

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester-3

DSCC-5 Marketing Management (Major)

Course Type	Major
Course Title	Marketing Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course intends to create a basic understanding of marketing as a core business activity
Course Objective	- To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mix elements. - To sensitize regarding certain emerging issues in marketing. The course shall use and focus on Indian experiences, approaches, and cases.
Course Outcome	The base of any business would be to understand the market and this course would create the awareness of marketing and consumer orientation in business amongst the students.
Course Content	
Unit 1: Introduction to Marketing (25%) - Nature, Scope, and Importance of Marketing, Difference between Marketing and Selling, - Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. - Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context) - Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets - Targeting and Positioning Variables	
Unit 2: Buying Behaviour (20%) - Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps). - Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrial market, Buying behaviour process (eight steps)	
Unit 3: Marketing Mix (35%) Product Decisions: Definition, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging & Labelling - Functions Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing, Purpose of Pricing Promotion Mix: Detailed explanation of Promotional Mix Tools, Developing effective communication (Only list of eight Steps).	

• Place (Marketing Channels): Channel functions, Channel Levels, Marketing Logistics Decisions.
Unit 4: Introduction to Digital Marketing (20%) • Evolution of Digital Marketing from traditional to modern era • Emergence of digital marketing as a tool • Digital marketing strategy- SEO, PPC, Content Marketing, Social Media Marketing & E-mail marketing, P.O.E.M. framework • Digital landscape • Digital marketing plan • Digital marketing models • Introduction to social media marketing, penetration & characteristics

Suggested Readings:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition -2017
6. Ian Dodson, The Art of Digital Marketing, Wiley India, Latest Edition
7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition -2017
8. Vandana Ahuja, Digital Marketing Oxford University, Press Latest Edition
9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley 2017
10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, Latest Edition
11. Online resource for Digital Marketing: SWAYAM

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester - 3

DSCC 6 - Financial Management (Major)

Course Type	Major
Course Title	Financial Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To equip the students with adequate knowledge, skills and abilities so that they can troubleshoot financial problems and look after the financial position of businesses.
Course Objective	To acquaint students with the concepts, tools, techniques of financial management and their applications for business decision making
Course Outcome	The students will be able to - • Understand fundamentals of financial management • Apply capital budgeting projects using traditional methods • Analyze various ways of raising long term and short-term capital and their respective advantage and disadvantages
Course Content	
Unit 1: Introduction of Financial Management (20%) • Meaning and Nature of Financial Management (FM) • Finance and related disciplines (Economics, Accounting, Other Functional Areas of Management) • Evolution of Financial Management –Traditional, Transitional and Modern, • Goals of FM: Profit Maximization, Wealth Maximization. • Functions of finance – Financing Decision, Investment Decision, Dividend Decision and Liquidity Decision, • Organization of financial Function (status and duties of financial manager: Treasurer and Controller)	
Unit 2: Long Term Investment Decision (30%) • Capital Budgeting –meaning, importance and process of capital budgeting, • Time Value of Money – concept, concept of Present value, Future value (single cash flow and annuity) • Concept of capital rationing • Evaluation Techniques (Meaning, Accept-Reject Criteria, Advantages and Disadvantages and numerical based on each method) • Non-Discounted Cash Flow Techniques 1. Accounting Rate of Return 2. Pay Back Period • Discounted Cash Flow Techniques 1. Net Present Value 2. Internal Rate of Return 3. Profitability Index Method (Practical assignment to calculate methods of capital budgeting)	

using Excel (assignment Purpose only) *Numerical of capital budgeting methods cover independent and mutually exclusive projects / proposal only)	
Unit 3: Sources Of Finance - Long-Term Finance Features, Advantages and Disadvantages of the following forms of finance: - Equity Shares - Preference shares - Debentures - Term Loan - Right shares (brief idea) - Retained earnings - Mezzanine Debt (brief idea) Short-Term/ Sources of Working Capital Finance - Indigenous Bankers - Trade Credit - Public Deposits - Factoring - Commercial Paper - Inter-corporate Deposit - Certificate of Deposit	(25%)
Unit 4: Working Capital Management - Introduction of Working Capital Management: - Meaning of working capital, Types - Gross, Net, factors affecting working capital, brief idea and example of Operating cycle and cash cycle, estimation of working capital requirement (numerical) - Management of Cash – objective of cash management, motives to hold cash, Cash management technique- managing cash inflow and managing cash outflow techniques - Receivables Management – Objectives, Credit Policy variables, Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Credit Evaluation Methods (Traditional, Numerical credit scoring, Risk Classification) - Monitoring receivable (Days Sales Outstanding, Aging Schedule, Collection Matrix)	(25%)

Suggested Readings:

- M.Y. Khan & P.K. Jain, Financial Management - Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
- I. M. Pandey: Financial Management - Theory and Practices, Vikas Publishing House.
- R. P. Rustogi, Financial Management - Theory Concepts and Practices, Taxmann Publication.
- P.V. Kulkarni and B.G. Satyaprasad – Financial Management, Himalaya Publishing House
- Prasanna Chandra- Financial Management: Theory and Practice, McGraw Hill Higher Education
- G. Sudarsana Reddy -Financial management, Himalaya Publishing House
- Sheeba Kapil - Financial Management, Pearson
- R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty, Principles of Corporate Finance, McGraw Hill Higher Education
- J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester - 3

DSCC 7 - Human Resource Management (Major)

Course Type	Major
Course Title	Human Resource Management
Credits	4
Teaching per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To give an overview of HRM and its various concepts to students.
Course Objective	The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.
Course Outcome	To develop the understanding of the concept of human resource management and to understand its relevance in organizations. To develop necessary skill set for application of various HR issues. To analyse the strategic issues and strategies required to select and develop manpower resources. To integrate the knowledge of HR concepts to take correct business decisions
Course Content	
Unit 1: Human Resource Management (20%) - Human Resource Management: Concept, Functions, roles, skills & competencies, - HRD- definition and goals. - The changing environment of HRM - globalization, cultural environment, technological advances, Workforce diversity, corporate downsizing, Changing skill requirement.	
Unit 2: Human Resource Planning (20%) - Human Resource Planning: Process - Forecasting demand & supply - Skill inventories - Brief Idea of HRIS (Human Resource Information System) - Job analysis - Process - Job description & Job specifications - Recruitment – Meaning, Process, Sources - Selection: Meaning internal & external sources, selection process.	

Unit 3: Training, Career Planning and Compensation	(30%)
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| <ul style="list-style-type: none">• Induction & Orientation• Training: Concept, Training Need Identification, Methods,• Evaluation of Training (Krick Patrick Model),• Management development: Concept & Elements.• Performance Appraisal system: concept, uses of performance appraisal, performance Appraisal methods, factors that distort appraisal.• Compensation: Determinants of compensation, job evaluation, pay structure,• Components of compensation – (Brief introduction of Allowances, incentives, profit sharing, gain sharing, employees' stock option plans, social security, health, retirement & other benefits).• Wage differentials. | |
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Unit 4: Industrial Relations	(30%)
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| <ul style="list-style-type: none">• Industrial Relations: Introduction to Industrial Relations,• Trade union's role, types, functions, problems,• Industrial dispute- concept, causes & machinery for settlement of disputes,• Employee Health, Safety & Welfare – Statutory Provisions only,• Collective bargaining- concept, types, process,• Essentials of effective collective bargaining. | |
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Suggested Readings:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Human Resource Management by C B Gupta (Sultan Chand & Sons)
3. Human Resource Management by S S Khanka (S. Chand & Company)
4. Essentials of Human Resource Management and Industrial Relation by P. Subba Rao (Himalya Publishing House)
5. Dessler, G: Human Resource Management, Pearson.
6. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill
7. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books
8. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson
9. K. Ashwatthappa, Human Resource Management, Tata McGraw Hill
10. Human Resource Management by L.M. Prasad (Sultan Chand & Sons)

Syllabus

CERTIFICATE COURSE IN RETAIL MANAGEMENT

Outcome of the course:

1. To make students aware about Global Retail Market
2. To make students aware about Indian Retail Industry
3. To make students aware about various retail formats available in India and differences between all formats.
4. To make students learn about various types of Retail Layout available in India

Syllabus

(2 Credit)

Unit: 1 Introduction to Retail Industry

Definition of Retail, Present Scenario of Global Retail Industry, Indian Retail Industry: Classification, Present Scenario, Opportunities & Challenges

Unit 2: Retail Formats

Various Types of Retail Formats available in India, Classification and differences between formats, Non-Store Retailing

Unit 3: Retail Pricing Strategies

Leader Pricing, Price Bundling, Discount Pricing, EDLP, Odd Pricing, Psychological Pricing, Bait and switch pricing, Dynamic Pricing, Reference Pricing

Unit: 4 Retail Store Layouts, Design

Definition of Layout, Types of Layout, Store Front & Merchandise display

References:

1. Pradhan, Swapna, Retailing Management: Text & Cases, Tata-McGraw Hill, New Delhi.
2. Levy, Michael and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Berman, Berry and Evans, 9th edition, Retail Management: A Strategic Approach, Pearson Education

Syllabus

Certificate Course in

Professional Development and Personal Branding- Level 2

Objective of the course:

1. Aligned career goals with personal strengths, values, and aspirations.
2. Improved networking and relationship-building abilities.
3. Stronger personal brand.

Content

Level 2 (2 credit)

Module 1: Personal Branding

- Understanding the concept of personal branding
- Identifying personal brand attributes and values
- Crafting a personal brand statement
- Building an authentic and consistent online presence
- Leveraging social media for personal branding

Module 2: Career Planning and Management

- Setting SMART career goals
- Exploring career options and opportunities
- Developing a personalized career action plan
- Navigating career transitions effectively

Module 3: Networking and Relationship Building

- Strategies for building professional networks
- Developing effective networking skills
- Leveraging relationships for career growth and opportunities

Module 4 : Practical Tools and Resources for Career Success

- Resume writing and job application strategies
- Interview preparation and techniques
- Personal branding and online presence
- Professional development resources and continuous learning opportunities

References:

- Organisational Behaviour: Text Cases & Games by P Subba Rao (Author)
- "Networking Like a Pro: Turning Contacts into Connections" by Ivan Misner and Brian Hilliard (Publication: Entrepreneur Press)
- Personal Branding for Dummies by Susan Chritton
- "What Color Is Your Parachute? 2022: Your Guide to a Lifetime of Meaningful Work and Career Success" by Richard N. Bolles (Publication: Ten Speed Press)

Veer Narmad South Gujarat University	
Bachelor of Business Administration -Semester 3	
CourseTitle	ENGLISH COMMUNICATION SKILLS -I

CourseOutcomes:

- CO1:** Identify deviant use of English both in written and spoken forms and understand the importance of writing in academic life
- CO2:** Reorganize and correct the errors of usage to write simple sentences without committing errors of spelling and grammar
- CO3:** Assess their own ability to improve the competence in using the language
- CO4:** Understand and appreciate English spoken by people from different regions and read independently unfamiliar texts with comprehension
- CO5:** Use language for speaking with confidence in an intelligible and acceptable manner
- CO6:** Understand the importance of reading for life and develop an interest for reading

UnitNo.	Conte	
Unit-1	Grammar: introduction to the sentence structure in English	5
	Grammar: introduction to articles	
	Grammar: introduction to parts of speech	
	Grammar: common errors	
Unit-2	Listening Skills: introduction to the importance of listening skills	6
	Listening Skills: types of listening- informational, critical, empathetic listening	
	Listening Skills: problems of listening to unfamiliar dialects	
Unit-3	Speaking Skills: aspects of pronunciation, introduction to vowels, consonants and diphthongs,	5
	Speaking Skills: fluency in speaking, intelligibility in speaking	
	Reading Skills: introduction to reading skills, types of texts - narrative, descriptive, extrapolative,	
	Reading Skills: essential skills for reading comprehension-decoding, fluency, vocabulary, reasoning and background knowledge	
Unit-4	Writing Skills: introduction to writing skills, cohesion and coherence, expansion of given sentence	4
	Writing Skills: reorganizing jumbled sentences into a coherent paragraph, paragraph writing	
	Composition: introduction to letter writing, types of letters, notices, complaints, appreciation, conveying sympathies	

READINGS:

1. OXFORD PRACTICE GRAMMAR by JOHN EASTWOOD, OXFORD UNIVERSITY PRESS
2. TEXT BOOK OF ENGLISH PHONETICS FOR INDIAN STUDENTS by BALASUBRAMANIAN, LAKSHMI PUBLICATIONS
3. OXFORD ADVANCED LEARNER'S DICTIONARY OF ENGLISH by DEUTER, M ET.AL (, OXFORD UNIVERSITY PRESS
4. INTERMEDIATE GRAMMAR, USAGE AND COMPOSITION by TOCKOO, M.L., A.E. SUBRAMANIAM, P.R. SUBRAMANIAM, ORIENT BLACK SWAN

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વીર નર્મદ દક્ષિણ ગુજરાત વિશ્વવિદ્યાલય

અભ્યાસક્રમ : 'ભારતીય જ્ઞાન પરંપરા પ્રવિષ્ટિ'

સેમેસ્ટર-૩ વર્ષ: ૨૦૨૪-૨૫

એકેડેમિક ડાઉન્સિલ તા. 15-06 -2024

બાબત.....૧૭.....બિડાણ/પરિશિષ્ટ.....15.....

ક્રેડિટ : ૨

કુલ કલાકો : ૩૦

યુનિટ	વિષય
૧	➤ ભારતીય વાંગ્મય અને અષ્ટાદશ વિદ્યાસ્થાન ➤ લોકજીવન અને વાર્ષિક પરંપરાઓમાં ભારતીય જ્ઞાન પરંપરા ➤ ભારતીય જ્ઞાન પરંપરાની વૈશ્વિક આવશ્યકતા ➤ ભારતીય જ્ઞાન પરંપરા હાસનાં કારણો અને પુર્નજાગરણ • વિદેશી આક્રમણોથી ઉઠીવેલ અસ્થિરતા • અંગ્રેજો દ્વારા બિનઔદ્યોગિકીકરણ
૨	➤ ભારતીય જ્ઞાન પરંપરામાં સામાજિક વ્યવસ્થાઓ અને કળા • વ્યક્તિ,કુટુંબ,લોક,રાજ્ય અને રાષ્ટ્ર , • નૃત્ય, સંગીત, સ્થાપત્ય કળાઓ. ➤ પ્રાચીન ભારતમાં વિજ્ઞાન અને પ્રોદ્યોગિકી • કૃષિવિજ્ઞાન, ધાતુશાસ્ત્ર, ખગોળવિજ્ઞાન, વસ્ત્ર ઉદ્યોગ ➤ ભારતીય પરંપરામાં અર્થ વિચાર અને સંચાલન • આચાર્ય કૌટિલ્યનું અર્થશાસ્ત્ર

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જવળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોલ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહ, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.

Veer Narmad South Gujarat University

Syllabus: Bharatiya Knowledge System / Bhartiya Gyan Parampara

Semester-3 Year: 2024-25

Credit: 02

Total Hours :30

Unit	Subject
1	➤ Bharatiya Vangmay and Aṣṭādaśa-vidyās (Bharatiya Literature and the Eighteen Sciences) ➤ Bharatiya knowledge tradition in Bharatiya folk life and its oral tradition. ➤ The global necessity, importance, and relevance of Bharatiya knowledge traditions. ➤ Reasons for the decline and revival of Bharatiya knowledge traditions: ▪ Instability due to foreign invasions. ▪ Deindustrialization by the British.
2	➤ Social Systems and Arts in Bharatiya Knowledge Traditions ○ Social structures including family, community, state, and Nation. ○ Arts such as dance, music, and architecture. ➤ Ancient Bharatiya Science and Technology ○ Exploration of fields such as agriculture, metallurgy, astronomy, and the textile industry. ➤ Economic Thoughts and Administration in Bharatiya Traditions ○ Insights from texts like Kautilya's Arthashastra.

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જવળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોળ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહ, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.

Veer Narmad South Gujarat University

DSCC 8 - International Business Environment

Course	SYBBA SEMESTER - IV
Course Title	International Business Environment
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To make students understand various factors in the international environment that affects the business.
Course Objective	To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy
Course Outcome	The students will be acquainted with the domestic as well as international factors that affect the business.

COURSE CONTENT

Unit 1 Introduction to Globalization (20%)

- Globalization: Introduction to Globalization, What is globalization?
- The globalization of Markets
- The globalization of productions
- Drivers of globalization

Unit 2 Differences in Political Legal & Economic Environment (20%)

- Introduction
- Nationwide Differences in Political Systems
- Economic Systems
- Legal Systems

- Differences in Contract Law, Property Rights

Unit 3 Differences in Cultural Environment (20%)

- Differences in Culture: Introduction, Values and Norms, Culture, Society and the Nation state,
- Culture and the workplace
- Implications for Managers

Unit 4 Ethics in International Business (20%)

- Introduction
- Ethical Issues in International Business
- Ethical Dilemmas
- The roots of Unethical Behaviour
- Ethical decision-making

Unit 5 Open Economy Management (20%)

- Open Economy Management. Balance of payments,
- Role of Foreign Trade & Policy
- Role of Foreign Capital & Policy
- Exchange Rate Policy and Exchange Controls
- Regional Integration: EU etc. World Trade Organization, World Bank, IMF, etc,
- Other Global Orientation of Indian Economy: Growth and evolution of Indian MNC's
- SAARC, ASEAN and India

Suggested Reading:

1. Francis Cherunillam, International Business, Himalaya Publications
2. Hill C., Jain A.,(2009), International Business - Competing in the global marketplace Sixth edition, Tata McGraw Hill, NewDelhi
3. International Business Environment , Snehal Mistry, Jump2 Learn Publication
4. V.K.Puri: Indian Economy, Himalaya Publishing House

Veer Narmad South Gujarat University

DSCC 9 - Production & Operations Management

Course	SYBBA SEMESTER – IV
Course Title	Production & Operations Management
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course provides students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.
Course Objective	To expose students to the basics of Operations Management To understand basic management of manufacturing processes They must appreciate that fundamentals of Operations Management are also applicable to production of services They should also be exposed to quality assurance techniques.
Course Outcome	The students will get the knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.

COURSE CONTENT

Unit 1 Introduction to Production Management (15%)

- Definition of Production, Production Management, Operations, Operations Management,
- Difference between Production and Operations,
- Scope of Operations Management,
- Significance of Operations management,
- Different Types of Production Systems – Continuous, Intermittent and their sub-types with merits and demerits, Differentiate between Continuous and Intermittent production system

Unit 2 Plant Layout and Material Handling (15%)

- Plant Layout: Definition, Factors affecting choice of layout,
- Types of Plant layouts (Process, Product, Fixed Position, Cellular, Combination / Hybrid, Service Layout),
- Principles of a good plant layout,

- Material Handling: Definitions,
- Types of Material Handling Equipment,
- Principles of Material Handling

Unit 3 Inventory Control (With Numerical) (25%)

- Definition of Inventory and Inventory Control, Types of Inventory,
- Various Classification of Inventory Control: ABC Analysis, VED Analysis, FSN Analysis,
- Cost Associated with Inventory Control, Basic EOQ Model (With formula derivation) & Its Assumptions
- Minimum level, Maximum level, Reorder level, Lead time, Safety Stock,
- ERLQ model (with formula derivation) and its assumptions
- Numerical Problems on Basic EOQ Model, EOQ model with price discounts, Different inventory levels, Basic ERLQ model

Unit 4 Production Planning (With Numerical) (25%)

- Definition of Production Planning, Only Meaning of Aggregate Production Planning,
- Master Production Schedule: Definition, Flow Chart, General Explanation, Functions, Process
- Material Requirement Planning: Definitions, Flowchart, Inputs and Outputs
- Capacity Requirement Planning: Definition, Flow Chart, General Understanding, Inputs and Outputs, Methods of Capacity Adjustments,
- Scheduling: Definition, Concept of Backward and Forward, Priority Sequencing Rules
- Numerical on: Assignment Problems (Hungarian Method Upto Order 5 Matrix); Priority Sequencing Rules – SPT,LPT, EDD,CR,LS,FCFS; Johnson's Rule Problems ('n' jobs and 2 machines)

Unit 5 Work Study (With Numerical) (20%)

- Definition and Concept of Work Study, Basic Procedure of Work Study
- Method Study: Concept, Symbols used in Method Study
- Recording Techniques in Method Study (Operation Process Chart, Flow Process Chart, Two Handed Process Chart, Multiple Activity Chart, SIMO Chart only), Understanding of THERBLIGs
- Time Study (Work Measurement), Definitions, Process (Only Stop Watch Method), Various types of Allowances,
- Numerical Problems: Man-Machine Charts (Up to One Worker-One Machine; Upto 8 activities), Calculations of Standard Time, Normal Time and Allowances

Suggested Reading:

1. Operations Management- By Joseph Monks , McGrawHill
2. Operations management – By Everett Adams,PHI
3. Operations Management – By Martinich,PHI
4. Operations Management – By Krajewski,PHI
5. Operations Management – By William Stevenson, McGrawHill
6. Operations Management – By Russell &Taylor
7. Work Study: ILO, Geneva (For Unit5)
8. Production and Operations Management by K. Ashwatthappa

[Subject Code-2408000704030001]

Veer Narmad South Gujarat University

DSCC 10 : Entrepreneurship Development

Course	SYBBA SEMESTER – IV
Course Title	Entrepreneurship Development
Credit	4
Teaching per Week	4 Hours
Review / Revision	November 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To inculcate in students entrepreneurial attitude and motivate them to become self employed.
Course Objective	To introduce to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, managing family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.
Course Outcome	Students will be aware about various qualities and knowledge required for becoming successful entrepreneurs.

COURSE CONTENT

Unit-1 Entrepreneurial Management

(35%)

- Definition, Functions & qualities of entrepreneur
- Difference between entrepreneur and manager
- Definition of entrepreneurship & barriers
- Types of entrepreneurs
- Development of entrepreneurship(Entrepreneurship development program),CED, EDII
- The evolution of the concept of entrepreneurship
- John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership
- Strategic planning for business
- Steps in strategic planning, managing growth; Harvesting and Exit Strategies
- Corporate Entrepreneurship
- Motivation of Entrepreneurship, McClelland Theory

Unit-2 Social Entrepreneurship

(30%)

- Introduction to Social Entrepreneurship
- Characteristics and Role of Social Entrepreneurs
- Innovation and Entrepreneurship in a Social Context
- Start-Up and Early-Stage Venture

- Issues in creating and Sustaining a Non-profits Organization
- Financing and Risks
- Business Strategies and Scaling up

Unit-3 Family Business and Women Entrepreneurship

(35%)

- Family Business: Concept, structure and kinds of family firms
- Culture and evolution of family firm
- Managing Business, family and shareholder relationships
- Conflict and conflict resolution in family firms
- Managing Leadership, succession and continuity
- Encouraging change in the family business system
- Women Entrepreneurship: Definition, Introduction to some of the support schemes, Problems faced by women entrepreneurs

Suggested Readings

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and Entrepreneurship: Practice and Principles. USA:Elsevier.
3. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P.(2003). Corporate creativity. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A.(Ed.).(2006).Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
11. Scarborough & Zimmerer, Effective Small Business Management
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard business Press.

Veer Narmad South Gujarat University
Bachelor of Business Administration Semester IV
OEC - Personal Wealth Management

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Insurance Planning and Investment Planning	10
3	Financial Mathematics/Tax and Estate Planning	10
4	Retirement Planning/Income Streams & Tax Savings Schemes	10
Total		40

Objectives

SN	Objectives
1	To provide an overview of various aspects related to wealth management
2	To study the relevance and importance of Insurance in wealth management
3	To acquaint the learners with issues related to taxation in wealth management
4	To understand various components of retirement planning

SN	Modules/ Units
1	Introduction a) Introduction To Wealth Management: - Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Personal Financial Statement Analysis: - Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management. c) Economic Environment Analysis: - Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent

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2	Insurance Planning and Investment Planning
	a) Insurance Planning: - Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value – Belth Method/CPT b) Investment Planning: - Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies
3	Financial Mathematics/Tax and Estate Planning
	a) Financial Mathematics: - Calculation of Returns (CAGR, Post-tax Return etc.), Total Assets, Net Worth Calculations, Financial Ratios b) Tax and Estate Planning: - Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts – Types of Will – Requirements of a Valid Will – Trust – Deductions – Exemptions
4	Retirement Planning/ Income Streams & Tax Savings Schemes
	a) Retirement Planning: - Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies – Tax Treatment b) Income Streams & Tax Savings Schemes: - Pension Schemes, Annuities – Types of Annuities, Various Income Tax Savings Schemes
	Reference Books: 1. Wealth Management, Pawan Jabak, Himalaya Publishing 2. Wealth Management, dun and Broadstreet, McGraw Hill Publication

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Veer Narmad South Gujarat University Bachelor of Business Administration Semester 4	
Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)

Course Outcomes:

CO1: Read and understand longer pieces of discourse independently

CO2: Read and compare two texts for evaluating them

CO3: Summarise a text for the benefit of peers orally or in writing

CO4: Write a review of a text read for academic purpose or pleasure

CO5: Understand the purpose and process of communication

Unit No.	Content	
Unit-1	Reading texts of different genres and of varying length	<u>5</u>
	Different strategies of comprehension	
	Reading and interpreting non-linguistic text	
	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	
Unit-2	Analysing a topic for an essay or a report	<u>5</u>
	Editing the drafts arrived at and preparing the final draft	
	Re-draft a piece of text with a different perspective (Manipulation exercise)	
	Summarise a piece of prose or poetry	
Unit-3	Using phrases, idioms and punctuation appropriately	<u>6</u>
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
Unit-4	Identifying and overcoming problems of communication	<u>4</u>
	Communicative competence	
	Cross-cultural communication	

READINGS:

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4. Hedge, T. (2005). Writing. London, OUP
5. Kumar, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

Signature

SYLLABUS

Short term Course On Material and Inventory Management

A short-term course on Material and Inventory Management. The course will give an understanding of different elements to be included in handling material and inventory.

Outcome of the course:

1. It will make students know about the meaning and importance of material and inventory management.
2. It will help students to know about the ordering, stocking, storing, and utilizing of inventory.
3. It will develop inventory management skills in students.
4. It will help students to practically know about the different levels of stores to be purchased, issued and stored.

Syllabus

Unit: 1 Material Procurement Procedures- Meaning of Raw Material, Bill of Material, Purchase Requisition, Purchase Order, Material Inspection Note, Goods Received Note, Stores Requisition Note, Material Transfer Note, Material Return Note, Bin Card, Stores Ledger

Unit: 2 Material Issues and Shortage- Methods of Pricing Material Issues (Actual Cost, FIFO, Average Cost Method, Standard Cost Method, Replacement Cost Method, NIFO), Factors Affecting Selection of Pricing Method, Reasons for Stock Discrepancies, Steps to Avoid Stock Discrepancies, Accounting Procedure for Material Shortage.

Unit: 3 Inventory Management- Definition and Meaning of Inventory, Requirements of Stock Control, Impact of Inflation on Inventory Holding

Unit: 4 Inventory Control Techniques- Economic Order Quantity, Pull System in Inventory Control, Fixation of Inventory Levels, VED Analysis, FNSD Analysis, ABC Analysis, Just in Time Inventory Management

References:

- Cost and Management Accounting – Ravi M. Kishore
- Accounting for Management – S. N. Maheshwari
- Modules of CMA

Syllabus

Mastering Google Drive: The Ultimate Beginner's Guide

The course aims to integrate programming skills and teach students how to navigate Google Drive and use tools within Google Drive.

The outcome of the course:

1. Hands-on Google Drive for Education.
2. Navigate Google Drive with Fluency.
3. Understand how to use Google Drive to increase efficiency and productivity.
4. Create and edit documents efficiently using all editing tools.
5. Create and analyse forms and quizzes to collect responses and feedback.

Course Content:

The curriculum is designed in five sections.

Section: 1 Introduction to Google Drive:

1.1 Google Account Signup

- My Drive (Quick Access, Files & Folders)
- Shared with me
- Recent
- Starred
- Trash
- Storage

1.2 Google Drive Functions

- Creating folders
- Uploading files
- Preview
- Sharing
- Moving files to folders
- Renaming files/ folders
- Making a copy of files
- Colouring folders

Section: 2 Google Docs:

- 2.1 Creating a new document
- 2.2 Setting up a Document
- 2.3 Editing a Document
- 2.4 Formatting a Document
- 2.5 Inserting Charts, Images, etc.
- 2.6 Collaboration
- 2.7 Using the revision history tool.

Section: 3 Google Sheets:

- 3.1 Creating a New Sheet
- 3.2 Editing a Spreadsheet

- 3.3 Organizing Data
- 3.4 Formulas, Functions, and Cell References
- 3.5 Creating Charts: Bar Graphs, Pie Charts, and Line Charts
- 3.6 Collaboration: Sharing and Protecting Data

Section: 4 Google Slides:

- 4.1 Presentation Setup, Themes & Layouts
- 4.2 Diagrams & Links
- 4.3 All Things Formatting
- 4.4 Animations & Transitions
- 4.5 Presentation & Sharing

Section: 5 Google Forms:

- 5.1 Form Setup
- 5.2 All Things Questions Part 1: Adding & Editing Questions
- 5.3 All Things Questions Part 2: Question Types
- 5.4 Sections
- 5.5 Themes & Fonts
- 5.6 Transforming Forms into Quizzes
- 5.7 Preview, Sending & Sharing
- 5.8 Collecting & Analysing Responds

References:

- Google Drive: A Beginner's Guide to Google Drive: Master Google Drive, Docs, Sheets and Slides Now by Steven Dota.
- Google Docs Made Easy: Online Collaboration For Everyone (Productivity Apps Made Easy) By James Bernstein.
- Google Drive & Docs In 30 Minutes: The unofficial guide to Google Drive, Docs, Sheets & Slides by Ian Lamont.

Veer Narmad South Gujarat University Surat**Year: 2024-25****VAC:- Sem-4 (ભારતીય મુલ્ય પરંપરા-૨)**

Credit-2

Unit	Subject
1	<u>Stories based on value education in Indian Tradition:</u> ❖ Truth and realisation :The story of Nachiketa(Kathopanishad) ❖ Dharma and Oneness :The Story of Yudhishtir and Yaksha(Mahabharat) ❖ Selflessness and Sacrifice :The story of King Shibi (Vishnu Puran) ❖ Detachment and Wisdom:The story of King Janaka and sage Yajnavalkya (Brihadaranyakopanishad)
2	(A) <u>Six Treasures :</u> 1. Shama(Inner tranquility of mind), 2. Dama(Alignment between mind and senses), 3. Uparati(Interest to do work) 4. Titiksha(Forbearance) 5. Vairagya(Detachment) 6. Viveka(Conscience) <u>Six Enemies:</u> 1. Kama (Desire/lust) 2. Krodha (Anger) 3. Lobha (Greed) 4. Moha (Attachment) 5. Mada (Ego) 6. Matsarya(Jealousy) <u>Chief characteristic features of Dharma and eight major types:</u> <u>Characteristics of Dharma :</u> 1. Dhruti (Patience) 2. Kshama (Forgiveness) 3. Dama (Self-Control) 4. Asteya (Honesty) 5. Shaucha (Sanctity)

6. Indriyanigraha (Control of senses)
7. Dhi (Reason)
8. Vidya (Knowledge or learning)
9. Satyam (Truth)
10. Akrodh (Void of anger)

Types of Dharma:

1. Swadharma (Duty to self)
2. Parivarik Dharma (Duty for family)
3. Samaj Dharma (Duty for society)
4. Rashtra Dharma (Duty for the State)
5. Samshti Dharma (Duty for Community)
6. Yuga Dharma (Duty for Contemporary time)
7. Apad Dharma (Duty at the time of adversity)
8. Rutam (Duty to Natural Order)

(B)

- ❖ नाभिषेको न संस्कारः सिंहस्य क्रियते वने ।
विक्रमार्जितराज्यस्य स्वयमेव मृगेंद्रता॥
- ❖ विद्या विवादाय धनं मदाय शक्तिः परेषां परिपीडनाय ।
खलस्य साधोः विपरीतमेतद् ज्ञानाय दानाय च रक्षणाय
- ❖ अतितृष्णा न कर्तव्या तृष्णां नैव परित्यजेत् ।
शनैः शनैश्च भोक्व्यं स्वयं वित्तमुपार्जितम्॥
- ❖ साहित्य-संगीत कलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः ।
तृणं न खादन्नपि जीवमानः तद्भागधेयं परमं पशूनाम्
- ❖ सुखस्य मूलं धर्मः । धर्मस्य मूलमर्थः ।
अर्थस्य मूलं राज्यम् । राज्यस्य मूलम् इन्द्रियजयः ।
इन्द्रियजयस्य मूलं विनयः । विनयस्य मूलं वृद्धोपसेवः ।
वृद्धोपसेवया विज्ञानम् । विज्ञानेन आत्मानं संपादयेत् ।
संपादितात्मा जितात्मा भवति । जितात्मा सर्वार्थैः संयुज्येत ।

Reference Books

1. S. Vivekananda, The six virtues in Hinduism Ramkrishna ashram, Rupa Publications.
2. S. Sivananda, Shad Sampat : The six divine Qualities, The divine life society.
3. Vardaraja, Subhashita Ratna Kosha.
4. એ. પ્રજાપતિ, સુભાષિત રત્નાવલી, પાર્શ્વ પબ્લીકેશન.
5. Adi Shankaracharya, Vivekachudamani, Advaita Ashram Pub.
6. S. Shivananda, the Upanishads, the Divine life society, 2011.
7. સ્વામી શિવાનંદ, ઉપનિષદોની કહાણીઓ ડિવાઈન લાઈફ સોસાયટી.
8. સી.એલ. મહેતા. ઉપનિષદ કથાઓ અને જ્ઞાન, ગુજરાત ગ્રંથ નિર્માણ બોર્ડ, ૨૦૦૦.
9. સ્વામી વિવેકાનંદ, ધર્મના લક્ષણ, રામક્રિષ્ણ આશ્રમ, ગુજરાત.
10. કવિ નર્મદ, ધર્મના લક્ષણ, નર્મદ સાહિત્ય મંડળ ૨૦૧૦.
11. કે.બી. શર્મા, ધર્મના આઠ પ્રકાર -પ્રાચીન સિદ્ધાંતો, ગુજરાતી ગ્રંથ નિર્માણ બોર્ડ.
12. M. Desai shad Ripus: Path of Self Mastery, Gujarati Granth Nirman Board.
13. રતિલાલ નાયક, ઉપનિષદની અમૃત કથાઓ.શબ્દલોક પ્રકાશન, ૨૦૧૨.
14. S. Ramkrishnananda, Six Enemies of the Mind:The root Causes of all Sufforing, Ramkrishna, Mission, 2009.