

VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

1st Women's University of Gujarat



VANITA VISHRAM
WOMEN'S UNIVERSITY
SURAT

JYOTI DALAL SCHOOL OF COMMERCE & MANAGEMENT

DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)

SYLLABUS

AS PER NEP-2020

W.E.F 2024-25



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1. PREAMBLE – VVWU

Vanita Vishram Women's University (VVWU) is the First-ever Women's University of Gujarat approved by the Government of Gujarat under the provisions of the Gujarat Private Universities Act, 2009. It is a University committed to achieve Women's Empowerment through Quality Education, Skill Development, and by providing employment opportunities to its girl students through its model curriculum, integration of technology in pedagogy and best-in-class infrastructure. The focus is on prioritizing practical component and experiential learning supported through academia-industry linkages, functional MoUs, skill development training, internships etc. It aims at providing opportunities to the girl students for holistic development and self-reliance.

VISION

Empowerment of women through quality education and skill development, so as to make them strong pillars of stability in the society.

MISSION

To provide Education & Professional Training to all women for their all-round development, so as to enable them to become economically independent and socially empowered citizens.



2. SALIENT FEATURES

- Based on NEP-2020 & CBCS
- Interdisciplinary as well as Multidisciplinary.
- Practical-oriented, Skill-based & Vocation-based.
- Based on Experiential learning.
- Greater exposure to Internship, Hands-on Training, Project Work, Field Work, Presentation, etc.
- Mode of teaching shall be Offline.
- Qualified & Competent Faculty Members for effective teaching-learning.
- Employment-Generating



3. INTRODUCTION OF THE PROGRAM

The Bachelor of Business Administration from Vanita Vishram Women's University- Surat, can feed the students with the knowledge and provide tools needed to succeed. B.B.A. is a three years bachelor's level degree program that develop the student's skills in business, finance, economics, marketing, management, and many more, which are required for any B.B.A. student to succeed in today's business environment. We not only provide education but also prepare the students in all ways to withstand the tough competitions around.

Achieving a degree in Bachelor of Business Administration opens a gate to numerous job opportunities in different fields like marketing, sales, finance, governments, human resources, aviation, information technology, and many more. The students from any stream i.e. Arts, Science or Commerce can approach for this degree course. In addition to knowledge, the aspirants are trained in the management and leadership skills to strengthen their base for managerial roles and entrepreneurship. Their scope for securing jobs in MNCs are greater. The experiential learning, field visits, practical sessions, Summer Internship, Research Project etc. prepare students to build the career in various industries.

Bachelor of Business Administration deals with mainly management and business related aspects. Through pursuing this programme, the students can be equipped with communication skills, leadership qualities, decision making skills, team-work etc. The course provides room for the students to apply their innovative ideas and concepts to run business/organizations.



4. PROGRAMME OBJECTIVES(POs)

- PO 1. To provide knowledge regarding the basic concepts, principles and functions of management.
- PO 2. To develop business and entrepreneurial aptitude among the students.
- PO 3. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations, marketing etc. for holistic understanding of a business system.
- PO 4. To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
- PO 5. To provide practical industrial exposure to the students to hone their managerial competencies and get an idea of the external environment.
- PO 6. To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.
- PO 7. To inculcate global view of the industrial and organizational establishments like World Bank, International Monetary Fund etc. and their functions for taking viable Decisions related to business.
- PO 8. To develop a positive outlook to become a multi facet personality with a sense of environmental consciousness and ethical values



5. PROGRAM SPECIFIC OUTCOMES(PSOs)

Upon completion of the B.B.A. program, the students will:

- PSO 1. Acquire conceptual clarity of various management concepts and functions
- PSO 2. Demonstrate the ability to create business plans and run them successfully.
- PSO 3. Develop an ability to analyze various functional issues in various departments which affect the organization as a whole.
- PSO 4. Analysis and interpretation of the data which is used in decision making to solve problems and thereby evolve appropriate strategies.
- PSO 5. Analyze Global Environment and Domestic External Environment, Social cues and Contexts in social interaction for forming various strategies to run an organization/ institution successfully.
- PSO 6. Demonstrate proficiency in Oral and written communication so as to effectively communicate information related to business to its various stakeholders.
- PSO 7. Demonstrate the ability to frame appropriate course of action referring to the policies of Global Industrial Establishments to reflect critically on specific business contexts
- PSO 8. Understand ethical challenges and develop ethical practices for business.
- PSO 9. Demonstrate understanding of environment conservation and sustainability related Concerns.
- PSO 10. Acquire Practical learning through summer internship, industrial visits, research projects, etc.



6. PROGRAM HIGHLIGHTS:

Course Level	UG										
Duration	B.B.A.: 3 Years, B.B.A. (Honours): 4 Years										
Examination Type	Semester System (1- 8 semesters)										
Intake	100 per division										
Eligibility	10+2 in Commerce/ Arts/Science Stream										
Mapping between POs and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
	PO1										
	PO2										
	PO3										
	PO4										
	PO5										
	PO6										
	PO7										
	PO8										
Job Positions	General Managers, Finance Manager, Human Resource Manager, Marketing Manager, Operations Manager, Project manager, Financial Analyst, Brand Manager, Bank officer, Stock broker, Academician, Entrepreneur, etc.										



7. SCHEME OF ASSESSMENT

Following is the scheme of assessment followed by the University-

Weightage (%)	Continuous Comprehensive Evaluation (CCE) (50%)	Semester End Evaluation (SEE) (50%)
100%	[Internal Exam] (20%) + [1. Assignments/ 2. Project Work/ 3. Field Work/ 4. QUIZ/ 5. Group Discussion/ 6. Role Play/ 7. (Lab Record/Lab Performance/ Lab Work)/ 8. (Seminar/ Class Performance / Poster Presentation)/ 9. Viva- voice/ 10. Book Review or Article Review/ 11. Case Studies/ 12. Class Test / 13. Report Writing/ 14. Any other as per the requirement of the subject] (Any Two) (Thread-01 + Thread-02) (10% + 10%) + [Attendance] (10%)	Semester End Evaluation (SEE) Theory Exams Whole Syllabus



EFFECTIVE FROM ACADEMIC YEAR 2024-25



8. CREDIT STRUCTURE

B.B.A. (Honours/Honours with Research)

NCrF Credit Level	Semester	Major (Core)	Minor (Electives)	Multi/ Inter-disciplinary	AEC	SEC/ Internship	VAC/ IKS	RP/ OJT	Total Credit per Sem.	Qualification /Certificate
4.5 First Year	SEM-I	2*4=8	1*4=4	1*4=4	1*2=2	1*2=2 (SEC)	1*2=2 (IKS)	-	22	UG Certificate
	SEM- II	2*4=8	1*4=4	1*4=4	1*2=2	1*2=2 (SEC)	1*2=2 (VAC)	-	22	
1st Year Total Credits		16	8	8	4	4	4	-	44	
Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level										
5.0 Second Year	SEM-III	3*4=12	-	1*4=4	1*2=2	1*2=2 (SEC)	1*2=2 (IKS)	-	22	UG Diploma
	SEM- IV	3*4=12	1*4=4	-	1*2=2	1*2=2 (SEC)	1*2=2 (VAC)	-	22	
2nd Year Total Credits		40	12	12	8	8	8	-	88	
Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level										
5.5 Third Year	SEM-V	3*4=12	2*4=8	-	-	1*2=2 (SEC)	-	-	22	UG Degree
	SEM- IV	3*4=12	1*4=4	-	1*2=2	1*4=4 (Internship)	-	-	22	
3rd Year Total Credits		64	24	12	10	14	8	-	132	



Award of UG Degree in Major course with 132 credits and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level

Fourth Year Case – 1 (Honours)

6.0 Fourth Year	SEM- VII	3*4=12	1*4=4	-	-	-	-	1*6=6(OJT)	22	UG Honours Degree
	SEM- VIII	3*4=12	1*4=4	-	-	-	-	1*6=6(OJT)*	22	
4th Year Total Credits		88	32	12	10	14	8	12	176	

Award of UG Honours Degree in Major course with total 176 credits

Fourth Year Case – 2 (Honours with Research)

6.0 Fourth Year	SEM- VII	3*4=12	1*4=4	-	-	-		1*6=6(RP)	22	UG Honours with Research Degree
	SEM- VIII	3*4=12	1*4=4	-	-	-		1*6=6(RP)	22	
4th Year Total Credits		88	32	12	10	14	8	12	176	

Award of UG Honours with Research Degree in Major course with total 176 credits

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DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER 3

SYLLABUS

AS PER NEP-2020

w.e.f.2024-25



9.COURSE STRUCTURE – PAPER TITLES SEMESTER 3

Course structure for the Academic Year 2024-2025									
Sem	Major	Minor	Multi-Disciplinary	Ability Enhancement Compulsory (AEC)	Skill Enhancement Elective – Skill based (SEC)	Indian Knowledge System (IKS)	Summer Internship/ Project/ Online Course	Dissertation	Total
3	Financial Management	-	Advanced Statistics	Communication Skills-I	Data Analytics-I	Indian Economy and Polity	-	-	22
	Elements of Marketing Management								
	Fundamentals of Human Resource Management								



10. TEACHING AND EVALUATION SCHEME FOR B.B.A. ACADEMIC YEAR 2024-25

Semester	Course Code	Course Category	Course Title	Teaching Scheme		Examination Scheme															Total Credit
				Contact Hours		Total Credit	Theory					Practical					Total				
							Credit	CCE		SEE			Credit	CCE		SEE					
				Theory	Practical	Total		Max.	Passing	Max.	Passing	CCE+SEE Passing		Max.	Passing	Max.	Passing	CCE+SEE Passing			
III	BAM205-2C	Major Course- V (Core)	Financial Management	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4
	BAM206-2C	Major Course- VI (Core)	Elements of Marketing Management	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4
	BAM207-2C	Major Course- VII (Core)	Fundamentals of Human Resource Management	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4
	MDC203-2C	Multi/Inter Disciplinary Course- II	Advanced Statistics	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4
	AEC203-2C	Ability Enhancement Course – III	Communication Skills-I	2	0	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	2
	SEC203-2C	Skill Enhancement Course- III	Data Analytics-I	0	4	4	2	-	-	-	-	-	-	2	25	9	25	9	18	50	2
	IKS202-2C	Indian Knowledge System- II	Indian Economy and Polity	2	0	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	2

Note: Examination Scheme will be followed as per the provision given by the Exam Section of VVWU.



11. SYLLABUS: SEMESTER 3



VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT
JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

Bachelor of Business Administration (B.B.A.)

S.Y.B.B.A.

Semester III

COURSE CODE: BAM205-2C

Major Course: Financial Management

w.e.f. Academic Year 2024-25

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate Level
Course Category	Major Course
Purpose of Course	The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision making aimed at shareholder's wealth maximization
Course Objective	CO 1. Demonstrate an understanding of the overall role and importance of the finance function. CO 2. Develop an understanding of different long term sources of finance CO 3. Comprehend the concept of working capital management CO 4. Acquaint students with the techniques of capital budgeting.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Elementary knowledge of Finance
Teaching Methodology	Class Room Teaching, Discussion, Activities and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Units	Particulars	Weightage	Hours
1	Nature of Financial Management <ul style="list-style-type: none">• Introduction• Scope of Finance• Finance Functions• Goals of Financial Management• Time Value of Money• Future Value of a Single Cash Flow and Annuity• Present Value of a Single Cash Flow and Annuity	25%	18
2	Long-Term Sources of Finance <ul style="list-style-type: none">• Equity Shares• Rights Issue of Equity Shares• Preference Shares• Debentures• Term Loans	25%	12
3	Working Capital Management <ul style="list-style-type: none">• Concepts of Working Capital• Permanent and Variable Working Capital• Determinants of Working Capital• Receivables Management- Credit Policy Variables• Inventory Management- Need and Objectives• Cash Management- Motives for Holding Cash	25 %	12
4	Capital Budgeting Decisions <ul style="list-style-type: none">• Nature and Features of Capital Budgeting Decisions• Payback Period• Accounting Rate of Return• Net Present Value• Profitability Index• Internal Rate of Return	25 %	18
REFERENCE			
Core reference: 1. Financial Management, I. M. Pandey, Vikas Publishing			
Reference books: 1. Financial Management, Khan & Jain, Tata McGraw Hill Publication 2. Financial Management, Prasanna Chandra, Tata McGraw Hill Publication 3. Fundamentals of Financial Management, James Van Horne, Pearson 4. Financial Management with New Approach, Suwendu Narayan Roy, Himalaya Publishing House			

**COURSE OUTCOMES:**

Upon successful completion of the course, the students will:

CO 1.	Demonstrate understanding of functions and goals of financial managements.
CO 2.	Understand different sources of long-term finance.
CO 3.	Understand the different components of working capital and their management.
CO 4.	Analyse the capital structure decisions through relevant models

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Nature of Financial Management				
2	Long-Term Sources of Finance				
3	Working Capital Management				
4	Capital Budgeting Decisions				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Department of Management

Bachelor of Business Administration (B.B.A.)

S.Y.B.B.A.

Semester III

COURSE CODE: BAM206-2C

Major Course: Elements of Marketing Management

w.e.f. Academic Year 2024-25

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate Level
Course Category	Major Course
Purpose of Course	Effective marketing skills will help students to understand the different aspects of a business. Students will be able to help the organization to understand its target customers and develop different strategies to provide them with superior customer value. Marketing is a versatile skill that will prepare students for a variety of careers.
Course Objective	CO 1. To understand the marketing concepts, functions, and philosophies and analyze the interaction of marketing and environmental forces. CO 2. To understand the role of marketing in areas of consumer behavior as well as organisational behaviour for developing appropriate marketing strategies. CO 3. To understand the concepts of marketing elements in areas of product marketing strategies and pricing decisions & strategies, CO 4. To understand the concepts of marketing elements in areas of distribution channels and promotional decisions & strategies
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	None
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)-Summative



Units	Particulars	Weightage	Hours
1	<p>Introduction of Marketing Management:</p> <ul style="list-style-type: none"> • Basic Terminologies: Needs, Wants, Demand, Value, Cost, Satisfaction, Product, Service, Brand, Market, Exchange and Transactions. • Definition of Marketing and Marketing Management • Importance of Marketing • Companies orientation towards Marketplace (Philosophies in Marketing) • Holistic Marketing Concept • Ten Entities to be marketed • Key Customer Markets • Difference between Marketing and Selling • Introduction to Marketing Environment: Internal & External Environment (Micro & Macro environment) 	25%	15
2	<p>Introduction to Consumer Buying Behaviour and Organisational Buying Behaviour:</p> <p>[a] Consumer Buying Behaviour:</p> <ul style="list-style-type: none"> • Meaning and Definition of Consumer Buying Behaviour • Features of Consumer Buying Behaviour • Importance of Consumer Buying Behaviour • Factors influencing Consumer Buying Behaviour • Types of Consumer Buying Behaviour • Consumer Buying Behaviour process (Decision making process) <p>[b] Organisational Buying Behaviour:</p> <ul style="list-style-type: none"> • Meaning and Definition of Organisational Buying Behaviour • Process of Organisational Buying Behaviour • Characteristics of Organisational Buying Behaviour • Difference between Consumer Buying Behaviour and Organisational Buying Behaviour 	25%	15
3	<p>Marketing Mix: Product and Price</p> <p>[a] Product:</p> <ul style="list-style-type: none"> • Meaning and definition of Product • Classifications of Product • Levels of Products • Product Systems and Mixes • Product Life Cycle – Meaning, Stages & its features • Packaging and Labeling 	25%	15



	[b] Price: <ul style="list-style-type: none">• Meaning and definition of Price• Pricing Strategies• Methods of Selecting Price• Process of setting a price		
4	Marketing Mix: Place and Promotion [a] Place: <ul style="list-style-type: none">• Meaning and definition of Distribution Channels• Functions of Distribution Channels• Need of Distribution Channels• Levels of Distribution Channels – Consumer market & Industrial Market• Introduction to Retailers and Wholesalers• Types of Retailers• Types of Wholesalers• Functions of Retailers and Wholesalers [b] Promotion: <ul style="list-style-type: none">• Meaning and definition of Promotion• Elements of marketing communication mix• Steps in developing effective marketing communication mix.	25%	15

REFERENCES

Core reference:

1. Marketing Management, Philip Kotler, Kevin Keller, Prentice Hall

Reference books:

1. Case Studies in Marketing, Ramendra Singh, Management Pearson Latest edition
2. Principles of Marketing Management, Kotler & Keller, Pearson Latest edition
3. Essentials of Marketing, Paul Baines, Oxford University Press



COURSE OUTCOMES:

Upon successful completion of the course, the student will be able to

CO 1.	Understand fundamental marketing concepts, functions, and philosophies and analyze the interaction of marketing and environmental forces.
CO 2.	Understand the role of marketing in areas of consumer behavior as well as organisational behaviour for developing appropriate marketing strategies.
CO 3.	Understand the concepts of marketing elements in areas of product marketing strategies and pricing decisions & strategies as well as strategies used for developing effective marketing mix.
CO 4.	Understand the concepts of marketing elements in areas of distribution channels and promotional decisions as well as strategies used for developing effective marketing mix.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction of Marketing Management				
2	Introduction to Consumer Buying Behaviour and Organisational Buying Behaviour				
3	Marketing Mix: Product & Price				
4	Marketing Mix: Place & Promotion				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Bachelor of Business Administration (B.B.A.)

S.Y.B.B.A.

Semester III

COURSE CODE: BAM207-2C

Major Course: Fundamentals of Human Resource Management

w.e.f. Academic Year 2024-25

Credit 4

Contact Hour per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Major Course
Purpose of Course	The course deals with human resources in organizations. It intends to help the students acquire knowledge and analytical concepts to improve understanding and importance of Human Resources in Organization. Conceptual frameworks, case discussions, activities applied to course topics which include: Human resource Planning, Recruitment, Selection, Performance Appraisal, Promotion, Transfer and Demotion.
Course Objective	CO 1. Introduction to the dynamic field of HRM and develop an understanding of the need and importance of HRM. CO 2. Comprehend the key and vital issues of HRM in a dynamic environment. CO 3. Develop an understanding of the concept & techniques of essential functions of human resource management
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Elementary knowledge of Principles and Practices of Management
Teaching Methodology	Class Room Teaching, Discussion, Activities, Cases
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)-Summative

**Course Content:**

Units	Particulars	Weightage	Hours
1	Human Resource Management <ul style="list-style-type: none">• Concept of Human Resource & Human Resource Management• Objectives of Human Resource Management• Functions of Human Resource Management• Concept of Human Resource Development• Difference between Human Resource Management and Personnel Management Human Resource Planning <ul style="list-style-type: none">• Concept of Human Resource Planning• Objectives of Human Resource Planning• HRP at Different Level• Factor Affecting Human Resource Planning• Process of Human Resource Planning• Problems in Human Resource Planning	25%	15
2	Recruitment <ul style="list-style-type: none">• Concept and Objectives of Recruitment• Factor Affecting Recruitment• Sources of Recruitment• Modern Source of Recruitment• Recruitment Techniques Selection <ul style="list-style-type: none">• Concept of Selection• Process of Selection• Selection Tests• Placement• Induction	25%	15
3	Training and Development <ul style="list-style-type: none">• Concept of Training• Objectives and Needs for Training• Stages in Training• Methods of Training• Special Aspects of Training Performance Appraisal <ul style="list-style-type: none">• Concept of Performance Appraisal• Need and Purpose of Performance Appraisal• Methods of Performance Appraisal• Use of Performance Appraisal• Problems of Performance Appraisal	25 %	15
4	Internal Mobility and Job Changes <ul style="list-style-type: none">• Concept of Internal Mobility• Purpose of Internal Mobility• Purpose of Job Changes	25 %	15



	<ul style="list-style-type: none"> • Concept of Transfer • Need and Purpose of Transfer • Types of Transfer • Concept, Types and Purpose of Promotion • Bases of Promotion • Concept, Need and Policy of Demotion • Employee Separation 		
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REFERENCE

Core reference:

Essentials of Human Resource Management and Industrial Relation, P. Subba Rao, Himalaya Publishing House

Reference books:

4. Human Resource Management, C.B.Gupta, Sultan Chand & Sons
5. Human Resource Management, K.Ashwathappa, McGraw Hill Education
6. Human Resource Management, S. S.Khanka, Sultan Chand & Sons

COURSE OUTCOMES:

Upon successful completion of the course, Students will:

CO 1.	Understand importance of Human Resources in an organization.
CO 2.	Learn Recruitment and Selection Process for Selecting best Candidate for Organization.
CO 3.	Understand the different methods of Training and Performance Appraisal and How it will create impact on employees Performance.
CO 4.	Comprehend Internal Mobility like, Promotion, Transfer and Demotion.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Human Resource Management and Human Resource Planning				
2	Recruitment and Selection				
3	Training and Development and Performance Appraisal				
4	Internal Mobility and Job Changes				

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Bachelor of Business Administration (B.B.A.)

S.Y.B.B.A.

Semester III

COURSE CODE: MDC203-2C

Multidisciplinary Course: Advanced Statistics

w.e.f. Academic Year 2024-25

Credit 4

Contact Hours per week 4

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate Level
Course Category	Multidisciplinary Course
Purpose of Course	To equip students with the advanced statistical techniques necessary for making data-driven decisions in business and management. Learning decision-making skills is crucial for management students. By understanding probability, distributions, hypothesis testing, and t-tests, students can analyze data effectively, make informed decisions, and solve business problems with confidence.
Course Objective	CO 1. Understand and apply the basic concepts of probability and expectation. CO 2. Understand and apply Binomial and Poisson distributions to predict the probabilities of number of successes or occurrences. CO 3. Acquire the concept of hypothesis testing and apply to test single population mean. CO 4. Able to test the equality of two population means in case of independent and paired samples.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Knowledge of basic statistics
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)-Summative

**Course Content:**

Units	Particulars	Weightage	Hours
1	Probability and probability Distribution <ul style="list-style-type: none">• Basics of probability: Meaning of probability, some basic relations in probability, mutually exclusive and exhaustive events, conditional probability, independent events.• Introduction to probability distribution: Random variable, Meaning of discrete and continuous variable, Examples of probability distribution through table and functions, Expected value (mean), variance, and standard deviation of a discrete random variable.	20%	12
2	Probability Distributions <ul style="list-style-type: none">• Binomial distribution: Bernoulli random variable, binomial random variable, properties of binomial experiment, Binomial probability distribution function, mean, variance, standard deviation, numerical examples.• Poisson distribution: Poisson random variable, Properties, Poisson probability distribution function, mean, variance, standard deviation, numerical examples.• Normal Distribution: Properties of normal distribution, Normal density function, Standard Normal density function, numerical examples.	30%	18
3	Introduction to Hypothesis Testing and One sample t-test <ul style="list-style-type: none">• Introduction to hypothesis testing: Population, Sample, Population parameter, Sample Statistic, Hypothesis, Meaning of testing of hypothesis, Null hypothesis, Alternative hypothesis, Types of errors, Level of Significance, p-value, Test Statistic, One tailed test and Two tailed test, Steps to perform hypothesis testing.• One sample t-test: Test statistic, rejection criteria, numerical examples.	25%	15
4	Independent and Paired samples t-test <ul style="list-style-type: none">• Independent t-test: Test statistic, rejection criteria, numerical examples.• Paired t-test: Test statistic, rejection criteria, numerical examples.	25%	15

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Calculate the probabilities and expected values of discrete random variables and apply them to analyze uncertainty in decision-making scenarios.
CO 2.	Apply the knowledge of binomial and Poisson probability distribution functions to model and solve real-world problems involving random events and occurrences.
CO 3.	formulate null and alternative hypotheses, conducting one-sample t-tests, and interpreting the results to make informed decisions in business context.
CO 4.	Differentiate between independent and dependent samples and appropriately apply independent and paired t-tests to compare means, thereby making valid inferences about population parameters in various research settings.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Probability and probability Distribution				
2	Discrete Probability Distributions				
3	Introduction to Hypothesis Testing and One sample t-test				
4	Independent and Paired samples t-test				

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT
JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management
Bachelor of Business Administration (B.B.A.)

S.Y.B.B.A.
Semester III

COURSE CODE: AEC203-2C

Ability Enhancement Course: Communication Skills – I (AEC)

w.e.f. Academic Year 2024-25

Credit 2

Contact Hour per week 2

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate-Level
Course Category	Ability Enhancement Course
Purpose of Course	To enhance students' understanding and proficiency in various aspects of communication skills as a subject.
Course Objective	CO 1. To make students aware of fundamentals of communication skills CO 2. To develop proficiency in communication skills CO 3. To cultivate reflective communication practices
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)
Last Review / Revision	-
Pre-requisite	Elementary knowledge of English Language
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative

**Course Content:**

Unit No.	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Introduction to Communication <ul style="list-style-type: none">• Meaning and Characteristics of Communication• Types of Communication• Modes of Communication• 7 Cs of Communication	30	10
2	Listening Skills <ul style="list-style-type: none">• Note-taking• Minutes of Meeting	30	10
3	Reading Skills <ul style="list-style-type: none">• Summarizing• Paraphrasing• Book/Film Review	40	10
Reference			
<ul style="list-style-type: none">• Adler, Mortimer J., and Charles Van Doren. <i>How to Read a Book: The Classic Guide to Intelligent Reading</i>. Simon and Schuster, 2014.• Adler, Ronald B., and Jeanne Marquardt Elmhorst. <i>Communicating at Work: Principles and Practices for Business and the Professions</i>. 12th ed., McGraw-Hill Education, 2020.• Beebe, Steven A., Susan J. Beebe, and Diana K. Ivy. <i>Communication: Principles for a Lifetime</i>. 7th ed., Pearson, 2019.• Duke, Nell K., and P. David Pearson. "Effective Practices for Developing Reading Comprehension." <i>What Research Has to Say about Reading Instruction</i>, 3rd ed., International Reading Association, 2002.• Gudykunst, William B., and Stella Ting-Toomey. <i>Culture and Interpersonal Communication</i>. 7th ed., Sage Publications, 2019.• Harvey, Stephanie, and Anne Goudvis. <i>Strategies That Work: Teaching Comprehension for Understanding and Engagement</i>. Stenhouse Publishers, 2017.• McCornack, Steven. <i>Reflect & Relate: An Introduction to Interpersonal Communication</i>. 5th ed., Bedford/St. Martin's, 2019.• West, Richard, and Lynn H. Turner. <i>Introducing Communication Theory: Analysis and Application</i>. 7th ed., McGraw-Hill Education, 2020.• Wood, Julia T. <i>Interpersonal Communication: Everyday Encounters</i>. 9th ed., Cengage Learning, 2020.			

**Course Outcomes:**

Upon successful completion of the course, students will be able to:

CO1	Demonstrate improved proficiency in communication by articulating ideas clearly, concisely, and confidently in various contexts.
CO2	Develop active listening and reading skills.
CO3	Exhibit enhanced skills in summarizing, paraphrasing, note taking in a comprehensive manner.

Course Outcomes Mapping:

Unit No.	Unit Name	Course Outcomes		
		CO1	CO2	CO3
1	Introduction to Communication			
2	Listening Skills			
3	Reading Skills			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Semester III

COURSE CODE: SEC203-2C

Skill Enhancement Course: Data Analytics – I

w.e.f. Academic Year 2024-25

Credit 2

Contact Hours per week 4

Outline of the Course:

Course type	Practical
Level of the Course	200-299 Intermediate Level
Course Category	Skill Enhancement Course
Purpose of Course	To equip students with the skill of data analysis using software. Through hands-on practice and theoretical understanding, students will become proficient in data entry, manipulation, analysis, and visualization using SPSS. This course serves as an introduction to statistical analysis techniques and prepares students for more advanced research and data-driven decision-making in business.
Course Objective	CO 1. Establish foundational knowledge of SPSS setup, data management, and basic manipulation techniques. CO 2. Develop proficiency in descriptive statistics, cross-tabulation, and graphical representation methods to analyze data effectively. CO 3. Gain the practical skill of data collection through field work/e-questionnaire.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Basic knowledge of Statistics and Computer
Teaching Methodology	Class Room Teaching, Discussion and Assignment
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)-Summative

**Course Content:**

Units	Particulars	Weightage	Hours
1	Getting Started with SPSS <ul style="list-style-type: none">• Installation procedure• Data view Vs Variable view• Entering data, defining variables, and editing variable properties• Measurement scales (nominal, ordinal, scale)• Storing, and retrieving SPSS data files and output files• Fetching inbuilt data sets• Data coding• Dealing with missing values• Generating new variables through transforming variables	25%	15
2	Descriptive Statistics and Tabulation <ul style="list-style-type: none">• Descriptive Statistics• Frequency distribution• Two-way cross tabulation• Three-way cross tabulation• Frequency distribution for multiple response questions	25%	15
3	Visualization <ul style="list-style-type: none">• Pie chart• Bar graph• Histogram• Scatterplot• Boxplot	25%	15
4	Data Collection and Project <ul style="list-style-type: none">• E-Questionnaire preparation and Data collection• Project/Assignment	25%	15

REFERENCES**Core Reference:**

1. How to Use SPSS: A Step-by-Step Guide to Analysis and Interpretation, Brain C. Cronk, Taylor & Francis, 10th Edition, 2018

Reference Books:

1. IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference, Darren George and Paul Mallery, Taylor and Francis, 16th edition, 2020
2. Using IBM SPSS Statistics: An Interactive Hands-on Approach, James O Aldrich and James B Cunningham, Sage Publications, Inc. 2nd Edition 2016
3. A Handbook of Statistical Analyses using SPSS, Sabine Landau and, Brian S. Everitt, Chapman & Hall/CRC Press LLC
4. SPSS® Statistics For Dummies, Keith McCormick and Jesus Salcedo with Aaron Poh, John Wiley & Sons, Inc.,

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Install, navigate, and utilize SPSS software effectively for data management and manipulation.
CO 2.	Analyze data, obtain descriptive statistics, create tables, and create impactful visualizations
CO 3.	Gain practical experience in data collection using e-questionnaires and apply SPSS techniques in real-world projects.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	CO 1	CO 2	CO 3
1	Getting Started with SPSS			
2	Descriptive Statistics, Tabulation and Visualization			
3	Data Collection and Project			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										
CO4										



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Semester III

COURSE CODE: IKS202-2C

Major Course: Indian Economy and Polity

w.e.f. Academic Year 2024-25

Credit 2

Contact Hour per week 2

1.1 OUTLINE OF THE COURSE:

Course type	Theory
Level of the Course	200-299 Intermediate-level
Course Category	Indian Knowledge System
Purpose of Course	The course will assist learners in acquiring knowledge about the different aspects of the Indian Economy and polity such as constitution of India, Indian Political system and few modern economic and political initiatives.
Course Objective	CO 1. Comprehend the Indian Constitution and its interpretation. CO 2. Understand the system of Government of India as the Political structure of Indian Economy CO 3. Develop an understanding about Contribution and significance of polity in Indian Economy and initiatives by Government of India for policy framing.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Traditional knowledge and its importance with contemporary application.
Teaching Methodology	Class Room Teaching, Group Discussion, Assignment, Case studies and Presentations
Evaluation Method	50% Continuous comprehensive evaluation (CCE)- Formative 50% Semester end evaluation (SEE)-Summative



Units	Particulars	% Weightage of Unit	MinimumNo. of Hours
1	Indian Economy & Constitution of India <ul style="list-style-type: none">• Democratic nature of Indian economy• Basic structure of the Indian constitution• Preamble of the Indian Constitution• Key words in the preamble	30%	9
2	System of Indian Government <ul style="list-style-type: none">• Introduction and Features of Parliamentary Government• Composition of the Lokshabha and Rajyashabha• System of elections to Lokshabha and Rajyashabha• Role of Lokshabha and Rajyashabha	35%	10
3	Relation between Indian Polity and Economy <ul style="list-style-type: none">• Significance and contribution of polity in the Indian Economy• NITI Ayog & its Composition• Objectives of NITI Ayog• Functions of NITI Ayog• Impact of politics on sustainable growth of economy.	35%	11

REFERENCE**Core reference:**

1. Indian Polity, M Laxmikanth, Sixth Edition, MC Graw Hill Education

Reference books:

1. Indian Economy V.K Puri, S.K. Misra, Bharat Garg, Himalaya Publishing House.
2. Money, Banking, International Trade and Public Finance, M.L. Jhingan.
3. Money, Banking, International Trade and Public Finance, Dr. D.M. Mithani.

**COURSE OUTCOMES:**

Upon successful completion of the course, the students will:

CO 1.	Understand and interpret about the core of the constitution of India.
CO 2.	Understand the system of Government and its political structure.
CO 3.	Understand the contribution and significance of Indian polity into economy of India, along with the initiative taken by Government of India for the Policy framing.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes		
		CO 1	CO 2	CO 3
1	Interpretation of Indian polity			
2	Understanding of Government System			
3	Relation between Indian polity and economy			

COURSE ARTICULATION MATRIX

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										
CO2										
CO3										



12. TEACHING METHODOLOGY

A teaching method comprises the principles and methods used by teachers to enable student learning. In order to achieve its objective of focused process- based learning and holistic development, the teacher/faculty may use a variety of knowledge delivery methods:

A. LECTURES/CLASS WORKS:

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning. Classwork has the ability to enhance relationships between teachers and students. Create goal- oriented tasks for students to prepare and enable self-learning.

B. DISCUSSIONS/ SEMINARS/PRESENTATION:

Discussions / seminars / presentation are critical components of learning and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem-solving and ultimately to success.

C. CASE STUDIES/ SELF-STUDY:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned. Technology is transforming higher Education learning and teaching through various case studies to improve overall standards.



D. PRACTICAL/PROBLEM SHEET:

Practical ability is the essential requirement for computer science undergraduates' ability structure, and it emphasizes that computer science undergraduates should have a good grasp of theory from practice and then apply the theory to practice, improving their own software developing skills and employability.

E. ASSIGNMENTS:

Computer science assignments not only help students overcome their fear and stress but also help them learn more interesting facts about the subjects of computer science which are part of their syllabus and also out of curriculum.

F. INDUSTRIAL TOURS:

Computer Science students have to know the things practically through interaction, working methods and employment practices. Moreover, it gives exposure from an academic point of view. The main aim of an industrial visit is to provide an exposure to students about a practical working environment.

G. TEAM WORK:

Teamwork-based projects challenge the student to apply the technical knowledge they gain in college to solve meaningful and complex problems. Positive collaboration in the form of teamwork is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of teamwork, learners will acquire the skills of managing knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.



13.KEYWORDS

- Bachelor of Business Administration
- Management
- Administration
- Planning
- Finance
- Marketing
- Human Resource
- Production
- Operations
- Branding
- Organizing
- Directing
- Controlling
- Computer
- Presentations
- Team work
- Cooperation
- Supervision
- Financial Statements
- Recruitments
- Capital
- Leverage