CURRICULUM AND CREDIT FRAMEWORK FOR BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (SEMESTER 5 & 6)

AS PER NATIONAL EDUCATION POLICY 2020

FACULTY OF COMMERCE & MANAGEMENT
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INTRODUCTION:

INTRODUCTION:

The Government of India has notified NEP-2020 on July 29, 2020 based on Dr. Kasturirangan Committee‟s Report. The Objective is to bridge the gap between the prevalent education system and required skills in the 21st Century. Its aims to build Holistic and Multidisciplinary Higher Education with graduates having employable and integrated overall personality, removing tight compartments in the selection of various courses by the students.

The National Education Policy 2020 envisages making education more inclusive and effective and emphasizing the integration of general (academic) education, vocational education and practical education. To fulfil these aims, it is imperative to establish and formulize a common credit framework in all Universities with credit accumulation and transfer system which will integrate various Special, General and Vocational Education with hassle free mobility of the learners within and between these educational and skill training systems.

The objective of any programme at a Higher Education Institution is to create for its students a sound foundation for their character development which directly contributes to the well-being of a nation. Shri Govind Guru University, Vinzol (Godhra) envisions all its programmes in the spirit of its motto which is to inspire the youth to show steadfastness and devotion in a fearless pursuit of truth. The Undergraduate Curriculum Framework (UGCF) aims at preparing young minds for constructive and productive character development by honing their creative and humanistic skills for their own betterment as well as for the greater good of the society. In order to provide an opportunity to students to discover a method of thinking which will help them realize their true potential, the University offers an Undergraduate Curriculum Framework-2023 for all its Under Graduate programmes.

The Undergraduate Curriculum Framework-2023 underlines the historical perspective, philosophical basis, and contemporary realities of higher education as enshrined in the National Education Policy 2020 (NEP 2020) including LOCF (Learning Based Curriculum Framework) & CBCS (Choice Based Credit System) and endeavours to synchronize these cornerstones while charting the road ahead for the state of higher education. Shri Govind Guru University, Vinzol (Godhra) is a premier university for teaching, learning, and research in higher education in the Gujarat.

The focus of UGCF of Commerce (major accountancy) is aimed at improving the student's abilities and helping them to become a competent business leader who can contribute in nation building. Commerce education is not related only with knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about nation building through effective utilization of skills, resources, manpower, and one's abilities.

One essential aspect of UGCF is to develop a commerce graduate who can meet the present and the future requirements of industry and economy. UGCF emphasizes on developing the competent persons who can work as the contemporary and future leaders of the industry and business. The education system in the emerging scenario demands to enrich the personality of the students so as to develop a holistic personality. Therefore, the focus of UGCF is based on the four pillars of education which are learning to know, learning to do, learning to live together, and learning to be.

Another focus of UGCF is to build a set of requisite social and ethical values that will meet the expectations of modern society. It shall also promote ideals of universal brotherhood and cooperation.

The core basis of UGCF is to emphasize cultivating the ideology which promotes sustainable economic system and encourages eco-friendly fair business practices. The emphasis of this exercise is to provide a right understanding to the students about objective and transparent system of governance. This would bring a desired change in the system of administration and quality of governance of all the institutions.

The present situation of business education requires total over-hauling and restructuring in the light of changed socio-economic scenario of the global economy in the context of Industry 4.0. The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. There is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment. Therefore, the focus of the UGCF in Commerce is to introduce globally acknowledged choice-based credit system which will offer numerous opportunities to learn various core subjects and also explore additional avenues of learning beyond the routine and standardized framework. The sole purpose of this exercise is to provide opportunities for holistic development of the students.

MAIN FEATURES OF THE NEW CURRICULUM FRAMEWORK:

The new curriculum framework will have the following features:

1. Flexibility to move from one discipline of study to another;
2. Opportunity for learners to choose the courses of their interest in all disciplines;
3. Facilitating multiple entry and exit options with UG certificate/ UG diploma/ or degree depending upon the number of credits secured;
4. Flexibility for learners to move from one institution to another to enable them to have multi and/or interdisciplinary learning;
5. Flexibility to switch to alternative modes of learning (offline, ODL, and Online learning, and hybrid modes of learning).

Regulations for Academic Bank of Credit (ABC) and guidelines for Multiple Entry and Exit are already in place to facilitate the implementation of the proposed “Curriculum and Credit Framework for Undergraduate Programmes”.

PROGRAMME OBJECTIVES (PO)

The objectives of BBA Programme are:

PO1	:	To remember the conceptual knowledge with an integrated approach to various functions of management
PO2	:	To develop leadership and communication skills to become successful business leaders and managers.
PO3	:	To encourage and develop critical thinking, analysis and initiative ability skills
PO4	:	To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
PO5	:	To apply the various concepts, theories and models in the area of HR, Marketing, Finance.
PO6	:	To develop a positive attitude and life skills to become a multi facet personality with a sense of environmental consciousness and ethical values.

PROGRAMME LEARNING OUTCOMES (PLO)

The expected outcomes after completing the BBA program would be:

PLO1	:	**Management knowledge:** Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
PLO2	:	**Communication:** Demonstrate proficiency for Business Communication for effective and professional business management.
PLO3	:	**Technical Knowledge:** Acquire employability skills through practical exposure of IT and its usage in management.
PLO4	:	**Investigation of Business Problems:** Analyze and comprehend the applicability of management principles in solving complex business issues.
PLO5	:	**Entrepreneurial Perspective:** Develop entrepreneurial skills to become an entrepreneur.
PLO6	:	**Environment and Sustainability:** To build perspective about global environment including cultural, social and sustainability issues.
PLO7	:	**Leadership Skills:** Ability to develop group behaviour and lead a team to achieve the individual, group and organizational goals.
PLO8	:	**Ethics:** Understand importance of ethics in business decision-making and inculcate the spirit of social responsibility.
PLO9	:	**Global Perspective:** Comprehend the applicability of management principles in the situations pertaining to global business world.
PLO10	:	**Area Specific Expertise:** Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the Organizations.
PLO11	:	**Cross-Disciplinary Integration and Strategic Perspective:** Acquire and apply knowledge of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
PLO12	:	**Legal Knowledge:** Obtain legal knowledge of various business operations for effective decision-making.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1	:	Acquiring Conceptual Clarity of Various Functional Areas.
PSO2	:	Ability to analyze various functional issues affecting the organization.
PSO3	:	Demonstrating ability to evolve strategies for organizational benefits.
PSO4	:	Acquire Practical learning through summer internship, industrial visit and Business Plan etc.
PSO5	:	Demonstrate analytical and problem-solving skills through major/minor area of specialization in Finance, Human Recourse, and Marketing to solve the business issues.

PSO6	:	Analysis and interpretation of the data which is used in Decision Making.
PSO7	:	Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.
PSO8	:	Demonstrate Effectively Oral and Written Communication.
PSO9	:	Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts.
PSO10	:	Demonstrate Ability to work in Groups.
PSO11	:	Demonstrate understanding of social cues and contexts in social interaction.
PSO12	:	Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
PSO13	:	Analyze Global Environment and its Impact on Business.
PSO14	:	Understand ethical challenges and choices in a business setting.
PSO15	:	Demonstrate understanding of sustainability related concerns in varied areas.
PSO16	:	Demonstrate the ability to create business plans.

Level 5.5: B.B.A. Semester V & VI (Bachelor of Business Administration)

B.B.A. Semester - V								
Sr. No	**Course Category**	**Course Title**	**Credit**	**Theory**	**Practical**	**IM**	**EM**	**Total**
1	Major/Core	Business Law	4	4	0	50	50	100
2 & 3	Major/Core	(Select any one Group Specialisation) ***Marketing -** (1) Digital Marketing (2) Rural Marketing *** Finance** (1) Financial Services (2) Financial Planning & Investment ***Human Resource** (1) Compensation & Performance Management (2) Human Resource Development	4+4	4+4	0	50 + 50	50 + 50	100 + 100
4	Minor	Cost Accounting	4	4	0	50	50	100
5	Minor (Select any one)	Business Environment Management Accounting	4	4	0	50	50	100
6	SEC	Business Research Methods	2	2	0	25	25	50
		TOTAL	**22**			**275**	**275**	**550**

B.B.A. Semester - VI								
Sr. No	**Course Category**	**Course Title**	**Credit**	**Theory**	**Practical**	**IM**	**EM**	**Total**
1	Major/Core	IKS in Business Management	4	4	0	50	50	100
2 & 3	Major/Core	(Select any one Group Specialisation) ***Marketing -** (1) Integrated Marketing Communication (2) Service Marketing *** Finance** (1) Security Analysis & Portfolio Management - I (2) Security Analysis & Portfolio Management - II ***Human Resource** (1) Cross cultural HR and Industrial	4+4	4+4	0	50 + 50	50 + 50	100 + 100

		Relations (2) Talent Acquisition						
4	Minor	Direct Taxes	4	4	0	50	50	100
5	SEC	Internship Training / Field Project	4	0	4	0	100	100
6	AEC (Select Any One)	Business English Social Media & Blog writing	2	2	0	25	25	50
			22			225	325	550

SHRI GOVIND GURU UNIVERSITY – VINZOL (GODHRA)
CREDIT FRAMEWORK FOR 3/4 YEARS UG PROGRAMME (HONOURS) & (HONOURS WITH RESEARCH)

Course Category		Major Courses			Minor Courses			Multidisciplinary Courses			Ability Enhancement Courses			Skill Enhancement Courses/ Internship			Value Added Courses			RP / OJT	Total Credits	Qualification
		DSC			DSE			MDC			AEC			SEC			VAC					
Level	Sem	Course	Credit	Total	Course	Credit	Total	Course	Credit	Total	Course	Credit	Total	Course	Credit	Total	Course	Credit	Total	Credit		
4.5	1	2	4	8	1	4	4	1	4	4	1	2	2	1	2	2	1 (IKS)	2	2	-	22	UG Certificate
	2	2	4	8	1	4	4	1	4	4	1	2	2	1	2	2	1(VAC)	2	2	-	22	
TOTAL		4		16	2		8	2		8	2		4	2		4	2		4		44	
Exit 1: Award of UG Certificate in Major with 44 Credits with additional 4 Credits Summer Internship in CORE NSQF Course or Continue with Major and Minor																						
5.0	3	3	4	12	-	-	-	1	4	4	1	2	2	1	2	2	1 (IKS)	2	2	-	22	UG Diploma
	4	3	4	12	1	4	4	-	-	-	1	2	2	1	2	2	1(VAC)	2	2	-	22	
TOTAL		10		40	3		12	3		12	4		8	4		8	4		8		88	
Exit 2: Award of UG Diploma in Major with 88 Credits with additional 4 Credits Summer Internship in CORE NSQF Course or Continue with Major and Minor																						
5.5	5	3	4	12	2	4	8	-	-	-	-	-	-	1	2	2	-	-	-	-	22	UG Degree
	6	3	4	12	1	4	4	-	-	-	1	2	2	1	4	4 (I)	-	-	-	-	22	
TOTAL		16		64	6		24	3		12	5		10	6		14	4		8		132	
Award of UG Degree in Major with 132 Credits with additional 4 Credits and Internship in same Discipline or Continue with Major and Minor																						
6.0	7	3	4	12	1	4	4	-	-	-	-	-	-	-	-	-	-	-	-	6 (OJT)	22	UG Honours Degree
	8	3	4	12	1	4	4	-	-	-	-	-	-	-	-	-	-	-	-	6 (OJT)	22	
TOTAL		22		88	8		32	3		12	5		10	6		14	4		8	12	176	
Award of UG Honours Degree in Major with 176 Credits																						
6.0	7	3	4	12	1	4	4	-	-	-	-	-	-	-	-	-	-	-	-	6 (RP)	22	UG Honours with Research
	8	3	4	12	1	4	4	-	-	-	-	-	-	-	-	-	-	-	-	6 (RP)	22	
TOTAL		22		88	8		32	3		12	5		10	6		14	4		8	12	176	
Award of UG Honours with Research Degree in Major with 176 Credits including 12 credits of Research Projects/Dissertation																						

CREDIT FRAMEWORK, SHRI GOVIND GURU UNIVERSITY, GODHRA

SUMMARY OF CREDIT STRUCTURE FOR 3/4 YEARS UG DEGREE PROGRAMME

NCrF Credit Level	Qualification	Required Credits	No. of Semesters	Time (Years)
4.5	UG Certificate	44	2	1
5.0	UG Diploma	88	4	2
5.5	UG Degree	132	6	3
6.0	UG Honours Degree **OR** UG Honours With Research	176	8	4

MINIMUM CREDIT REQUIREMENTS TO AWARD DEGREE UNDER EACH CATEGORY

Sr. No.	Broad Category of Course	Minimum Credit Requirement			
		3 Years UG		4 Years UG	
		No. of Papers	Total Credits	No. of Papers	Total Credits
1	Major (Core) Courses (With Internship)	16 + 1	68	22 + 1	92
2	Minor (Elective) Courses	6	24	8	32
3	Multidisciplinary/Interdisciplinary / Allied Courses (MDC)	3	12	3	12
4	Ability Enhancement Courses (AEC)	5	10	5	10
5	Skilled Enhancement Courses (SEC)	5	10	5	10
6	Value Added Courses (VAC)	4	8	4	8
7	Research Dissertation	-	-	-	12
	TOTAL CREDITS		**132**		**176**
8	Vocational / Exit Courses		**04**		

CURRICULUM

For

B.B.A.

Semester – 5

(With effective from June - 2025)

Level 5.5: B.B.A. Semester V & VI (Bachelor of Business Administration)

<table>
<tr><th colspan="5">B.B.A. SEMESTER - V</th></tr>
<tr><th>Sr. No</th><th>Course Category</th><th>Course Title</th><th>Credit</th><th>Page No.</th></tr>
<tr><td>1</td><td>Major/Core</td><td>Business Law</td><td>4</td><td>12</td></tr>
<tr><td>2 & 3</td><td>Major/Core (Select any one Group Specialisation)</td><td>*<u>Marketing:</u>
(1) Digital Marketing
(2) Rural Marketing

* <u>Finance:</u>
(1) Financial Services
(2) Financial Planning & Investment

*<u>Human Resource:</u>
(1) Compensation & Performance Management
(2) Human Resource Development</td><td>4+4</td><td>
14
16

18
20

22
24</td></tr>
<tr><td>4</td><td>Minor</td><td>Cost Accounting</td><td>4</td><td>26</td></tr>
<tr><td rowspan="2">5</td><td rowspan="2">Minor (Select any one)</td><td>Business Environment</td><td>4</td><td>28</td></tr>
<tr><td>Management Accounting</td><td>4</td><td>30</td></tr>
<tr><td>6</td><td>SEC</td><td>Business Research Methods</td><td>2</td><td>32</td></tr>
<tr><td></td><td></td><td>TOTAL</td><td>22</td><td></td></tr>
</table>

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
TITLE OF THE COURSE: BUSINESS LAW								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
1	BBA23MJ501	MAJOR 11	4	60	Nil	50	50	100

Objectives:

- To impart preliminary knowledge in respect of Laws to be followed while carrying the business.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the Object of law, Need for the knowledge of law, source of law and Fundamental Rights, Fundamental Duties
2. Examine various aspects of entering into a contract and implications of different types of contract;
3. recognize and differentiate between the special contracts;
4. Describe the significant provisions of the Competition Act to prevent practices having adverse effect on competition and provisions of the Consumer Protection Act to protect the interest of the consumers;
5. Understand the Negotiable Instrument Act's purpose, key concepts, and practical applications.

Pedagogy:

Classroom Lectures, Problem Solving Exercises, Case Studies

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO LAW AND LEGAL SYSTEM	
- Introduction to law, Object of law, Need for the knowledge of law, source of law. - Preamble to the constitution of India (with explanation of all the terms used in the preamble) - Fundamental Rights, Fundamental Duties (Briefly). - Hierarchy of the judiciary and the courts in India.	**12**
UNIT NO. 2 : CONTRACT LAW - I	
- Object, definition and features of Contract law. - Essential elements of contracts. - Classification of contracts - Offer and legal rules as to an offer, Acceptance and legal rules as to acceptance. - Consideration and legal rules as to consideration. Exceptions to the rule ‘no consideration no contract’. - Capacity to contract: contracts with a minor, contracts with people of unsound mind, contracts with people disqualified by law.	**12**
UNIT NO. 3 : CONTRACT LAW - II	
- Free consent: consent and free consent, (brief description of Coercion, Undue influence, Misrepresentation, Frauds and Mistake) - Legality of Object: When consideration or object is unlawful. Unlawful and illegal agreements. - Void agreements: List of void agreements, uncertain agreements, wagering agreements. - Discharge of contracts: Discharge by performance, Discharge by agreement or consent, Discharge by impossibility, Discharge by lapse of time, Discharge by operation of law, Discharge by breach of contract.	**14**

- Remedies for breach of contracts: Rescission of the contract, Suit for damages (very brief description of different types of damages), Suit upon quantum meruit, Suit for specific performance, Suit for injunction.	
UNIT NO. 4 : CONSUMER PROTECTION ACT, 2019	
- Introduction and Definition - Rights and Responsibilities of Consumers - Consumer Protection Councils - Consumer Redressal Forum - Consumer Redressal Process	**10**
UNIT NO. 5 : NEGOTIABLE INSTRUMENTS ACT	
- Definition of Negotiable Instrument - Characteristics of Negotiable Instrument. - Promissory Note: Definition and essential elements. - Bill of Exchange: Definition and essential elements. - Difference between Promissory Note and Bill of Exchange. - Cheques: Definition. - Difference between Cheques and Bill of Exchange.	**12**
Total Lectures/Hours	**60**

Suggested Readings:

1. Elements of Mercantile Law, N. D. Kapoor, Sultan Chand & Sons, New Deli
2. Indian Contract Act, Sale of Goods Act and Partnership Act; Desai TR : SC Sarkar & Sons
3. Mercantile Law, S.S. Gulshan: Excel Books
4. Legal Aspect of Business, Pathak: TMH
5. The Negotiable Instruments Act; Khergamwala JS: NM Tripathi
6. The Principles of Merchantile Law, Singh Avtar, Eastern Book Company
7. Business Regulatory Framework, Maheshwari & Maheshwari: Himalaya Publishing
8. Business Law, Kapoor ND: Sultan Chand & Sons
9. The Constitution of India: Bare Act with short notes for students A. R. Khan, Publisher: Access Publishing.
10. Indian Judicial System
11. Mathew, P.D. & P.M. Bakshi, Publisher: New Delhi: ISI, 2002

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5

MARKETING GROUP

TITLE OF THE COURSE: DIGITAL MARKETING

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MJ502	MAJOR 12	4	60	Nil	50	50	100

Objectives:

- To equip students with a comprehensive understanding of digital marketing strategies, tactics, and tools.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Develop a foundational understanding of how Digital Marketing works;
2. Understanding Digital Marketing Setup;
3. Be clear and equipped with latest trends in digital Marketing.

Pedagogy: Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO DIGITAL MARKETING	
- Introduction, Concept & Meaning of Digital Marketing - Evolution of Digital Marketing - Traditional Marketing vs. Digital Marketing - Importance of Digital Marketing - Digital Marketing Landscape - Key Drivers - Overview of Digital Consumers and Communities, Gen Y & Netizen's expectation & influence with respect to Digital Marketing.	**12**
UNIT NO. 2 : DIGITAL MARKETING PLANNING	
- Applying Segmentation, Targeting and Positioning to digital communications - Online Consumer Behaviour - Overview of Digital Marketing Mix - POEM Framework - Skills in Digital Marketing, - Digital Marketing Strategy	**12**
UNIT NO. 3 : DIGITAL MARKETING COMMUNICATION AND CHANNEL MIX	
- Designing Digital Communication Mix - Digital Marketing Campaign Management - Content Management & Web Design, - Search Engine Optimization and SEO techniques - Google web-master and Web Analytics Overview	**12**
UNIT NO. 4 : DIGITAL MARKETING EXECUTION	
- Basic elements of Digital Marketing Campaign and their Execution - Managing Digital Marketing Revenue, - Managing Service Delivery and Payment, - Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, - Managing Digital Implementation Challenges	**12**

UNIT NO. 5 : TERMINOLOGY USED IN DIGITAL MARKETING	
- PPC - Social Media Marketing, - Affiliate Marketing, - Mobile Marketing - Digital Ethics	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications.	

Suggested Readings:

1. Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2ed., 2023, Pearson.
2. Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press
3. Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach to Online Marketing. New Delhi: Kogan Page.
4. Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education (India) Pvt. Ltd.
5. Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, New Delhi: Book Rivers.
6. Rochelle Grayson (2023), Foundations in Digital Marketing, BCcampus Open Ed, https://opentextbc.ca/.

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
MARKETING GROUP								
TITLE OF THE COURSE: RURAL MARKETING								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
3	BBA23MJ503	MAJOR 13	4	60	Nil	50	50	100

Objectives:

- The objective of this course is to explore the students to the Agriculture and Rural Marketing environment.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
2. Know various facets of rural marketing and expose them towards rural market environment and challenges in the globalized economies.
3. Identifying the characteristics and dynamics of rural consumers, including demographics, income levels, and lifestyle patterns.
4. Analyzing the unique challenges and opportunities presented by rural markets, such as infrastructure limitations and cultural nuances.

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO RURAL MARKETING	
- Concept and meaning of Rural Marketing. - Significance of Rural Marketing In India. - Characteristics of Rural Marketing. - Rural India: Demographic Profile. - Challenges to Rural Marketing In India. - Nature of Rural Consumer.	**12**
UNIT NO. 2 : UNDERSTANDING RURAL ENVIRONMENT	
- Concept and Meaning of Rural Environment. - Rural Consumers Dimensions – - Buying Decision Process - Rural Marketing Mix - Rural Infrastructure and Institutions. - Impact of Technology on Rural Environment. - Case Study.	**12**
UNIT NO. 3 : RURAL STP	
- Rural Market Segmentation and targeting, - Positioning Strategies for Rural Market. - Strategies for New Product Planning & Development for Rural Markets, - Product Mix. - Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products. - Case Study	**12**
UNIT NO. 4 : RURAL COMMUNICATION AND DISTRIBUTION	
- Challenges in Rural Communication, - Advertising and Sales Promotion for Rural Markets,	**12**

- Rural Media, Branding in Rural Markets, - Issues in Rural Distribution Channels, - Tapping the Rural Markets, Rural Retailing, - Haats/Shandies, Vans & Mobile Stores, - Innovation in Rural Distribution Systems. - Case Study	
UNIT NO. 5 : RURAL MARKET- SECTOR ANALYSIS	
- Rural Marketing of FMCGs and consumer durables: Case Studies of Marketing of FMCGs. - Issues related to Marketing of Consumer Durables in Rural Markets; - Rural Marketing of Financial Services: Banking Services and Insurance. - Rural Marketing of Agricultural Inputs – Tractor, Fertilizer and Agro-chemicals Agricultural	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications	

Suggested Readings:

1. Rural marketing and management – Gupta- PHI publication
2. Issues and Challenges in the Rural Marketing– Dr. A. Selvaraj - Scientific Publishers
3. Rural Marketing -Kashyap, P. &Raut, S., Biztantra
4. Rural Marketing - T.P. Gopal Swamy, Vikas Publishing House
5. Rural Marketing -Dogra, B. &Ghuman, K., TMH
6. Rural Marketing -Velayudhan, S. K. SAGE Publication
7. Rural Marketing - Mathur, U.C, Excel Books

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
FINANCE GROUP								
TITLE OF THE COURSE: FINANCIAL SERVICES								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
2	BBA23MJ504	MAJOR 12	4	60	Nil	50	50	100

Objectives:

- This paper equips students with the basic structure of the Financial Services Sector and enables them to make a career in the financial services sector.
- To enable the students to understand the role & functioning of regulatory bodies in financial sector.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Gain knowledge of financial services, their market structure, and growth in India.
2. Analyze merchant banking, leasing, venture capital, credit rating, factoring, and mutual funds.
3. Develop the ability to evaluate financing choices and investment opportunities.

Pedagogy: Case studies, real-world financial market examples, and problem-solving exercises. Group discussions, role-plays, guest lectures by industry experts, and financial simulation activities

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO FINANCIAL SERVICES	
Financial services-concepts, objectives, functions, characteristics, financial services market: concepts, constituents-Growth of financial services in India	**12**
UNIT NO. 2 : MERCHANT BANKING AND PUBLIC ISSUE MANAGEMENT	
Definition- Functions- Merchant Bankers Code of Conduct, **Public Issue Management:** Concept-Functions-Categories of Securities Issue Mechanics of Public, Management of Issue, Manager-role of issue manager Marketing of issues-Under writing, types, benefits functions	**12**
UNIT NO. 3 : LEASING & HIRE PURCHASE	
Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only from Lessee's angle), Hire Purchase interest &Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase.	**12**
UNIT NO. 4 : VENTURE CAPITAL & CREDIT RATING AGENCIES	
Venture Capital – Concept, Evolution, Process, VC Scenario in India Credit Rating – Concept, Types, Merits and Demerits, Credit Rating Agencies and their Methodology	**12**
UNIT NO. 5 : FACTORING & MUTUAL FUNDS	
Factoring: Definition-mechanism-Functions-Types-Advantages-Disadvantages-difference between Bill Discounting and factoring **Mutual Fund:** Concept-Organizational structure of Mutual Fund-Types of Mutual funds (From the point of investors-From the point of promoters)- Benefits of Mutual Funds-Investment of Mutual Funds	**12**
Total Lectures/Hours	**60**

Suggested Readings:

1. M.Y. Khan: Financial Services, Tata McGraw –Hill
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J. C. Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K. Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
5. Ennew. C. Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
FINANCE GROUP								
TITLE OF THE COURSE: FINANCIAL PLANNING & INVESTMENT								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
3	BBA23MJ505	MAJOR 13	4	60	Nil	50	50	100

Objectives:

- To provide understanding to the students about need of financial planning & investment
- To acquaint the students with risk analysis and insurance planning
- To impart knowledge about various retirement plans and employee benefits.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Develop expertise in financial planning, risk management, and investment strategies for informed decision-making.
2. Gain practical knowledge of retirement planning, insurance selection, and risk analysis for financial security.
3. Understand and apply provident fund schemes (EPF & PPF) to ensure long-term wealth accumulation and stability

Pedagogy: Case Studies, Real-World Financial Simulations, And Interactive Discussions, Hands-On Exercises, Expert Lectures, And Financial Planning Tools

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO FINANCIAL PLANNING	
Introduction, Objectives, Concept of Financial Planning, Definitions of Financial Planning, Objectives of Financial Planning, Importance of Financial Planning, Characteristics of sound Financial Plan, Different Types of Financial Planning, Financial Planning Process	**12**
UNIT NO. 2 : OVERVIEW OF RISK MANAGEMENT AND INVESTMENT PLANNING	
Introduction, Objectives, Concept of Risk Management and its importance, Principles of Risk Management, Techniques of Risk Management, Concept of Investment Planning, Objectives of Investment Planning, Importance of Investment Planning	**12**
UNIT NO. 3 : RETIREMENT PLANNING ANALYSIS	
Introduction, Objectives, Retirement Need Analysis: Concept, Retirement Need Analysis Techniques, Meaning of Retirement Planning, Need for Retirement Planning, Process of Retirement Planning, Sources of Retirement Planning, Development of Retirement Plans	**12**
UNIT NO. 4 : RISK ANALYSIS AND INSURANCE PLANNING	
Introduction, Objectives, Risk Management, Importance of Risk Management, Risk Management Important in Personal Financial Planning, Factors to Be Considered While Taking Insurance Decision, Insurance Decision in Personal Financial Planning	**12**
UNIT NO. 5 : EMPLOYEES PROVIDENT FUND (EPF) & PUBLIC PROVIDENT FUND (PPF)	
Introduction, Objectives, Employees Provident Fund (EPF), Key Features of EPF Scheme, Benefits of the EPF, Types of Employees' Provident Fund, Tax Treatment of Contribution to different Category of Provident Fund, Public Provident Fund, Benefits of PPF	**12**
Total Lectures/Hours	**60**

Suggested Readings:

1. Financial Planning: A Ready Reckoner – by Madhu Sinha
2. Investment Analysis and Portfolio Management – by Prasanna Chandra
3. Fundamentals of Financial Planning – by Rajesh Agrawal and Ranjan Agarwal
4. Risk Management and Insurance Planning – by S. Arunajatesan and T. R. Viswanathanm

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
HUMAN RESOURCE GROUP								
TITLE OF THE COURSE: COMPENSATION AND PERFORMANCE MANAGEMENT								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
2	BBA23MJ506	MAJOR 12	4	60	Nil	50	50	100

Objectives:

- To equip students with the knowledge and skills to effectively design and implement compensation and performance management systems

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the principles of compensation and how it impacts employee motivation.
2. Design compensation structures that align with organizational goals.
3. Understand performance management systems & role in improving organization performance.
4. Analyze the relationship between compensation, motivation, and performance.
5. Identify best practices and challenges in implementing performance management systems

Pedagogy: Lectures, Group Discussions, Case Studies, Role Play, Small Research Projects

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO COMPENSATION AND ITS ROLE IN ORGANIZATIONS	
- Definition and Importance of Compensation - Types of Compensation: Direct (Wages, Salaries) vs. Indirect (Benefits, Perks) - Theories of Compensation (Equity Theory, Expectancy Theory, etc.) - Compensation Strategy and Policy - Objectives of a Compensation System (Attraction, Retention, Motivation) - Legal and Ethical Aspects of Compensation	**12**
UNIT NO. 2 : COMPENSATION DESIGN AND STRUCTURE	
- Overview of Job Evaluation Methods - Pay Structures: Internal Equity vs. External Competitiveness - Salary Surveys and Market Benchmarking - Pay-for-Performance: Incentives and Bonuses - Designing Compensation for Different Job Levels and Functions	**12**
UNIT NO. 3 : PERFORMANCE MANAGEMENT SYSTEM (PMS)	
- Definition and Importance of Performance Management - Performance Management Cycle - Key Components of a Performance Management System (Goal Setting, Feedback, Appraisal) - Performance Metrics and Benchmarking Legal and Ethical Considerations in Performance Management - Technology and Automation in Performance Management Systems	**12**
UNIT NO. 4 : LINKING COMPENSATION WITH PERFORMANCE	
- Understanding the Link Between Compensation and Performance - Performance-Based Pay: Commission, Bonus, Stock Options - Motivation and Compensation: How Compensation Affects Employee Performance - Designing Effective Reward Systems	**12**

- Addressing Challenges in Linking Performance with Compensation	
UNIT NO. 5 : CONTEMPORARY TRENDS IN COMPENSATION AND PERFORMANCE MANAGEMENT	
- Global Trends in Compensation and Performance Management - Aligning compensation and performance with business strategy - Total Rewards Systems and Employee Value Proposition - Flexible Compensation: Cafeteria Plans, Benefits Packages - Role of Technology in Enhancing Performance Management and Compensation - Future Trends: Gamification, Artificial Intelligence, and Data Analytics in Compensation and Performance	**12**
Total Lectures/Hours	**60**
Skill Development Activities: • Guest lecture from an industry expert on future trends • Group Discussion on ethical compensation practices, the use of technology in performance management and compensation, Challenges in linking pay with performance • Case study on compensation structures in different industries • Role play on conducting appraisal and giving feedback, conducting appraisal interview	

Suggested Readings:

1. **Books:**
    - **Compensation and Performance Management** by P.N. Singh and R.K. Singh, Pearson education
    - **Compensation** by George T. Milkovich, Jerry M. Newman, and Barry A. Gerhart
    - **Performance Management: Concepts, Skills, and Exercises** by Robert L. C ardy and Brian R. Leonard, Perason Education, 2016
    - **Performance Management Systems** by T.V. Rao, Response Books, 2014
    - **Strategic Compensation: A Human Resource Management Approach** by Joseph J. Martocchio, Pearson Education
    - **Compensation and Benefits** by S. L. Gupta , Tata MacGraw-Hill Education, 2017
2. **Journals and Articles:**
    - Journal of Compensation and Benefits
    - Human Resource Management Review
    - Harvard Business Review (on compensation and performance)
3. **Websites/Online Resources:**
    - SHRM (Society for Human Resource Management): www.shrm.org
4. **World at Work** (for compensation trends): www.worldatwork.org

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
HUMAN RESOURCE GROUP								
TITLE OF THE COURSE: HUMAN RESOURCE DEVELOPMENT								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
3	BBA23MJ507	MAJOR 13	4	60	Nil	50	50	100

Objectives:

- To equip students with a comprehensive understanding of HRD principles, practices, and their application in organizational settings.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Analyze HRD strategies and frameworks used in organizations.
2. Identify the role of HRD in organizational growth and employee development.
3. Evaluate HRD policies and their effectiveness in Indian organizations.
4. Design HRD interventions and training programs

Pedagogy: Lectures, Case Studies, Role Plays, Group Discussions

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO HUMAN RESOURCE DEVELOPMENT (HRD)	
- Definition, Characteristics, Objectives, and Scope of HRD - HRD vs. HRM: Key Differences and similarities - HRD models and frameworks - Evolution and Importance of HRD in Organizations - Key HRD Functions (Training, Development, Organizational Development)	**12**
UNIT NO. 2 : APPROACHES TO HRD	
- Introduction - Different approaches to HRD - Human Capital Approach - Social Psychological Approach - Poverty Alleviation Approach - World Development Context	**12**
UNIT NO. 3 : ORGANIZATIONAL DEVELOPMENT (OD) AND HRD	
- Organizational Development (OD): Definition and Importance - OD Interventions (Team Building, Sensitivity Training, Action Research) - Link Between HRD and OD - Employee Engagement Practices - Diversity and Inclusion Initiatives - Leadership and Coaching	**12**
UNIT NO. 4 : HRD POLICIES AND PRACTICES IN INDIA	
- HRD Policies in Indian Organizations - Legal and Ethical Aspects of HRD in India - Talent Management, Succession Planning, and Employee Engagement - Performance Management Systems (PMS) in India - HRD Challenges in India (Diversity, Gender Issues, Work-Life Balance) - Overcoming the Challenges in HRD	**12**
UNIT NO. 5 : EMERGING TRENDS IN HRD	
- Digital Transformation and HRD: Role of Technology	**12**

- Artificial Intelligence and HR Analytics in HRD - Employee Well-being and Engagement Programs - Future of HRD in India: Trends and Innovations - HRD in the Age of Globalization	
Total Lectures/Hours	**60**
Skill Development Activities: • Case Study: HRD evolution in Indian companies, Talent Management and Training Practices in Indian organisations • Group Discussion: HRD practices and HRD Challenges in Indian organizations • Role Play on OD interventions in India, Organisational Change	

Suggested Readings:

1. **Books:**
   - **HRD in India: Challenges and Opportunities by T.V.Rao and K. Ramachandran, Sage Publications, India , 2018**
   - **Human Resource Development: Experiences, Interventions, and Strategies by Dr.T.V.Rao,** *Sage Publications India Pvt. Ltd.*
   - **HRD Practices: An Indian Perspective by Dr. T.V.Rao, Sage Publications India**
   - **Human Resource Development, V.S.P .Rao, Tata Mac-Graw Hill Education, 2017**
   - Organsiational Development and Change , Donald R. Brown, Pearson education, 2017
   - Organizational Development: The Process of Leading Organizational Change by Donald L. Anderson, Sage Publication India Pvt. Ltd.
2. **Journals and Articles:**
   - HRD Review Journal
   - Indian Journal of Industrial Relations
3. **Websites/Online Resources:**
   - National HRD Network (www.nhrd.org)
   - Articles and blogs on HRD trends on LinkedIn

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
TITLE OF THE COURSE: COST ACCOUNTING								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
4	BBA23MN501	MINOR 4	4	60	Nil	50	50	100

Objectives:

- To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet and to provide basic knowledge of important Methods & Techniques of costing

Learning Outcomes:

After completion of the course, learners will be able to:

1. Examine and analyse the different cost concepts;
2.

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION	
Concept of cost and costing, Importance and features of costing, Cost Element – meaning & classification, Concept of cost unit, cost center, meaning of 'unit' from the view point of producer, Establishment of an ideal cost accounting system, Role of a cost accountant in an organisation, Difference between financial and cost accounting, Application of IT in Cost Accounting.	**12**
UNIT NO. 2 : MATERIAL AND EMPLOYEE COST	
Material Cost: - Material : Introduction, Meaning and Types - Material Control Techniques: Objectives and Importance - Process of Material (Accounting and Control of Material Cost) ➢ Purchase of Materials ➢ Receipt and Inspection of Goods ➢ Store-Keeping (Including Practical Questions Relating to Calculate Levels of Material, Inventory Turnover Ratio) - **Practical Questions** **Employee Cost:** - Introduction, meaning and classification of employee cost - Requisite of a good wage and incentive system - Accounting and Control of employee cost. - Time-keeping and time-booking. Employee turnover: meaning, methods of measurement and accounting treatment. - Concept and treatment of idle time and overtime. - Methods of wage payment and Incentive schemes- Halsey, Rowan, Taylor's differential piece wage.	**14**
UNIT NO. 3 : OVERHEADS	
- Introduction, meaning and definition - General Principles for overheads - Meaning and Methods of cost absorption - Classification of Overheads (1) Functional 2) Element wise and Behaviour wise) - Absorption [Recovery] of overheads (Including Practical Questions) ➢ Apportionment of Overheads over Various Departments ➢ Re-Apportionment of Service Department Cost to Production	**10**

Departments ➢ Allocation of overheads (Excluding Practical Questions of Machine Hour Rate) ➢ Treatment of Over-Absorption and Under-Absorption of Overheads - Practical Questions	
UNIT NO. 4 : PROCESS COSTING	
- Introduction, Meaning and Features of Process Costing - Normal and abnormal loss and gain - Application of process costing - Joint-Products and By-Products - **Practical Questions** of simple process costing only (Excluding inter process profit and equivalent production)	**12**
UNIT NO. 5 : JOB COSTING AND BATCH COSTING	
- Introduction-Job costing: Meaning and characteristics Job Costing and Contract Costing - Importance- advantages and limitations of job costing - Procedure of job costing and Accounting of job cost - Batch costing: Meaning-Suitability-Features - Job costing and Batch costing - Economic Batch Quantity [EBQ] - **Practical Questions**	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications.	

Suggested Readings:

1. Arora, M.N. Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi
2. Banarjee, B. (2014). Cost Accounting – Theory and Practice. New Delhi: PHI Learning Pvt. Ltd.
3. Kishor, R. M. (2019). Taxman's Cost Accounting. New Delhi: Taxmann Publication Pvt. Ltd. Lal,
4. J., & Srivastava, S. (2013). Cost Accounting. New Delhi: McGraw Hill Publishing Co. Mowen,
5. M. M., & Hansen, D. R. (2005). Cost Management. Stanford: Thomson.
6. Jawahar Lal, Cost Accounting, McGraw Hill Education.
7. P.C. Tulsian, Practical Costing, Vikas Publishing House Pvt. Ltd.
8. M.Y. Khan, P.K. Jain , Theory and Problems in Cost Accounting, Tata McGraw Hill Publications.
9. Maheshwari, S.N. and S.N. Mittal, Cost Accounting: Theory and Problems, Shri Mahavir Book Depot, New Delhi.
10. Study Material of CA Course (New) Intermediate Level Paper 3: Cost and Management Accounting.

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5

TITLE OF THE COURSE: BUSINESS ENVIRONMENT

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
5	BBA23MN502	MINOR 5	4	60	Nil	50	50	100

Objectives:

- To provide students with an understanding of the concept, significance, and nature of the business environment;
- To familiarize students with the types and elements of the business environment, both internal and external.
- To develop students' ability to analyze economic factors and their impact on business strategy

Learning Outcomes:

After completion of the course, learners will be able to:

1. Know the basic concepts and components of business Environment.
2. Develop/enhance ability of student to know impacts of components of business Environment on economic activity
3. Know and measure possible impacts of changes in components of Business Environment on Economic activities.
4. Develop ability to forecast/indicate possible impacts of change in economic policies and laws on operations of companies

Pedagogy: Case study, government survey analysis, practical studies, interactive sessions and presentation, class room seminars

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO BUSINESS ENVIRONMENT	
- Introduction, Definitions, Characteristics of Business Environment - Types of Business Environment a. Internal and External b. Micro and Macro - Competitor’s Analysis ~Michel Porter’s five force model - Business Environment Analysis and Strategic Management- Implementation of strategy and evaluation.	**12**
UNIT NO. 2 : ECONOMIC ENVIRONMENT	
- Meaning and Definition of Economic Environment - Nature of Economy - Economic policies in brief: a) Industrial Policy b) Monetary Policy c) Fiscal Policy d) Foreign Trade Policy e) Foreign Exchange Policy	**12**
UNIT NO. 3 : POLITICAL AND GOVERNMENT ENVIRONMENT	
- Meaning and Definition of Political Environment - Economic Role of Government in India - Liberalisation- meaning and ways of Liberalisation - Privatisation and Disinvestment- meaning, objectives and methods of Privatisation - Globalisation- Concept and meaning, Ways of Globalisation (10 rules)	**12**
UNIT NO. 4 : SOCIAL AND CULTURAL ENVIRONMENT	
- Meaning and Definition of Social Environment	**12**

- Concept of Business Ethics - Business and Culture a) Meaning of Culture b) Elements of Culture c) Cultural Adaption d) Cultural Transmission	
UNIT NO. 5 : TECHNOLOGICAL ENVIRONMENT	
- Meaning and Definition of Technological Environment - Innovations - Technological and Competitive Advantage - Sources of Technological Dynamics - Impact of Technology on Globalization - Transfer Of Technology	**12**
Total Lectures/Hours	**60**

Suggested Readings:

1. Business Environment: Francis Cherunilam - Himalaya Publishing house
2. Essentials of Business Environment: K. Aswathapa- Himalaya Publishing house
3. Indian Economy: VK Puri & SK Misra - Himalaya publication house
4. Development and Environmental Economics - U.C. Kulshrestha - Lakshmi Narain Agarwal
5. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
6. Business Environment Raj Aggarwal Excel Books, Delhi
7. Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
TITLE OF THE COURSE: MANAGEMENT ACCOUNTING								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
5	BBA23MN503	MINOR 5	4	60	Nil	50	50	100

Objectives:

- The course aims to impart the learners, knowledge about the use of financial, cost and other data/information for the purpose of managerial planning, control and decision making.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Describe the concept of management accounting and understand the primary purpose of management accounting;
2. Understand how to evaluate a company's financial health and performance by comparing financial data;
3. Analyze how changes in financial position occur due to operational, investing, and financing activities;
4. Take decision in the different situation and select the best alternative.
5. Analyse cost, volume and profit and to solve short run decision making problems applying marginal costing and Break-Even technique.

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION	
Meaning, Objectives, and Scope of management accounting; Evolution of management accounting, Difference between financial accounting, cost accounting and management accounting; Advantages and Limitations of management accounting, Decision making process, Role of a Management Accountant in modern business world.	**10**
UNIT NO. 2 : MARGINAL COSTING	
- Introduction - Meaning of Marginal Cost and Marginal Costing - Assumptions-Characteristics of Marginal Costing - Advantages of Marginal Costing - Limitations of Marginal Costing - **Break –Even Analysis:** [Meaning-Assumptions-Utility-Limitations] - **Important Terms:** [BEP- Contribution-PVR- Margin of Safety] - Marginal Costing as a Tool for Decision Making - Key Factor [Material & Labour only] - **Practical Questions**	**12**
UNIT NO. 3 : DECISION MAKING	
- Introduction and Decision-Making process - **Decisions:** ➢ Adding or discontinuing products, ➢ Make or buy decision, ➢ Selling or further processing, ➢ Selling in foreign market	**12**

➢ Practical Questions	
UNIT NO. 4 : CASH FLOW STATEMENT	
- Accounting & Managerial meaning of the term "Cash", "Cash Equivalent", "Cash Flow" & "Cash Flow Statement" - Classification of cash flow - Sources and Application of Cash Flow - Indian Accounting Standard No. 3 / Ind AS 7 - Importance and Managerial Utility - Limitations of CFS - **Practical Questions** Relating to prepare CFS (as per Indian Accounting Standard No. 3/ Ind AS 7)	**12**
UNIT NO. 5 : RATIO ANALYSIS	
- Introduction-Financial Analysis and Interpretation -(Brief Explanation) - Meaning and Nature of Ratio - Accounting Ratio and Ratio Analysis - Importance & Utility and Limitations of Ratio Analysis - **Classification of Accounting Ratios** [A] Traditional Classification: (Revenue, Balance-Sheet and Composite) [B] Functional Classification: (As per Accounting Data and User-Parties, Different Ratios for Solvency, Liquidity, Turnover and Profitability) - **Practical Problems *(Excluding Reverse types of Practical Problems)***	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications.	

Suggested Readings:

1. Horngren, C. T., Sundem, G. L., Stratton, W. O., Burgstahler, D., &Schatzberg, J. (2005). *Introduction to Management Accounting*. New Jersey: Pearson Prentice Hall.
2. Atkinson, A. A., Kaplan, R. S., Matsumura, E. M., & Young, S. M. (2013). *Management Accounting Information for Decision-Making and Strategy Execution*. London: Pearson Education.
3. Hilton, R. W., & Platt, D. E. (2011). *Managerial Accounting: Creating Value in a Global Business Environment*. New York: McGraw Hill Education.
4. Singh, S. (2016). *Management Accounting*. New Delhi: PHI Learning.
5. Goel, R. (2013). *Management Accounting*. Delhi: International Book House Pvt. Ltd.
6. Arora, M. N. (2014). *Management Accounting*. New Delhi: Himalaya Publishing House Pvt. Ltd.
7. *Managerial Accounting*, Dr. Shailesh N. Ransariya, Vista Publishers, Ahmedabad (India)
8. Maheshwari, S. N., & Mittal, S. N. (2017). *Management Accounting-Principles & Practice*. New Delhi: Mahavir Publications.
9. Singh, S. K., & Gupta, L. (2010). *Management Accounting–Theory and Practice*. New Delhi: Pinnacle Publishing House.
10. Khan, M. Y., & Jain, P. K. (2017). *Management Accounting: Text, Problems and Cases*. New Delhi: Tata McGraw Hill Education.
11. Balakrishnan, N., Render, B., & Stair, J. R. M. (2012). *Managerial Decision Modelling with Spreadsheet*. London: Pearson Education.
12. George E. M. (2000). *Management Decision Making: Spreadsheet Modelling, Analysis, and Application*, Cambridge: Cambridge University Press.
13. Study Material of CA Course (New) Intermediate Level Paper 3: Cost and Management Accounting (https://www.icai.org/post.html?post_id=17759)

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 5								
TITLE OF THE COURSE: BUSINESS RESEARCH METHODS								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
5	BBA23SE501	SEC 5	2	30	Nil	25	25	50

Objectives:

- To introduce the basic concepts in research methodology in management.
- This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project.
- This will also enable the students to prepare report writing.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Explain the importance of research in solving business problems and guiding strategic decisions.
2. Identify and articulate clear research questions, hypotheses, and objectives aligned with business goals.
3. Distinguish between qualitative, quantitative, and mixed-methods approaches, and select appropriate designs for different business contexts.
4. Systematically search, review, and synthesize academic and professional sources relevant to a research topic
5. Prepare a coherent and feasible business research proposal/report, including problem identification, methodology, timeline, and expected outcomes.

Pedagogy:

- Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO RESEARCH	
- Concept of Research - Types of Research. - Nature/ Features of Research. - Scope and Areas of Research. - Process or stages to conduct Research. (Overview of Research Process) - Defining Research Problem and formulating Research Objective - Concept of Literature Reviews and Finding Research gap.	**12**
UNIT NO. 2 : DECISION AREAS OF RESEARCH	
- Data Sources (Primary and Secondary). - Research Instrument (Designing Questionnaire – stages and types of questions). - Sampling – Concept, Benefits and limitations. - Concept of Sampling Unit, Sample size and sampling procedure (types) - Contact Methods (Interview, Mail and Online).	**12**
UNIT NO. 3 : RESEARCH REPORT	
- Collection and analysis of Research Data (Only study of basic tools of Microsoft Excel) - Deriving Interpretation and conclusion of Research study - Research Report- Concept, qualities/ characteristics, Types of Research Report (Technical and Popular), Precautions while writing Research Report	**6**
Total Lectures/Hours	**30**
Skill Development Activities: Practical Applications, case study, writing research paper, research projects.	

Suggested Readings:

1. Research Methodology – C R Kothari –WISHWA PRAKASHAN

2. Business Research Methods- Donald-R-Cooper-Pamela-S-Schindler – Mcgraw Hill Irwin
3. Research Methodology – Mukul and Deepa Gupta- PHI
4. Research Methodology – DK Bhattacharya- Excel Publication
5. Research Methodology – A step by step guide for Beginners- Ranjit Kumar- Sage Publication

Note: Learners are advised to use latest edition of books.

B.B.A.

Vocational Course/s

Students can earn extra credits through vocational courses from SWAYAM (https://swayam.gov.in).

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

Suggested Vocational Courses are:

1. CRM Domestic Voice (https://onlinecourses.swayam2.ac.in/nos23_ge05/preview)
2. Community Health (https://onlinecourses.swayam2.ac.in/nos23_ge11/preview)
3. Yoga Teaching' Training Programme (https://onlinecourses.swayam2.ac.in/nos23_ge01/preview)
4. Developing Soft Skills And Personality (https://onlinecourses.nptel.ac.in/noc23_hs116/preview)
5. Soft Skill Development (https://onlinecourses.nptel.ac.in/noc23_hs80/preview)
6. Soft Skills (https://onlinecourses.nptel.ac.in/noc23_hs145/preview)
7. Educational Leadership (https://onlinecourses.nptel.ac.in/noc23_hs143/preview)
8. Leadership and Team Effectiveness (https://onlinecourses.nptel.ac.in/noc23_mg28/preview)
9. Leadership for India Inc: Practical Concepts and Constructs (https://onlinecourses.nptel.ac.in/noc23_mg26/preview)
10. Internship / Apprenticeship as per SOP of Internship / Apprenticeship of Shri Govind Guru University, Vinzol (Godhra).
11. Other vocational courses from SWAYAM Portal and suggested by Shri Govind Guru University, Vinzol (Godhra).

CURRICULUM

For

B.B.A.
Semester – 6

(With effective from Nov/Dec - 2025)

Level 5.5: B.B.A. Semester V & VI (Bachelor of Business Administration)

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(2) Service Marketing
<u>* Finance:</u>
(1) Security Analysis & Portfolio Management - I
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<tr><td>4</td><td>Minor</td><td>Direct Taxes</td><td>4</td><td>51</td></tr>
<tr><td>5</td><td>SEC</td><td>Internship Training / Field Project</td><td>4</td><td>53</td></tr>
<tr><td rowspan="2">6</td><td rowspan="2">AEC (Select Any One)</td><td>Business English</td><td rowspan="2">2</td><td>55</td></tr>
<tr><td>Social Media & Blog writing</td><td>57</td></tr>
<tr><td></td><td></td><td></td><td>22</td><td></td></tr>
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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
TITLE OF THE COURSE: IKS IN BUSINESS MANAGEMENT								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
1	BBA23MJ601	MAJOR 14	4	60	Nil	50	50	100

Objectives:

- To introduce the principles of Indian Knowledge Systems (IKS) relevant to commerce and management
- To analyze Indian philosophies and their applicability to business ethics, governance, leadership, and decision-making
- To integrate Indian economic, legal, and managerial traditions with contemporary business practice.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the scope and significance of Indian Knowledge Systems and their relation to commerce;
2. Apply Indian ethical frameworks to modern business scenarios;
3. Evaluate Indian models of leadership and organizational behaviour;
4. Integrate indigenous strategic principles into modern management practices.

Pedagogy:

- Lectures & Case Studies: Exploring ancient and modern financial model
- Group Discussions & Debates: Ethics and sustainability in finance
- Industry Expert Sessions: Insights from professionals using traditional finance concepts.
- Research & Projects: Comparative analysis of ancient and modern accounting practices.
- Field Visit to Traditional Business Houses or Indigenous Banking Institutions

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION	
Overview of IKS: Definition, scope, and significance, Historical evolution of Indian commerce, trade and governance, Features and principles of Indian Ethos in Management, Relevance of Indian ethos to contemporary business practices, – Brief key concepts of Vedas, Upanishads and Arthashastra and its implications for management.	**12**
UNIT NO. 2 : ETHICS AND VALUES IN INDIAN MANAGEMENT	
Introduction, Dharma-based business ethics, Karma Yoga and Nishkama Karma (Bhagavad Gita) and their relevance to leadership, Ethics in action: Satya (truth), Ahimsa (non-violence), Tyaga (sacrifice), and Seva (service), Ethical conduct and integrity, Yajna spirit in stakeholder management, Sustainability and ethical wealth creation.	**12**
UNIT NO. 3 : LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	
Indian approach to leadership, Leadership lessons from Indian epics: Ramayana and Mahabharata, Raja Dharma and transformational leadership, Role of spiritual intelligence in leadership, Ethical leadership and its impact on business, Indian models of motivation and employee relations, Motivation theories and Indian philosophy	**12**
UNIT NO. 4 : INDIAN ECONOMIC THOUGHT AND GOVERNANCE	
Introduction, Time Kautilya's Arthashastra and ancient economic policies,	**12**

Indigenous trade systems and guilds, Decentralized governance and economic planning (e.g., village economies, Gram Swaraj)	
UNIT NO. 5 : MANAGEMENT PRACTICES IN INDIAN TRADITIONS	
Time management and productivity in ancient texts, Strategic thinking and administration: Lessons from Kautilya, Indigenous decision-making and negotiation strategies, Insights from Arthashastra on governance and strategy, CSR, sustainability and Indian values	**12**
Total Lectures/Hours	**60**

Suggested Readings:

1. Kautilya's Arthashastra – Translated by R. Shamasastry
2. Chanakya Niti – Ethical and Economic Principles
3. Ancient Indian Economic Thought – Ratan Lal Basu
4. History of Indigenous Banking in India – R. B. C. Dutt
5. History of Indigenous Banking in India – L. C. Jain
6. Modern Interpretations of Indian Financial Systems
7. Ethics in Indian Business Traditions – N. R. Gupta
8. Hundi: The Indigenous Negotiable Instrument of India – Shankar Goyal
9. https://onlinecourses.swayam2.ac.in/aic22_ge19/preview (SWAYAM Course : Ancient Indian Management)
10. Journey of Indian Accounting Practices
11. (https://management.cessedu.org/sites/management.cessedu.org/files/2%20Journey%20of%20Indian%20Accounting%20Practices%2016th%20March.pdf)

Note: Learners are advised to use latest edition of text books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
MARKETING GROUP								
TITLE OF THE COURSE: INTEGRATED MARKETING COMMUNICATION								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
2	BBA23MJ602	MAJOR 15	4	60	Nil	50	50	100

Objectives:

- To familiarize the students with concepts and practices in marketing communications.
- To equip the students how key elements of IMC i.e. Advertising, Public Relations, Sales Promotion, Direct Marketing are integrated.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Analyze meaning, position, and the Role of IMC in Marketing Communication; create the relationship between the ideas and the tools of IMC.
2. Demonstrate understanding of the concept of Integrated Marketing Communications (IMC) and the activities entailed in the management of IMC as a process.
3. Design appropriate Integrated Marketing Communications (IMC) strategies on the basis of a brand's marketing situation and customer insights.
4. Critically use knowledge to produce and creatively present an Integrated Marketing Communications (IMC) plan.

Pedagogy: Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION	
- Meaning of marketing, advertising and integrated marketing communication. - Concept of 5Ms of advertising - The evolution of IMC - Reasons for the growing importance of IMC. - The promotional Mix: The tools for IMC	**12**
UNIT NO. 2 : IMC PROCESS AND COMMUNICATION PROCESS ANALYSIS	
- IMC Process Analysis - The IMC planning process, Role of IMC in the Marketing Process (conceptual analysis), Participants in the IMC process - Communication Process Analysis - Source, Message and channel factors, Communication response hierarchy-AIDA model, Innovation adoption model, Information processing model - CASE STUDY	**12**
UNIT NO. 3 : PLANNING FOR MARKETING COMMUNICATION (MARCOM)	
- Establishing marcom Objectives and Budgeting for Promotional Programmes - Setting communication objective, - Sales as marcom objective - DAGMAR approach for setting ad objectives. - Budgeting for marcom-Factors influencing budget, Methods to determine marcom budget. - CASE STUDY	**12**
UNIT NO. 4 : DIRECT MARKETING	
- Concept, advantages/ objectives and disadvantages - Components for Direct Marketing	**12**

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- Tools of Direct Marketing –
- Response Advertising
- Direct Mail and Internet
- Catalogues
- Telemarketing (outbound and inbound)
- CASE STUDY

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<tr><th colspan="2">UNIT NO. 5 : EVALUATING AN INTEGRATED MARKETING PROGRAM</th></tr>
<tr><td>

- Meaning and importance of measuring communication effectiveness,
- The testing process,
- Measuring the effectiveness of other promotional tools and IMC,
- Concept of pre-testing, concurrent testing, post-testing
- CASE STUDY

</td><td>12</td></tr>
<tr><td align="right">Total Lectures/Hours</td><td>60</td></tr>
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Skill Development Activities:

- Practical Applications (Class discussions, group work) and practical problems solved in class.
- Workshops and interactive sessions.
- Case discussions in class that stress IMC strategy and encourage discussion on key issues.

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Suggested Readings:

1. Advertising and Promotion – Integrated Marketing Communication Approach – George and Michael Belch – Tata Mcgraw Hill
2. Integrated Marketing Communications – Don Schultz, Stanley I. Tennenbaum, Robert F. Lauterborn – Mcgraw Hill Professional
3. IMC & Internet Markting – Priti Kulkarni – Sharp publication
4. Integrated Marketing communication in digital gape – Divyesh Kumar, Varisha Rehman, Zillur Rahman – Willey India.
5. Advertising, Promotion, and other aspects of Integrated Marketing Communications with MindTap - J. Craig Andrews | Terence A. Shimp – Cengage Publication

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6

MARKETING GROUP

TITLE OF THE COURSE: SERVICE MARKETING

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MJ603	MAJOR 16	4	60	Nil	50	50	100

Objectives:

- To equip students with a comprehensive understanding of service sector dynamics, marketing strategies, and their practical application.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Know the service concept, its evolution and growth.
2. Understand Marketing Mix in service marketing and its effective management.
3. Know the service marketing techniques applied in various sectors.

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : FUNDAMENTALS OF SERVICE MARKETING	
- Concept, - Characteristics of services and its marketing Implications, - Classification of Services, - Service Marketing Mix, (7Ps' of Services Marketing) - Growth of Service Sector- Factors and Challenges	**12**
UNIT NO. 2 : DECISION AREAS IN SERVICE MARKETING	
- Service Designing and Development: Developing and managing Core and Supplementary Services - Service Distribution: Types of contact, Place and time decisions - Pricing the Service: Concept of service pricing, Service Pricing Strategies - Service Promotion: Sources of Communication – Traditional Sources, Channel Sources, Online sources, external sources	**12**
UNIT NO. 3 : SERVICE MARKETING DECISIONS IN EXTENDED MARKETING MIX	
- Process: Service Blueprinting – Concept and Components, Service Process Redesign - People: Service Triangle, Role of employees in service delivery. - Physical Evidence: Servicescape- Meaning, Types and uses of Service Environment	**12**
UNIT NO. 4 : SERVICE QUALITY, DEMAND AND CAPACITY MANAGEMENT	
- Capacity Analysis – Understanding Capacity - Demand Patterns - Strategies for demand and capacity management - Concept of Service Quality - Measures of Service Quality- Soft and Hard Measures	**12**
UNIT NO. 5 : UNDERSTANDING SERVICE SECTORS	
Brief idea of following Service Sectors: - Education Marketing - Hospital Marketing - Tourism Marketing	**12**

- Hotel Marketing - Financial Services Marketing	
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications	

Suggested Readings:

1. WirtzJochen, Lovelock Christoper, Services Marketing: People Technology Strategy, PearsonEducation,9e,2022.
2. Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler , Ajay Pandit, Services Marketing - Integrating Customer Focus Across the Firm, McGraw Hill Education ,2018.
3. S.M. Jha, Services marketing, Himalaya Publishers, India.
4. Ravi Shanker , Services Marketing, First Edition, Excel Books, NewDelhi 2008.

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
FINANCE GROUP								
TITLE OF THE COURSE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT – I								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
2	BBA23MJ604	MAJOR 15	4	60	Nil	50	50	100

Objectives:
- This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general.
- To provide conceptual foundation for the purpose of undertaking Investment analysis for securities as well as portfolios.

Learning Outcomes:
After completion of the course, learners will be able to:
1. Designing and managing the bond as well as equity portfolios in the real word;
2. Identify investment opportunity;
3. Enhance ability to evaluate financing opportunities in market;
4. Valuing equity and debt instruments and Measuring the portfolio performance

Pedagogy: Theory, Exercise.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : PORTFOLIO MANAGEMENT – AN INTRODUCTION	
- **Investment-** Meaning, Characteristics, Objectives, Investment V/s Speculation, Investment V/s Gambling and Types of Investors - **Portfolio Management** – Meaning, Evolution, Phases, Role of Portfolio Managers, Advantages of Portfolio Management. - **Investment Environment-** Investment Environment in India and factors conducive for investment in India.	**12**
UNIT NO. 2 : PORTFOLIO ANALYSIS	
- Portfolio Analysis – Meaning and its Components - Calculation of Expected Return and Risk - Calculation of Covariance, Risk – Return Trade off.	**12**
UNIT NO. 3 : PORTFOLIO SELECTION	
- Portfolio Selection – Meaning, Feasible Set of Portfolios, Efficient Set of Portfolios, - Selection of Optimal Portfolio, Measuring Security Return and Portfolio Return.	**12**
UNIT NO. 4 : PORTFOLIO REVISION AND EVALUATION	
- **Portfolio Revision** – Meaning, Need, Constraints and Strategies. - **Portfolio Evaluation** – Meaning, Need, Measuring Returns (Sharpe, Treynor and Jensen Ratios) and Decomposition of Performance	**12**
UNIT NO. 5 : BOND VALUATION	
- **Bond Valuation** – Meaning, Measuring Bond Returns – Yield to Maturity, Yield to call - **Bond Pricing** – Introduction, Bond Pricing Theorems, Bond Risks and Bond Duration.	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Expert lectures, role plays, Seminars	

Suggested Readings:

1. S.Kevin – Security Analysis and Portfolio Management.
2. Chandra P. – Investment analysis and portfolio management, Tata McGraw Hill
3. Financial management – Dr V K Palanivelu , S. Chand
4. Bodie, Kane, Marcus, mohanty – Investments, Tata McGraw –Hill

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6

FINANCE GROUP

TITLE OF THE COURSE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT – II

Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
3	BBA23MJ605	MAJOR 16	4	60	Nil	50	50	100

Objectives:

- This course provides a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general.
- To provide conceptual foundation for the purpose of undertaking Investment analysis for securities as well as portfolios.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Develop expertise in Portfolio management strategies for decision-making.
2. Gain practical knowledge of risk and return analysis.
3. Understand and apply Investment strategies

Pedagogy: Case Studies, Discussions, Hands-On Exercises, Expert Lectures

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO INVESTMENT	
- Definition of Investment, Nature and scope of investment, - Features of Investment, Investment Alternatives, - Process of investment, - Risk and return in investment, - Types of return of investment, - Sources of risks for investment	**12**
UNIT NO. 2 : FUNDAMENTAL ANALYSIS	
- Economy Analysis- Introduction, Meaning, Framework of Economic Analysis, - Industry Analysis- Concept of Analysis, Industry Life Cycle, Industry Characteristics - Company Analysis- Financial Statements, Analysis of Financial Statements and Assessment of risk (Leverages)	**12**
UNIT NO. 3 : TECHNICAL ANALYSIS	
- Meaning and Principles of Technical Analysis, - Price Chart, Line Chart, Bar Chart, Candlestick Chart, Chart Patterns, - Fundamental Analysis V/s Technical Analysis	**12**
UNIT NO. 4 : EFFICIENT MARKET THEORY	
- The Efficient Market Hypothesis - Forms of Market Efficiency - Competitive Market Hypothesis	**12**
UNIT NO. 5 : CAPITAL ASSET PRICING MODEL	
- CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Capital Market Line, Security Market Line and Pricing of Securities with CAPM. - Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, APT V/s CAPM.	**12**

	Total Lectures/Hours	60
Skill Development Activities: Case Studies, Expert Lectures, Seminars		

Suggested Readings:

1. Investment analysis and Portfolio management – by Reilly/Brown, cengage Learning
2. Investment Analysis and Portfolio Management – by Prasanna Chandra, Tata McGraw Hill
3. Security analysis and portfolio management – by Sudhindra Bhatt
4. Security analysis and portfolio management – by R. Singh Excel book

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
HUMAN RESOURCE GROUP								
TITLE OF THE COURSE: CROSS-CULTURAL HR AND INDUSTRIAL RELATIONS								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
2	BBA23MJ606	MAJOR 15	4	60	Nil	50	50	100

Objectives:

- To equip students with the understanding and skills necessary to effectively manage human resources and industrial relations in diverse and international settings.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Analyze the impact of culture on HR practices and industrial relations.
2. Understand and apply theories and models of cross-cultural management.
3. Identify the key elements of industrial relations and their relevance to HRM
4. Design strategies for managing cross-cultural issues in HR and resolving industrial disputes effectively

Pedagogy: Lectures, Case Studies, Role Plays, Group Discussions.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO CROSS-CULTURAL HRM	
- Introduction to concept of culture and nationality - Impact of culture on International Business Environment - Definition and Significance of Cross-Cultural HRM - Managing Diversity: Importance and Challenges - Cross-cultural Communication and its Impact on HRM	**12**
UNIT NO. 2 : CROSS-CULTURAL LEADERSHIP AND HR PRACTICES	
- Leadership Styles and Their Cross-Cultural Variations - Global Leadership: Strategies for Managing Diverse Teams - Human Resource Development in a Cross-Cultural Context - Conflict Resolution and Cross-Cultural HR Challenges	**12**
UNIT NO. 3 : INDUSTRIAL RELATIONS: THEORIES AND CONCEPTS	
- Definition and Scope of Industrial Relations (IR) - Industrial Relations System: Components and Stakeholders - Industrial Disputes: Causes and Resolution Mechanisms - Labor Laws in India: Historical Development and Current Framework Pertaining to Industrial Relations. - Role of Trade Unions and Employers' Associations	**12**
UNIT NO. 4 : CROSS-CULTURAL ISSUES IN INDUSTRIAL RELATIONS	
- Cross-Cultural Perspectives on Industrial Relations - Managing Cross-Cultural Conflict in the Workplace - Legal Frameworks for Cross-Cultural Industrial Relations - International and Indian Approaches to Industrial Relations, Labour Unions and MNCs , Response of Labour Unions to MNCs. - Role of HR in Handling Cross-Cultural Conflicts in IR	**12**
UNIT NO. 5 : FUTURE TRENDS IN CROSS-CULTURAL HR AND INDUSTRIAL RELATIONS	
- Emerging Global Trends in Cross-Cultural HRM and Industrial Relations	**12**

- Impact of Globalization on HR and Industrial Relations - Technology and its Role in Managing Cross-Cultural Teams and IR - Future of Industrial Relations in India and Globally - Managing Multinational Work force with respect to Labor Relations in a Global Economy	
Total Lectures/Hours	**60**
Skill Development Activities: - Case Study: Role of technology in managing cross-cultural HR, Industrial disputes and resolution mechanisms in India - Role Play on managing cross-cultural teams, handling cross- cultural industrial dispute - Group Discussion on Influence of Culture on HR Practices, cultural differences in global HRM, managing labour relations in multinational firms - Student Presentations on Leadership styles and HR Practices in different cultures	

Suggested Readings:

1. **Books:**
   - **Cross-Cultural Management: Essential Concepts** by David C. Thomas and Mark F. Peterson, Sage Publication
   - **Industrial Relations: A Contemporary Approach** by A. P. S. Ahuja, Macmillan India
   - **International HRM** by Peter J. Dowling, Marion Festing, and Allen D. Engle, Cengage Learning
   - **International Human Resource Management by** Bhattacharya, M.S.Sengupta, N.,Excel Books, New Delhi.
   - **Understanding Cross Cultural Management** by Browaeys M.J and Price R, Prentice Hall, New Delhi.
   - **Industrial Relations in India** by S.K.Sasikumar and R.K.Mishra, Oxford University Press India, 2018
   - **Cultures and Organisations: Software of the Mind by Geert Hofstede, Gert Jan Hofstede and Micheal Minkov, McGraw Hi**
2. **Journals and Articles:**
   - "Journal of Cross-Cultural Management"
   - "Industrial Relations Research Journal"
   - Articles on cross-cultural HRM and industrial relations in India
3. **Websites/Online Resources:**
   - HR websites like SHRM (Society for Human Resource Management)
4. National Labour Relations Board (www.nlrb.gov)

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
HUMAN RESOURCE GROUP								
TITLE OF THE COURSE: TALENT ACQUISITION								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
3	BBA23MJ607	MAJOR 16	4	60	Nil	50	50	100

Objectives:

- To equip students with the knowledge and skills needed to effectively attract, acquire, and retain top talent within an organization.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Understand the end-to-end process of talent acquisition, from job analysis to onboarding.
2. Implement effective recruitment strategies aligned with organizational needs.
3. Use tools and techniques for sourcing, screening, and selecting talent.
4. Evaluate the effectiveness of recruitment campaigns and improve talent acquisition processes.
5. Leverage technology, data analytics, and social media platforms in talent acquisition

Pedagogy: Theory, Exercise

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO TALENT ACQUISITION	
- Definition and Importance of Talent Acquisition in HRM - Key Components of Talent Acquisition: Recruitment, Selection, and Onboarding - Recruitment vs. Talent Acquisition: Understanding the Difference - Organizational Goals and the Role of Talent Acquisition - Legal and Ethical Aspects of Talent Acquisition	**12**
UNIT NO. 2 : SOURCING TALENT	
- Talent Sourcing Strategies: Internal vs. External Sourcing - Job Portals, Employee Referrals, and Headhunting - Social Media Recruiting: LinkedIn, Twitter, Facebook - Employer Branding and its Role in Sourcing Talent - Passive Candidate Sourcing: Strategies and Techniques	**12**
UNIT NO. 3 : SCREENING AND SELECTION OF CANDIDATES	
- Screening Methods: Resumes, Cover Letters, and Video Resumes - Interviewing Techniques: Behavioral, Situational, and Technical Interviews - Pre-employment Assessments and Psychometric Tests - Selection Methods: Structured vs. Unstructured Interviews - Diversity and Inclusion in Candidate Selection	**12**
UNIT NO. 4 : ONBOARDING AND INTEGRATION	
- The Importance of Onboarding: Role in Employee Retention and Engagement - Designing an Effective Onboarding Program - New Hire Orientation: Best Practices - Integrating New Employees into Organizational Culture - Technology in Onboarding: Digital Onboarding and eLearning	**12**
UNIT NO. 5 : MEASURING AND IMPROVING TALENT ACQUISITION EFFECTIVENESS	

- Key Performance Indicators (KPIs) in Talent Acquisition - Recruitment Metrics: Time to Fill, Cost per Hire, and Quality of Hire - Analyzing the ROI of Recruitment Campaigns - Continuous Improvement in Talent Acquisition Processes - Trends in Talent Acquisition: AI, Automation	**12**
Total Lectures/Hours	**60**

Skill Development Activities:

- Case Studies on Talent acquisition strategies in multinational companies, Best practices in screening and selection from global firms
- Group Discussion on Leveraging AI and automation in recruitment, the role of talent acquisition in achieving organizational goals, ethical issues in recruitment, challenges in onboarding and its solutions,
- Role Play on Conducting an interview using behavioral techniques, conducting a structured interview for a given role.

Suggested Readings:

1. **Books:**
    - **Human Resource Management: Text and Cases by** K. Aswathappa, Tata McGraw-Hill Education
    - **Talent Acquisition: A Guide to Understanding and Implementing the Latest Strategies by** Rajeev Rathi, PHI Learning
    - **Recruitment and Selection: A Study of Best Practices by** A.P.S. Ahuja, Macmillan India
    - **Employee Recruitment, Selection, and Assessment: Contemporary Issues for Theory and Practice by** R. L. Luthans, McGraw-Hill
      Human Resource Management by Gary Dessler, Pearson Education
    - **Strategic Talent Management: A Guide to Developing HR Practices, by** Peter J. Dowling, Marion Festing, and Allen D. Engle, Cengage Learning.
    - **Talent Acquisition: A Strategic Approach by** Pravin S., SAGE Publications
    - **The New Talent Acquisition Frontier: Integrating New Approaches into HR by** Sumanth S., Oxford University Press
    - **Recruitment and Selection: A Framework for Success** by Geoff White, CIPD (Chartered Institute of Personnel and Development)
    - **Hiring for Attitude: A Revolutionary Approach to Recruiting and Selecting People with Both Tremendous Skills and Superb Attitude"** by Mark Murphy, McGraw Hill
    - **The New Talent Acquisition Frontier: Integrating Recruiting, HR, and Marketing** by Peter Cappelli, Wharton School Press, University of Pennsylvania Press
2. **Journals and Articles:**
    - "Journal of Human Resource Management"
    - "Talent Management and Leadership"
    - "Harvard Business Review" articles on talent acquisition
3. **Websites/Online Resources:**
    - SHRM (Society for Human Resource Management): www.shrm.org
    - LinkedIn Talent Solutions Blog: www.linkedin.com/talent-solutions/blog
4. Recruiting Daily (www.recruitingdaily.com)

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
TITLE OF THE COURSE: DIRECT TAXES								
Sr. No.	Course Code	Course Category	Course Credit	Teaching Hours	Practical Hours	Internal Exam Marks	External Exam Marks	Total Marks
2	BBA23MN601	MINOR 6	4	60	Nil	50	50	100

Objectives:

- To develop conceptual understanding regarding Direct Tax Laws and to Prepare Returns and make them introduced with assessment procedure.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Identify the technical terms related to Income Tax;
2. Determine the residential status of an individual and scope of total income;
3. Compute income from salaries, house property, business/profession, capital gains and income from other sources;
4. Compute the net total income of an individual.

Pedagogy:

Class lectures, application-based exercises, demonstrations.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION, DEFINITION AND RESIDENTIAL STATUS OF AN ASSESSEE	
- Introduction to Income Tax Act 1961 - **Basic concepts (Only Theory):** Person, Assessee, Income, Gross Total Income, Total income, Exempted Incomes, Previous year, Assessment Year, Types of calculating Tax, Need of Tax Planning- Principles and objectives of Tax Planning, Obligations of parties to Tax Planning, Tax Avoidance and Tax Evasion- Legal thinking on Tax Planning, Tax Planning-Scope of Tax Planning. - **Tax Planning with reference to residential status:** Introduction, Residential status, Total income and Taxability, Deduction from Total Income, Exempted Income under section 10, Tax planning through exempted income for residents/ non-residents, Tax planning through permissible deductions for residents/non-residents, Practical Problems of Residential Status only (**Theory + Practical Questions)**	**12**
UNIT NO. 2 : TAX PLANNING UNDER THE HEAD OF SALARY INCOME	
- Introduction - Income under the head “Salary” - Tax planning for salary income - Computation/Determination of income tax under the head of salary - Practical Questions	**12**
UNIT NO. 3 : TAX PLANNING UNDER THE HEAD OF HOUSE PROPERTY	
- Introduction - Income under the head “House Property” - Tax planning for House Property incomes - Computation/Determination of income tax under the head of House Property - Practical Questions	**12**
UNIT NO. 4 : INCOME TAX COMPUTATION UNDER THE HEAD- BUSINESS OR PROFESSION	

- Introduction and Meaning - Income under the head "Business or Profession" - Tax planning measures relating to income from Business or Profession - Computation of income tax under the head of Business or Profession	**12**
UNIT NO. 5 : INCOME UNDER THE HEAD-CAPITAL GAINS	
- Introduction - Income under the head "Capital Gains" - Tax planning measures relating to income from Capital Gains - Computation of income tax under the head of Capital Gains	**12**
Total Lectures/Hours	**60**
Skill Development Activities: Practical Applications	

Note: Consider Academic Year as an Assessment Year (e.g. Academic Year : 2024-25, Assessment Year is also 2024-25)

Suggested Readings:

1. Ahuja, G., & Gupta, R. (2018). *Direct Taxes Ready Reckoner*. New Delhi: Wolters Kluwer India Private Limited.
2. Gaur, V. P., Narang, D. B., & Gaur, P. (2018). *Income Tax Law and Practice*. New Delhi: Kalyani Publishers.
3. Singhania, V. K., & Singhania, K. (2020). *Direct Taxes: Law & Practice*. New Delhi: Taxmann Publication.
4. Direct Taxation, Study Notes, The Institute of Cost Accounts of India, (https://icmai.in/upload/Students/Syllabus2022/Inter_Stdy_Mtrl/P7_160824.pdf)

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
TITLE OF THE COURSE: INTERNSHIP TRAINING/FIELD PROJECT								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
5	BBA23SE601	SEC 6	4	Nil	120	Nil	100	100

Objectives:

- Apply theoretical concepts of commerce and management to real-world business scenarios.
- Gain insights into the internal structure, hierarchy, and workflows of an organization.
- Enhance communication, teamwork, and interpersonal skills in a professional setting.
- Learn to analyze business problems and contribute to decision-making processes
- Build a professional network and receive mentorship from experienced professionals.
- To conduct effective research using appropriate methodology and tools to gather and interpret the data.

ABOUT INTERNSHIP

Internship training plays a vital role in the Bachelor of Commerce (B.Com) program, as it bridges the gap between academic knowledge and real-world application. While classroom learning provides students with theoretical foundations in subjects like accounting, finance, marketing, and management, internships offer hands-on experience in the corporate world. Through internships, students gain insights into professional work environments, improve their communication and interpersonal skills, and learn how to apply theoretical concepts to practical business situations. Internships also help students build networks, enhance their resumes, and improve their chances of securing better job opportunities after graduation. Additionally, they provide clarity about career paths and areas of specialization, helping students make informed decisions about their futures. Overall, internship training is a very important component of the curriculum, contributing to the all-round development and employability of students.

INTERNSHIP CATEGORIES:

The employability of graduates can be improved by developing practical experience and exposure with the required right kind of attitude for the workplace. The internship is one of the important apparatuses that help in improving these employability skills and can help in generating competency, capability, professional working skills, expertise, and confidence among the students for employability and developing interest/passion for research. The interns can understand the application of theory in the workplace. The undergraduate internships would be classified into two types:

i. Internship for enhancing the employability
ii. Internship for developing the research aptitude (Project)

INTERNSHIP GUIDELINES

Each undergraduate student may complete an internship of 4 credits during after the 4th semester of UG degree programme focussing on Hands-on Training/Short Research Project.

Duration and Slots for Internship

Credit: 04
Duration: 120 hours
Suggested Activities: Hands-on Training/Short Research Project

Evaluation:

1. The parent HEI will examine/evaluate the student's performance following its evaluation method.
2. The evaluation of the internship will be carried out at the following stages:
   a. The interns will be evaluated by research internship supervisor based on their efforts and research output.

b. The interns will be evaluated through seminar presentation or viva-voce at the HEI, (marks will be given by a group of experts from HEI including the supervisor).

3. At HEI, the intern will be evaluated through a seminar/viva voce on his work, by a duly constituted expert committee, on the following suggestive aspects. **i.** Activity logbook and evaluation report of Internship Supervisor **ii**. Format of presentation and the quality of the intern's report **iii.** Acquisition of skill sets by the intern **iv.** Originality and any innovative contribution **v.** Significance of research outcomes **vi** Attendance

Rules/Guidelines of UGC, Government of Gujarat and Shri Govind Guru University, Vinzol, Godhra will be applicable.

PROJECT REPORT GUIDELINES

The Project Report must be an Original One and Plagiarism rules will be applicable as per University instructions and guidelines. **The Project Report carries 04 credits** and shall be evaluated by the panel of examiners constituted by the University.

Every student shall prepare a report on one of the special topics from the subjects given below pertaining to the organization in which he has been placed for training. The report must contain data for minimum period of last five years or a student may prepare a research-based project on any one of the topics listed below.

1. Accounting and Finance
2. Human Resource management,
3. Financial management,
4. Marketing Management.

GENERAL INSTRUCTIONS FOR PREPARATION OF REPORT:

- The Practical Studies curriculum shall be assigned an overall 04 credits equivalent workload.
- All the students shall draft their report independently, which shall be checked and certified by the faculty concerned
- The Student shall prepare his/her Practical Studies report in two copies, First Copy submitted to College, Second copy as his/her Personal Copy.
- Draft report must be in the following format:
  a. Report must be typed in the Font size 14pt, Time New Roman, 1.5 spacing in A4 size paper and printed on both sides of paper.
  b. Tile Page: Full name of students, Semester number, roll/seat number, name of business unit visited, name of academic institutions, etc.
  c. Guide certificate
  d. Student's declaration regarding originality of the report.
  e. Acknowledge
  f. Preface/Introduction
  g. Index with contents and page number
  h. Main part of the report
  i. Conclusion and suggestions
  j. Bibliography (if any)
  k. Appendix (if necessary)
- Only Practical aspects are required. Therefore, the Book-concepts should be avoided from the report so far possible.
- The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
TITLE OF THE COURSE: BUSINESS ENGLISH								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
6	BBA23AE601	AEC 5	2	30	-	25	25	50

Objectives:

- To equip individuals with the language skills necessary to effectively communicate in professional, business, and corporate settings.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Communicate effectively in professional business settings.
2. Write clear and concise business emails, letters, and reports.
3. Deliver confident presentations and participate in business meetings.
4. Understand and apply business jargon and terminology.
5. Demonstrate strong listening and speaking skills in business contexts.

Pedagogy:

- Lectures, Case Studies, Role Plays, Group Discussions

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : BUSINESS WRITING – EMAILS, LETTERS, AND REPORTS	
- Structure and Format of Business Emails - Writing Professional Business Letters (Formal and Informal) - Preparing Business Reports: Structure, Clarity, and Precision - Writing Proposals and Recommendations - Tone and Language in Business Writing: Formal vs. Informal	**12**
UNIT NO. 2 : ORAL COMMUNICATION SKILLS IN BUSINESS	
- Presentations: Structure, Visuals, and Delivery Techniques - Participating in Business Meetings: Expressing Opinions, Giving Feedback - Negotiation Skills: Language of Negotiations and Diplomacy - Effective Telephone Communication: Etiquette and Professional Language - Active Listening: Understanding and Responding to Business Conversations	**12**
UNIT NO. 3 : BUSINESS VOCABULARY AND EXPRESSIONS	
- Common Business Terms and Jargon (e.g., ROI, KPI, SWOT, PESTLE) - Understanding and Using Idiomatic Expressions in Business (e.g., "touch base," "game changer") - Phrasal Verbs Used in Business Communication (e.g., "bring up," "follow up," "take over")	**06**
Total Lectures/Hours	**30**

Suggested Readings:

1. **Books:**
    - **Business Communication: A Hands-On Approach, by** Meenakshi Raman and Sangeeta Sharma, Oxford University Press
    - **Business English: A Complete Guide** by R.K. Gupta, Excel Books
    - **English for Business Communication** by Simon Sweeney, Cambridge University Press
    - **Business English Handbook** by Paul Emmerson, Macmillan
    - **Business English: A Complete Guide for All Business Professionals** by Andrea B. Geffner, Barron's Educational Series

2. **Journals and Articles:**
   - "Journal of Business Communication"
   - Articles on business communication strategies and writing tips in Harvard Business Review
3. **Websites/Online Resources:**
   - Business English Pod (www.businessenglishpod.com)
4. BBC Learning English – Business English Section (www.bbc.co.uk/learningenglish)

Note: Learners are advised to use latest edition of books.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) SEMESTER – 6								
TITLE OF THE COURSE: SOCIAL MEDIA AND BLOG WRITING								
Sr. No.	**Course Code**	**Course Category**	**Course Credit**	**Teaching Hours**	**Practical Hours**	**Internal Exam Marks**	**External Exam Marks**	**Total Marks**
6	BBA23AE602	AEC 5	2	30	-	25	25	50

Objectives:

- To develop skills to prepare report/blogs/articles/editorials/forum on internet etc.
- To make students able to develop a professional blog post on relevant academic and professional themes.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Create effective social media posts and blog content that engage readers and followers.
2. Understand the principles of SEO and apply them to their social media and blog writing.
3. Design content strategies for personal branding and business promotion.
4. Analyze and evaluate the impact of content through metrics and engagement on various platforms

Pedagogy:

- Workshops, projects, group discussions, case studies, other experiential methods

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO SOCIAL MEDIA AND BLOGGING	
- Overview of Social Media: Platforms, Trends, and Influence - The Role of Blogs in Digital Communication and Marketing - Introduction to Different Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) - Understanding the Audience: Targeting, Engagement, and Analytics - Content Creation for Social Media and Blogs: Writing Styles, Visuals, and Media Platforms.	**12**
UNIT NO. 2 : CRAFTING CONTENT FOR SOCIAL MEDIA AND BLOGS	
- Writing for Different Social Media Platforms: Tone, Language, and Style - Writing Engaging Blog Content: Structure, Headlines, and Call-to-Action - Visual Content Creation: Use of Images, Videos, and Infographics - Introduction to SEO for Blogs and Social Media: Keywords, Tags, and Meta Descriptions - Consistency in Posting and Maintaining Content Calendar	**12**
UNIT NO. 3 : MANAGING BLOGS AND SOCIAL MEDIA FOR ENGAGEMENT	
- Building a Blog: Platform Choices (WordPress, Blogger, Medium) - Engaging the Audience: Commenting, Sharing, and Influencer Marketing - Ethical Considerations and Content Copyright Issues	**06**
Total Lectures/Hours	**30**

Skill Development Activities:

- Case study of successful social media campaigns and blogs.
- Workshop on creating social media posts for different platforms
- Workshop on Use of Canva
- Group Discussion on various social media platforms, ethical issues related to blogging and social media marketing, popular blogs and social media accounts for learning best practices.
- Group Project: Develop a social media campaign for a fictional brand and write a blog post promoting the campaign

Suggested Readings:

- **Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content** by Ann Handley.
- **Social Media for Business: A Practical Guide to Facebook, Twitter, LinkedIn, and More, by** S. V. Bhat, **Wiley India**
- **Social Media Marketing: A Practitioner's Guide, by** Rajeev Bhat, **PHI Learning**
- **The Art of Social Media: Power Tips for Power Users** by Guy Kawasaki and Peg Fitzpatrick
- **Blogging for Dummies** by Susannah Gardner and Shane Birley, Wiley
- **The Art of Content Writing by** R. K. Gupta, **Cengage Learning India**
- **SEO and Social Media Marketing, by** Harsh Agarwal, **Packt Publishing**.
- **Effective Social Media Marketing: A Guide for Beginners, by** Krishna D., **Sage Publications India**

Journals and Articles:

- Social Media Marketing: A Strategic Approach by Melissa S. Barker
- Articles on blogging strategies and trends on HubSpot Blog or Neil Patel Blog

Websites/Online Resources:

- Medium (www.medium.com)
- HubSpot Academy (www.academy.hubspot.com)
- Canva (www.canva.com) for content creation and design.

Note: Learners are advised to use latest edition of books.

B.B.A. SEMESTER – 6

OTHER AEC COURSES

As per UGC Curriculum and Credit Framework for Undergraduate Programs, it has paved the way to offer a maximum 40% of the credit/learning through online courses. The courses shall be approved by institutions as per the existing **UGC regulations**.

Students can take other AEC courses from the pool of AEC course on SWAYAM platform which will be offered by:

- UGC (University Grant Commission)
- CEC (Consortium of Educational Communication)
- IIM-B (Indian Institute of Management- Bangalore)
- NPTEL (National Programme on Technology Enhanced Learning)
- IGNOU (Indira Gandhi National Open University)
- NITTTR (National Institutes of Technical Teachers and Training Research)
- AICTE (All India Council for Technical Education)

Students opting for an online course shall be required to register for MOOCs (Massive Online Open Courses) course/paper through SWAYAM and it will be mandatory for them to share necessary information with the college/institution.

Any regular student will be permitted to opt for only up to 40% of the total courses being offered, through the online learning courses provided through the SWAYAM platform.

B.B.A.

Vocational Course/s

Students can earn extra credits through vocational courses from SWAYAM (https://swayam.gov.in).

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

Suggested Vocational Courses are:

1. CRM Domestic Voice (https://onlinecourses.swayam2.ac.in/nos23_ge05/preview)
2. Community Health (https://onlinecourses.swayam2.ac.in/nos23_ge11/preview)
3. Yoga Teaching' Training Programme (https://onlinecourses.swayam2.ac.in/nos23_ge01/preview)
4. Developing Soft Skills And Personality (https://onlinecourses.nptel.ac.in/noc23_hs116/preview)
5. Soft Skill Development (https://onlinecourses.nptel.ac.in/noc23_hs80/preview)
6. Soft Skills (https://onlinecourses.nptel.ac.in/noc23_hs145/preview)
7. Educational Leadership (https://onlinecourses.nptel.ac.in/noc23_hs143/preview)
8. Leadership and Team Effectiveness (https://onlinecourses.nptel.ac.in/noc23_mg28/preview)
9. Leadership for India Inc: Practical Concepts and Constructs (https://onlinecourses.nptel.ac.in/noc23_mg26/preview)
10. Internship / Apprenticeship as per SOP of Internship / Apprenticeship of Shri Govind Guru University, Vinzol (Godhra).
11. Other vocational courses from SWAYAM Portal and suggested by Shri Govind Guru University, Vinzol (Godhra).