

VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

1st Women's University of Gujarat



JYOTI DALAL SCHOOL OF COMMERCE & MANAGEMENT

**DEPARTMENT OF MANAGEMENT STUDIES
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER 4**

SYLLABUS

AS PER NEP-2020

w.e.f. 2024-25

**9.COURSE STRUCTURE – PAPER TITLES SEMESTER 4**

Course structure for the Academic Year 2024-2025									
Sem	Major	Minor	Multi-Disciplin ary	Ability Enhancement Compulsory (AEC)	Skill Enhancem ent Elective – Skill based (SEC)	Value Added Course (VAC)	Summer Internship/ Project/ Online Course	Dissertation	Total
4	Business Research	Advanced Financial Management-I	-	Communication Skills-II	Data Analytics-II	Emotional Intelligence	-	-	22
	Financial Services and Institutions	Marketing Management							
	Entrepreneurship Development	Human Resource Development							



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
IV	BAM208-2C	Major Course- VIII (Core)	Business Research	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	BAM209-2C	Major Course- IX (Core)	Financial Services and Institutions	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	BAM210-2C	Major Course- X (Core)	Entrepreneurship Development	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	BAE203-2C	Minor Course- III	Advanced Financial Management-I	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	BAE203-2C	Minor Course – IV	Marketing Management	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	BAE203-2C	Minor Course- V	Human Resource Development	4	0	4	4	4	50	18	50	18	36	-	-	-	-	-	-	100	4				
	AEC204-2C	Ability Enhancement Course – IV	Communication Skills-II	2	0	2	2	2	25	9	25	9	18	-	-	-	-	-	-	50	2				
	SEC204-2C	Skill Enhancement Course- IV	Data Analytics-II	0	4	4	2	-	-	-	-	-	-	2	25	9	25	9	18	50	2				
	VAC202-2C	Value Added Course- II	Emotional Intelligence	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 4

**VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT****JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT****Department of Management Studies****Bachelor of Business Administration (B.B.A.)****S.Y.B.B.A.****Semester IV****COURSE CODE: BAM208-2C****Major Course: Business Research****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	Major Course
Purpose of Course	The purpose of this course is to equip students with the essential skills and knowledge required to conduct rigorous research, analyze data, and draw meaningful conclusions. By studying this course, students will develop a strong foundation in research principles, methodologies, and techniques, enabling them to contribute effectively to academic and professional research endeavors.
Course Objective	CO 1. Understand research fundamentals CO 2. Learn data collection, measurement, and questionnaire design. CO 3. Understand sampling and apply statistical techniques. CO 4. Write effective research reports.
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	Introduction to Research Methodology <ul style="list-style-type: none">• Meaning and definition of research• Objectives of research• Types of research• Criteria of good research• Business Research Process• Introduction to literature review	25%	10
2	Sources of Data Collection, Measurement and Scaling <ul style="list-style-type: none">• Primary data and Secondary data• Measurement in Research• Measurement Scale• Meaning of Scaling• Scaling Techniques and their construction• Questionnaire Design• E-questionnaire	25%	10
3	Sampling and Data Analysis <ul style="list-style-type: none">• Sample and Census• Sampling Process• Sampling Techniques: Random and Non-random sampling techniques• Parametric and Non-Parametric Tests	25%	10
4	Report Writing <ul style="list-style-type: none">• Report Writing: Structure of a Research Report, Structure of a Research Paper, Citation, References/Bibliography, Report writing tools• Publishing: Publication, Ethical issues related to publishing, Plagiarism.	25%	10
REFERENCES			
Core Reference: <ol style="list-style-type: none">1. Marketing Research, an Applied Orientation, Naresh K. Malhotra, Satyabhusan Dash, Pearson, New Delhi			
Reference Books: <ol style="list-style-type: none">1. Business Research Methods, Donald R Cooper, Pamela S Schindler, The McGraw-Hill Publishing Company Limited2. Business Research Methods, Zikmund W.G., Babin B.J., Carr J.C., Adhikari A., Griffin M, Cengage Learning3. Research Methodology, Methods and Techniques, C R Kothari, New Age International (P) Ltd.			

**COURSE OUTCOMES:**

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

CO 1.	Define research, identify types, and understand research process.
CO 2.	Choose data collection methods, apply measurement scales, and design questionnaires.
CO 3.	Differentiate between sample and census, apply sampling techniques, and analyze data using statistical tests.
CO 4.	Structure reports, cite sources, and draw meaningful conclusions.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Research Methodology				
2	Sources of Data Collection, Measurement and Scaling				
3	Sampling and Data Analysis				
4	Report Writing				

COURSE ARTICULATION MATRIX

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



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Department of Management Studies

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

S.Y.B.B.A.

Semester IV

COURSE CODE: BAM209-2C

Major Course: Financial Services and Institutions

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
Purpose of Course	The course will assist learners in acquiring knowledge about the different aspects of the Indian Financial System, Different Financial services and Financial Institutions and Electronic Banking.
Course Objective	CO 1. Understand the Indian Financial System. CO 2. Understand the Financial Services and Products and Services under Financial Services. CO 3. Develop an understanding about the financial institutions and regulating authorities of financial services. CO 4. Understanding Electronic banking and different facets of it.
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

**Course Content:**

Units	Particulars	% Weightage of Unit	MinimumNo. of Hours
1	Indian Financial System <ul style="list-style-type: none">• Functions of Financial System• Financial Concepts-Financial assets, Financial Intermediaries, Financial Markets, Financial Instruments• Financial Development and Economic Development	25%	14
2	Financial Services <ul style="list-style-type: none">• Meaning of Financial Services• Features of Financial Services• Importance of Financial Services• Classification of Financial Services• Scope of Financial Services• Causes for Financial Innovation• Financial Products and Services	25%	16
3	Financial Institutions and Regulatory Authorities <ul style="list-style-type: none">• Commercial Banks• Securities and Exchange Board of India• Reserve Bank of India• National Stock Exchange• Bombay Stock Exchange	25%	14
4	Electronic Banking <ul style="list-style-type: none">• Meaning of Electronic Banking• Features of Electronic Banking• Electronic Delivery Channels• Importance of Electronic Banking• Challenges of Electronic Banking• Security measures for Electronic Banking	25%	16

**REFERENCE****Core reference:**

1. Financial Markets and Services, E. Gordon and K. Natrajan, Himalaya Publishing House

Reference books:

1. Financial Markets and Financial Services, Vasant Desai, Himalaya Publishing House
2. Financial Institutions and Markets, L.M. Bhole, Jitendra Mahakud, Tata McGraw Hill Education Pvt. Ltd.
3. Management of Banking and Financial Services, Padmalatha Suresh and Justin Paul, Pearson India Education Pvt. Ltd.
4. Indian Financial System, Bharti V. Pathak, Pearson India Education Pvt. Ltd.

COURSE OUTCOMES:

Upon successful completion of the course, the students will:

CO 1.	Understand the Indian Financial System.
CO 2.	Understand the Financial Services and Products and Services under Financial Services.
CO 3.	Develop an understanding about the financial institutions and regulating authorities of financial services.
CO 4.	Understanding Electronic banking and different facets of it.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Indian Financial System				
2	Financial Services				
3	Financial Institutions and Regulatory Authorities				
4	Electronic Banking				

COURSE ARTICULATION MATRIX

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



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Department of Management Studies

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

S.Y.B.B.A

Semester IV

COURSE CODE: BAM210-2C

Major Course: Entrepreneurship Development

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 purpose of this course is to develop understanding of theoretical concepts of entrepreneurship among students and also recognize its socio-economic need.
Course Objective	CO 1 To make aware with entrepreneurship concept CO 2 To develop understanding about different types of entrepreneurs CO 3 To develop comprehensive understanding about the role of entrepreneur in economic growth. CO 4 Understand the process of entrepreneurship, and ways to manage the process.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Basic knowledge of entrepreneurship concept
Teaching Methodology	Class Room Teaching, Case discussion covering a cross section of decision situations, Visit of different enterprises. By developing Business Plan to manage enterprise effectively.
Evaluation Method	50% Continuous comprehensive evaluation (CCE)- Formative 50% Semester end evaluation (SEE)-Summative



Course Content:

Units	Particulars	Weightage	Hours
1	Introduction to Entrepreneurship: <ul style="list-style-type: none"> • Meaning and Importance of Entrepreneurship, • Types of Entrepreneurs, • Difference between Intrapreneurship and Entrepreneurship, • Barriers of Entrepreneurship. 	25%	15
2	Classification and Types of Entrepreneurs: <ul style="list-style-type: none"> • Women Entrepreneurs • Social Entrepreneurs • Corporate Entrepreneurs • Characteristics of Entrepreneur: Leadership; Risk taking; Decision-making and Business planning. 	25%	15
3	Role of Entrepreneur: <ul style="list-style-type: none"> • Role of an entrepreneur in economic growth as an innovator • Generation of employment opportunities; • Complimenting and supplementing economic growth bringing about social stability and balanced regional development of Industries 	20%	15
4	Creating Entrepreneurial Venture: <ul style="list-style-type: none"> • Generating Business idea • Creativity and Entrepreneurship • Challenges in managing innovation • Business planning process • Drawing business plan • Business plan failures 	30%	15

REFERENCE

Core references:

1. Entrepreneurship Theory and Practice, Shankar, R., Tata McGraw Hill
2. Entrepreneurship Development, Kumar Anil. S. New Age international New Delhi.

Reference books:

1. Entrepreneurship and Small Business Management, Khanka.S. S, S. Chand and Sons, New Delhi



COURSE OUTCOMES:

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

CO 1.	Describe the basic concept of Entrepreneur
CO 2.	Effectively discriminate the different types of entrepreneurs.
CO 3.	Justify the significance Role of entrepreneur in economic growth
CO 4.	Develop an appropriate understanding of Entrepreneurial process.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1.	Introduction to Entrepreneurship				
2.	Classification and Types of Entrepreneurs				
3.	Role of Entrepreneur				
4.	Creating Entrepreneurial Venture				

COURSE ARTICULATION MATRIX

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



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Department of Management Studies

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

S.Y.B.B.A.

Semester IV

COURSE CODE: BAE203-2C

Minor Course: Advanced Financial Management-I

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	Minor Course
Purpose of Course	The objective of this course is to enable the students to understand the advanced concepts 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 leverages, dividend decisions, working capital financing and capitalization.
Course Objective	CO 1. Demonstrate an understanding of the concept of leverages CO 2. Acquaint students with the theories of dividend decisions CO 3. Comprehend the various capital structure theories CO 4. Develop an understanding of over and under capitalization
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Elementary knowledge of Finance
Teaching Methodology	Class Room Teaching, Discussion, Activities
Evaluation Method	50% Continuous Comprehensive Evaluation (CCE)- Formative 50% Semester End Evaluation (SEE)- Summative



Course Content:

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Leverages <ul style="list-style-type: none"> • Introduction • Operating Leverage • Financial Leverage • Financial Leverage and the Shareholders' Return • Combining Financial and Operating Leverages 	25%	15
2	Dividend Decisions <ul style="list-style-type: none"> • Dividend Policy • Dividend Relevance: Walter's Model • Dividend Relevance: Gordon's Model • Dividend Irrelevance: MM Hypothesis 	25%	15
3	Capital Structure <ul style="list-style-type: none"> • Meaning and Importance • Net Income theory • Net Operating Income theory • Traditional theory • Modigliani and Miller theory 	25 %	15
4	Capitalization <ul style="list-style-type: none"> • Meaning of Over-Capitalization and Under-Capitalization • Causes of Over-Capitalization and Under-Capitalization • Consequences of Over-Capitalization and Under-Capitalization • Disadvantages of Over-Capitalization and Under-Capitalization • Remedies of Over-Capitalization and Under-Capitalization • Difference between Over-Capitalization and Under-Capitalization 	25 %	15

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, Suvendu Narayan Roy, Himalaya Publishing House

COURSE OUTCOMES:

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

CO 1.	Calculate and analyse various types of leverages.
CO 2.	Comprehend various relevance and irrelevance theories of dividend decision.
CO 3.	Understand the different theories of capital structure.
CO 4.	Develop an understanding about Over-Capitalization and Under-Capitalization.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Leverages				
2	Dividend Decisions				
3	Capital Structure				
4	Capitalization				

COURSE ARTICULATION MATRIX

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



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S.Y.B.B.A.

Semester IV

COURSE CODE: BAE203-2C

Minor Course: 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	Minor 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 role of segmenting, targeting and positioning the market for developing appropriate marketing strategies. CO 2. To understand the role of brand and brand equity in marketing for developing appropriate marketing strategies. CO 3. To understand the different competitive strategies for dealing with the competitive in the market. CO 4. To understand the new and latest marketing trends for developing appropriate marketing 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



Course Content:

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	Market Segmentation, Targeting and Market Positioning: <ul style="list-style-type: none"> • Meaning of market segmentation • Bases of market segmentation • Demographic Segmentation: Concept Variables Advantages and Examples • Psychographic segmentation: Concept Variables Advantages and Examples • Geographic Segmentation: Concept Variables Advantages and Examples • Behavioral Segmentation: Concept Variables Advantages and Examples • Criteria for effective market segmentation • Meaning of target market • Five patterns of target marketing • Segment by segment invasion plan • Meaning of market positioning • Product positioning Strategies • Service positioning Strategies 	25%	15
2	Introduction to Brand and Brand Equity <ul style="list-style-type: none"> • Meaning and definition of brands • Role of brands • Scope of brands • Meaning of brand elements • Types of brand elements • Introduction to Brand Equity • Brand Equity Models • Introduction to Brand Positioning • Point of Difference and Point of Parity 	25%	15
3	Competitive Dynamics <ul style="list-style-type: none"> • Competitive strategies for Market Leaders • Market Challenger Strategies • Market Follower Strategies • Market Leader Strategies 	25%	15
4	New Marketing Trends and Strategies: <ul style="list-style-type: none"> • Cross-Promotion Strategies • Guerrilla Marketing Strategies 	25%	15



	<ul style="list-style-type: none"> Ambush Marketing Strategies Green Marketing Strategies Other latest marketing trends 		
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REFERENCES:

Core reference:

1. Marketing Management, Philip Kotler, Kevin Keller, Prentice Hall, Latest edition.
2. Case Studies in Management, Ramendra Singh, Pearson, Latest edition.

Reference books:

1. Principles of Marketing Management, Kotler & Keller, Pearson Latest edition
2. Essentials of Marketing, Paul Baines, Oxford University Press Latest edition
3. MKTG - Principles of Marketing, Lamb, Hair, Sharma & McDaniel, CENGAGE Learning South Asian Edition - 2016

COURSE OUTCOMES:

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

CO 1.	Learn the role of segmenting, targeting and positioning the market for developing appropriate marketing strategies.
CO 2.	Learn the role of brand and brand equity in marketing for developing appropriate marketing strategies.
CO 3.	Learn the different competitive strategies to deal with market competition.
CO 4.	Learn the new and latest marketing trends to developed appropriate marketing strategies.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Market Segmentation, Targeting and Market Positioning				
2	Introduction to Brand and Brand Equity				
3	Competitive Dynamics				
4	New Marketing Trends and Strategies				

COURSE ARTICULATION MATRIX

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



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

S.Y.B.B.A.

Semester IV

COURSE CODE: BAE203-2C

Minor Course: Human Resource Development

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	Minor Course
Purpose of Course	The course deals with human resources development in organizations. It intends to help the students acquire knowledge and analytical concepts to improve understanding and importance of Human Resources development in Organization. Conceptual frameworks, case discussions, activities applied to course topics which include: Human Resource Development, Management Development, Career Planning and Development, Organization Development etc.
Course Objective	CO1. Introduction to the dynamic field of Human Resource Development and develop an understanding of the need and importance of Human Resource Development CO 2. Explain and demonstrate the contribution of HRD in an organization and enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes. CO 3. Identify the content, process and the outcomes of HRD applications
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 of Unit	Minimum Nos. of Hours
1	Human Resource Development <ul style="list-style-type: none"> • The Concept of Human Resource Development • Scope of Human Resource Development • Need for Human Resource Development • Human Resource Development Framework: Techniques: Outcome • Functions of Human Resource Development Manager • Attributes of Human Resource Development Manager 	25%	15
2	Management Development <ul style="list-style-type: none"> • Introduction • Essential Ingredients of the Management Development Programmes • Techniques of Management Development: On-the-Job Techniques, Off-the-Job Techniques • Selection of Techniques • Electronic MDPs • Evaluation of MDPs 	25%	15
3	Career Planning and Development <ul style="list-style-type: none"> • Concept of Career Planning • Career Choices and Career Management Models • Elements of Career Development Programmes • Steps in Career Development System • Career Development and Diversity Management • Advantages, Limitations and Suggestions • Counselling 	25 %	15
4	Organization Development <ul style="list-style-type: none"> • Concept of Organization Development • Evolution of Organization Development, Organization Culture • The Socialization Process, Psychological contracts • A Model for Organization Development • The challenges of Change, Organization Renewal; Adapting to Change • The systems Approaches: Finding new ways to work together, the Socio technical System 	25 %	15

REFERENCE

Core reference:



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

Reference books:

1. Human Resource Management, C.B.Gupta, Sultan Chand & Sons
2. Human Resource Management, K.Ashwathappa, McGraw Hill Education
3. Human Resource Management, S. S.Khanka, Sultan Chand & Sons
4. An Experiential Approach to Organizational Development, Donald R. Brown, Pearson Publication, New Delhi

COURSE OUTCOMES:

Upon successful completion of the course, Students will:

CO 1.	Understand importance of Human Resources Development in an organization.
CO 2.	Learn various techniques for Management Development
CO 3.	Understand the different aspects of Career Planning and various model for career development
CO 4.	Comprehend the Organizational Development

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Human Resource Development				
2	Management Development				
3	Career planning and Development				
4	Organizational Development				

COURSE ARTICULATION MATRIX

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



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

S.Y.B.B.A.
Semester IV

COURSE CODE: AEC204-2C

Ability Enhancement Course: COMMUNICATION SKILLS-II
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 Courses
Course Category	Ability Enhancement Course
Purpose of Course	To equip students with essential communication skills for professional success, including mastering self-introductions, application writing, and spoken communication fluency.
Course Objective	Co 1 To master self-introduction skills Co 2 To be proficient in application writing Co 3 To develop speaking fluency and accuracy
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)
Last Review / Revision	October 2024
Prerequisite	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.	Title of the Unit	% Weightage of Unit	Minimum Nos. of Hours
1	Creating an Elevator Pitch <ul style="list-style-type: none">● SWOT/SWOC Analysis● Drafting an Elevator Pitch	30	10
2	Advanced Speaking Skills <ul style="list-style-type: none">● Telephonic and Video Communication● Audience Awareness and Meeting Unexpected Situations	40	10
3	Advanced Writing Skills <ul style="list-style-type: none">● Common Errors● 7 C's of Effective Writing: Formal and Informal	30	10

References

- Bovee, Courtland L., John V. Thill, and Marian Johns. Business Communication Today. 15th ed., Pearson, 2020.
- Guffey, Mary Ellen, Dana Loewy, and Richard Almonte. Essentials of Business Communication. 11th ed., Cengage Learning, 2019.
- Satterwhite, Roberta C., and Louellen Bullard. Communication in Business: Strategies and Skills. 6th ed., Routledge, 2018.
- Locker, Kitty O., and Stephen Kyo Kaczmarek. Business Communication: Building Critical Skills. 7th ed., McGraw-Hill Education, 2019.
- Gibson, Stacey, and Steve Smith. Communication Skills for Business Professionals. 2nd ed., Routledge, 2019.
- Murphy, Heather J., and H. Wayne Hildebrandt. Effective Business and Professional Writing: From Problem to Proposal. 2nd ed., Kendall Hunt Publishing, 2018.
- Ramage, John D., John C. Bean, and June Johnson. Writing Arguments: A Rhetoric with Readings. 11th ed., Pearson, 2019.
- Verderber, Rudolph F., Kathleen S. Verderber, and Deanna D. Sellnow. Communicate! 15th ed., Cengage Learning, 2019.
- Hamilton, Cheryl. Essentials of Public Speaking. 6th ed., Cengage Learning, 2019.
- O'Hair, Dan, Mary Wiemann, and Dorothy Mullin. Real Communication: An Introduction. 4th ed., Bedford/St. Martin's, 2020.

**Course Outcomes**

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

CO 1	Proficiency in Self-Introduction Skills
CO 2	Competence in Application Writing
CO 3	Enhancement of Speaking Fluency and Accuracy

Course Outcomes Mapping

Unit No.	Unit Name	Course Outcomes		
		CO1	CO2	CO3
1	Creating an Elevator Pitch			
2	Advanced Speaking Skills			
3	Advanced Writing Skills			

Course Articulation Matrix

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



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

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

S.Y.B.B.A.

Semester IV

COURSE CODE: SEC204-2C

Skill Enhancement Course: Data Analytics – II

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 analyzing data using software. Through hands-on practice and theoretical understanding, students will become proficient in applying different types of tests using SPSS. This course serves as an introduction to an information system along with different statistical analysis techniques and prepares students for advanced research and data-driven decision-making in business.
Course Objective	CO 1. Gaining the insight about the information systems and business Intelligence. CO 2. Developing practical proficiency in applying different types of parametric tests to analyze data effectively. CO 3. Developing practical skill in using different types of non-parametric tests to analyze data effectively.
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	Basic knowledge of Statistics and Computer
Teaching Methodology	Computer Lab Practical Teaching, 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	Introduction to data and Information System <ul style="list-style-type: none"> Definition of Data, Information & Knowledge, Information System (IS), Overview of types of IS- Operation, Tactical, Strategic IS, Functional IS. Introduction to Business Intelligence 	25%	15
2	Correlation: <ul style="list-style-type: none"> Overview Calculating and testing correlation coefficients Interpretation of output from correlation, Regression: <ul style="list-style-type: none"> Overview Linear Regression Multiple Regression Calculating the linear regression Testing of Hypothesis: Parametric Test T-tests: <ul style="list-style-type: none"> Overview Independent-samples T-Test & Paired-sample T-test Interpretation of output ANOVA <ul style="list-style-type: none"> Overview One-way and Two-way ANOVA Interpretation of output Normality Test	25%	15
3	Testing of Hypothesis: Non – parametric Test Mann-Whitney U test – Wilcoxon Signed Rank test <ul style="list-style-type: none"> Overview Calculating and interpreting the result Kruskal Wallis test – Friedman test <ul style="list-style-type: none"> Overview Calculating and interpreting the result Chi- square test <ul style="list-style-type: none"> Overview Calculating and interpreting the result Reliability Analysis <ul style="list-style-type: none"> Overview Cronbach's Alpha Interpretation of output from reliability, Presenting the result from reliability. 	25%	15



4	Questionnaire <ul style="list-style-type: none"> Preparing e-questionnaire and performing tests based on it. Project 	25%	15
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REFERENCES

Core Reference:

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

Reference Books:

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

COURSE OUTCOMES:

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

CO 1.	Getting insight about the data, information, information systems in the organization, business intelligence.
CO 2.	Analyzing data and interpreting the result based on the parametric test using e-questionnaire and other practical exercises.
CO 3.	Analyzing data and interpreting the result based on the non-parametric test using e-questionnaire and other practical exercises.

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	CO 1	CO 2	CO 3
1	Introduction to Information System and business intelligence			
2	Correlation and Regression, Parametric Test			
3	Non Parametric Test and Reliability Analysis			
4	Questionnaire			



COURSE ARTICULATION MATRIX

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



EFFECTIVE FROM ACADEMIC YEAR 2024-25

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

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Semester IV

COURSE CODE: VAC202-2C

Value Added Course: Emotional Intelligence

w.e.f. Academic Year 2024-25

Credit 2

Contact Hours per week 2

Outline of the Course:

Course type	Theory
Level of the Course	200-299 Intermediate Level
Course Category	Value Added Course
Purpose of Course	The course will provide an understanding of the concept of emotions, emotional intelligence (EI) and the various components related to it. It will focus on the key competencies of emotional intelligence. Further, the course will explain the need for self-control and assertiveness.
Course Objective	CO 1. Develop knowledge about the concept of emotions CO 2. Gain knowledge about intelligence and emotional intelligence CO 3. Understand various emotional competencies CO 4. Develop skill of self-control and assertiveness
Minimum weeks per Semester	15
Last Review / Revision	-
Pre-requisite	-
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	Concept of Emotions <ul style="list-style-type: none"> • Nature and Characteristics of Emotions • Functions of Emotions • Components of Emotions • Types of Emotions • Relation between Emotions, Thinking and Behaviour 	25%	7
2	Concept of Emotional Intelligence <ul style="list-style-type: none"> • Definition of Emotional Intelligence • Components of Emotional Intelligence • Intelligence and Emotional Intelligence • Benefits of Emotional Intelligence • Intelligence Quotient v/s Emotional Quotient v/s Social Quotient 	25%	8
3	Emotional Competencies <ul style="list-style-type: none"> • Self-awareness • Self-regulation • Self-motivation • Social Awareness • Social Skills • Recognition and Understanding of Emotions in Oneself and Others 	25%	7
4	Emotions, Self-Control and Assertiveness <ul style="list-style-type: none"> • Emotions and Self-control • Meaning and Importance of Self-control • Strategies to Develop Self-control • Emotions and Assertiveness • Meaning and Importance of Assertiveness • Strategies to Develop Assertiveness 	25%	8

REFERENCES

Core Reference:

1. Working with Emotional Intelligence, Goleman, D. (1998), Bantam Books.

Reference Books:

1. Emotional Intelligence: Managing emotions to win in life, Mangal S.K & Mangal S. (2015), Delhi: PHI Learning.
2. Emotional Intelligence at Work (2nd ed), Singh D. (2003), Response Books.
3. Emotional Intelligence, Goleman D. (1995), Bantam Books.

**COURSE OUTCOMES:**

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

CO 1.	Learn and acknowledge emotions and relate it to thinking
CO 2.	Gain understanding of emotional intelligence
CO 3.	Comprehend various emotional competencies of self and others
CO 4.	Control their emotions and be assertive whenever required

COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	CO 1	CO 2	CO 3	CO 4
1	Concept of Emotions				
2	Concept of Emotional Intelligence				
3	Emotional Competencies				
4	Emotions, Self-Control and Assertiveness				

COURSE ARTICULATION MATRIX

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