

**Subject Code [2710000104044001]**

**VEER NARMAD SOUTH GUJARAT UNIVERSITY  
Bachelor of Business Administration (BBA)  
AICTE- Based syllabus  
FOR S.Y BBA SEMESTER – IV**

<b>Program Name</b>	<b>Bachelor of Business Administration(BBA)</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>Major</b>					
<b>Course Subtype</b>	<b>Entrepreneurship / Employability / Skill Development</b>					
<b>Course Code</b>	<b>CC401</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Entrepreneurship and Start up Ecosystem</b>					
<b>Credit</b>	<b>Theory:</b>	<b>04</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>04</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To develop an understanding of the concept, characteristics, and classification of entrepreneurs and family businesses.</li> <li>2. To enable students to identify and evaluate business opportunities using market and feasibility analysis.</li> <li>3. To provide knowledge of essential components required for starting and managing new ventures.</li> <li>4. To familiarize students with marketing, funding, operational, and legal aspects of entrepreneurship.</li> <li>5. To create awareness about the start-up ecosystem, government schemes, and funding opportunities.</li> <li>6. To develop entrepreneurial mindset and skills necessary for venture creation and management</li> </ol>					
<b>Course Outcomes</b>	<p><b>CO1:</b> Explain the concept, characteristics, and classification of entrepreneurship and family business.</p> <p><b>CO2:</b> Analyze business opportunities using market potential estimation and feasibility analysis.</p> <p><b>CO3:</b> Apply digital marketing, team building, and operational strategies for starting ventures.</p> <p><b>CO4:</b> Evaluate various funding sources, legal requirements, and intellectual property aspects.</p> <p><b>CO5:</b> Understand the structure and functioning of the start-up ecosystem and government support schemes.</p> <p><b>CO6:</b> Develop entrepreneurial skills and propose innovative business ideas.</p>					

<p><b>Course Content</b></p>	<p><b>Unit 1: Introduction to Entrepreneurship &amp; Family Business</b></p> <p>Definition and Concept of entrepreneurship  Entrepreneur Characteristics  Classification of Entrepreneurs  Role of Entrepreneurship in Economic Development –Start-ups  Knowing the characteristics of Family business with discussion on few Indian cases of Family Business like Murugappa, Dabur, Wadia, Godrej, Kirloskar etc.</p> <p><b>Unit 2: Evaluating Business opportunity</b></p> <p>Sources of business ideas and opportunity recognition  Guesstimating the market potential of a business idea  Feasibility analysis of the idea  Industry, competition and environment analysis</p> <p><b>Unit 3: Building Blocks of starting ventures</b></p> <p>Low cost Marketing using digital technologies  Team building from scratch  Venture Funding  Establishing the value-chain and managing operations  Legal aspects like IPR and compliances</p> <p><b>Unit 4: Start-up Ecosystem</b></p> <p>Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc.  Know various govt. schemes like Start-up India, Digital India, MSME etc.  Sources of Venture Funding available in India  Source of Technology, Intellectual Property management</p>																																																								
<p><b>Mapping between Cos and PSOs</b></p>	<table border="1"> <thead> <tr> <th>CO / PSO</th> <th>PSO 1</th> <th>PSO 2</th> <th>PSO 3</th> <th>PSO 4</th> <th>PSO 5</th> <th>PSO 6</th> <th>PSO7</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>CO2</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>CO3</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>CO4</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>CO5</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>CO6</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO7	CO1	✓	✓	✓				✓	CO2	✓	✓	✓	✓			✓	CO3	✓	✓	✓	✓	✓		✓	CO4	✓	✓	✓	✓	✓		✓	CO5	✓	✓	✓	✓		✓	✓	CO6	✓	✓	✓	✓	✓	✓	✓
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<p><b>Reference Books</b></p>	<ol style="list-style-type: none"> <li>1. Startup India Leaning Program by Start Up India available at <a href="http://www.startupindia.gov.in">www.startupindia.gov.in</a></li> <li>2. Entrepreneurship, Rajeev Roy, Oxford University Press</li> <li>3. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland BruceR. Barringer, Pearson Publishing</li> <li>4. Family Business Management by Rajiv Agarwal, Sage Publishing</li> </ol>																																																								

	<ol style="list-style-type: none"><li>5. Anish Tiwari , “Mapping the Startup Ecosystem in India”, Economic &amp; Political Weekly</li><li>6. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series</li></ol>
<b>Teaching Methodology</b>	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments

**Subject Code [2710000104022001]**

<p align="center"><b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b>  <b>Bachelor of Business Administration (BBA)</b>  <b>AICTE- Based syllabus</b>  <b>FOR S.Y BBA SEMESTER – IV</b></p>						
<b>Program Name</b>	<b>Bachelor of Business Administration(BBA)</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>Major</b>					
<b>Course Subtype</b>	<b>Entrepreneurship / Employability / Skill Development</b>					
<b>Course Code</b>	<b>CC402</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Financial Management</b>					
<b>Credit</b>	<b>Theory:</b>	<b>04</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>04</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Medium of Instruction</b>	English					
<b>Purpose of Course</b>	The purpose of this course is to provide students with a foundational understanding of financial principles and decision-making tools essential for business management. It aims to develop the ability to analyse financing, investment, and working capital decisions using conceptual and quantitative techniques. The course ultimately prepares learners to make informed and strategic financial choices in real business situations.					
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To develop a conceptual understanding of financial management and its role in organizational decision-making.</li> <li>2. To familiarize students with various sources of finance, their features, advantages, and limitations.</li> <li>3. To enable students to analyse financial decisions related to leverage, working capital, and cash/receivables management.</li> <li>4. To equip students with skills to evaluate investment proposals through discounted and non-discounted capital budgeting techniques.</li> </ol>					
<b>Course Outcomes</b>	<p><b>CO1:</b> Explain the concepts, nature, scope, and goals of Financial Management and its linkage with other functional areas of management.</p> <p><b>CO2:</b> Identify and analyse various long-term and short-term sources of finance, including ownership, creditorship, and working capital instruments.</p> <p><b>CO3:</b> Describe and apply the concepts of leverage and evaluate factors affecting working capital along with the operating and cash cycles.</p>					

	<p><b>CO4:</b> Estimate working capital requirements and analyse efficient management of cash and receivables using appropriate financial tools.</p> <p><b>CO5:</b> Apply the Time Value of Money concepts (PV, FV, annuity) for making informed financial decisions.</p> <p><b>CO6:</b> Evaluate investment proposals using both discounted and non-discounted capital budgeting techniques such as ARR, Payback, NPV, IRR, and PI for decision-making.</p>
<p><b>Course Content</b></p>	<p><b>Unit 1: Introduction to Financial Management (25%)</b></p> <ul style="list-style-type: none"> <li>• Meaning and Nature of Financial Management (FM)</li> <li>• Finance and related disciplines (Economics, Accounting, Other Functional Areas of Management)</li> <li>• Goals of FM: Profit Maximization, Wealth Maximization-merits and criticism</li> <li>• Functions of finance – Financing Decision, Investment Decision, Dividend Decision and Liquidity Decision,</li> <li>• Organization of financial Function (status and duties of financial manager: Treasurer and Controller)</li> </ul> <p><b>Unit 2: Sources Of Finance (25%)</b></p> <ul style="list-style-type: none"> <li>❖ <b>Long-Term Finance</b> <ul style="list-style-type: none"> <li>• A. Long-Term Finance</li> <li>• Features, Advantages and Disadvantages of the following forms of finance:               <ol style="list-style-type: none"> <li>1) Equity Share</li> <li>2) Preference share</li> <li>3) Debenture</li> <li>4) Term Loan</li> <li>5) Right shares (only Brief Idea)</li> <li>6) Retain earning</li> <li>7) Mezzanine Financing (brief idea)</li> </ol> </li> </ul> </li> <li>❖ <b>Short-Term/ Sources of Working Capital Finance ( Brief Idea)</b> <ol style="list-style-type: none"> <li>1) Indigenous Bankers</li> <li>2) Trade Credit</li> <li>3) Factoring</li> <li>4) Commercial Paper</li> <li>5) Inter-corporate Deposit</li> <li>6) Certificate of Deposit</li> </ol> </li> </ul> <p><b>Unit 3: Working Capital Management (25%)</b></p> <ul style="list-style-type: none"> <li>• Introduction of Working Capital Management:</li> <li>• Meaning of working capital, Types - Gross, Net, factors affecting working capital, brief idea of Operating cycle and cash cycle, estimation of working capital requirement (numerical)</li> <li>• Management of Cash – objective of cash management, motives to hold cash, Cash management technique- managing cash inflow and managing cash outflow techniques</li> <li>• Receivables Management – Objectives, Credit Policy variables, Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost Credit Evaluation Methods (Traditional, Numerical credit scoring, Risk Classification, Discriminant Analysis)</li> <li>• Monitoring receivable (Days Sales Outstanding, Aging Schedule, Collection Matrix)</li> </ul>

	<p><b>Unit 4: Capital Budgeting Decision (25%)</b></p> <ul style="list-style-type: none"> <li>• Capital Budgeting –meaning, importance and process of capital budgeting,</li> <li>• Time Value of Money – concept, concept of Present value, Future value (single cash flow and annuity)</li> <li>• Concept of capital rationing</li> <li>• Evaluation Techniques (Meaning , Accept-Reject Criteria, Advantages and Disadvantages and numerical based on each method)</li> <li>• Non-Discounted Cash Flow Techniques <ul style="list-style-type: none"> <li>1. Accounting Rate of Return</li> <li>2. Pay Back Period</li> </ul> </li> <li>• Discounted Cash Flow Techniques <ul style="list-style-type: none"> <li>1. Net Present Value</li> <li>2. Internal Rate of Return</li> <li>3. Profitability Index Method (Practical assignment to calculate methods of capital budgeting using Excel (assignment Purpose only)</li> </ul> </li> </ul> <p>*Numerical of capital budgeting methods cover independent and mutually exclusive projects / proposal only)</p>																																																	
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<p><b>Reference Books</b></p>	<ol style="list-style-type: none"> <li>1. Khan, M, Y, &amp; Jain, P, K . Financial Management. Tata Mc Graw Hill.</li> <li>2. Chandra, P. Financial Management. New Delhi, India. Tata McGraw Hill Book Co.</li> <li>3. Pandey,I.M. Financial Management. New Delhi, India. Vikas Publishing House.</li> <li>4. Kumar, A. Financial Management, Khanna Publishing House.</li> <li>5. Gupta, S, K., Sharma, R.K. &amp; Gupta, N . Financial Management. Kalyani Publishers.</li> <li>6. Khan, M, Y, &amp; Jain, P, K . Financial Management. Tata Mc Graw Hill.</li> <li>7. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.</li> </ol>																																																	

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<b>Program Name</b>	<b>Bachelors of Business Administration</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>Major</b>					
<b>Course Subtype</b>	<b>Employability / Skill Development</b>					
<b>Course Code</b>	<b>CC403</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Operations Management</b>					
<b>Credit</b>	<b>Theory:</b>	<b>04</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>04</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Medium of Instruction</b>	English					
<b>Purpose of Course</b>	<p>The purpose of this course is to give students a clear understanding of how operations function within an organization and how they influence efficiency, quality, and competitiveness. Students learn to analyze processes, design effective production systems, manage inventory and quality, and apply modern operational tools and technologies. The course builds the analytical skills needed to improve performance, support strategic decisions, and align operations with overall business goals.</p>					
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• Understand the core concepts, scope, and strategic importance of Operations Management in organizational success.</li> <li>• Analyze process designs, production systems, and layout decisions to improve efficiency and workflow.</li> <li>• Apply capacity planning, inventory control techniques, and process-mapping tools to solve operational problems.</li> <li>• Evaluate quality management principles, including TQM and continuous-improvement methods, to enhance performance and customer satisfaction.</li> <li>• Examine emerging trends such as sustainability, automation, AI, and digital transformation and assess their impact on modern operations.</li> </ul>					
<b>Course Outcomes</b>	<p>CO1 – Explain the foundational theories, principles, and scope of Operations Management and interpret their relevance to organizational efficiency and competitiveness.</p> <p>CO2 – Distinguish among various production systems and process designs, and</p>					

	<p>apply tools such as process maps and flowcharts to evaluate and improve operational workflows.</p> <p>CO3 – Apply capacity planning, layout design principles, and inventory control techniques—including EOQ and stock-level calculations—to solve operational problems.</p> <p>CO4 – Assess quality management frameworks, including TQM and continuous-improvement methods, and evaluate their impact on product quality and customer satisfaction.</p> <p>CO5 – Examine and interpret emerging trends such as sustainability, green operations, automation, and AI, and evaluate their implications for modern and global operations management.</p>
<p><b>Course Content</b></p>	<p><b>Unit 1 Introduction to Operations Management (15%)</b></p> <ul style="list-style-type: none"> <li>• Definition of Production, Production Management, Operations, Operations Management, <ul style="list-style-type: none"> <li>• Difference between Production and Operations,</li> <li>• Scope of Operations Management,</li> <li>• Significance of Operations management,</li> <li>• Different Types of Production Systems – Continuous, Intermittent and their sub-types with merits and demerits,</li> <li>• Differentiate between Continuous and Intermittent production system</li> </ul> </li> </ul> <p><b>Unit 2: Plant Layout and Material Handling (15%)</b></p> <ul style="list-style-type: none"> <li>• Plant Layout: Definition, Factors affecting choice of layout,</li> <li>• Types of Plant layouts (Process, Product, Fixed Position, Cellular, Combination / Hybrid, Service Layout),</li> <li>• Principles of a good plant layout,</li> <li>• Material Handling: Definitions,</li> <li>• Types of Material Handling Equipment,</li> <li>• Principles of Material Handling</li> </ul> <p><b>Unit 3: Inventory Control (With Numerical) (25%)</b></p> <ul style="list-style-type: none"> <li>• Definition of Inventory and Inventory Control, Types of Inventory,</li> <li>• Various Classification of Inventory Control: ABC Analysis, VED Analysis, FSN Analysis, <ul style="list-style-type: none"> <li>• Cost Associated with Inventory Control, Basic EOQ Model (With formula derivation) &amp; Its Assumptions</li> <li>• Minimum level, Maximum level, Reorder level, Lead time, Safety Stock,</li> <li>• ERLQ model (with formula derivation) and its assumptions</li> <li>• Numerical Problems on Basic EOQ Model, EOQ model with price discounts, Different inventory levels, Basic ERLQ model</li> </ul> </li> </ul>

	<p><b>Unit 4: Production Planning (With Numerical) (25%)</b></p> <ul style="list-style-type: none"> <li>• Definition of Production Planning, Only Meaning of Aggregate Production Planning,</li> <li>• Master Production Schedule: Definition, Flow Chart, General Explanation, Functions, Process</li> <li>• Material Requirement Planning: Definitions, Flowchart, Inputs and Outputs</li> <li>• Capacity Requirement Planning: Definition, Flow Chart, General Understanding, Inputs and Outputs, Methods of Capacity Adjustments, <ul style="list-style-type: none"> <li>• Scheduling: Definition, Concept of Backward and Forward, Priority Sequencing Rules</li> </ul> </li> <li>• 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)</li> </ul> <p><b>Unit 5: Work Study (20%)</b></p> <ul style="list-style-type: none"> <li>• Definition and Concept of Work Study, Basic Procedure of Work Study</li> <li>• 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</li> <li>• Time Study (Work Measurement), Definitions, Process (Only Stop Watch Method), Various types of Allowances,</li> <li>• Numerical Problems: Man-Machine Charts (Up to One Worker-One Machine; Upto 8 activities),</li> </ul>																																										
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<p><b>Reference Books</b></p>	<ol style="list-style-type: none"> <li>1. Operations Management by William J. Stevenson</li> <li>2. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman</li> <li>3. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox</li> <li>4. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield</li> </ol> <p><b>Case Topics:</b></p> <ul style="list-style-type: none"> <li>• Case study on Toyota’s Production System: Exploring Lean Manufacturing.</li> <li>• Analysis of Amazon’s supply chain operations for customer satisfaction and efficiency.</li> <li>• Case on Zara’s fast fashion operations strategy and its global supply chain management.</li> </ul>																																										

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<b>Program Name</b>	<b>Bachelor of Business Administration (BBA)</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>Major</b>					
<b>Course Subtype</b>	<b>Entrepreneurship / Employability / Skill Development</b>					
<b>Course Code</b>	<b>CC404</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Business Research Methodology</b>					
<b>Credit</b>	<b>Theory:</b>	<b>04</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>04</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Medium of Instruction</b>	English					
<b>Purpose of Course</b>	The purpose of this course is to equip students with the knowledge and skills needed to design and conduct systematic business research. It enables learners to formulate problems, collect and analyze data, apply appropriate sampling and measurement techniques, and present research findings effectively to support managerial decision-making.					
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• Understand the foundational concepts, classifications, and processes involved in conducting scientific business research.</li> <li>• Distinguish among various research designs, data types, data collection methods, and their appropriate applications.</li> <li>• Apply sampling techniques, measurement scales, and attitude-scaling methods to develop reliable research instruments.</li> <li>• Design effective questionnaires and perform essential data preparation activities such as editing and coding.</li> <li>• Prepare structured research reports and interpret research findings to support managerial decision-making.</li> </ul>					
<b>Course Outcomes</b>	CO1 – Understand the fundamental concepts of research methodology and apply them in conducting business research or project work. CO2 – Select appropriate research designs, methods, and data collection techniques aligned with specific research objectives. CO3 – Develop and administer effective research instruments, including questionnaires,					

	<p>and execute systematic data collection procedures.</p> <p>CO4 – Prepare, process, and analyze research data using editing, coding, and suitable statistical techniques for meaningful interpretation.</p> <p>CO5 – Prepare detailed research reports and research plans, presenting insights logically and professionally for academic or managerial decision-making.</p>						
<b>Course Content</b>	<p><b>Unit - 1 Introduction to Research</b></p> <p>Concept &amp; Definition of Business Research  Classification of Business research :  Basic vs. Applied Research,  Problem Identification vs. Problem Solving Research,  Quantitative Vs. Qualitative Research  Characteristics of a good scientific research  Types of research design (Exploratory and Conclusive)  Different types of variables in business research  Business Research Process</p> <p><b>Unit – 2 Data Collection</b></p> <ul style="list-style-type: none"> <li>• Difference between terms:“Data” and “Information”,</li> <li>• Difference between Primary Data &amp; Secondary Data. Their relative merits &amp; de-merits</li> <li>• Various sources of secondary data (Internal &amp; External)</li> <li>• Brief Idea about Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey,</li> <li>• Definition of Observation: When observation method is suitable, Advantages and Limitations of Observation Method.</li> </ul> <p><b>Unit – 3 Sampling And Scaling Methods</b></p> <ul style="list-style-type: none"> <li>• Terms : sample, population , sample unit, sampling Frame</li> <li>• Difference between Sample and Census</li> <li>• Probabilistic and Non-Probabilistic Sampling Methods</li> <li>• Meaning of measurement, scale and Attitude scale</li> <li>• Types of primary scale (Nominal, ordinal, interval, ratio)</li> <li>• Various Comparative and Non-comparative attitude Scales</li> </ul> <p><b>Unit – 4 Design of Questionnaire and Report Writing</b></p> <ul style="list-style-type: none"> <li>• <b>Design of Questionnaire</b> :Definition of Questionnaire, Process of questionnaire design,</li> <li>• <b>Report writing</b>: Types of research report, Format of research report.</li> </ul>						
<b>Mapping between Cos and PSOs</b>	<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	<b>PSO6</b>
	CO1	✓	✓				✓
	CO2	✓	✓		✓		✓
	CO3	✓	✓		✓		✓
	CO4	✓	✓			✓	✓
	CO5		✓	✓	✓	✓	✓

<b>Reference Books</b>	<b>Suggested Case Topics:</b> <ol style="list-style-type: none"><li data-bbox="532 233 1536 338">1. Using Market Research to Assess Willingness to Pay for Pricing Decisions by: Kamel Jedidi, Robert J. Morais (2023) - <a href="https://hbsp.harvard.edu/product/CU378-PDF">https://hbsp.harvard.edu/product/CU378-PDF</a> ENG</li><li data-bbox="532 342 1516 411">2. Malhotra, N. K., Nunan, D., &amp; Birks, D. F. , Marketing research. Pearson UK.</li><li data-bbox="532 415 1101 449">3. Research Methodology by Ranjit Kumar.</li><li data-bbox="532 453 1208 487">4. Research Methods for Business by Uma Sekaran.</li><li data-bbox="532 491 1122 525">5. Methodology of Research by C.R. Kothari</li></ol>
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**Subject Code [2710000104066001]**

<p align="center"><b>VEER NARMAD SOUTH GUJARAT UNIVERSITY</b>  <b>Bachelor of Business Administration (BBA)</b>  <b>AICTE- Based syllabus</b>  <b>FOR S.Y BBA SEMESTER – IV</b></p>						
<b>Program Name</b>	<b>Bachelor of Business Administration (BBA)</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>SEC</b>					
<b>Course Subtype</b>	<b>Entrepreneurship / Employability / Skill Development</b>					
<b>Subject Type</b>	<b>Discipline Specific / Intra-disciplinary / Emerging Technology / Vocational Education etc.(Specify the relevant Subject Type)</b>					
<b>Course Code</b>	<b>SEC401</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Design Thinking &amp; Innovation</b>					
<b>Credit</b>	<b>Theory:</b>	<b>02</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>02</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To introduce students to the concept, importance, and process of Design Thinking.</li> <li>2. To develop students' ability to understand user needs through empathy and problem identification.</li> <li>3. To enhance creative thinking and ideation skills using structured brainstorming tools.</li> <li>4. To provide knowledge of prototyping concepts, processes, and types.</li> <li>5. To enable students to apply design thinking principles to solve real-world problems.</li> <li>6. To develop innovation, creativity, and problem-solving mindset among students.</li> </ol>					
<b>Course Outcomes</b>	CO1: Explain the meaning, significance, principles, and process of Design Thinking. CO2: Apply empathy tools and techniques to identify and define real-world problems. CO3: Analyze problems using mind mapping and problem framing models. CO4: Apply ideation techniques and brainstorming tools to generate innovative solutions. CO5: Understand the concept, process, and types of prototyping. CO6: Develop prototypes and apply design thinking approach to solve practical problems.					
<b>Course Content</b>	<b>UNIT I : FUNDAMENTALS OF DESIGN THINKING</b>					<b>25%</b>
	<ol style="list-style-type: none"> <li>1.1 Meaning of Design Thinking</li> <li>1.2 Significance of Design Thinking</li> <li>1.3 Design Thinking Process</li> </ol>					

	<p>1.4 Key Tenets of Design Thinking</p> <p>1.5 Design vs Design thinking,</p> <p><b>Unit-2: Empathise and Define</b> <span style="float: right;">25%</span></p> <p>2.1 Purpose of empathy</p> <p>2.2 Problem exploration using Mind Mapping</p> <p>2.3 Problem Identification</p> <p>2.4 Models of Framing Problem</p> <p><b>Unit-3: Ideate</b> <span style="float: right;">25%</span></p> <p>3.1 Introduction to Ideation</p> <p>3.2 Ideation Tools</p> <p>3.3 Rules for Brainstorming</p> <p><b>Unit-4: Prototype</b> <span style="float: right;">25%</span></p> <p>4.1 Concept of Prototyping</p> <p>4.2 Process of prototyping</p> <p>4.3 Types of prototypes</p> <p>4.4 Benefits of prototypes</p>																																																	
<b>Mapping between Cos and PSOs</b>	<table border="1"> <thead> <tr> <th>CO / PSO</th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>CO2</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>CO3</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>CO4</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>CO5</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>CO6</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	✓	✓	✓				CO2	✓	✓	✓	✓			CO3	✓	✓	✓	✓	✓		CO4	✓	✓	✓	✓	✓	✓	CO5	✓	✓	✓	✓	✓		CO6	✓	✓	✓	✓	✓	✓
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<b>Reference Books</b>	<p>7. Startup India Leaning Program by Start Up India available at <a href="http://www.startupindia.gov.in">www.startupindia.gov.in</a></p> <p>8. Entrepreneurship, Rajeev Roy, Oxford University Press</p> <p>9. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland BruceR. Barringer, Pearson Publishing</p> <p>10. Family Business Management by Rajiv Agarwal, Sage Publishing</p> <p>11. Anish Tiwari , “Mapping the Startup Ecosystem in India”, Economic &amp; Political Weekly</p> <p>12. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series</p>																																																	
<b>Teaching Methodology</b>	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments																																																	

**Subject Code [2710000104077001]**

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<b>Program Name</b>	<b>Bachelor of Business Administration (BBA)</b>					
<b>Semester</b>	<b>4</b>					
<b>Course Type</b>	<b>VAC</b>					
<b>Course Subtype</b>	<b>Skill Development</b>					
<b>Course Code</b>	<b>VAC401</b>					
<b>Course Level</b>	<b>200</b>					
<b>Course Title</b>	<b>Indian Economics And Business Model -II</b>					
<b>Credit</b>	<b>Theory:</b>	<b>02</b>	<b>Practical:</b>	<b>00</b>	<b>Total:</b>	<b>02</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>					
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To understand the historical evolution of sectoral contribution in India.</li> <li>2. To analyze the transformation of agriculture, manufacturing, education, and business in India.</li> <li>3. To examine India’s global economic position in comparison with the past.</li> <li>4. To study the core features of the Indian Business Model.</li> <li>5. To understand socio-cultural and value-driven aspects influencing Indian economic systems.</li> <li>6. To develop analytical understanding of India’s unique development framework.</li> </ol>					
<b>Course Outcomes</b>	<p><b>CO1:</b> Explain the historical contribution of different sectors in the Indian economy.  <b>CO2:</b> Compare past and present structure of agriculture, manufacturing, and business.  <b>CO3:</b> Analyze India’s global economic position.  <b>CO4:</b> Understand the 10-point framework of the Indian Business Model.  <b>CO5:</b> Examine the role of family business, savings, entrepreneurship, and social capital.  <b>CO6:</b> Interpret the value-driven and society-oriented nature of Indian economic systems.</p>					
<b>Course Content</b>	<p><b>UNIT I: History of Sectoral Contribution in India (Present vs. Past) – 50%</b></p> <p>1.1 Agriculture: Ancient India  1.2 Manufacturing: Ancient India  1.3 Education in India</p>					

	<p>1.4 Business in India 1.5 Global Position of India</p> <p>UNIT II: Indian Business Model (Based on 10 Points Formula) – 50%</p> <p>2.1 Family Base 2.2 High Level of Savings 2.3 Self-Employment 2.4 Highly Entrepreneurial Nature 2.5 Non-Corporate Sector as Core of the Economy 2.6 Community Orientation and Higher Social Capital 2.7 Faith and Relationship in Economic Affairs 2.8 A Society-Driven Economy 2.9 Driven by Norms and Values 2.10 Project Report Format</p>							
<b>Mapping between Cos and PSOs</b>	<b>CO / PSO</b>	<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>	✓	✓	✓	✓	✓	✓	
	<b>CO6</b>	✓	✓	✓	✓	✓	✓	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Kangalasabapathi – <i>Indian Models of Economy, Business and Management</i>, Prentice Hall India Ltd.</li> <li>2. Lotus and Stones – Garuda Prakashani.</li> <li>3. Dwivedi D.N. – <i>Essentials of Business Economics</i>, Vikas Publications.</li> <li>4. India Uninc by Prof. R. Vaidyanathan, Westland Ltd.</li> <li>5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books Series.</li> <li>6. Black Money Tax Haven by R. Vaidyanathan, Westland Ltd.</li> </ol> <p>Web Resources</p> <ol style="list-style-type: none"> <li>1. Goswami Anandi – <i>Economic Modeling, Analysis, and Policy for Sustainability</i>, IGI Global.</li> <li>2. Ganguly Anirban – <i>Redefining Governance</i>, Prabhat Prakashan.</li> <li>3. Vaidyanathan R. – <i>India Unincorporated</i>, ICFAI Books.</li> </ol>							
<b>Teaching Methodology</b>	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments							

**Subject Code [2710000104055001]**

**VEER NARMAD SOUTH GUJARAT UNIVERSITY  
Bachelor of Business Administration (BBA)  
AICTE- Based syllabus  
FOR S.Y BBA SEMESTER – IV**

<b>Program Name</b>	<b>Bachelor of Business Administration (BBA)</b>				
<b>Semester</b>	<b>4</b>				
<b>Course Type</b>	<b>AEC</b>				
<b>Course Subtype</b>	<b>Communication Skill Development</b>				
<b>Course Code</b>	<b>VAC401</b>				
<b>Course Level</b>	<b>200</b>				
<b>Course Title</b>	<b>Advanced English Communication Skills (MEL–II)</b>				
<b>Credit</b>	<b>Theory:</b>	<b>02</b>	<b>Practical:</b>	<b>00</b>	<b>Total: 02</b>
<b>Effective Form</b>	<b>Academic Year: 2026-27</b>				
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To enhance students’ ability to comprehend and interpret diverse texts.</li> <li>2. To develop analytical and comparative reading skills.</li> <li>3. To strengthen academic writing and summarization skills.</li> <li>4. To improve communication competence in academic and professional contexts.</li> <li>5. To familiarize students with verbal, non-verbal, and cross-cultural communication</li> </ol>				
<b>Course Outcomes</b>	<p><b>CO1:</b> Read and understand longer pieces of discourse independently.  <b>CO2:</b> Read and compare two texts for evaluative purposes.  <b>CO3:</b> Summarize texts effectively for academic and peer learning purposes.  <b>CO4:</b> Write a review of a text for academic or general reading purposes.  <b>CO5:</b> Understand the purpose and process of communication</p>				
<b>Course Content</b>	<p><b>UNIT I: Reading and Comprehension</b></p> <ol style="list-style-type: none"> <li>1.1 Reading texts of different genres and varying lengths</li> <li>1.2 Different strategies of comprehension</li> <li>1.3 Reading and interpreting non-linguistic texts</li> <li>1.4 Reading and understanding incomplete texts (Cloze passages of varying lengths and gaps)</li> <li>1.5 Distorted texts</li> </ol> <p><b>UNIT II: Academic Writing and Editing</b></p>				

	<p>2.1 Analysing a topic for an essay or report  2.2 Editing drafts and preparing the final draft  2.3 Re-drafting a piece of text with a different perspective (Manipulation exercises)  2.4 Summarising prose or poetry</p> <p><b>UNIT III: Language and Communication</b></p> <p>3.1 Using phrases, idioms, and punctuation appropriately  3.2 Introduction to communication – principles and process  3.3 Types of communication – verbal and non-verbal</p> <p><b>UNIT IV: Communication Competence</b></p> <p>4.1 Identifying and overcoming problems of communication  4.2 Communicative competence  4.3 Cross-cultural communication</p>																																																
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<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Bailey, Stephen (2003). <i>Academic Writing</i>. London &amp; New York: Routledge.</li> <li>2. Department of English, Delhi University (2006). <i>Fluency in English Part II</i>. New Delhi: OUP.</li> <li>3. Grellet, F. (1981). <i>Developing Reading Skills: A Practical Guide to Reading Skills</i>. New York: CUP.</li> <li>4. Hedge, T. (2005). <i>Writing</i>. London: OUP.</li> <li>5. Kumar, S. &amp; Pushpa Lata (2015). <i>Communication Skills</i>. New Delhi: OUP.</li> <li>6. Lazar, G. (2010). <i>Literature and Language Teaching</i>. Cambridge: CUP.</li> <li>7. Nuttall, C. (1996). <i>Teaching Reading Skills in a Foreign Language</i>. London: Macmillan</li> </ol>																																																
<b>Teaching Methodology</b>	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments																																																