can be on Any of the Following	
1	Comprehensive Case Study of Industry, Segment of Industry or a company (Small / Medium / Large) (Profit or Nonprofit Making)
2	Organizational Study aimed at Inter-Organizational Comparison / Validation of Theory / Survey of Management Practices with Reference to Particular Industry.
3	Field Study (Empirical Study) With Respect to any Research Issue.
4	Feasibility Study as Comprehensive Project.
The Format of the Report Would Comprise Following Points:	
1	Title Page
2	Preface
3	Acknowledgement
4	Certificate
5	Table Of Content
6	Introduction & Identification of Problem with Reasons
7	Literature Review
8	Research Methodology
9	Data Collection
10	Data Analysis & Interpretation
11	Recommendations & Conclusion
12	Bibliography

The Report must be prepared taking in to following Guideline:		
Sr.No	Particular	Details
1	Paper Size	A4
2	Margins	Left Side - 1.5 CM Right Side - 1 CM Top & Bottom - 1 CM
3	Line Spacing	1.5 CM
4	Font Type	Times New Roman
5	Font Size	12
6	Alignment	Page Justify
7	No of Copies	3 Copies 1 each for University, College & Student

Internal Evaluation

The Performance of Students in the Course will be evaluated on a continuous basis through the faculty guide on the basis of the regularity and quality of work by the student under his/her guidance. The Internal Internal evaluation will be for 40 Marks of the Course.

External Evaluation

The University Examination will be based on oral presentation, Review of reports and a Viva – Voce which will carry 60 Marks for the Course Evaluation with a purpose to evaluate that how far students have been capable enough in fulfilling the objective of this Course. **One Copy f Report (Computerized)** should be submitted to the university by the student, before the commencement of his/her External Examination.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07CBBI01

Title Of Paper: Desktop Application Development

Unit I

Introduction to .NET Framework and VB.NET

NET Architecture, .NET Languages, Microsoft Intermediate Language (MSIL), The Just-In-Time (JIT) compiler; VB.NET - introduction, applications and types of project; Introduction to Visual Studio IDE; Creating simple Windows Application using VB.NET; Variables, data types, constants, operators, Typecasting; Creating simple Windows Application using VB.NET

Unit II

VB.NET Basics

Use of conditional statement (if), multi-branching statement (select); Looping Statement: FOR and WHILE, Working with EXIT; Working with procedures – introduction, types, use of parameters, parameter passing, calling procedures; Working with Windows Forms – introduction, basic properties, methods and events, use of simple windows forms control; Working with SDI and MDI forms

Unit III

Developing Windows Forms, Exception Handling

Working with basic controls – Button, CheckBox, ComboBox, DateTimePicker, GroupBox, RadioButton, Label, ListBox, PictureBox, TextBox and Timer; Working with advanced controls – LinkLabel, RichTextBox, ColorDialog, FontDialog, TreeView; Error Handling: exception, structured exception using try...catch and final statement

Unit IV

Persisting Data Using Databases and Files

ADO.NET – introduction, applications, architecture (connected and disconnected); Database connectivity using ADO.NET; Use of Data sources, Server Explorer and working with DataSet; Populating data in a DataGridView.

Basic Text & Reference Books:-

- ☞ Steven Holzner; VB.NET Black Book by Dreamtech publication
- ☞ Francesco Balena : Programming Microsoft Visual Basic.NET, Microsoft Press
- ☞ Bill Evjen, Billy Hollis, Bill Sheldon, Kent Sharkey and Tim McCarthy : Professional VB 2005 with .NET 3.0

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07CBBI02

Title Of Paper: Object Oriented Analysis & Design

Unit I

Software Complexity and its Development

Complex Systems and its structure – Software Complexity - Attributes of a Complex System – The Role of Decomposition – The Role of Abstraction – The Role of Hierarchy - The Evolution of the Object Model

Unit II

Object Oriented Concepts

Object Oriented Programming – Object Oriented Design – Object Oriented Analysis – Elements of the Object Model - The Nature of an Object – Relationships among Objects

Unit III

Introduction to UML

The Nature of a Class – Relationships among Classes - The Unified Modeling Language - Package Diagrams – Component Diagrams

Unit IV

Diagrams

Deployment Diagrams – Use Case Diagrams - Activity Diagrams – Class Diagrams – Sequence Diagrams

Basic Text & Reference Books:-

∞ Object Oriented Analysis and Design with Applications By Grady Booch Publisher: Addison Wesley

∞ Learning UML 2.0: By Kim Hamilton, Russell Miles, Publisher: O'Reilly

∞ SAMS: Teach yourself UML in 24 Hours By Joseph Schmuller, Publisher: SAMS Publishing

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI01

Title Of Paper: Brand Management - I

Unit I

Fundamentals of Branding

Meaning and concept of Brand; Types of brand; Branding Decisions; Significance of Branding ; Branding challenges; Levels of brand

Unit II

Brand Image and Personality

Concept of brand image; Provider driven, Product driven and User driven images of Brand; Brand image and celebrity; Brand image and country of origin; Concept of Brand personality; Types of brand personality

Unit III

Brand Equity and Identity

Concept of Brand Equity; Sources of brand equity; Brand Elements; Brand equity management system; Concept of brand identity; Importance of brand identity; sources of brand identity; brand identity prism

Unit IV

Brand Architecture

Concept; Branding Strategies (Product brand, Line brand, Range brand, Umbrella brand); Significance of brand architecture; Brand Product Matrix; Brand Product relationship

Basic Text & Reference Books:-

- ⌘ Strategic Brand Management by Jean Noel Kapferer, Kogan pages.
- ⌘ Strategic Brand Management by Kevin Kellar, Pearson Education
- ⌘ Brand Marketing Management by M.V.Kulkarni, Everest Publication
- ⌘ Brand Management by YLR Murthy, Vikas Publication
- ⌘ Branding - A Practical Guide to Planning your Strategy by Geoffrey Randall, Kogan Pages

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI02

Title Of Paper: Consumer Behaviour - I

Unit I

Understanding Consumer Behaviour

Introduction, Development of the Marketing concept, Need for understanding Consumer Behaviour, Changing pattern of Indian Consumer Behaviour, Factors influencing Consumer Behaviour, Consumer decision process, Model of consumer Behaviour

Unit II

Consumer Research & Market Segmentation

Different Patterns of Consumer Research (Quantitative & Qualitative research), Consumer Research Process, Define Market Segmentation, Bases of Market Segmentation, Criteria for Effective Market Segments

Unit III

Consumer Motivation, Perception & Personality

The Concept of Motivation, Theories of Motivation (Maslow's & McGuire's Theory of Motivation), Dynamics of Motivation, Introduction, Elements of Perception, Dynamics of Perception, Definition, Theories of Personality (Freudian Theory, Neo-Freudian Theory & Trait Theory)

Unit IV

Consumer Learning, Belief & Attitude

Introduction, Elements of Consumer Learning, Theories of Learning (Behavioral & Cognitive learning Theory), Characteristics of Attitude, Functions of Attitude, Attitude Formation Model (Tri-component Attitude Model) Popular Consumer Beliefs & Consumer Feelings.

Basic Text & Reference Books:-

∞ Consumer Behavior, Ninth edition: Leon G. Schiffman & Leslie Lazar Kanuk, By Pearson Education.

∞ Consumer Behaviour Insights from Indian Market: Ramanuj Majumdar, By PHI Learning Private Limited-New Delhi 2011

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI03

Title Of Paper: Fundamentals of International Finance - I

Unit I

International Financial Management :An Overview

Introduction: Why study International Finance?; The Finance function; The Emerging Challenges; Recent Changes in Global Financial Markets, Objectives of the Firm; Risk Management and Wealth Maximization; A Framework for Financial Decisions; Role of the International Financial Manager

Unit II

Foreign Exchange Markets

The Foreign Exchange Market – Concept and Participants, Foreign exchange rates (with illustrations) – Cross rate, Spot rate, Forward Exchange rate, Bidask spread, Determinants and Select theories of Exchange Rates, International Parity Relationships

Unit III

Foreign Exchange Exposure and Risk Management

Foreign Exchange Risk– Transaction exposure, Economic exposure, Translation exposure, Hedging foreign exchange risk – forward contract, foreign currency option and money market operations, Cost and Risk of International Financing, Foreign Exchange Risk Management – External & Internal Techniques

Unit IV

Instruments of International Financing

International Bond Financing; International Equity Financing; Brief Introduction to Other sources of financing – Parallel Loans, Credit Swaps, Government Lending, Development Institution Lending; Selected Instruments of the International Money Market-Eurocurrency Time Deposits and Certificate of Deposit, Banker's Acceptances and Letters of Credit, Euro notes and Euro commercial Paper, Medium-term Notes and Deposit Notes, Floating Rate Notes, External Commercial Borrowings, Euro Issues

Basic Text & Reference Books:-

- ☞ Bhalla, V.K. International Financial Management, 2nd ed. New Delhi, Anmol, 2001
- ☞ Sharan Vyuptakesh, International Financial Management (5th ed), PHI Learning Private Ltd, New Delhi
- ☞ Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice
- ☞ Hall of India, 1995.
- ☞ Apte P G, International Financial Management [4th ed], Tata McGraw Hill
- ☞ Khan & Jain, Financial Management (5th ed), Tata McGraw Hill
- ☞ Pandey I M, Financial Management (10th ed), Vikas Pub. House

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI04

Title Of Paper: Investment Analysis & Portfolio Management - I

Unit I

Introduction to Investment and securities

Concept of investment, security, portfolio, security analysis; Characteristics of investment; Objectives of investment; Types of investors; Investment vs speculation; Investment vs gambling; Investment avenues; Investment opportunities for foreign citizens of Indian origin; Sources of investment information; Risk & Return relationships

Unit II

Markets For Financial Securities

Overview of financial markets; Properties of financial assets; Financial Markets- Securities Market, Money Market, Capital Market, Forex Market, Derivative Market; Structure of Capital Market; Trading and Settlement; Brief Introduction of stock exchanges- BSE, NSE, OTCEI, Inter-Connected Stock Exchange of India

Unit III

Fundamental Analysis – Economic & Industry Analysis

[A] Economic Analysis

Introduction to fundamental analysis; Tool-Gross domestic product, Monetary policy and liquidity, Inflation, Interest rates, International influences, consumer sentiment, Fiscal policy; Economic Analysis and International Investment; Economic Forecasting

[B] Industry Analysis

Standard industrial classification; Links between the economy and industry sectors; The stock market and the business cycle; Data needs for an industry analysis; Industry life cycle analysis; Tool-Cross sectional industry performance, Industry performance over time, Differences in industry risk, Prediction about market behavior; SWOT Analysis

Unit IV

Fundamental Analysis - Company Analysis - I

Porter's Model of five forces of competition; The financial statements of companies – Concept of Ratios, Significance, Limitations, Types/Classification - Performance ratios, profitability ratios, Market valuation ratios; Du Pont Analysis; Problems in Financial Statement Analysis; Guidelines in Financial Statement Analysis; Going beyond the numbers

Basic Text & Reference Books:-

1. Pandian Punithavathy, Security Analysis and Portfolio Management, 2nd ed., Vikas Publishing House
2. Bhalla, V.K. Investment Management: Security Analysis and Portfolio Management, S Chand, New Delhi
3. Chandra Prasanna, Security Analysis and Portfolio Management, Tata McGraw Hill
4. Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education
5. Avadhani V A, Securities Analysis and Portfolio Management, Himalaya Publishing House
6. Rustagi R P, Investment Analysis and Portfolio Management, Sultan Chand & Sons

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI05

Title Of Paper: Interpersonal Relations

Unit I

Interpersonal Behavior

Nature of Interpersonal Behavior; Transactional Analysis; Levels of Self Awareness; Ego Status; Life positions; Transactions; Stroking; Psychological Games; Benefits and Uses of TA

Unit II

Counselling

Meaning of Counselling; Characteristics of Counselling; Need for Counselling; Functions of Counselling; Types of Counselling; Objectives of Counselling; Conditions for Effective Counselling; Process of Counselling

Unit III

Work Teams

Concept of Team; Difference between Group and Team; Teamwork; Importance of Teams; Costs of Teams; Types of Teams; Characteristics of an Effective Team.

Unit IV

Quality of Work Life

Concept of QWL; How to Measure QWL? Dimensions of QWL; Principles of QWL; Techniques for Improving QWL; Work-life Balance

Basic Text & Reference Books:-

- ∞ Organizational Behavior, Sultan Chand & Sons, New Delhi by L M Prasad
- ∞ Organizational Behavior, Himalaya Publishing House, Mumbai by K Aswathappa
- ∞ Organizational Behavior, Mc Graw Hill, Singapore by F Luthans
- ∞ Human Resource Management, Sultan Chand & Sons, New Delhi by C B Gupta

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI06

Title Of Paper: Organizational Change

Unit I

Organizational Effectiveness

Concept of Organizational Effectiveness; Approaches to Measure Effectiveness; Goal Approach; Behavioral Approach; System-Resource Approach; Strategic Constituencies Approach; Maximization or Optimization of Effectiveness; Managerial Effectiveness; Factors in Organization Effectiveness

Unit II

Change Management & Strategic Planning

Meaning of organizational change; Chain effect of change; Responses to change; Change Agents; Role of Change Agents; Organizational growth and change; Meaning of Strategic Planning; Importance of Strategic Planning

Unit III

Work Stress

Causes of Stress; Effects of Stress; Stress Management; Individual Coping Strategies; Organizational Coping Strategies; Counseling; Stress Management Based on Indian Philosophy

Unit IV

Work Design

Impact of Technology on Organization; Theories of Work Design; Factors in Work Design; Work Design Options; Job Enrichment; Work Schedule Options.

Basic Text & Reference Books:-

- ✂ Organizational Behavior, Sultan Chand & Sons, New Delhi by L M Prasad:
- ✂ Organizational Behavior, Himalaya Publishing House, Mumbai, by K Aswathappa
- ✂ Organizational Behavior, Mc Graw Hill, Singapore, F Luthans
- ✂ Strategic Planning, Macmillan, by V S Ramaswamy & S Manakumari

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI07

Title Of Paper: Foreign Exchange Management - I

Unit I

The Foreign Exchange Market

Introduction

Salient Features

Participants

Spot Market

Cross rates of Exchange

The Forward Market

Interest Arbitrage

Unit II

Theories of Foreign Exchange Rate Movement and International Parity

Conditions

Purchasing Power Parity (PPP)

International Fisher Effect (IFE)

Comparison of PPP and IFE

Factors Determining Spot Exchange Rates

Unit III

Foreign Currency Futures , Currency Options, Currency Swaps

Definition

Currency Futures, Currency Options, Currency Swaps

Features of Futures and Option Contract

Hedging with Futures

Call and Put Option

Financial Swaps

Unit IV

Management of Foreign Exchange Risk

The Management of Foreign Exchange Risk

What is Exchange risk?

Types of Exposure

Tools and Techniques of Foreign Exchange Risk Management

Basic Text & Reference Books:-

∞ Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons.

∞ International Financial Management by V.K.Bhalla, Anmol Publications .

∞ International Financial Management by Madhu Vij, Excel Books.

∞ International Financial Management by P.G. Apte.

∞ International Financial Management by Alan Shapiro, Prentice Hall of India.

∞ Sharan Vyuptakesh, International Financial Management (5th ed), PHI Learning Private Ltd, New Delhi

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07EBBI08

Title Of Paper: International Economics Organizations - I

Unit I

Banking System in India

Introduction and Structure of Banking system in India, Reserve Bank of India- Functions and Credit Policy, Commercial Banks – Public Sector, Private Sector and Foreign Banks, Profitability of commercial banks – Concept, problems and remedies, Technology and payment system in commercial banks in India, Financial Inclusion - Concept and Progress

Unit II

Developmental Banking in India

Concept and Structure of Developmental Banking in India, Industrial Development Banks – IFCI, IDBI, IRBI, ICICI, NSIC, Export Development Bank – EXIM Bank

Unit III

Theories of International Business

Heckscher-Ohlin Theory of International Trade, Haberlers theory of International Business, India's International Trade, Growth, Composition, Direction, Balance of Payments Situations in India

Unit IV

International Trade Organization

General Agreement on Trade and Tariff – Origin, Objectives
World Trade Organization – Introduction, Objectives, Functions, WTO
Agreements, Methods of Dispute settlement, Ministerial Conferences

Basic Text & Reference Books:-

- ☞ Anant K. Sundaram, J Stewart Black – The International Business Environment – Text and Cases.
- ☞ Dr. D.M. Mithani – Money, Banking, International Trade and Public Finance, Himalaya Publishing House Pvt. Ltd, New Delhi.
- ☞ Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi.
- ☞ Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi.
- ☞ Dr. R Chandran – International Business Environment, Jaico Publishing House, Mumbai.
- ☞ I C Dhingra – Indian Economy, Sultan Chand & Sons, New Delhi.
- ☞ R Datt and K P M Sundaram – Indian Economy, S Chand, New Delhi
- ☞ www.gatt.org
- ☞ www.wto.org

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07FBBI01

Title Of Paper: Entrepreneurship & Small Business

Unit I

Fundamentals of Entrepreneurship:

Concept of Entrepreneur and Entrepreneurship; Difference between Entrepreneur & Entrepreneurship; Difference between Entrepreneur & Intrapreneur: Factors affecting Entrepreneurship; Functions, types and qualities of an Entrepreneur; Skills of successful entrepreneur; Entrepreneurship and Indian economic development; Entrepreneurial pitfalls

Unit II

Entrepreneurship Motivation and MSME:

Concept of Entrepreneurship Motivation; Factors; Theory of Motivation; Achievement Motivation; Concept and definition of MSME; MSME Development Act 2006

Unit III

Business Opportunity Identification and Project Management:

Defining idea; searching and evaluating opportunities; planning of business venture; environmental analysis ; Concept and types of project; project formulation; Project feasibility analysis; project report; Estimating and Financing funds requirement (Working of funding agencies like ICICI, IDBI, GSFC); venture capital funding

Unit IV

Entrepreneurship Development:

Concept of Entrepreneurship Development Programme; Role of EDII; Role of Government in entrepreneurship development; Emerging strategic approaches for small scale Entrepreneurs – Networking, Niche play, Geographic concentration, Franchising / Dealership –Women Entrepreneurship and Social Entrepreneurship (only conceptual discussion)

Basic Text & Reference Books:-

- ✂ Entrepreneurship Development by Gupta and shrinivasan.
- ✂ Entrepreneurship development by Vasantdesai.
- ✂ Financial management by Khan & Jain.
- ✂ Project : Planning, Analysis, Selection , Implementation & Review by Prasanna Chandra
- ✂ Entrepreneurial Development by S.S.Khanka
- ✂ Small Business Entrepreneurship by Paul Barnes
- ✂ Entrepreneurship and Small Business Management by Gupta and Shrinivasan

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM07FBBI02

Title Of Paper: Fundamentals of Strategic Management

Unit I

Introduction to Strategic Management

Concept – Nature & Scope – Evolution – Importance – Concept of Different Decisions
(Strategic, Administrative and Operational)

Unit II

Strategic Planning Process

Concept of Strategic Planning – Need & Importance – Strategic Planning Process - Internal
Appraisal of firm

Unit III

Competitive Advantage and Core Competence

Concept of Competitive advantage – Significance – Building competitive advantage –
Concept of Core competence – Difference between Competitive advantage and Core
competence – Acquiring core competence

Unit IV

Formulation of Strategy

Concept of Strategy Formulation – Corporate Strategy formulatiGeneric Strategy
Alternatives (Expansion & Divestment only)

Basic Text & Reference Books:-

- ✂ Business Policy and Strategic Management by Ramaswami and Namkumari
- ✂ Business Policy and Strategic Management by M.V.Kulkarni
- ✂ Strategic Management: Concept and Cases by Thompson and Strickland

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08CBB101

Title Of Paper: Fundamentals of Operating Systems

Unit I

The Operating System & User Interface

Role of Software – Types of Software – Introduction to Operating Systems – Functions of Operating Systems – Types of Operating Systems – User Interface: Command Line & Graphical – Running Programs – Organizing Files & Folders – Managing Hardware

Unit II

Overview of Different PC Operating Systems

Overview of: UNIX – DOS – The Macintosh Operating Systems – Windows 3.X – OS/2 Warp – Windows NT – Windows 9X – Windows 2000 – Windows XP – Windows Vista – Windows 7 – Linux – Embedded Operating Systems – Server Operating Systems: Windows 2000 Advanced Server, Windows 2003 Server, Windows 2008 Server, Windows 2012 Server – Linux and different types of Linux OS

Unit III

Windows Operating Systems

Classification of Windows Operating Systems – Features of Windows Server Operating Systems – Architecture of Windows OS – Workgroups, Domains and Active Directory – What is Active Directory – Understanding the Structure of Active Directory – File Systems supported by Windows – Managing Users & Groups

Unit IV

Advanced Windows & Linux Operating Systems

Sharing, Securing and Accessing Files and Folders – Managing Printing – Backup and Recovery – Introduction to Linux Operating System & History - Features of Linux - Introduction to File System & Memory Management - Basic Commands: login, logout, date, man, pwd, who, whoami, dir, ls, cd, mkdir, rmdir and other important commands.

Basic Text & Reference Books:-

- ∞ Introduction to Computers: By Peter Norton
- ∞ Windows 2000 MCSE Study System: By Alan Carter
- ∞ Linux Commands Instant Reference: By Pfaffenberger BPB Publication

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08CBB102

Title Of Paper: IT Based Project Management

Unit I

Project Fundamentals

Introduction to Microsoft Project Server and Microsoft Project Web Access, Understanding project management Basics and processes, Understanding project stakeholders, Keys to successful Project management

Unit II

Project Planning & Organizing

Creating a project plan, Entering tasks, Sequencing & organizing tasks, Organizing tasks into an Outline, Setting up work breakdown structures, Viewing project information and information categories, Navigating to a specific location in view, Setting task durations, Task dependencies and scheduling task deadlines, Task calendars.

Unit III

Resources Planning

Setting up resources in the project, Adding work & material resources, Removing a resource, Resource working time calendars, Assigning work and material resources to task, Reviewing, changing and contouring resource assignments, Planning resource cost & fixed task cost

Unit IV

Monitoring & Reporting

Critical path and tasks, Reducing project costs, Changing project scope, Saving original plan information using a baseline, Establishing communications plan, Setting up and printing views, Generating report, Custom and built – in reports.

Basic Text & Reference Books:-

- ☞ Microsoft Office Project 2003 Inside Out, By Teresa Stover, Microsoft Press, Oct 2003
- ☞ Microsoft Office Project 2003 Bible, By Elaine J Marmel, Hungry Minds Inc, US.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI01

Title Of Paper: Brand Management - II

Unit I

Brand Finance and Sector wise branding

Concept of brand valuation; Cost based brand valuation method Retail branding; Industrial branding and Service branding.

Unit II

Brand Extension

Concept of brand extension; Types of Brand Extensions; Significance; Economic Consequences; Factors affecting brand extension; Marketing mix of brand extension;

Unit III

Brand Rejuvenations and Repositioning

Concept of brand rejuvenation; brand aging; Factors of Success; need for rejuvenation; Reasons for repositioning; Stages of repositioning

Unit IV

E-Branding-Building the Brand Online

Introduction – What is E-Business Strategy – Marketing and the Internet – EBusiness Strategy and Branding

Basic Text & Reference Books:-

- ✂ Strategic Brand Management by Jean Noel Kapferer, Kogan pages.
- ✂ Strategic Brand Management by Kevin Kellar, Pearson Education
- ✂ Brand Marketing Management by M.V.Kulkarni, Everest Publication
- ✂ Brand Management by YLR Murthy, Vikas Publication
- ✂ Branding - A Practical Guide to Planning your Strategy by Geoffrey Randall, Kogan Pages
- ✂ Brand Management – Principles and Practices by Kirti Dutta, Oxford University Press

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI02

Title Of Paper: Consumer Behaviour - II

Unit I

Communication and Consumer Behavior

Introduction, Components of communication, Message structure and presentation

Unit II

Influence of Reference Group & Social Class

Introduction, Understanding the Power of Reference Group, Consumer related Reference Groups, Family Decision making and Consumption related Roles, An Overview of Social Class, Measurement of Social Class, Consumer Behavior Applications of Social Class.

Unit III

Influence of Culture, Subculture & Cross Cultural Consumer Behavior

Define Culture, Subculture & Cross Culture, Measurement of Culture, Types of Subculture, Cross Cultural Consumer Analysis

Unit IV

Consumer's Decision Making

The Decision Making Process, Traditional Models of Consumer Decision Making : (Economic Model, Learning Model, Psychoanalytic Model, Sociological Model) Modern Models : Howard Seth Model, Nicosia Model, EKB & EBM Model

Basic Text & Reference Books:-

∞ Consumer Behavior, Ninth edition: Leon G. Schiffman & Leslie Lazar Kanuk, By Pearson Education.

∞ Consumer Behaviour Insights from Indian Market: RamanujMajumdar, By PHI Learning Private Limited-New Delhi 2011

∞ Consumer Behavior By Dr. S L Gupta & Sumitra Pal, Sultan Chand & Sons.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI03

Title Of Paper: Fundamentals of International Finance - II

Unit I

Capital Budgeting for the Multinational Corporation

Introduction; Basics of Capital budgeting; Issues in foreign Investment analysis; Political Risk Analysis;; International Capital Budgeting; The Basic Framework; Issues in Foreign Investment Analysis; Parent Vs. Project Cash Flows, Exchange Rate Change and Inflation ;Tax Treatment of Foreign source Income, Political and Economic Risk Analysis; Expropriation , Incorporating Country Risk Analysis in Capital Budgeting; Multinational capital Budgeting

Unit II

Techniques of Capital budgeting for the Multinational Corporation

Nature, Difficulties and Importance of multinational capital budgeting decisions, Data Requirement – Incremental/Relevant cashflows, Project Evaluation Criteria, Non Discounted Cash Flow Criteria for Project Evaluation ;Discounted Cash Flow Criteria for Project Evaluation, Net Present Value; Profitability Index; Internal Rate of Return - Examples;

Unit III

Cost of Capital for the Multinational Corporation

Concept of Cost of Capital, MNC cost of capital, Cost of equity using CAPM, Cost of capital across countries, Computation of Cost of debt, cost of preference shares and cost of equity capital, Computation of overall cost of capital, Adjusted Present Value Approach

Unit IV

International Working Capital Management

Working capital policy, Basics of managing cash and near cash assets, steps in management of cash and near cash assets, management of receivables, management of inventory, financing of current assets.

Basic Text & Reference Books:-

- ✂ Bhalla, V.K. International Financial Management, 2nd ed. New Delhi, Anmol, 2001
- ✂ Sharan Vyuptakesh, International Financial Management (5th ed), PHI Learning Private Ltd, New Delhi
- ✂ Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 1995.
- ✂ Apte P G, International Financial Management [4th ed], Tata McGraw Hill
- ✂ Khan & Jain, Financial Management (5th ed), Tata McGraw Hill
- ✂ Pandey I M, Financial Management (10th ed), Vikas Pub. House
- ✂ Jeff Madura, International Corporate Finance (8th Edition) Thomson South Western

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI04

Title Of Paper: Investment Analysis & Portfolio Management - II

Unit I

Fundamental Analysis - Company Analysis - II

Valuation of Securities

Concepts of Value, Basic Valuation Model, Bond Valuation, Basic Bond Valuation Model, Bond Value Theorems, Yield to Maturity, Bond values with Semi-annual Interest, Present Value of Preference Shares, Valuation of Equity-Dividend Capitalization approach, Single Period Valuation, Multiperiod valuation, Valuation with Normal as well as Supernormal growth, Earnings capitalization approach, Linkages between share price, earnings and dividends

Unit II

Fundamental Analysis - Technical Analysis:

Concept, Distinction between Fundamental and Technical Analysis, Basic premises of Technical Analysis, Charting : The basic tool of Technical Analysis, Dow theory, Elliott Wave theory, Price and Volume Charts – Bar charts, Line charts/Line and volume charts, Candlestick chart, Point and figure chart, Pattern Analysis – Trend, Head and Shoulders, Double Tops and Bottoms, Triangles, Support and Resistance Levels, Principles of Analysis of Price Pattern, Limitations of Technical Analysis

Unit III

Risk and Return – Concepts and Analysis

Components of Return, Risk Elements, Systematic and Unsystematic Risks, Precise Measures of risk, Risk and Returns, Capital Assets Pricing Model, Security Market Line.

Unit IV

Portfolio Selection & Management

Efficient market theory, Random Walk theory, Portfolio Risk/Return, Traditional portfolio selection, Growth investing, Value investing, performance index, Portfolio Revision

Basic Text & Reference Books:-

- ☞ Pandian Punithavathy, Security Analysis and Portfolio Management, 2nd ed., Vikas Publishing House
- ☞ Bhalla, V.K. Investment Management: Security Analysis and Portfolio Management, S Chand, New Delhi
- ☞ Chandra Prasanna, Security Analysis and Portfolio Management, Tata McGraw Hill
- ☞ Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education
- ☞ Avadhani V A, Securities Analysis and Portfolio Management, Himalaya Publishing House
- ☞ Rustagi R P, Investment Analysis and Portfolio Management, Sultan Chand & Sons

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI05

Title Of Paper: Group Processes & Behaviour

Unit I

Power and Authority

Power; Types of Power; Concentration of Power; Politics; Authority; Sources of Authority; Limits of Authority; Status

Unit II

Groups and Teams

Theories of Group Formation; The Dysfunctions of Groups and Teams; Group Decision Making; Techniques for improving Group Decision Making; Positive and Negative aspects of Group Decision Making; Inter-group Behavior

Unit III

Leadership

Difference between Leadership and Management; Leadership Styles in Indian Organizations; Contemporary Issues in Leadership.

Unit IV

Organizational Climate

Concept of Organizational Climate; Developing a Sound Organizational Climate; Participation and Organizational Climate; Participation in Indian Organizations.

Basic Text & Reference Books:-

- ✂ Organizational Behavior, Sultan Chand & Sons, New Delhi by L M Prasad
- ✂ Organizational Behavior, Himalaya Publishing House, Mumbai by K Aswathappa
- ✂ Organizational Behavior, Mc Graw Hill, Singapore by F Luthans

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI06

Title Of Paper: Strategies for Change Management

Unit I

Organizational Culture

Concept of Organizational Culture; Impact of Organizational Culture; Creating and Maintaining Organizational Culture; Managing Organizational Culture; Spirituality and Organizational Culture; Characteristics of a Spiritual Organization

Unit II

Introduction to HRD

Concept of Human Resource Development; Characteristics of Human Resource Development; Objectives of Human Resource Development; Need for Human Resource Development; Functions of Human Resource Development; HRD And Personnel Management; HRD as a Total System

Unit III

Design and Forms of Organization Structure

Concept of Organizational Structure; Components of Organization Structure; Features of Good Organization Structure; Forms of Organization Structure; Line Organization Structure: Concept, Merits and Demerits, Suitability; Line and Staff Organization Structure: Concept, Merits and Demerits, Suitability; Functional Organization Structure: Concept, Problems and Suitability; Divisional Organization Structure: Concept, Design, Problems and Suitability; Project Organization Structure: Concept, problems, and Suitability; Matrix Organization Structure: Concept, Design, Problems and Suitability of Matrix Structure.

Unit IV

International Organizational Behavior

Growth of International Business; Trends in International Business; Cultural Differences and Similarities; Individual Behavior in Global Perspective; Interpersonal Behavior in an International Context; Organization Characteristics in an International Context

Basic Text & Reference Books:-

- ✂ Organizational Behavior, Sultan Chand & Sons, New Delhi by L M Prasad
- ✂ Organizational Behavior, Himalaya Publishing House, Mumbai by K Aswathappa
- ✂ Organizational Behavior, Mc Graw Hill, Singapore by F Luthans
- ✂ Human Resource Development, Deep & Deep Publications PVT, LTD, New Delhi, by Santosh Gupta & Sachin Gupta

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI07

Title Of Paper: Foreign Exchange Management - II

Unit I

Corporate Exposure Management

Alternative Definition of Foreign Exchange Exposure Information System Alternative Strategies for Exposure Management

Unit II

Organization of the Exposure Management Function

Translation Methods. Measurement of Transaction Exposure. Is Hedging Necessary for the Firm? Measuring and Managing Economic Exposure. Corporate Philosophy for Exposure Management. Constraints on Exposure Management.

Unit III

International Taxation & FEMA

Double Taxation Avoidance Agreements. Double Taxation Relief Provisions in India. Method of Giving Relief from Double Taxation. FEMA Regulations(Objectives, Current &Capital account transactions, Comparison between FERA & FEMA)

Unit IV

Country Risk Analysis

Nature of Country Risk Assessment. Political Risk Indicators. Economic Risk Indicators. Techniques to Assess Country Risk

Basic Text & Reference Books:-

- ✂ Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons.
- ✂ International Financial Management by V.K.Bhalla, Anmol Publications .
- ✂ International Financial Management by Madhu Vij, Excel Books.
- ✂ International Financial Management by P.G. Apte.
- ✂ International Financial Management by Alan Shapiro, Prentice Hall of India.
- ✂ Sharan Vyuptakesh, International Financial Management (5th ed), PHI Learning Private Ltd, New Delhi

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI08

Title Of Paper: International Economic Organizations - II

Unit I

Regimes

Introduction, what are the IEOs, Types of IEOs Regimes – Definition and concept, Theories of Regimes – Hegemonic Stability Theory and Reciprocity Theory of Regime, Regime Change – Regime and International Cooperation – International Organizations as international institutions, Negotiation – Development Diplomacy

Unit II

**Trade Policy and Barriers to International Business **

Free trade Policy, Protection, Advantages of Protectionism, Role of protection in developing countries, International Business Protection devices – Tariffs, Import Quotas, Quotas Vs Tariffs

Unit III

International Monetary Fund and UNCTAD

International Monetary Fund – Introduction, Achievements of IMF, Problem of International Liquidity, IMF and International Liquidity, IMF and the Developing World, Special Drawing Rights – Features and critical appraisal, United Nations Conference on Trade and Development (UNCTAD) – Introduction, organization, Functions

Unit IV

World Bank Group & ILO

International Bank for Reconstruction and Development (IBRD) – Introduction, function, objectives, International Development Association (IDA) – Functions, International Finance Corporation (IFC) – Vision, Organization, Functions, Multilateral Investment Guarantee Agency (MIGA) – Objectives, Organization, Functions, International Centre for Settlement of Investment Disputes (ICSID), International Labour Organization (ILO) – Introduction, Structure and Functions

Basic Text & Reference Books:-

☞ Marc Williams – International Economic Organisations and the Third World, Harvester Wheatsheaf, 1 edition, July 8 1994.

☞ Dr. D.M. Mithani – Money, Banking, International Trade and Public Finance, Himalaya Publishing House Pvt. Ltd, New Delhi.

☞ Francis Cherunilam – International Business Environment, Prentice-Hall of India Private Limited, New Delhi.

☞ Ahswathappa K – Business Environment, Himalaya Publishing House Pvt. Ltd, New Delhi.

☞ P. Subba Rao – International Business, Himalaya Publishing House Pvt. Ltd, New Delhi.

☞ www.imf.org

☞ www.worldbank.org

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08FBBI01

Title Of Paper: Communication Skills for IT Professionals

Unit I

Concept of eCommunication; Impact of Technology – enabled Communication; Barriers to eCommunication; Video conference, Voicemail, Social Networking)(Short notes may be asked)

Unit II

Sales Promotion using electronic media; Blogs in Business: Concept, Functions and advantages Conversion of data into Information: Use of Charts, Graphs, Tables; Blogs, Discussion forums, Instant Messages (IM)(Short notes may be asked)

Unit III

Basics of Businesswriting: Concept and Importance; Technical Writing: Concept, Characteristics and Strategies; Written Analysis of Cases (Theory); Team Briefing: Process Benefits and Techniques

Unit IV

Technological tools for Business research (Theory); Drafting of a questionnaire for business research (Launching of a new product, review of an existing product, socio-economic analysis, questionnaire regarding habits); Business Proposals: Key Elements, Types: Internal, External, Solicited & Unsolicited.

Basic Text & Reference Books:-

- ✂ Raman, Minaxi& Singh, Prakash: Business Communication, OXFORD
- ✂ Chatruvedi, P D &Chatruvedi, Mukesh: Business Communication, Second Edition, PEARSON.
- ✂ Murphy, Herta A., Hildebrandt, Herbert and Thomas, Jane P.: Effective Buisness Communications, International Edition 7th, McGraw Hill
- ✂ Lesikar&Flately : Basic Business Communication, Tata McGraw Hill Edition
- ✂ Baber, Eric : 50Ways to improve Business English Using Internet, Orient Black Swan
- ✂ Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08FBBI02

Title Of Paper: Legal Aspects of Information Technology

Unit I

Contract Law – Making of Contracts – Types of Contracts – Offers – Acceptance – Consideration – Capacity – Communication – Void Agreements– Breach of Contracts & remedies.

Unit II

Business and Contract Laws in India with reference to formation and Performance of Contracts – Relevance of Contract Act in Information Technology Age.

Unit III

Intellectual Property Rights; Patents – Copyright Protection – Trade mark Protection

Unit IV

Information Technology Act 2000 – Domain name Disputes – Cyber Squatting – Copyright protection for computer software – MP3 and file sharing – Click wrap and Shrink wrap contracts – Privacy protection in Digital Information – Employer policy regarding the use of email & Internet access –Encryption – Liability of Service Provider – Liability of Content Providers – Cybercrimes – Digital Signatures.

Basic Text & Reference Books:-

- ☞ Mercantile Law by N.D.Kapoor, Sultan chand & Sons
- ☞ Cyber Laws and Information Technology by Joyti Ratan, Bharat Law house, New Delhi
- ☞ Intellectual Property Law by P. Narayan, Eastern Law House, Kolkatta.

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08FBBI03

Title Of Paper: Business Policy & Strategic Management

Unit I

Business Policy and Environmental Analysis

Concept of Business Policy, Strategic Objectives of Business, Meaning and Importance of Business Environment, Relationship between Business and its Environment, Analysing Business Environment (PESTAL Analysis only)

Unit II

Grand Strategies for Business

Stability, growth, retrenchment & combination strategies, Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround – divestment and Liquidation strategies

Unit III

Process of Strategic Choice

Process of strategic choice – Gap analysis. Industry analysis, competitor analysis - Porter's Five forces Model of competition. SWOT analysis, Mckinsey's 7's framework; GE-9 Cell Model, Boston's Consultancy Group Model

Unit IV

Reaching Strategic Edge

Business Process Reengineering, Benchmarking, Total Quality Management, Six Sigma, Contemporary Strategic Issues.

Basic Text & Reference Books:-

- ✂ Business Policy –AzharKazmi – S.Chand &Co. New Delhi
- ✂ Management Policy & Strategic Management – R.M.Shivastava, Himalaya Publishing House, Mumbai.
- ✂ Business Policy and Strategic Management by Ramaswami and Namkumari
- ✂ Business Policy and Strategic Management by M.V.Kulkarni

Submitted copy of IEQA

Track ID-GJCOGN25866

College Name-SHREE
P.M.PATEL INSTITUTE OF
BUSINESS
ADMINISTRATION,ANAND
IEQA SUBMISSION DATE-03/02/2016

Page 1 of 3

INSTITUTIONAL ELIGIBILITY FOR QUALITY ASSESSMENT(IEQA) QUESTIONNAIRE

1 COLLEGE DETAILS			
Name of the college	SHREE P.M.PATEL INSTITUTE OF BUSINESS ADMINISTRATION,ANAND	Year of establishment	2006
Location of the college	URBAN		
2 ADDRESS			
Address	OPP. NEW BUS STAND, NEAR SARDAR BAUGANAND, PIN 388 001	City	Anand
State	Gujarat	Pin Code	388001
Website	www.pmpeduapms.org	E-Mail	pmiba15@gmail.com
Phone STD Code	02692	Phone No	253658
Fax STD Code	02692	Fax	250168
3 HEAD OF THE INSTITUTION			
Name	Dr. BHANUBHAI D.PARMAR	Designation	Principal
Status of appointment	PERMANENT		
4 CONTACT DETAILS OF HEAD OF THE INSTITUTION			
Phone std code	02692	Phone number	253658
Fax std code	02692	Fax	250168
Mobile	+919426260685	E-Mail	bparmar957@gmail.com
5 DOES THE COLLEGE FUNCTION FROM			
a. MAIN CAMPUS			
	AREA OF THE CAMPUS IN ACRES	TOTAL BUILT UP AREA IN sq.m.	
OWN BUILDINGS	3.6	575.05	
RENTED BUILDINGS	0.0	0.0	
b. SATELLITE CAMPUS			
	AREA OF THE CAMPUS IN ACRES	TOTAL BUILT UP AREA IN sq.m.	
OWN BUILDINGS	0.0	0.0	
RENTED BUILDINGS	0.0	0.0	
6 NAME OF THE UNIVERSITIES TO WHICH THE COLLEGE IS AFFILIATED OR CONSTITUENT			
University1	Sardar Patel University, Vallabh Vidyanagar	Other	
Nature of relationship with the university	AFFILIATED	If affiliated, status of affiliation	PERMANENT
University2		Other	
Nature of relationship with the university		If affiliated, status of affiliation	
University3		Other	
Nature of relationship with the university		If affiliated, status of affiliation	
7 STATUTORY PROFESSIONAL REGULATORY COUNCIL(S)			
Does the college offer any programme recognized by any Statutory Professional Regulatory Council(s)?	no		
Programmes offered		Name of the Regulatory Council(s)	
8 COLLEGE FUNCTIONING			
Type of college	CO-EDUCATION	Time of functioning	DAY COLLEGE
Nature of funding	SELF-FINANCING	Management	PRIVATE
9 MANAGEMENT/TRUST DETAILS			

Track ID-GJCOGN25866

College Name-SHREE
P.M.PATEL INSTITUTE OF
BUSINESS
ADMINISTRATION,ANAND

Page 2 of 3

Name of the Management	ANAND PEOPLE'S MEDICARE SOCIETY, ANAND		Recognition under Ugc Act.1956	2f & 12b				
10 MANAGEMENT/TRUST OF THE COLLEGE IS REGISTERED UNDER								
Society's registration Act of 1960	yes		Relevant Act of the respective state Govt.	yes				
Any other(please specify)								
11 NUMBER OF DEGREES OFFERED BY THE COLLEGE								
UG	1		PG	1				
Research	0		Others	0				
Total	2							
12 DETAILS OF DEGREES OFFERED(B.A., M.A., B.Com., M.Com., B.Sc., M.Sc., M.Phil., Ph.D., etc.,)								
Arts			Commerce					
Science			Education					
Health Science			Engineering & Technology					
Management	BBA.,MEMPR.,		Others					
Is the college opting for Assesment & Accreditation of Teacher Education department separately?				no				
Is the college opting for Assesment & Accreditation of Physical Education department separately?				no				
Number of departments				1				
13 TOTAL NUMBER OF STUDENTS(EXCLUDING THOSE IN SELF-FINANCING PROGRAMMES)								
	UG		PG		M.Phil/Ph.D		Value Added Courses(Certificate/Diploma)	
	Male	Female	Male	Female	Male	Female	Male	Female
General	0	0	0	0	0	0	0	0
SC/ST	0	0	0	0	0	0	0	0
OBC	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0
Grand Total	0							
14 TOTAL NUMBER OF STUDENTS IN SELF-FINANCING PROGRAMMES								
	UG		PG		M.Phil/Ph.D		Value Added Courses(Certificate/Diploma)	
	Male	Female	Male	Female	Male	Female	Male	Female
General	117	31	0	0	0	0	0	0
SC/ST	24	11	0	0	0	0	0	0
OBC	25	8	0	0	0	0	0	0
Total	166	50	0	0	0	0	0	0
Grand Total	216							
Total number of students in the college			216					
15 NUMBER OF TEACHING,TECHNICAL AND ADMINISTRATIVE STAFF								
	Permanent		Temporary		Total			
	Male	Female	Male	Female	Male	Female		
Teachers with PG		3	3	0	1	3	4	
Teachers with M.Phil.		0	2	0	0	0	2	
Teachers with Ph.D		2	0	0	0	2	0	
Teachers with NET/SLET		0	0	0	0	0	0	
Technical staff		1	0	0	0	1	0	
Administrative staff		6	0	0	0	6	0	
Support staff		0	0	0	0	0	0	
Total no. of teachers		5	5	0	1	5	6	
16 SUPPORT SERVICES								
Number of titles of books			563					
Number of journals			11					
Number of e-resources			1					
Does the college have a registered Alumni Association?			no					
Does the college have a functional Placement Cell?			no					
17 UNIT COST OF EDUCATION								

Track ID-GJCOGN25866

College Name-SHREE
P.M.PATEL INSTITUTE OF
BUSINESS
ADMINISTRATION,ANAND

Page 3 of 3

Unit Cost=Total annual expenditure divided by no. of students enrolled	19688.0
Unit cost calculated excluding salary component	5172.0
18 MENTION FIVE ACADEMIC MILESTONES OF THE COLLEGE	
First	APPRECIATION AWARD TO COLLEGE IN STATE LEVEL SHORT FILM COMPETITION ORGANIZED BY GUJARAT STATE AIDS CONTROL SOCIETY & INDIAN RED CROSS SOCIETY.
Second	OUR COLLEGE FY BBA GENERAL STUDENT MISS. PRIYA PATEL GOT THIRD PRIZE IN CLASSICAL DANCE IN YOUTH FESTIVAL AT SARDAR PATEL UNIVERSITY, V.V.NAGAR (2013)
Third	DR. BHANUBHAI D. PARMAR, DR. KAMLESH R. RAJPUT & DR. ABHINAV K. PATEL GOT PH.D GUIDESHIP IN THEIR RELEVANT SUBJECTS IN SARDAR PATEL UNIVERSITY (2014-15)
Fourth	
Fifth	
Section 2: Institutional Data Questionnaire	
1. The college has in place a structured internal quality assurance system for ensuring continuous quality monitoring or improvement	YES
2. Library has reading room facilities for students and faculty separately	YES
3. The college uses the students feedback for analysis and improvement purposes	YES
4. Basic computer literacy is ensured for all students in a structured way such as add on courses	YES
5. The college provides financial aid to at least 10% of the general category students	YES
6. The college has a mechanism for counselling students	YES
7. An annual in-house academic calendar is prepared and implemented by the college	YES
8. The college has a mechanism for addressing grievances of students and staff	YES
9. The college promotes scholarly activities of the faculty beyond the syllabus	YES
10. Internet facility is available in the college for faculty and students	YES
11. The college campus is differently-abled friendly	YES
12. The college has a formal mechanism to promote research activities of its students and faculty.	YES
13. The college has adequate sports facility	YES
14. The college has developed a short term and a long term plan for its development and growth	YES
15. Percentage of classrooms equipped with LCD projector	>50%
16. Percentage of teachers using audio-visual aids including computer-aided teaching	>40%
17. The average number of extension activities organised by the college during the last four years	3-6
18. Average percentage utilization of annual allocated funds for the last four years	>75%
19. Maintenance expenditure on infrastructure as percentage of the total annual budget	<2%
20. Average pass percentage of graduating students	50-70%
21. Computer students ratio	1:30-1:60
22. Percentage of faculty benefitted from UGC and other staff development programmes (average of last four years)	>10%
23. Percentage of permanent teachers with Ph.D. qualification	<20%
24. Percentage of classes taught by guest faculty or temporary teachers	<20%
25. Students teacher ratio	<30:1
26. Percentage of faculty positions filled against sanctioned posts	>80%
27. Number of add-on courses conducted by the college	<3
28. Awards received by the students in sports and cultural activities in the last four years	State or University Level
29. Percentage of teachers having on-going or completed research projects in the last four years	<10%
30. Number of academic seminars or conferences or workshops that the college has organized (average of last four years)	2-4
31. Number of Journals subscribed in the library National or International	10-20
32. Percentage of students admitted against the reservation category as per Government of India norms	<50%
Certificate	
This is to certify that the information given in the IEQA application is true to the best of my knowledge and ability and if the same is found to be false or misleading, I authorize NAAC to initiate any action which it deems fit including withholding the outcome of the Peer Team Visit.	

Documentary proof of AISHE information



PMPBBA APMS <pmiba15@gn

Fw: Your DCF has been uploaded on AISHE portal

2 messages

kamlesh Rohit <kd_rohit126@yahoo.com>
Reply-To: kamlesh Rohit <kd_rohit126@yahoo.com>
To: "pmiba15@gmail.com" <pmiba15@gmail.com>

Tue, Feb 9, 2016 at

On Thursday, 21 January 2016 9:06 AM, "helpdesk-aishe@nic.in" <helpdesk-aishe@nic.in> wrote:

Dear User,

DCF for **Shree PM Patel Institute of Business Administration, Anand** has been uploaded successfully on AISHE portal. To refer to this form please use DCF reference number **C-1219-2015**. We appreciate your sincere efforts in compiling and providing the information. Kindly update your Account details on the AISHE portal under the link Remuneration Management so that Remuneration may be transferred.

(This is an auto generated email, kindly do not reply back)

Thanks,
AISHE Team