

**Veer Narmad South Gujarat University, Surat BBA Honors (Sem 8)**

**STRUCTURE FOR ERP**

**PROGRAM NAME : BBA (Honors with Research)**

**SEMESTER : VIII**

Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	CC801	Research and Publication Ethics	Research and Publication Ethics	400	4		2		4		50		50		100	
MAJOR	CC802	Advanced Business Research	Advanced Business Research	400	4		2		4		50		50		100	
MINOR	CC803	Finance Specialisation	Financial Derivatives	400	4		2		4		50		50		100	
	CC803	Human Resource Specialisation	Human Resource Maintenance, Separation and Control	400	4		2		4		50		50		100	
	CC803	Marketing Specialisation	Industrial Marketing	400	4		2		4		50		50		100	
MINOR	CC704	Finance Specialisation	Fundamentals of Financial Analytics	400	4		2		4		50		50		100	
	CC704	Human Resource Specialisation	Human Resource Management in Retail and IT Industry	400	4		2		4		50		50		100	
	CC704	Marketing Specialisation	Rural Marketing Management	400	4		2		4		50		50		100	
OJT	OJT-1	OJT	OJT	400	6						75		75		150	
<b>Total</b>					<b>22</b>				<b>22</b>							

**Subject Code [2708000708011001]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	Major
Credit	4
Course Code	CC801
Course Level	400
Course Title	<b>Research And Publication Ethics</b>
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course aims to develop awareness and understanding of ethical practices in research and publication. It focuses on promoting research integrity, preventing misconduct, and equipping students with knowledge of publication standards, open access systems, and research evaluation metrics.
Course Objective	<ul style="list-style-type: none"><li>• to understand ethical principles in scientific research and publication.</li><li>• To develop awareness about research integrity and misconduct (FFP).</li><li>• To familiarize students with publication ethics, guidelines, and standards.</li><li>• To understand open access publishing and tools for journal selection.</li><li>• To develop knowledge of indexing databases and research metrics</li></ul>
Course Outcome	<ul style="list-style-type: none"><li>• <b>CO1:</b> Students will be able to explain ethical principles, research integrity, and various forms of scientific misconduct in research.</li><li>• <b>CO2:</b> Students will be able to analyze publication ethics, authorship issues, conflicts of interest, and identify unethical practices such as predatory publishing.</li><li>• <b>CO3:</b> Students will be able to understand open access publishing systems and use tools for journal selection and identifying predatory journals.</li><li>• <b>CO4:</b> Students will be able to evaluate research quality using indexing databases and research metrics such as impact factor, h-index, and citation analysis</li></ul>

<p><b>Unit I : Scientific Conduct</b></p> <ul style="list-style-type: none"> <li>• Ethics with respect to research</li> <li>• Scientific misconducts: Falsification, Fabrication, Plagiarism (FFP)</li> <li>• Redundant publications: duplicate, overlapping publications, salami slicing</li> <li>• Selective reporting and misrepresentation of data</li> </ul>
<p><b>Unit II: Publication Ethics</b></p> <ul style="list-style-type: none"> <li>• Definition, introduction, and importance of publication ethics</li> <li>• Guidelines and standards: COPE, WAME, etc.</li> <li>• Publication misconduct: concept, causes, types</li> <li>• Authorship and contributorship issues</li> <li>• Identification of misconduct, complaints, and appeals</li> <li>• Predatory publishers and journals</li> </ul>
<p><b>Unit III: Open Access Publishing</b></p> <ul style="list-style-type: none"> <li>• Open access publications and initiatives</li> <li>• SHERPA/RoMEO (copyright &amp; self-archiving policies)</li> <li>• Tools to identify predatory journals (SPPU tool)</li> <li>• Journal suggestion tools: JANE, Elsevier Journal Finder, Springer, etc.</li> </ul>
<p><b>Unit IV: Databases and Research Metrics</b></p> <ul style="list-style-type: none"> <li>• Indexing databases</li> <li>• Citation databases: Web of Science, Scopus</li> <li>• Impact Factor (Journal Citation Reports)</li> <li>• SNIP, SJR, IPP, CiteScore</li> <li>• Metrics: h-index, g-index, i10-index, altmetrics</li> </ul>

### Mapping between COs and PSOs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓	✓			✓
CO2	✓	✓	✓	✓		✓
CO3	✓		✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓

### Suggested Readings:

1. Steneck, N. H. (2007). *Introduction to the Responsible Conduct of Research*.
2. Oliver, P. (2003). *The Student's Guide to Research Ethics*. Open University Press.
3. Shamoo, A. E., & Resnik, D. B. (2003). *Responsible Conduct of Research*. Oxford University Press.
4. Muralidhar, K., Ghosh, A., & Singhvi, A. K. (2019). *Ethics in Science Education, Research and Governance*. Indian National Science Academy.
5. Anderson, B. H., Durston, B., & Poole, M. (1997). *Thesis and Assignment Writing*. Wiley Eastern.
6. Gustavii, B. (2003). *How to Write and Illustrate Scientific Papers*. Cambridge University Press.
7. Bordens, K. S., & Abbott, B. B. (2008). *Research Design and Methods*. McGraw Hill.
8. Graziano, A. M., & Raulin, M. L. (2007). *Research Methods: A Process of Inquiry* (6th ed.). Pearson.

**Subject Code [2708000708022001]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	Major
Credit	4
Course Code	CC802
Course Level	400
Course Title	Advanced Business Research
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The purpose of this course is to develop advanced research skills among students by providing a comprehensive understanding of business research concepts and statistical analysis using SPSS. The course aims to enable students to identify research problems, formulate hypotheses, and apply appropriate statistical tools for data analysis. It also focuses on multivariate techniques, reliability and validity testing, and ethical aspects of research publication. The course prepares students to conduct high-quality research and interpret results for effective business decision-making.
Course Objective	To understand the nature, types, and significance of business research in organizations. To develop the ability to identify research problems and formulate research objectives and hypotheses. To apply descriptive and inferential statistical techniques using SPSS for data analysis. To understand and apply multivariate statistical techniques, including factor analysis and reliability testing. To familiarize students with publication ethics, research metrics, and responsible research practices.
Course Outcome	CO1: Explain the concepts and types of business research and identify research problems. CO2: Apply SPSS for descriptive and inferential statistical analysis.

CO3: Analyze data using regression, ANOVA, and correlation techniques and interpret outputs.

CO4: Apply multivariate techniques such as factor analysis and evaluate reliability and validity.

CO5: Understand publication ethics and evaluate research quality using research metrics.

## COURSE CONTENT

### Unit 1: Advanced Business Research Concepts

- Nature and importance of business research
- Types of research used by organizations
  - Exploratory research
  - Descriptive research
  - Causal research
  - Applied vs Fundamental research
- Research problem identification in business organizations
- Formulation of research objectives and hypotheses


### Unit 2: Literature Analysis Techniques

- Advanced literature review methods
- Systematic literature review (SLR) process
- Bibliometric analysis
  - Citation analysis
  - Co-authorship analysis
  - Keyword analysis
- Tools used in bibliometric research
  - VOSviewer
  - Publish or Perish

### Identifying research gaps

### Unit 2: Descriptive and Inferential statistics Analysis Using SPSS

#### Introduction to SPSS software

- Data entry and data cleaning
- Descriptive statistics
  - Mean, median, mode
  - Standard deviation
  - Frequency distribution
- Chi-square test Analysis and interpretation of its Output
- t-test Analysis and interpretation of its Output
- **Correlation Analysis**
- Pearson correlation
- Interpretation and limitations
- Multicollinearity
- interpretation of Output
- **Regression Analysis**
- Simple linear regression
- Multiple regression
- Model interpretation ( $R^2$ , coefficients)
- **ANOVA (Analysis of Variance)**
- One-way ANOVA
- Business applications
- interpretation of its Output
-  Practical implementation using SPSS,

### Unit 3: Multivariate Statistical Analysis by SPSS

- **Factor Analysis**
    - Concept and purpose
    - Extraction methods (basic understanding)
    - Interpretation of factor loadings
  - **Reliability and validity Testing**
    - Concept of Various types of reliability and validity
    - Cronbach's Alpha, Composite reliability
    - Scale validation ( AVE, Discriminant Validity)
- Note : Practical implementation using SPSS

#### Mapping between COs and PSOs :

COs \ PSOs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓	✓			✓
CO2	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

#### Suggested Readings:

1. Kothari, C. R., & Garg, G. (Latest ed.). *Research Methodology: Methods and Techniques*. New Age International.
  2. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (Latest ed.). *Multivariate Data Analysis*. Pearson.
  3. Field, A. (Latest ed.). *Discovering Statistics Using IBM SPSS Statistics*. Sage Publications.
  4. Pallant, J. (Latest ed.). *SPSS Survival Manual*. McGraw-Hill Education.
  5. Cooper, D. R., & Schindler, P. S. (Latest ed.). *Business Research Methods*. McGraw-Hill.
  6. Levin, R. I., & Rubin, D. S. (Latest ed.). *Statistics for Management*. Pearson.
- Online Resources:
    - SPSS Tutorials (IBM Documentation)
    - Google Scholar (for research articles)
    - Scopus / Web of Science (for research metrics)

**Subject Code [2708000708033001]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	MINOR- <b>Finance Specialisation</b>
Credit	4
Course Code	CC803
Course Level	400
Course Title	<b>Financial Derivatives</b>
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide an understanding of derivative markets, instruments of financial derivatives and their strategic application for hedging, speculation and arbitrage.
Course Objective	To provide an in-depth understanding of financial derivatives in terms of concepts, functions, instruments, pay-off and trading strategies.
Course Outcome	<b>CO1:</b> Understand the nature and significance of derivative markets and their development. <b>CO2:</b> Differentiate between forwards, futures, options, and swaps as derivative instruments. <b>CO3:</b> Apply derivative instruments for hedging risk using appropriate pay-off strategies. <b>CO4:</b> Analyze derivative trading mechanisms including margin, settlement, and contract specifications. <b>CO5:</b> Evaluate speculative, arbitrage, and hedging strategies using futures and options in financial markets. <b>CO6:</b> Demonstrate analytical skills through interpretation of option pricing terminology, moneyness, and premium determination.

**Course Content:****Unit 1: Introduction to Derivative Market****(20%)**

Meaning and definition of derivatives, Types of derivatives, Basic types of financial derivatives, Functions of derivative markets, Evolution of derivative markets, History and development of derivative markets in India, Factors driving the growth of derivatives market, Inhibiting factors in the growth of derivative markets in India, Exchange-traded vs. OTC derivatives, Types of Traders or participants in derivative market.

**Unit 2: Forwards and Futures****(30%)**

Forward contracts: Meaning, features, advantages and limitations, Pay off for forward contract, forward trading mechanism.

Future contracts: Meaning, features, advantages, pay off for futures, future market trading mechanism, settlement, Concept and operation of margins, contract specification for index future and stock future, Future trading strategies: Arbitrage, Hedging, Speculation, Futures vs. Forwards.

**Unit 3: Options****(35%)**

Meaning, features, advantages, types-call options and put options, Index option, stock option, European & American option, option terminology: Strike price, Expiration date, option Premium or price, open interest in relation to price & volume (concept), Moneyness of Options: In the money, At the Money, Out of the money; intrinsic value, time value of option ( Examples for understanding concept), contract specification for index option and stock option, pay off for options, settlement procedure, Factors determining option price, Option trading strategies : Arbitrage, Hedging, Speculation, Straddle, Strangles, Strips and Straps, Spread trading.

**Unit 4: Swaps****(15%)**

Meaning, features and advantages of swaps, types of swaps- Interest rate swaps, currency swaps, debt-equity swap, mechanics of swaps.

**Mapping between COs and PSOs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓	✓		
CO3		✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5		✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓	✓

**Suggested Readings:**

- Vohra & Bagri, Futures and Options, Tata McGraw Hill
- Gupta S.L., Financial Derivatives Theory, Concepts and Problems, PHI
- S. Kevin, Security Analysis and Portfolio Management, PHI
- V. K. Bhalla, Security Analysis And Portfolio Management, S. Chand
- Gordan and Natrajan, Financial markets and Services, Himalaya Publishing House
- John Hull, Options, Futures and other Derivatives, Pearson Education

**Subject Code [2708000708033002]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	MINOR- <b>HR Specialisation</b>
Credit	4
Course Code	CC803
Course Level	400
Course Title	<b>Human Resource Maintenance, Separation and Control</b>
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The purpose of this study is to develop understanding of HR audit and its role in evaluating HR effectiveness. It aims to build knowledge of employee turnover, retention strategies, and handling separation and downsizing decisions. It also focuses on developing practical HR skills in documentation, communication, and employee relations.
Course Objective	<ul style="list-style-type: none"> <li>➤ To explain the purpose and utility of HR Audit in evaluating HR effectiveness.</li> <li>➤ To understand employee separation and downsizing decisions and HR's role in their management.</li> <li>➤ To analyze causes of employee turnover and develop retention strategies.</li> <li>➤ To learn the structure, drafting, and importance of HR records and official communications.</li> <li>➤ To build practical HR skills relevant to workplace policy, documentation, and employee relations.</li> </ul>
Course Outcome	<p><b>CO1:</b> Demonstrate understanding of HR Audit concepts, objectives, methods, and practical applications.</p> <p><b>CO2:</b> Analyze downsizing and employee separation processes and HR's role in managing them.</p> <p><b>CO3:</b> Evaluate employee turnover causes and recommend effective employee retention strategies.</p>

	<p><b>CO4:</b> Apply knowledge of HR documentation to draft professional HR letters, notices, and records.</p> <p><b>CO5:</b> Demonstrate practical HR competencies relevant to policy implementation, employee relations, and organizational workforce planning.</p>
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COURSE CONTENT		
<b>Unit 1</b>	<b>HR Audit</b> HR Audit - Meaning, purpose, objectives and Importance of audit Role of HRD Auditor Methods and Techniques of HR Audit Key areas of HR Audit Approaches to HR Audit Benefits of HR Audit	<b>(25%)</b>
<b>Unit 2</b>	<b>Corporate Downsizing and Employee Separation</b> Corporate downsizing - Concept, meaning and reasons of downsizing Employee Separations - Layoff, Resignation, Dismissal, Discharge, Retrenchment, VRS Voluntary Retirement Scheme (need, process, challenges, advantages and disadvantages) Role of HR in managing corporate downsizing (any two case study) Exit Interview	<b>(25%)</b>
<b>Unit 3</b>	<b>Employee Retention</b> Employee Turnover (Meaning, Reasons and Implications) Employee Retention (Meaning, Concept and Importance) Employee Retention Strategies	<b>(20%)</b>
<b>Unit 4</b>	<b>HR Records</b> Meaning, objectives and types of HR records Purpose of maintaining HR records Formal Drafting Required in Managing HR: Drafting recruitment advertisement for newspaper) Drafting Appointment letter Drafting Resignation letter Drafting a letter of acceptance of resignation letter Letter of Memorandum (meaning and types) Drafting Show cause notice (meaning & purpose) Charge Sheet (Meaning and purpose)	<b>(30%)</b>

#### Mapping between COs and PSOs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓	✓			
CO2	✓	✓	✓	✓		✓
CO3		✓	✓	✓	✓	✓
CO4	✓		✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

**Reference Books:**

- Munjal, S., Munjal, S. N. (2021) Compendium of Drafts of Employment Contracts and Appointment Letters, Bloomsbury Publishing
- Rajni Gyanchandani, Durdana Ovais - HR Audit, Everest Publication
- T. V. Rao, HRD Audit: Evaluating the Human Resource Function for Business Improvement, Sage
- Deb, T. Managing Human Resource and Industrial Relations. India: Excel Books.
- K. Aswathapa - Human Resource Management, McGraw-Hill Education (India) Pvt Limited.
- Gupta, C. B. - Human Resource Management, Sultan Chand & Sons.

**Subject Code [2708000708033003]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b>	
<b>Bachelor of Business Administration (BBA)</b>	
<b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	<b>MINOR-Marketing Specialisation</b>
Credit	4
Course Code	CC803
Course Level	400
Course Title	<b>Industrial Marketing</b>
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide students with comprehensive knowledge of industrial marketing principles, organizational buying behavior, segmentation strategies, and the management of industrial product decisions, enabling them to understand and apply marketing strategies within B2B environments
Course Objective	<ul style="list-style-type: none"><li>• To explain the fundamental concepts, nature, and scope of industrial marketing and how it differs from consumer marketing.</li><li>• To understand organizational buying processes, decision models, and influencing factors in B2B purchases.</li><li>• To analyze industrial market segmentation, targeting, positioning, and product life cycle strategies.</li><li>• To learn effective channel selection, distribution strategies, and logistics for industrial products.</li></ul>

	<ul style="list-style-type: none"> <li>To understand and apply appropriate promotional tools and communication mechanisms for industrial marketing.</li> </ul>
Course Outcome	<p><b>CO1:</b> Explain the concepts, nature, and characteristics of industrial marketing and industrial demand.</p> <p><b>CO2:</b> Analyze organizational buying behavior using models such as the BuyGrid and evaluate buying roles and influences.</p> <p><b>CO3:</b> Apply segmentation, targeting, and positioning strategies specifically for industrial markets.</p> <p><b>CO4:</b> Evaluate industrial product decisions including product mix, life cycle strategies, and product determinants.</p> <p><b>CO5:</b> Demonstrate strategic understanding of industrial distribution channels, logistics, and promotional strategies for B2B markets.</p>

<b>COURSE CONTENT</b>	
<b>Unit - I (25%)</b>	
<p>Definition &amp; Concept of Industrial Marketing</p> <p>Nature of Industrial Marketing; Industrial Marketing Vs. Consumer Marketing;</p> <p>The Nature of Industrial Demand &amp; Industrial Customer.</p> <p>Buying situations</p> <p>Introduction to different types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services</p>	
<b>Unit - II (25%)</b>	
<p>Organizational Buying: BuyGrid Model, Phases in purchasing decision process &amp; their marketing implications, Buying centers, Value analysis &amp; Vendor analysis.</p> <p>Factors influencing Organizational Buying: Environmental factors influencing buying decision, Buying Roles; Environmental &amp; organizational Influences</p>	
<b>Unit - III (25%)</b>	
<p>Industrial market segmentation, Bases for segmenting industrial market - macro and micro variables. Targeting the industrial product, Positioning the industrial product. Industrial Product life cycle, Product mix</p> <p>Industrial Product Decisions: Industrial Product Life Cycle; Industrial Product Mix determinants viz. technology – competition – operating capacity – shift in location of customers – government controls – changes in level of business activity</p>	
<b>Unit - IV (25%)</b>	
<p>The distribution channel component—Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics.</p>	

Channel Structure for Industrial Products – Geographical, size, operating characteristics – manufacturers’ and sales agents – Brokers - Channel Logistics

Promotion for Industrial products – Supporting salesman – Motivating distributors – Stimulating primary demand – Sales appeal – Publicity & sponsorships – Trade shows – exhibits – Catalogs – Samples – promotional letters – Promotional novelties

**Mapping between COs and PSOs :**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PSO6</b>
CO1	✓	✓				
CO2	✓	✓	✓	✓		✓
CO3		✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

**Reference:**

1. Industrial Marketing – P K Ghosh
2. Industrial Marketing – Hawaldar
3. Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin, Homewood, Illincies.
4. Reeder & Reeder : Industrial Marketing, Prentike Hall, India.
5. Cox. F. (Jr.) : Industrial Marketing Research, John-Willey & Sons, New York, 1971.
6. Fisher, L. : Industrial Marketing, Business Books, 1969.

**Subject Code [2708000708044001]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	<b>MINOR-Finance Specialisation</b>
Credit	4
Course Code	CC804
Course Level	400
Course Title	<b>Fundamentals of Financial Analytics</b>
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To develop the understanding of business and financial analytics and modelling using Microsoft Excel.
Course Objective	To introduce the concepts and applications of business and financial analytics. To understand data sources, warehousing, and data mining techniques. To apply descriptive statistics and visualization techniques to financial datasets. To develop skills in predictive modeling through correlation, regression, and time series analysis. To facilitate hands-on analytical problem-solving using real financial data in MS Excel.
Course Outcome	<b>CO1:</b> Understand key concepts and types of business analytics and financial analytics. <b>CO2:</b> Identify and differentiate between various data sources and apply data warehousing and data mining processes. <b>CO3:</b> Apply descriptive statistical tools and visualizations to interpret financial data. <b>CO4:</b> Perform correlation and regression analysis to build predictive models for financial datasets.

<b>CO5:</b> Analyze time series data using trend analysis and moving average techniques, applying them to practical business forecasting.
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<b>Course Content</b>	
<b>Unit-1: Business Analytics &amp; Financial Analytics Overview</b>	<b>(25%)</b>
<ul style="list-style-type: none"> <li>• Business Analytics - Basic concept, need, components (business context, technology, data science), types (descriptive, predictive and prescriptive), Business intelligence vs. Business analytics</li> <li>• Financial Analytics – Basic concept, importance, types, components, basic concept and importance of machine learning for financial analysts.</li> </ul>	
<b>Unit-2: Data, Data Warehousing and Data Mining</b>	<b>(25%)</b>
<ul style="list-style-type: none"> <li>• Types of data source – storage and characteristics (Structured, semi structured unstructured)</li> <li>• Definition, characteristics and framework of data warehousing</li> <li>• Concepts, application and process of data mining</li> <li>• Big Data Analytics: concept, characteristics and advantages.</li> </ul>	
<b>Unit-3: Descriptive Statistics and Data Visualisation</b>	<b>(20%)</b>
<ul style="list-style-type: none"> <li>• Descriptive statistics using excel – mean, median, mode, standard deviation, variance and their interpretations for financial data</li> <li>• Data Visualisation – Tables, Graphs and Charts (Line, Bar, Histogram, Box Plot), Concept of normal distribution of data using histogram and box plot.</li> <li>• Hands on session using MS Excel and interpretations of financial data</li> </ul>	
<b>Unit-4: Predictive Analysis and Time Series Overview</b>	<b>(30%)</b>
<ul style="list-style-type: none"> <li>• Concept of Correlation and Regression</li> <li>• Simple linear regression: coefficient of determination, significance tests, residual analysis, confidence and prediction intervals.</li> <li>• Multiple linear regression: coefficient of multiple coefficient of determination, interpretation of regression coefficients, basic interpretations of multi-collinearity, autoregression</li> <li>• Time series data – concept, characteristics, trend analysis, simple moving average</li> <li>• Hands on session using MS Excel and interpretations of financial data</li> </ul>	

**Mapping between COs and PSOs :**

	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PSO6</b>
<b>CO1</b>	✓	✓				
<b>CO2</b>	✓	✓	✓	✓		
<b>CO3</b>	✓	✓	✓	✓	✓	✓
<b>CO4</b>	✓	✓	✓	✓	✓	✓
<b>CO5</b>	✓	✓	✓	✓	✓	✓

**Suggested Readings:**

1. Ramesh Sharda, Dursun Delen, Efraim Turban, Business Intelligence: A Managerial Perspective on Analytics, Pearson 3<sup>rd</sup>.
2. R. N. Prasad and Seema Acharya, Fundamentals of Business Analytics, Wiley 2016.
3. Anil Maheshwari, Data Analytics, McGraw Hill, 2017.
4. Data Mining: Concepts and Techniques, Morgan Kaufmann, 2011.

5. Dixon, Matthew F., Machine Learning in Finance O'Reilly, 2019.
6. Microsoft Office 2007, Business Intelligence – Reporting, Analysis and Measurement from the Desktop, Doug Harts, Tata McGraw Hill, 2008.

**Subject Code [2708000708044002]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	<b>MINOR- HR Specialisation</b>
Credit	4
Course Code	CC804
Course Level	400
Course Title	Human Resource Management in Retail and IT Industry
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To develop an understanding of HRM practices specifically within the Retail, IT and ITES industries, enabling students to analyze sector-specific HR challenges, staffing structures, talent management, training, compensation, and performance systems.
Course Objective	<p>To explain the evolution, structure, and characteristics of HR in Retail and IT/ITES industries.</p> <p>To understand job analysis, organizational structures, and professional specialization within each industry.</p> <p>To examine recruitment, selection, training, and performance appraisal approaches in industry-specific contexts.</p> <p>To analyze sector-specific HR challenges and strategic responses for workforce management.</p> <p>To enable students to apply HR concepts for motivating, compensating, and effectively managing employees in dynamic service-oriented industries.</p>
Course Outcome	<p><b>CO1:</b> Describe the nature, evolution, structure, and workforce requirements of the Retail and IT/ITES industries.</p> <p><b>CO2:</b> Apply job analysis concepts to develop Job Descriptions and Job Specifications for roles in Retail and IT/ITES organizations.</p>

	<p><b>CO3:</b> Evaluate industry-specific recruitment, training, and appraisal systems used for employee development.</p> <p><b>CO4:</b> Analyze HR challenges and propose management strategies for workforce retention, motivation, and performance improvement.</p> <p><b>CO5:</b> Demonstrate an understanding of compensation components and HR policy implementation in Retail and IT/ITES environments.</p>
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<b>COURSE CONTENT</b>
<p><b>Unit 1: Overview of Retail Industry (20%)</b></p> <ul style="list-style-type: none"> <li>• Introduction to Retail Industry</li> <li>• Functions of Retailing</li> <li>• Retail industry in India - Evolution, Size, Types, Models and Challenges</li> <li>• HR Challenges in Organised Retail</li> </ul>
<p><b>Unit 2: Managing HR in Retail Industry (30%)</b></p> <ul style="list-style-type: none"> <li>• Organisational Structure of a Retail Firm</li> <li>• Designing Retail organisational structure</li> <li>• Job Analysis (Concept, Job Description and Job Specification of various positions in Retail Industry)</li> <li>• Specialisation of Retail Personnel</li> <li>• Recruitment Practices prevalent in Retail Industry</li> <li>• Training of Retail Employees (Concept, Training Areas, Methods)</li> <li>• Performance Appraisal System (Concept and Methods of Appraisal)</li> <li>• Motivation (Concept and Tools of Motivation)</li> <li>• Components of Compensation</li> </ul>
<p><b>Unit 3: Overview of Information Technology (IT) and IT Enabled Services (ITES) Industry (20%)</b></p> <ul style="list-style-type: none"> <li>• Introduction to IT and ITES</li> <li>• Types of IT systems</li> <li>• IT industry in India - Evolution, Size, Types, Scope and Challenges</li> <li>• HR Challenges in IT and ITES Industry</li> </ul>
<p><b>Unit 4: Managing HR in IT and ITES Industry (30%)</b></p> <ul style="list-style-type: none"> <li>• Organisational Structure of an IT Firm</li> <li>• Designing organisational structure of ITES organisation</li> <li>• Job Analysis (Concept, Job Description and Job Specification of various positions in IT and ITES Industry)</li> <li>• Specialisation of IT Personnel</li> <li>• Recruitment Practices in IT and ITES firm</li> <li>• Training of IT Employees (Concept, Training Areas, Methods)</li> </ul>

- Performance Appraisal System (Concept and Methods of Appraisal)
- Motivation (Concept and Tools of Motivation)
- Components of Compensation

**Mapping between COs and PSOs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

**Suggested Readings:**

1. Abhijaat Sahu and A.K. Tiwari – *Human Resource Management in Service Sector*, Ruby Press and Co.
2. Rakhi Bhattacharya and Rajiv S Mishra – *HRM in Service Sector Management*, Himalaya Publishing House
3. Archana Singh, Simmy Jain and Rajvinder Kaur Hundal, *HRM in Service Sector Management*, Sheth Publishers
4. Prerna Sharma and Praveen Nagpal – *Human Resource Management in Service Sector Management*, Vipul Prakashan
5. Harjit Singh – *Retail Management: A Global Perspective*, S Chand and Sons
6. [https://www.bbarl.com/data/media/ignou/UNIT\\_3\\_MANAGING\\_MANPOWER.pdf](https://www.bbarl.com/data/media/ignou/UNIT_3_MANAGING_MANPOWER.pdf)

**Subject code [2708000708044003]**

<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b> <b>Bachelor of Business Administration (BBA)</b> <b>FOR BBA (HONOURS With RESEARCH) SEMESTER – VIII</b>	
Program Name	BBA (HONORS WITH RESEARCH)
Semester	SEMESTER-VIII
Course Type	<b>MINOR- Marketing Specialisation</b>
Credit	4
Course Code	CC804
Course Level	400
Course Title	Rural Marketing Management
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide students with a comprehensive understanding of rural markets, consumer behavior, marketing strategies, distribution systems, and the role of ICTs in rural economic development and marketing operations.
Course Objective	<p>To explain the fundamentals of rural marketing and rural consumer behavior.</p> <p>To analyze rural marketing strategies for tangible and intangible products.</p> <p>To understand rural distribution systems and segmentation approaches in agricultural and niche markets.</p> <p>To explore the role of ICT, government initiatives, and digital platforms in rural marketing.</p> <p>To apply practical knowledge of rural marketing to real-world agricultural and rural business contexts.</p>
Course Outcome	<p>CO1: Describe the concept, characteristics, and behavior of rural markets and consumers.</p> <p>CO2: Apply rural marketing strategies for different categories of rural products.</p> <p>CO3: Assess distribution channels and segmentation models suitable for rural and agricultural markets.</p> <p>CO4: Examine the role of ICTs, digital networks, and social media in rural</p>

	marketing and agriculture. CO5: Demonstrate understanding of institutional support systems such as APMCs, e-NAM, AGMARKNET, and rural warehousing for marketing efficiency.
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<b>COURSE CONTENT</b>	
<b>Unit-1 Overview of Rural Marketing</b>	<b>(25%)</b>
Meaning and definition of Rural Markets, Marketing the Rural Products, Issues in Product Marketing in rural areas and Rural Consumer Behaviour.	
<b>Unit-2 Rural Marketing Strategy</b>	<b>(25%)</b>
Tangible and intangible rural products, Evolving Rural Marketing Strategy, Marketing strategy for rural products, Role of informal communication	
<b>Unit-3 Rural Distribution Systems</b>	<b>(25%)</b>
Rural Communication and Distribution systems, Distribution system for small markets, niche markets and exclusive products, market segmentation, Agricultural Marketing and Role of Agricultural Produce Marketing Committees (APMCs)	
<b>Unit-4 ICTs in Rural Marketing</b>	<b>(25%)</b>
ICTs in Rural Marketing, Role of Social Media, e-NAM, Agricultural Marketing Network (AGMARKNET) and Rural warehouse, Rural as well as urban storage systems	

**Mapping between COs and PSOs :**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

**Suggested Readings:**

1. Kotler, P and Armstrong, G (2015). Principles of Marketing. Pearson Education: India
2. Kotler, P, et al (2017). Marketing Management. Pearson Education.
3. Rajagopal (1994). Rural Marketing Management. Discovery Publishing House: New Delhi.