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VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર બી.બી.એ. (Honours) સેમ.૭ અને ૮ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ અંગે બી.બી.એ.ની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૨૩/૦૬/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક:૩ અન્વયે નીચે મુજબ કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલ તા.૧૯/૦૭/૨૦૨૨ ની સભાનાં ઠરાવ ક્રમાંક:૦૧ થી સ્વીકારી મંજૂર કરેલ છે. જેની આથી જાણ કરવામાં આવે છે.

બી.બી.એ.ની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૨૩/૦૬/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક:૩


:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર બી.બી.એ. (Honours) સેમ.૭ અને ૮ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ સર્વાનુમતે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

એકેડેમિક કાઉન્સિલની તા.૧૯/૦૭/૨૦૨૨ની ઠરાવ ક્રમાંક: ૦૧

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર બી.બી.એ. (Honours) સેમ.૭ અને ૮ નું સ્ટ્રક્ચર અને અભ્યાસક્રમ અંગે બી.બી.એ.ની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૨૩/૦૬/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંક:૩ અન્વયે ઉપરોક્ત મુજબ કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(ખિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./BBA(honours)/સિલેબસ/પરિપત્ર/૧૫૯૭૪/૨૦૨૨
તા.૨૦-૦૭-૨૦૨૨


ઈ.યા. કુલસચિવ

પ્રતિ,

૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજ/વિભાગના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.

૨) અધ્યક્ષશ્રી,વાણિજ્ય વિદ્યાશાખા.

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

**Fourth Year BBA Honours (Semester 7) Course Structure
(With Effect from A.Y. 2023-24)**

Course Type	Course Code	Course Title (Subject)	Teaching Hours Per Week	Course Credit	University Examination		Internal Marks	Total Marks
					Duration	Marks		
			Theory					
Core	701	Materials Management	4	4	3 hours	70	30	100
Core	702	Academic Writing	4	4	3 hours	70	30	100
Subject Elective	703	Specialisation 5	4	4	3 hours	70	30	100
Subject Elective	704	Specialisation 6	4	4	3 hours	70	30	100
Subject Elective	705	Specialisation 7	4	4	3 hours	70	30	100
Core	706	Project Work / Research Paper*	4	4		70	30	100
Total				24		420	180	600

**A Student shall prepare a Project or work on a Research Paper preferably from his/her chosen specialisation group which will consist of total 4 credits. A teaching faculty member shall bear workload of Project that is equivalent to other course titles.*

**Subject Elective Courses for BBA (Sem. 7)
(A student shall have to choose any one of the following three groups)**

Group 1 : Marketing Elective Group		
MSE 5	Specialisation 5	Retail Management
MSE 6	Specialisation 6	Advanced Service Management
MSE 7	Specialisation 7	Fundamentals of Digital Marketing
Group 2 : Finance Elective Group		
FSE 5	Specialisation 5	Personal Finance
FSE 6	Specialisation 6	Financial Analysis
FSE 7	Specialisation 7	Corporate Restructuring
Group 3 : Human Resource Elective Group		
HSE 5	Specialisation 5	Talent Acquisition
HSE 6	Specialisation 6	Social Processes & Behavioural Issues
HSE 7	Specialisation 7	Labour Legislations

**Fourth Year BBA Honours (Semester 8) Course Structure
(With Effect from A.Y. 2023-24)**

Course Type	Course Code	Course Title (Subject)	Teaching Hours Per Week	Course Credit	University Examination		Internal Marks	Total Marks
			Theory		Duration	Marks		
Core	801	Global Work Culture	4	4	3 hours	70	30	100
Core	802	Information Technology Management	4	4	3 hours	70	30	100
Subject Elective	803	Specialisation 8	4	4	3 hours	70	30	100
Subject Elective	804	Specialisation 9	4	4	3 hours	70	30	100
Subject Elective	805	Specialisation 10	4	4	3 hours	70	30	100
Core	806	Project Work / Research Paper	4	4		70	30	100
Total			24	24		420	180	600

**A Student shall prepare a Project or work on a Research Paper preferably from his/her chosen specialisation group which will consist of total 4 credits. A teaching faculty member shall bear workload of Project that is equivalent to other course titles.*

**Subject Elective Courses for BBA (Sem. 8)
(A student shall have to choose any one of the following three groups)**

Group 1 : Marketing Elective Group		
MSE 8	Specialisation 8	Industrial Marketing
MSE 9	Specialisation 9	Customer Relationship Management
MSE 10	Specialisation 10	Rural Marketing Management
Group 2 : Finance Elective Group		
FSE 8	Specialisation 8	Financial Derivatives
FSE 9	Specialisation 9	Security Analysis
FSE 10	Specialisation 10	Fundamentals of Financial Analytics
Group 3 : Human Resource Elective Group		
HSE 8	Specialisation 8	HR Maintenance, Separation & Control
HSE 9	Specialisation 9	Advanced Training & Development
HSE 10	Specialisation 10	HRM in Retail & IT Industries



**BACHELOR OF BUSINESS
ADMINISTRATION (HONOURS)
B.B.A. HONOURS SEMESTER VII SYLLABUS
(EFFECTIVE FROM A.Y. 2022-23)**

**VEER NARMAD SOUTH GUJARAT UNIVERSITY,
SURAT**

VEER NARMAD SOUTH GUJARAT UNIVERSITY

FOURTH YEAR B.B.A. HONOURS

SEMESTER VII

CORE-COMPULSORY SUBJECTS

701 – MATERIALS MANAGEMENT

702 – ACADEMIC WRITING

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Proposed Subject for BBA Honours (Sem 7)

701 - Materials Management

Course	701	
Course Title	Materials Management	
Credit	4	
Teaching per Week	4	
Syllabus Framing Period	July, 2022	
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)	
Medium of Instruction	English	
Purpose of Course	<ul style="list-style-type: none">• The Course equips the students about purchasing & stores and its systems and procedure. It also gives an understanding of price forecasting, special purchase systems, public buying and online purchasing.	
Course Objective	<ul style="list-style-type: none">• To introduce the student to the concept, functions, objectives and importance of material management function in an organization.• To apprise the students about the store-keeping function and the accounting procedure involved in it.• To acquaint the student to ethical, legal, quality and other issues involved in purchase management and to give him an understanding of procedure for international purchasing and import substitution.	
Course Outcome	<ul style="list-style-type: none">• Systematic and efficient stores administration• Economy and efficiency in purchasing• Effective Inventory Control	
COURSE CONTENT		
Unit 1	Materials Management: <ul style="list-style-type: none">• Introduction to Materials Management: Meaning, definition, scope and functions of Materials Management• Objectives and Advantages of Materials Management• Organisation for Material Management• Cost Involved in Material Management: General discussion on concept of costs and cost classification, specific costs associated with Material Management.	20%

Unit 2	Store Keeping and Stores Accounting: <ul style="list-style-type: none"> ● Storekeeping: Introduction, objectives and functions of storekeeping. Location and Layout of stores. Types of stores. ● Receipt of Materials: Receipt procedure, inspection and testing of materials, Rejection and Returns of materials. Forms used in receiving of materials like Material Received Note, Inspection Report, Rejection Report etc. Passing of Bills/invoices for payment. ● Codification of Materials: Need for codifications of materials, different methods of codification of materials. ● Issue of Materials: Issue procedure and documents used, store records like Bin-card and store ledger. ● Material losses: Meaning, accounting treatment and control of different type of material losses (waste, scrap, spoilage, defectives, obsolescence etc.). ● Store Handling Equipment: Advantages of using stores handling equipment, Types of handling equipment: manual and mechanical devices. 	35%
Unit 3	Purchase Management: <ul style="list-style-type: none"> ● Purchase Management: Introduction, meaning and importance ● Functions of Purchase Department ● Organisation for purchase function, centralized and decentralised purchasing ● Objectives of purchasing i.e. 6R's of purchasing ● Purchase Procedure: Pre-purchase considerations, standard purchase procedure, post-purchase issues. Overview of the standard forms used in purchasing like purchase requisition, tender / quotation documents, schedule of quotations, purchase order, follow-up order, cancellation of order, Bill of Materials etc. ● Special Purchase Systems (concept and overview excluding process) – Forward Purchase, Tender purchase, Blanket order, Zero stock and Rate contract. ● Price Forecasting: Price and Pricing impact, price negotiations and fixing. Purchasing under fluctuating prices, purchasing under uncertainty, Negotiations regarding quality, terms of contract, delivery, payment schedule, cash discount, quality considerations, etc. ● Public Buying: DGS&D Rate contract, Buying from Kendriya Bhandars. 	35%
Unit 4	International Purchasing and Import Substitution: <ul style="list-style-type: none"> ● International Purchasing: Need for International Purchase, Direct and Indirect Buying. Procedure, A brief overview of Documentation and Legal- Framework of International Purchasing. ● Import Substitution (Brief overview) 	10%

Suggested Reading:

1. Dutta A.K., Materials Management: Procedures, Text and Cases, Prentice Hall of India Pvt. Ltd., New Delhi
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
3. Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi
4. Shah N.M., An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.
5. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi
6. Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc
7. Pooler Victor H., Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall, 1997
8. Jhamb L.C., Materials Management, Everest Publishing House
9. Gopalkrishnan P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
10. Nair N.K., Purchasing and Materials Management, Vikas Publishing House, Bangalore

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Proposed Subject for BBA Honours (Sem 7)

702 - Academic Writing

Course	702
Course Title	Academic Writing
Credit	4
Teaching per Week	4
Fromation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	Academic Writing focuses on the academic skills and basic elements of academic writing. The purpose of this course is to increase students' agency as writers by acquiring both the theoretical knowledge and practical skills necessary to produce texts for the interdisciplinary academic discourses.
Course Objective	<ul style="list-style-type: none">• To differentiate between various kind of academic writings.• To practice the basic skills of performing quality literature review.• To help students for the basic skills of research paper, review paper, book review and thesis writing.• To target the research work to suitable journal and communicate for publication and publishing electronically.• To help students to write Quality Research Paper, Abstract, Review Paper, Book review, Research Proposal and Thesis.
Course Outcome	<p>Students will be:</p> <ul style="list-style-type: none">• Able to critically read and write research articles.• Aware of the stylistic conventions of academic writing• Able to develop independent perspectives and arguments via persuasive support and successful incorporation of research thus developing their own voice and creating a balance between their own voice and source summaries.• Learn how to engage with scholarly sources effectively and incorporate them into their own texts. The main focus will be the argumentative essay as the building block of most genres of academic writing.

Course Content

1. Scientific Writing and Research Process (20%)

- Scientific Writing
- Various terms used in Academic Research
- Types of Academic Writing
- Importance of Good Academic Writing in Various Academic Works
- Overview of Research Process and Concept of Research Paper
- Structure of Research Paper

2. Drafting a Research Paper (30%)

- How to prepare the Title
- How to Prepare the Abstract
- Writing Introductions
- How to write Methods
- Writing the Results and Discussion
- Acknowledging the Academic Debts through Acknowledgements and references

3. Practical Implications of Academic Writing (25%)

- Sample Papers
- Submission of Manuscript: Where and How
- How to give Oral Presentation
- How to write a review paper
- How to write a book review

4. Research Proposal and Thesis Writing (25%)

- Developing Research Proposal
- Writing Thesis
- The future of Electronic Publishing
- Examples of Research Proposal and Thesis (One- One each)

References:

1. Washid Mohammad. (2002). *Creating Outstanding Term Paper*, Excel Publication, ISBN- 978-8187495253.
2. Monippally M., Pawar, Badrinarayan S. (2008). *Academic Writing- A guide for Management students and Researchers, 1st Edition*, Sage Publication Pvt. Ltd. , ISBN- 978-8132104414.
3. Oliver Paul. (2008). *Writing your Thesis*, Vistaar Publications, New Delhi
4. Jayaprakash, Sajitha. (2011), *Technical Writing*, Himalaya Publishing House, ISBN- 978-8183189859.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FOURTH YEAR B.B.A. HONOURS
SEMESTER VII

MARKETING ELECTIVES

MSE5 – RETAIL MANAGEMENT

MSE6 – ADVANCED SERVICE MANAGEMENT

**MSE7 – FUNDAMENTALS OF DIGITAL
MARKETING**

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem. 7)

MSE5 - Retail Management

Course	MSE5
Course Title	Retail Management
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentation, Visit to Malls)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• The core purpose of teaching this course is to make students aware about the working and management of retail formats in India. Students shall also learn what all challenges are being faced by retail segments in India specifically.
Course Objective	<ul style="list-style-type: none">• To explain students about concept of retailing and retailing environment in India.• To provide knowledge to the students with existing and emerging retail formats in India.• To make students learn about the concepts of planning and managing merchandise and category• To provide knowledge about various retail pricing strategies related and apply them in deciding various strategies as per retail formats and situations.
Course Outcome	<ul style="list-style-type: none">• Students shall be able to know about various retail formats.• Students shall learn various retail strategies.• Students shall be able to contribute to their own venture using the concepts of retail management.

Course Content

1. Introduction to Retailing (20%)

- Definition of Retailing, Evolution and Size of Retailing in India, Classification of Retailing (Organized and Unorganized Retail), Retail Scenario in India (Contribution of Organized and Unorganized Retail in India), Role of Retailer in Distribution Channel, Challenges faced by Retailer In India.

2. Retail Pricing Strategy (20%)

- Elements of Retail Pricing, Retail Pricing Strategies/ Policies (Leader Pricing, Price Bundling, Discount Pricing, EDLP, Odd Pricing, Psychological Pricing, Bait and switch pricing, Dynamic Pricing, Reference Pricing)

3. Retail Formats in India (20%)

- Introduction to various Retail Formats Such as Departmental Store, Hyper Market, Super Market, Discount Store, Mall, E-Retail, differences between retail formats (on the basis of Size, Types of Merchandises available, etc.), Non-Store Retailer (Catalog, Direct Mail, E-Retailing)

4. Store Layout, Design & Retail Strategies (30%)

- Objectives of Layout and Design, Elements of Retail Layout, Store Front & Entrances, Merchandise display, Stages of Merchandise Planning and Management, Retail Brands (National Brand, Local Brand, Private Brand)

5. Case Study (10%)

References:

- Pradhan, Swapna, Retailing Management: Text & Cases, Tata-McGraw Hill, New Delhi.
- Levy, Michael and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Berman, Berry and Evans, 9th edition, Retail Management: A Strategic Approach, Pearson Education
- Nair, Suja, R., Retail Management, Himalaya Publishing House, Mumbai.
- Sinha, P. K. and D. P. Uniyal, Managing Retailing, Oxford University Press
- Stern – El- Ansary Channel Management, Prentice-Hall Ltd.
- Sidhpuria M.V. Retail Franchising, Tata McGraw Hill, New Delhi
- Gibson G. Vedamani Retail Management, Jaico Publishing House Bajaj C., Tuli R., and Srivastava N.V. Retail Management, Oxford University

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem. 7)

MSE6 - Advanced Service Management

Course	MSE6
Course Title	Advanced Service Management
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentation, Visit to Service Firms)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• Service Sector being the highest contributor to India's GDP, it becomes inevitable to learn how to manage service firms with maximum productivity.
Course Objective	<ul style="list-style-type: none">• To understand importance of demand and supply management concepts related to various services.• To understand contributing factors affecting Service Quality and productivity.• To make students to expose to factors contributing to service quality, customer loyalty and impact of customer satisfaction to Loyalty.
Course Outcome	<ul style="list-style-type: none">• Students shall be able to understand the concept of service quality improvements.• Students shall learn how to increase the productivity in services.• Students shall learn various relationship building strategies and development of new services.

Course Content

1. Service Quality Management (25%)

- Definition & Concept of Service Quality, Measuring Service Quality (Hard Measure & Soft measures), Fishbone Diagram, Pareto analysis, Measuring Service Productivity, Improving Service Productivity, Practical examples of Fishbone diagram and Pareto Analysis

2. Managing Service Demand and Capacity (25%)

- Types of Demand , Demand patterns, Managing fluctuations in Service Demand, Constraints in Service Capacity & Capacity Management, Waiting line (Reason for Waiting Lines & How to Manage Waiting Lines), Various Practical scenarios of Waiting Line.

3. Managing Relationship and Building Loyalty (30%)

- Understanding Customer & Firm Relationship, The Wheel of Service Loyalty, Managing Customer Base through effective Tiering of Service, Customer Satisfaction-Loyalty Relationship, and Strategies to develop loyalty with Customers, Strategies for reducing customer defections

4. Service Development and Design (20%)

- Types of new Services, New Service Development Process (Business Strategy Review, Developing New Service Strategy, Idea generation, Service Concept Development, Developing Business case, Service Development & testing, Market testing, Commercialization)

References:

- Lovelock Christopher, WirtzJochen and Chatterjee Jayanta, Services Marketing: People, Technology, Strategy, Pearson Prentice Hall, Latest Edition
- Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A., Services Marketing: Integrating Customer FocusAcross the Firm, Tata-McGraw Hill, Latest Edition
- Nargundkar, Rajendra, Servies Marketing: Text and Cases, McGraw Hill, Latest Edition
- R. Srinivasan, Services Marketing, Prentice Hall of India, Latest Edition
- Fitzsimmons J. A. and Fitzsimmons M. J., Serie Management: Operations, Strategy, Information
- Technology, Tata McGraw Hill, Latest Edition

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BBA Honours (Sem. 7)

MSE7 - Fundamentals of Digital Marketing

Course	MSE7
Course Title	Fundamentals of Digital Marketing
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentation)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">● Understating the concepts of Digital Marketing is need of the hour. With the increasing use of digital media, it becomes immense necessary to learn the science of digital marketing.
Course Objective	<ul style="list-style-type: none">● To familiarize students with various tools of digital marketing.● To provide an understanding of various concepts of digital marketing.● To develop the planning, analytical, and monitoring skills in the area of digital marketing.
Course Outcome	<ul style="list-style-type: none">● Plan their digital marketing programs.● Design and execute digital marketing programs.● Analyse the effects of their digital marketing campaigns.

Course Content

1. Introduction to Digital Marketing (25%)

- Types of search engine (Google); Working of Search Engine
- Search Engine optimization (SEO) – Definition, Importance, Search Engines in digital marketing ecosystem, Methods to do keyword research.
- Search Engine Marketing (SEM) - Search Engine Marketing for advertisements, Search Engine Marketing strategy, Search Engine Marketing Operation and Auction model, Factors influencing Search Engine Marketing, Pay Per Click Advertising: Introduction.
- Content Marketing – Definition, Techniques of Content Marketing, Content types and strategies

2. Social Media Marketing and E-mail marketing (25%)

- Social Media Definition; Different social media platforms [Facebook, Instagram Twitter, Youtube & LinkedIn (in brief)]; Use of Social Media in Marketing; Opportunities of social media to marketers; Managing digital assets on Social Media Platforms; Spread of electronic Word of Mouth through social media (e-WOM).
- Define email Marketing; Email Marketing and strategy to craft email marketing campaign; Creating email data base and CRM Activities.
- Define e-Commerce and Retailing in Online Space; Advantages of e-Commerce Platforms;

3. Digital Marketing Strategy (25%)

- Steps of Integrated Marketing Communication; Define Digital Marketing Strategy; List the Decision Making process of customer; Identifying and creating a strategy for Digital Market place; Define 6M Framework and SMART Strategy

4. Digital Analytics and Management (25%)

- Importance of Analytics in digital space; Elements and sources to capture data in online space; Types of tracking mechanism; Experiment with Account Structure of Google Analytics; Conversion Tracker & Digital Engagement Funnel.
- Key Performance Indicators (KPI) related to Ad-Words and Display Networks; Sentiment Mining and Textual Analysis; Evaluating the effectiveness of different marketing campaigns in the digital space.

References:

- Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry, For Dummies.
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher
- Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
- Digital Marketing by Seema Gupta, McGraw Hill Education
- Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FOURTH YEAR B.B.A. HONOURS
SEMESTER VII

FINANCE ELECTIVES

FSE5 – PERSONAL FINANCE

FSE6 – FINANCIAL ANALYSIS

FSE7 – CORPORATE RESTURCTURING

Veer Narmad South Gujarat University

**BBA Honours
Sem 7**

FSE5: Personal Finance

Course	FSE5
Course Title	Personal Finance
Credit	4
Teaching per Week	4 Hours
Review / Revision	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Assignments)
Medium of Instruction	English
Purpose of Course	The course aims to empower the student with the knowledge to prepare a financial plan for oneself and one's client
Course Objective	To facilitate the student to get knowledge about various financial options for investment To develop the skills in the student to design a financial plan commensurate with the goals and objectives and risk appetite of the individual
Course Outcome	The student will be able to grasp the importance of financial planning for an individual To help student to understand various facets of investment planning, insurance, retirement planning To be able to design an optimum financial plan for an individual
Course Content	
Unit-1: Introduction to Financial Planning	25%
<ul style="list-style-type: none"> • Financial goals • Steps in financial planning • Savings : Concept and benefits • Investment : Concept, differences between savings and investment • Spendings : Concept and management of spendings, financial discipline • Digital Payment Methods: Banking cards, AEPS, UPI, Mobile Wallets, Banks Pre-paid cards, Point of sale, Internet Banking, Mobile Banking, Micro ATMs • Time value of money : Concept • Types of loans: Personal, Education, Car, Home; Need, eligibility, procedure of acquiring such loans, building a good credit reputation • Cyber crime in banking: Types of cyber crimes, reasons and precautions to be taken by an individual 	

<p>Unit-2: Personal Tax Planning</p> <ul style="list-style-type: none"> • Tax structure in India for personal taxation • Exemptions and Deductions for individuals • Steps of Personal tax planning • Tax Avoidance vs. Tax evasion 	<p>25%</p>
<p>Unit-3: Insurance and Retirement Planning</p> <ul style="list-style-type: none"> • Insurance Need and importance of insurance; Life (for oneself and for children), Health, Disability, Property, Motor Vehicle Insurance; Can insurance be considered as an investment option? • Retirement planning goals, process of retirement planning, Pension plans in India, Reverse Mortgage 	<p>25%</p>
<p>Unit-4: Investment Planning</p> <ul style="list-style-type: none"> • Concept and need of investment, • Discovering one's investment philosophy • Strategies to increase net worth • Investing with different organizations i.e. banks, post-offices companies etc • Identifying the kinds of investment one wants to make i.e. short, medium, long-term • Risk-return profile of the asset classes • Portfolio : Meaning and Construction • Diversification 	<p>25%</p>

Suggested Readings:

1. Introduction to Financial Planning-Indian Institute of Banking and Finance (latest edition)
2. Financial Planning : A Ready Reckoner, Sinha, Madhu., McGraw Hill (latest edition)
3. Personal Finance, Jack R.Kapoor, Les R Dlabay, Robert J.Hughes, McGraw Hill Higher Education (latest edition)
4. Investment Analysis and Portfolio Management, Prasanna Chandra, Tata McGraw Hill (latest edition)
5. Taxman's Direct Taxes: Planning and Management, V.K.Singhania, Taxman (latest edition)
6. <http://cashlessindia.gov.in>
7. Business newspapers, journals and magazines

Veer Narmad South Gujarat University

BBA Honours

Sem 7

FSE6: Financial Analysis

Course	FSE6
Course Title	Financial Analysis
Credit	4
Teaching per Week	4
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Power Point presentations, Case Study, Assignments, Group Work)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">● To Provide Financial Analysis knowledge to students from a company's point of view when making financial decisions and also from an investor's point of view when making investment decisions in the capital market.
Course Objective	<ul style="list-style-type: none">● To equip students with basic tenets of financial analysis for decision-making by analyzing and interpreting the financial strength and weakness of business.
Course Outcome	<ul style="list-style-type: none">● Evaluate the applicability of the concept of Financial Analysis to understand the Managerial Decisions and Corporate Capital Structure.● Interpret the financial statements for Fundamental analysis before making investment decisions from investors point of view.● Analyze the complexities associated with Financial Statements in common language to make financial decisions.● Evaluate how the methods of financial analysis integrate during identification and resolution of problems pertaining to Business.
Course Content	
Unit 1: Introduction to Financial Statement Analysis	(10%)
Meaning and Objectives of Financial Statement Analysis. Sources of Information for Financial Analysis, Uses of Financial Analysis from Company and Investor's Point of view. Limitations of Financial Statement Analysis, Methods of Financial Statement Analysis (Brief Introduction)	

Unit 2: Interpretation of Financial Ratios**(30%)**

- Meaning and Objectives of Ratio Analysis, Classifications of Financial Ratios
- Financial decision making based on Interpretation of Financial Ratios:

Liquidity Ratios- Current Ratio, Liquid Ratio **Solvency/Leverage Ratios-** Debt-Equity Ratio, Capital Gearing Ratio, Interest Coverage Ratio, Debt Service Coverage Ratio, Proprietary Ratio, Long Term Funds to Fixed Assets Ratio **Efficiency Ratios** – Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratios, Operating Ratio **Profitability Ratios-** Gross Profit Ratio, Net Profit Ratio, Return on Capital Employed, Return on Equity Shareholder's Fund, Earning Per Share, Price to Earnings Ratio.

(Financial decision making based on Interpretation of given calculated ratios for Inter Firm Comparison and Historical Comparison),

- Du Pont Analysis

Unit 3: Fund Flow Analysis**(30%)**

Meaning and Uses of Fund Flow Analysis, Numeric on Preparation of Statement showing changes in Working Capital, Fund From Operations, Preparation of Fund Flow Statement (including additional information).

Unit 4: Cash Flow Analysis**(30%)**

Meaning and Uses of Cash Flow Analysis, Cash flow Analysis vs. Fund Flow Analysis, Numeric on Calculation of Operating, Financing and Investing Cash Flows, Cash From Operations, Preparation of Cash Flow Statement.

Suggested Readings:

- Financial Statement Analysis – Martin S. Fridson, Wiley Pub. House
- Financial Statement Analysis – K. R. Subramanyam, Mc Graw Hill.
- Management Accounting – R.S.N. Pillai, Bagavathi, S. Chand.
- Management Accounting & Financial Control - S. N. Maheshwari Sultan Chand & Co., New Delhi.
- Jain, P.K. and M.Y. Khan. (2007) Financial Management, 6th Edition. New Delhi: Tata McGraw-Hill Publishing Company Limited.
- Cost and Management Accounting – M.N.Arora, Himalaya Pub. House
- P.C. Tulsian, Financial Management – S. Chand Publication

Veer Narmad South Gujarat University

BBA Honours

Sem 7

FSE7: Corporate Restructuring

Course	FSE7
Course Title	Corporate Restructuring
Credit	4
Teaching per Week	4 Hours
Review / Revision	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course aims to facilitate understanding of corporate merger and acquisition activity, forms of restructuring.
Course Objective	To develop an understanding of Mergers and Acquisitions (M&A) as a significant economic activity taking place in today's economy. To inculcate in students the understanding of financial policy as a subset of corporate strategy and to have an insight into financial decisions.
Course Outcome	The students will get familiarized with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.
Course Content	
Unit-1: Introduction to Corporate Restructuring	25%
<ul style="list-style-type: none">• Fundamental concept of corporate restructuring and its different forms• Motives & applications of corporate restructuring• Mergers & acquisitions concept and its process, Economics/Advantages of Mergers• Due diligence in M&A• Cross Border M&A• Take-over and Defense Tactics	
Unit-2: Dimensions of Corporate Restructuring	25%
<ul style="list-style-type: none">• Corporate Restructuring including buy-back of shares & divestiture• Financial Restructuring• Alliances & Joint Ventures• Employee Stock Ownership• Going Private & Leveraged Buyouts	

Unit-3: Valuation Aspects of Corporate Restructuring**25%**

- Methods of payment for M & A and Calculations of exchange ratio
- Valuation in M&A
- Calculations of financial synergy and return
- Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation and other important methods of valuation

Unit-4: Accounting, Taxation & Legal Aspects of M&A**25%**

- Accounting for Mergers & Demergers
- Competition Act for M&A
- SEBI's rules & regulations for M&A
- Share Buyback guidelines
- Tax implications

Suggested Readings:

8. Mergers & Acquisitions, P. Rajesh Kumar, Tata McGraw- Hill Latest Edition
9. Corporate restructuring, Bhagvandas, Himalaya Latest Edition
10. Financial Management, M Y Khan & P K Jain, TATA McGraw Hill, Latest Edition
11. Financial Management, Prasanna Chandra, TATA McGraw Hill, Latest Edition
12. Corporate Restructuring, Bhagaban Das and Debdas Raskhit, Himalaya, Latest Edition
13. Mergers and Acquisitions, Aurora, Shetty and Kale, Oxford, Latest Publication
14. Financial Management, I M Pandey, Vikas Publication, Latest Edition
15. Mergers, Acquisitions and business valuation, Excel books, Ravindhar Vadapalli, Latest Edition
16. Restructuring for Growth, John C. Michelson, TATA McGraw Hill, Latest Edition
17. Mergers, Acquisitions and Corporate Restructuring, Prasad Godbole, Vikas, Latest Edition
18. Value Creation from Mergers and Acquisitions, Sudi Sudarsanam, Pearson, Latest Edition

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FOURTH YEAR B.B.A. HONOURS
SEMESTER VII

HRM ELECTIVES

HSE5 – TALENT ACQUISITION

**HSE6 – SOCIAL PROCESSES & BEHAVIOURAL
ISSUES**

HSE7 – LABOUR LEGISLATIONS

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B.B.A. HONOURS SEM VII

HSE5 – Talent Acquisition

Course	HSE5
Course Title	Talent Acquisition
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To advance knowledge and skills pertaining to talent acquisition among students.
Course Objective	<ul style="list-style-type: none">• The objective is to familiarise the students with concepts, principles and procedure of Talent Acquisition.• To give an in-depth insight into various aspects of talent acquisition and make them acquainted with practical aspect of recruitment and selection of personnel.
Course Outcome	<ul style="list-style-type: none">• Develop understanding of HR functions pertaining to talent acquisition.• List the skills and knowledge needed to conduct full and fair recruitment and selection.• Undertake full and fair recruitment and selection systematically.

Course Content

Unit 1: Introduction to Talent Acquisition (20%)

- Concept and Meaning- Talent, Talent Acquisition and Talent Management
- Difference between Talent Acquisition and Talent Management

- Talent Acquisition Process
- Talent Acquisition Strategies
- Evaluating Talent Acquisition (Talent Acquisition Metrics)

Unit 2: Recruitment (30%)

- Concept and Meaning
- Difference between Recruitment and Talent Acquisition
- Importance of Recruitment
- Factors affecting Recruitment
- Recruitment Process
- Internal Recruitment- Methods, Benefits and Challenges
- External Recruitment- Methods, Benefits and Challenges
- Modern Techniques of Recruitment
- Evaluation of Recruitment

Unit 3: Employee Selection (25%)

- Concept and Meaning
- Factors affecting Selection
- Criteria of Selection
- Process of Selection
- Selection Errors: Types, Consequences and Remedies
- Placement: Meaning and Process
- Induction & Socialization: Meaning, Significance and Process

Unit 4: Assessment Tools and Techniques (25%)

- Selection Test: Meaning, Objectives, Types (Ability and Personality Test), Shortcomings of Test and Guidelines for Effective Test (Administration of test, Test score interpretation, and validity reliability measures)
- Selection Interview: Meaning, Objectives, Types, Limitation and Guidelines for effective interview
- Simulation: Meaning, Objectives, Types of simulations, Designing and implementation.

Suggested Readings:

- De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons
- Dessler, G: Human Resource Management, Pearson
- Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill
- Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books
- R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson
- Carrie A. Picardi: Recruitment and Selection, Sage Publication
- Vaneeta Raney: Recruitment and Selection, Himalaya Publishing House
- Deepak Kumar Bhattacharyya: Recruitment and Selection Theory and practices, Cengage Learning
- P. Subba Rao: Essentials of Human Resource Management and Industrial Relations (Text,Cases and Games), Himalaya Publishing House

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B.B.A. HONOURS SEM VII

HSE6 - Social Processes and Behavioural Issues

Course	HSE6
Course Title	Social Processes and Behavioural Issues
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To give an overview of important social processes and behavioural issues faced by present day organisation.
Course Objective	The objective of this course is to help the students to develop an understanding of the concept & techniques of leadership, stress and stress management, employee counselling and work life balance.
Course Outcome	To develop insight into various theories and styles of leadership. To understand stress and device mechanisms to cope with stress. To comprehend employee counselling its need and essentials. To understand the concept of work life balance and device interventions for achieving work life balance.

Course Content

Unit 1: Leadership (25%)

- Leadership: Concept and meaning, characteristics, importance
- Theories of Leadership: Trait Theory, Behavioural Theory, Contingency Theory, Managerial Grid and LMX theory
- Leadership styles
- Behavioural Approach (Power Orientation, Leadership as Continuum, Employee-production Orientation, Likert's Management System, Managerial Grid and Tri-Dimensional Grid)
- Situational Approach (Fiedler's Contingency Model, Hersey and Blanchard's Situational Model, Path- Goal Model and Political Leadership Model)

Unit 2: Stress and Stress Management (25%)

- Stress: Concept and Meaning, Types, Sources, Symptoms, Effect (Positive and Negative)
- Stress Management: Concept and Meaning, Role of HR in Stress Management
- Strategies of Stress Management:
 1. Physical Mechanisms (Relaxation Techniques, Meditation, Yoga, Mindfulness, Biofeedback)
 2. Cognitive Techniques (Cognitive Restructuring, Time Management)
 3. Skill Based Techniques (Effective Communication, Self-Awareness, Problem Solving, Emotional Intelligence, Conflict Resolution)

Unit 3: Counselling (25%)

- Counselling: Meaning and Characteristics
- Objective of employee Counselling
- Antecedents of employee counseling
- Counselling Functions
- Types of Counselling
- Who can become a Counsellor?
- Skills & techniques required by Counsellor

Unit 4: Work Life Balance (25%)

- Work Life Balance: Meaning, Concept and Characteristics
- Evolution of Work Life Balance
- Managing Diversity and Inclusion, Demographic Changes, WLB and Gender
- Work Life Balance and Dual Careers
- Work Life balance in 21st Century

Suggested Readings:

- De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons
- Dessler, G: Human Resource Management, Pearson
- Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill
- Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books
- R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson
- Kumar Anita: Social Psychology- Himalaya Publishing House
- Saxena Sanjay & Purnima Awasthi: Leadership, PHI Learning Pvt. Ltd.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B.B.A. HONOURS SEM VII

HSE7 – Labour Legislations

Course	HSE7
Course Title	Labour Legislations
Credit	4
Teaching per Week	4
Fromation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To explore contemporary knowledge and gain a conceptual understanding of Industrial Relations and Labour Laws.
Course Objective	<ul style="list-style-type: none">● To provide insights of the Labour Laws to future HR managers.
Course Outcome	<ul style="list-style-type: none">● Students will know how to resolve industrial relations related problems and promote welfare of industrial labour.

Course Content

1. Introduction (25%)

- History, Evolution and Purpose of Labour laws in India
- Unfair Practices by Employers, Trade unions and Employees in industries
- International Labour Organizations: History, Objectives and Structure
- Important Authorities under Labour Laws in India (Ministry of Labour and Employment Government of India, Organisation of the Chief Labour Commissioner (CLC), Labour Courts/ Industrial Tribunals)
- List and Classification of labour laws in India
- Labour Legislation across the world (USA, Australia, UK, China, France, etc)

2. Laws related to Employment and Applicability of Labour Legislations (20%)

- Apprentices Act, 1961: Scheme of the Act, Obligations of Employers and Apprentices, Eligibility, Reservation and Duration of Contract, Payment and Termination of Contract, Legal Position of Apprentices, Offers and acceptance of employment, Offences and Penalties
- The Employment Exchanges Act, 1959: Scheme, Application, Notification of vacancies to Employment Exchanges, Employment Exchanges to which vacancies are to be notified, Penalties
- Labour Laws Act, 1988: Scheme and Applicability, Exemption from returns and registers under certain labour laws, Returns and Registers under the Act, Penalties

3. Laws related to Welfare and Conditions of Employment (30%)

- Factories Act, 1948: Scheme, Applicability and Objectives of the act, All important provisions of act, Penalties
- The Shops and Establishment Act, 1954: Scheme and applicability of the act, General provisions, Provisions of Bombay Shops & Establishment Act, 1948
- The Contract Labour Act, 1970

4. Industrial Disputes Act, 1947 and Special Issues (25%)

- Industrial Disputes Act, 1947: Definition of Disputes, Scheme, applicability and objectives of the act, important provisions of the act, offences and penalties.
- Child Labour (Prohibition and Regulation) Act, 1986 & The Child Labour (Prohibition and Regulation) Rules, 1988
- Women Labour and the Law: Employment opportunities and wage disparity, Guidelines to prevent sexual harassment of working women

Reference Books:

- Padhi, P. K., *Labour and Industrial Laws*, PHI Learning Pvt. Ltd.
- Jain, S. P., & Agarwal, S. (1995). *Industrial and Labour Laws*, Dhanpat Rai & Sons, Delhi.
- Singh, B. D., *Industrial Relations and Labour Laws*, Excel Books.
- Srivastava, S. C., *Industrial Relations and Labour Laws*, Vikas Publishing House.
- Roychowdhury, A., *Labour Law Reforms in India: All in the Name of Jobs* (1st ed.), Routledge India. <https://doi.org/10.4324/9781351058872>
- https://ncib.in/pdf/ncib_pdf/Labour%20Act.pdf

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FOURTH YEAR B.B.A. HONOURS
SEMESTER VII

PROJECT GUIDELINES

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B.B.A. HONOURS SEM VII

Project / Research Paper

Course	PROJECT WORK
Course Title	Research Project / Research Paper
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Field Work, Workshops)
Medium of Instruction	English
Purpose of Course	To advance knowledge and skills pertaining to research.
Course Objective	<ul style="list-style-type: none">• The objective is to familiarise the students with concepts of research methods and methodology.• To develop skills-based teaching to students.
Course Outcome	<ul style="list-style-type: none">• To perform research on their own.• To apply what they have studied in their specialisation.

OPTION 1: RESEARCH PROJECT

GUIDELINES FOR WRITING RESEARCH PROJECT REPORT

1. OBJECTIVE:

The objective of the research based project is to help the students to develop ability to apply multidisciplinary concepts, tools & techniques to analyze various situations pertaining to the area of specialization and of the study evaluate alternative solutions and suggest appropriate ways to achieve organization specific objectives.

2. TYPE OF PROJECT REPORT:

The project report in the honours program would be a super specialisation paper in the area of specialisation opted by the student. It may be any one of the following types:

2.1 Comprehensive case study (covering single organization/multifunctional area, problem formulation, analysis and recommendations)

2.2 Single organizational/inter- organizational study aimed at organizational comparisons of various practices adopted / to be adopted for growth in market place/for organizational efficiency.

2.3 Field study for functional / behavioral findings based on data collection and data analysis.

2.4 The student can work on any particular skill in their specialised area eg. How to interpret a balance sheet, Learn Tally, New Product Development, Recruitment and Welfare activities Design

3. PROPOSAL SUBMISSION:

Project of the project should be prepared in consultation with the project guide from organization and institution submitted to the Director/BBA programme coordinator. The synopsis should clearly state the brief description of the organization objectives and research methodology of the proposed project to be undertaken. It should have full details of the rationale sampling instruments to be used, limitations if any and future directions for further research etc. in a format given by college.

4. ELIGIBLE GUIDES:

1. Recognized Faculty of the BBA College having degree in management.
2. Professionals in the relevant area holding degree/diploma in management and allied discipline.

5. SYNOPSIS SUBMISSION:

Students are advised to submit their synopsis within 15 days of the starting the project in any organization to their respective guides in organization and institute. Students are also advised to submit the bio data of their guide in case the proposed guide does not belong to the category (1).

6. APPROVAL OF THE SYNOPSIS:

The synopsis shall be discussed with both the guides in details and necessary corrections be made before start of the project. This exercise should not take more than 2 days.

7. PROJECT REPORT FORMAT

The project report should include

- Declaration
- Acknowledgements
- Index
- List of tables
- List of figures
- Executive Summary
- Chapters (1 to 6, viz. Introduction to Industry, Introduction to company, Theoretical Framework, Review of Literature, Research Methodology, Data Analysis, Conclusion, Recommendations – whichever decided by college guide.)
- Reference Material – (i) Bibliography (ii) Appendices [*FORMAT IS SUBJECT TO NATURE OF REPORT] The title page should include - Title of the project, Name of the organization / Institution, Degree for which the report is presented, Name of the candidate/class, Month & Year of submission

1. The report is a full length submission on the research work undertaken by the student, 1.5 spaced typed on A4 sized pages.
2. The report must adequately explain the research methodology adopted and the directions for future research.
3. The report should also contain - Approved Proposal and synopsis, Certificate of originality of the work by the guide.
4. At **least 10 literature** must be reviewed.

8. SUBMISSION OF THE REPORT:

Two typed original copies of the report are to be submitted to Principal/Director in prescribed format on the date of submission given by the college, failing which the students shall not be allowed to appear for the forthcoming annual/viva examinations.

9. PROJECT REPORT EVALUATION:

Project report shall be evaluated by the panel of members duly constituted by Authority concerned.

10. VIVA-VOCE:

Students shall be required to appear for a viva-voce or a presentation of the research work. The project study + Viva Voce shall be equivalent to **one paper** i.e. of **100 marks**.

11. FINAL DECISION:

The decision of the principal/director shall be the final in all respect which shall be binding to all concerned

OPTION 2: RESEARCH PAPER

GUIDELINES FOR WRITING RESEARCH PAPER

What is a research paper?

A research paper is a type of academic writing that provides an in-depth analysis, evaluation, or interpretation of a single topic, based on empirical evidence. Research papers are foundation of modern science and the most effective way to share information across a wide network. .

This step-by-step guide takes you through the entire writing process, from understanding your assignment to proofreading your final draft.

1. Choose Research Paper Topic

There are many ways to generate an idea for a research paper, from brainstorming with pen and paper to talking it through with a fellow researchers.

One can also gain inspiration from other research. The discussion or recommendations sections of research papers often include ideas for other specific topics that require further examination.

After having a broad subject area, narrow it down to choose a topic that interests the researcher, and is possible to research. Aim for ideas that are both original and specific:

- A paper following the chronology of World War II would not be original or specific enough.
- A paper on customer satisfaction towards XYZ Organization. Would be specific and could be original enough.

2. Conduct Preliminary Research

Note down any discussions that seem important to the topic, and try to find an issue that researcher can focus related to paper. Use a variety of sources, including journals, books and reliable websites, to ensure one do not miss anything glaring.

In this stage, researcher might find it helpful to formulate some research questions to help guide him. To write research questions, researcher should try to finish the following sentence: “I want to know how/what/why...”

3. Develop a research statement

A research statement is a statement of central argument — it establishes the purpose and position of research paper. If researcher has started with a research question, the research statement should answer it.

It should also show what evidence and reasoning researcher will use to support that answer. The research statement should be concise, contentious, and coherent. That means it should briefly summarize argument in a sentence or two; make a claim that requires further evidence or analysis; and make a coherent point that relates to every part of the paper.

Researcher will probably revise and refine the research statement as he/she do more research, but it can serve as a guide throughout the writing process. Every paragraph should aim to support and develop this central claim.

4. Create a research paper outline

A research paper outline is essentially a list of the key topics, arguments and evidence that researcher wants to include, divided into sections with headings so that researcher know roughly what the paper will look like before he/she start writing.

Once researcher has a list of what he/she wants to talk about, consider the best order to present the information.

- Which subtopics are related and should go next to each other?
- Are there any subtopics that don't make sense if they're presented out of sequence?

If your information is fairly straightforward, feel free to take a chronological approach and present the information in the order it happened.

Because research papers can get complicated, consider breaking your outline into paragraphs. Don't forget to include your supporting evidence in the outline as well.

5. Write the first draft

The priorities of researcher at this stage are as follows:

- Maintaining forward momentum — write now, perfect later.
- Paying attention to clear organization and logical ordering of paragraphs and sentences, which will help when you come to the second draft.
- Expressing ideas as clearly as possible, so one knows what you were trying to say when you come back to the text.
- Following points are important at this stage:

One of the most common problems with writing long works like research papers is connecting paragraphs to each other. The longer your writing is, the harder it is to tie everything together smoothly. Use transition sentences to improve the flow of your paper, especially for the first and last sentences in a paragraph.

Paragraph structure

Paragraphs are the basic building blocks of research papers. Each one should focus on a single claim or idea that helps to establish the overall argument or purpose of the paper.

Citing sources

It's also important to keep track of citations at this stage to avoid accidental plagiarism. Each time when researcher use a source, make sure to take note of where the information came from.

Even after the body is written, the researcher still need to know how to write a conclusion for a research paper. Just like an essay conclusion, your research paper conclusion should restate your research, reiterate your main evidence, and summarize your findings in a way that's easy to understand.

Don't add any new information in your conclusion, but feel free to say your own personal perspective or interpretation if it helps the reader understand the big picture.

- **Edit and proofread**

Last but not least, the researcher wants to go through research paper to correct all the mistakes by proofreading. It is recommend going over it twice: once for structural issues such as adding/deleting parts or rearranging paragraphs and once for word choice, grammatical, and spelling mistakes. Doing two different editing sessions helps you focus on one area at a time instead of doing them both at once.

To help you catch everything, here's a quick checklist to keep in mind while you edit:

- a) Structural Edit
- b) Word choice, grammar, and spelling edit:

SAMPLE GUIDELINES FOR A RESEARCH PAPER

For Reference of Students

<http://www.cksvim.edu.in/wp-content/uploads/2021/06/GUIDELINES-FOR-AUTHORS-SANKALPA.pdf>



**BACHELOR OF BUSINESS
ADMINISTRATION (HONOURS)**

B.B.A. HONOURS SEMESTER VIII SYLLABUS

(EFFECTIVE FROM A.Y. 2022-23)

**VEER NARMAD SOUTH GUJARAT UNIVERSITY,
SURAT**

VEER NARMAD SOUTH GUJARAT UNIVERSITY

FOURTH YEAR B.B.A. HONOURS

SEMESTER VIII

CORE-COMPULSORY SUBJECTS

801 – GLOBAL WORK CULTURE

**802 – INFORMATION TECHNOLOGY
MANAGEMENT**

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem 8)

801 - Global Work Culture

Course	801
Course Title	Global Work Culture
Credit	4
Teaching per Week	4
Fromation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">● Critically discuss the role of culture in shaping human experience, identity and communication● Define global competence and articulate strategies for building and measuring intercultural knowledge and skills● Engage with basic principles of globalization and interconnectedness.● Understand general aspects of the workplace in various countries
Course Objective	To enable the budding managers to develop international aptitude and bringing awareness about global work culture to face global challenges.
Course Outcome	The students will get in depth knowledge about various aspects of global workforce management. Students can demonstrate skill in using basic career and professional development tools to enhance their ability to leverage their international internship experience to achieve personal and professional goals

Course Content

1. Organization Culture (25%)

- Meaning and definition, Significance of Organization Culture
- Nature of Culture and Cultural Dimensions
- Creating and sustaining the culture
- Effects of culture and changing organization culture
- Country and Regional culture
- Multiculturalism and Cultural Predispositions
- Culture convergence and divergence

2. Global Work Culture (25%)

- Globalization- Changing demographics of workers and changed employee expectations
- Ripple effects of Globalization
- Trends in International Business
- Cultural differences and similarities
- Diversity- A big Challenge in global organizations
- Individual behaviour in Global Perspective
- Interpersonal Behaviour across Cultures
- Organizational characteristics in an international context

3. Managing Human Resources globally (25%)

- Managing Human Resources in Multinational Organizations
- Differences between Domestic HRM and International HRM
- HR interventions in cross borders- Mergers and Acquisitions
- Recent trends in International Staffing
- Cross- Cultural training: Training strategies, Expatriate training, HCN Training, TCN training, Emerging trends in training for International Assignments
- Managing Performance and Compensation at global context

4. Global Leadership and Workplace Culture of Selected Countries (25%)

- Strategic Industrial Relations issues before MNC employers, Employees and Government
- Role of Global Leaders in Industrial Relations in MNCs
- Maintaining Competitiveness in Globalization era
- HRM in USA
- HRM in Japan
- HRM in China

References:

- K Aswathappa, Sadhna Dash. (2020). *International Human Resource Management- Text and Cases, 3rd Edition (2020)*. McGraw Hill Education (India) Pvt. Ltd.
- K. Aswathappa. (2016) *Organization Behaviour, 12th Revised Edition*. Himalaya Publishing House.
- Briscoe, D., Schuler, R., & Tarique, I. (2012). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Luthans, F. (2012). *Organization Behaviour- An evidence based approach, 12th Edition*, McGraw Hill Education Publication(Asia)

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem 8)

802 - Information Technology Management

Course	802
Course Title	Information Technology Management
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Computer Practicals, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	Prepare students to learn and understand Information Technology working environment and its implementation.
Course Objective	<ul style="list-style-type: none">● To improve IT managerial skill of the Students,● To understand working of IT System,● To understand implementation of new technologies,● To learn law related to IT.
Course Outcome	Students will be ready to work in environment of Information Technology.

Course Content

1. Advanced Open Office (25%)

- **Spreadsheets**
 - Managing Tables
 - Advanced Pivot Tables and Charts
 - HLOOKUP and VLOOKUP functions
- **Word Processing**
 - Using mail merge
 - Handling large documents
 - Managing document revisions
 - Using macros

2. System Analysis and Design (20%)

- Introduction to System
- Types and Different Phases of System
- System Development Life Cycle (SDLC) and its phases
- Application Development Methodologies and CASE Tools
- Managerial Issues on Software Projects

3. Fundamental of Management Information System and Decision Support System (25%)

- Needs & Objectives
- Characteristics of MIS
- Types of MIS and Domain of MIS
- MIS as a Federation of Subsystem
- Establishing MIS
- Definition, understanding and characteristics of DSS
- Architect of DSS
- Components of DSS
- Major Functions of DSS
- Comparison between MIS and DSS

4. Business Process Reengineering and Management of Change (25%)

- Introduction of BPR
- Strategic Alignment Model
- BPR Methodology, Rapid Re & PRLC
- Introduction of Change Management & Strategies, Barriers,
- Change Management in Government
- Implementation Plan

5. Cyber Crimes and IT Acts (20%)

- Introduction
- Cyber Crimes
- Cyber Crime and IT Act
- IT Act 2000 and Adjudication Under the Act

Recommended Readings:

- Management Information Systems (text and application) by C.S.V. MURTHY published by Himalaya Publishing House (For Unit 3)
- E-commerce by Kamlesh K Bajaj & Debjani Nag published by Tata McGraw Hill, (For Unit – 4, 5)
- Analysis and design of information systems by V. Rajaraman (PHI) (For Unit 2)
- Perry Edwards: System Analysis & design Mc Graw Hill (For Unit 2)
- OpenOffice.org For Dummies - Gurdy Leete, Ellen Finkelstein, Mary Leete - Wiley Pub. (For Unit 1)
- A Conceptual Guide to OpenOffice.org 3-R. Gabriel Gurley (Free E-book) (For Unit 1)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

FOURTH YEAR B.B.A. HONOURS

SEMESTER VIII

MARKETING ELECTIVES

MSE8 – INDUSTRIAL MARKETING

**MSE9 – CUSTOMER RELATIONSHIP
MANAGEMENT**

MSE10 – RURAL MARKETING MANAGEMENT

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem. 8)

MSE8 – Industrial Marketing

Course	MSE8
Course Title	Industrial Marketing
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentations, Visit to Industry)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• The core purpose of teaching this course is to prepare students for B2B marketing. Consumer marketing is different from industry marketing hence teaching the science of industrial marketing becomes necessary.
Course Objective	<ul style="list-style-type: none">• The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.
Course Outcome	<ul style="list-style-type: none">• Students shall acquaint themselves with basics of Business to Business Marketing fundamentals• Students shall be able to equip themselves with the tools and techniques of Industrial marketing• Students shall be able to apply the knowledge in practice

Course Content

1. Introduction to Industrial Marketing (20%)

- Definition & Concept of Industrial Marketing, Nature of Industrial Marketing; Industrial Marketing Vs. Consumer Marketing;
- The Nature of Industrial Demand & Industrial Customer, Buying situations,
- 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

2. Industrial Buying (25%)

- Organizational Buying: Buy Grid Model, Phases in purchasing decision process & their marketing implications,
- buying centres, Value analysis & Vendor analysis, Factors influencing Organizational Buying
- Environmental factors influencing buying decision, Buying Roles; Environmental & organizational Influences

3. Industrial Market Segmentation (25%)

- 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
- 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

4. Industrial Distribution (25%)

- The distribution channel component—Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics.
- 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 – Catalogues – Samples – promotional letters – Promotional novelties

Reference:

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

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem. 8)

MSE9 – Customer Relationship Management

Course	MSE9
Course Title	Customer Relationship Management
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentations)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> The core purpose of teaching this course is to give insights about CRM and CRM practices in current corporate world. Moreover, the strategies adopted by companies under CRM practices is also a matter of subject to teach to marketing students.
Course Objective	<ul style="list-style-type: none"> To explain fundamental concepts of CRM to students. To familiarize students with implementation of CRM. To make students ready for development of CRM strategies.
Course Outcome	<ul style="list-style-type: none"> Students shall acquaint themselves with basics of CRM. Students shall be able to equip themselves with the tools and techniques of CRM. Students shall be able to apply the knowledge in practice.

Course Contents

Unit 1: Introduction	
What is a relationship, Attributes of successful relationships, Evolution of CRM, CRM – Definitions, Significance of CRM, CRM Life Cycle, Stages of Relationship, Situations when CRM is most applicable, Types of CRM	25%
Unit 2: Emerging Concepts in CRM	
The value pyramid, Customer Interaction cycle, Customer Profiling and Total Customer Experience, Customer Churn – How to reduce it? Myths in CRM, Customer Retention: Meaning, Strategies Customer Satisfaction: Definition, Components, Measurement	25%
Unit 3: CRM as a Business Strategy	

CRM- Issues and Strategies, Meaning of Marketing Automation, Marketing Automation Software Functionality, Meaning of Sales Force Automation, SFA Advantages, SFA Software Functionality, Meaning of Service Automation, Functionality Available within SA Software	35%
Unit 4: Data Information & Knowledge Management	
Customer Related Databases, Analytics for CRM, Data Mining procedures for CRM, Data Marts, Data Warehousing	15%

Recommended Texts:

- Buttle, Francis. (2009). *Customer Relationship Management*, (2nd Edition). Elsevier Publishing
- Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications, 1st Edition, Tata McGraw Hill, June 2008

Reference Material:

- Greenberg, Paul. (2010). *CRM at the Speed of Light, (4th Edition): Social CRM Strategies, Tools, and Technologies for Engaging Your Customers*. McGraw Hill
- Francis Buttle, Stan Maklan. *Customer Relationship Management: Concepts and Technologies*, Routledge, 2015 / 3rd
- Jill Dyche, *The CRM Handbook*, Pearson Latest
- Judith W. Kincaid, *Customer Relationship Management Getting it Right*, Pearson Education
- H. Peeru Mohamed, A Sagadevan, *Customer Relationship Management, A Step by Step Approach*, Vikas Publishing House
- Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012
- Godson Mark, *Relationship Marketing*, Oxford 2009
- Baran R.J., Galka R.J., Strunk D.P., *Customer Relationship Management*, Cengage Learning 2008

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

BBA Honours (Sem. 8)

MSE10 – Rural Marketing Management

Course	MSE10
Course Title	Rural Marketing Management
Credit	4
Teaching per Week	4
Formation	July, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Studies, Presentations)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• The core purpose of teaching this course is to give insights about rural marketing and rural marketing strategies.
Course Objective	<ul style="list-style-type: none">• To provide an understanding of Rural Marketing issues and concepts• To familiarize Rural marketing strategy• To create awareness about Rural Communication Channels and distribution systems
Course Outcome	At the end of the course, students shall be able to, <ul style="list-style-type: none">• Market their products in rural areas.• Strategies how to increase the marketing of rural products• Choose an appropriate distribution system• Apply ICT in rural marketing

Course Content

Unit 1: Overview of Rural Marketing	
<ul style="list-style-type: none">• Meaning and definition of Rural Markets, Marketing the Rural Products, Issues in Product Marketing in rural areas and Rural Consumer Behaviour.	25%

Unit 2: Rural Marketing Strategy	
<ul style="list-style-type: none"> Tangible and intangible rural products, Evolving Rural Marketing Strategy, Marketing strategy for rural products, Role of informal communication 	25%
Unit 3: Rural Distribution Systems	
<ul style="list-style-type: none"> 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) 	25%
Unit 4: ICTs in Rural Marketing	
<ul style="list-style-type: none"> ICTs in Rural Marketing, Role of Social Media, e-NAM, Agricultural Marketing Network (AGMARKNET) and Rural warehouse, Rural as well as urban storage systems 	25%

References Books:

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

FOURTH YEAR B.B.A. HONOURS

SEMESTER VIII

FINANCE ELECTIVES

FSE8 – FINANCIAL DERIVATIVES

FSE9 – SECURITY ANALYSIS

**FSE10 – FUNDAMENTALS OF FINANCIAL
ANALYTICS**

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA Honours Sem 8

FSE8 - Financial Derivatives

Course	FSE8
Course Title	Financial Derivatives
Credit	4
Teaching per Week	4 Hours
Review/Revision	June, 2022
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	<ul style="list-style-type: none">• Students will understand the need of financial derivatives and their types.• Students will be able to examine how basic derivative instruments can be used to hedgerisk.• The course will enable the students to select basic trading strategies and risk management using financial derivatives.
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.

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

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA HONOURS SEM 8

FSE9 - Security Analysis

Course	FSE9
Course Title	Security Analysis
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide a conceptual framework for analysis from an investor's perspective to maximize return on investment through applying Fundamental and Technical Analysis
Course Objective	Students would appreciate and understand the need of security analysis in developing and managing a optimum portfolio having maximum return and minimum risk.
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> • Understand and measure systematic and unsystematic risk associated with investment. • Examine how various economic, industry and company parameters affect investment decision • Understand the need of various fundamental analysis in developing and managing a portfolio. • Acquaint with various technical analysis tools like Charts, Patterns and other mathematical and market indicators.

	Course Contents:	
UNIT 1	RISK Definition of Risk, elements of Risk (Systematic risk, Unsystematic risk), Minimizing Risk Exposure, Risk measurement	(10%)
UNIT 2	Fundamental Analysis : Economic Analysis and Industry Analysis Economic Analysis: GDP, Saving and Investment, Inflation, Interest Rates, Budget and Fiscal Deficit, Tax Structure, Balance of Payments, FDI, Investment by FIIs, International Economic Conditions, Business Cycles and Investor Psychology, Infrastructure Facilities, Demographic Factors, Economic Forecasting. Industry Analysis: Kinds of Industries, Industry Life Cycle, Other Factors, Analytical Tools Company Analysis : (Theory) Qualitative and Quantitative Factors, Mode of Analysis, Financial Analysis	(30%)

Unit 4	Technical Analysis -1 Meaning, Assumptions, History of Technical Analysis, Technical Tools: Dow Theory, Elliot Wave Theory, Primary trend, Secondary trend, Minor trends, Support and Resistance Level Charts: (Bar Charts, candlestick chart), Chart Patterns (support and Resistance , wedge, V Formation, Double top and bottom, Head and Shoulders, Rounding bottom, Triangles, flags and pennants) Candlestick Chart (Hammer, Hanging man, Shooting star and inverted hammer, Bullish engulfing, Bearish engulfing, Piercing, Evening star, Morning star, Doji)	(30%)
Unit 4	Technical Analysis -2 Indicators and Oscillators: Volume of Trade, Significance of Volume, Breath of the Market, Short sales, Moving Average, Exponential Moving Average, MACD, RSI, ROC, Stochastic Excel Spreadsheet Examples for Selected Technical Indicator	(30%)

References :

- 1) Punithavathy. P, Security Analysis and Portfolio Management, 4th edition, Vikas Publishing House Pvt. Ltd., New Delhi.
- 2) Kevin S. , Security Analysis and Portfolio Management, 2nd edition, PHI Learning Private Ltd., Delhi.
- 3) Reilly & Brown, Investment Analysis and Portfolio Management, 8th edition, Cengage learning India.
- 4) Donald E. Fischer, Ronald J. Jordan, Security Analysis and Portfolio Management, 6th Edition, Pearson Education, Inc. New Delhi.
- 5) Martin P. (2010). A Complete Guide to Technical Analysis: An Indian Perspective, Shroff Publisher and Distributor Pvt. Ltd. Mumbai
- 6) Prasanna Chandra, Investment Analysis and Portfolio Management, 5th Edition, McGraw Hill.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA HONOURS SEM 8

FSE10 - Fundamentals of Financial Analytics

Course	FSE10
Course Title	Fundamentals of Financial Analytics
Credit	4
Teaching per Week	2 Hours Classroom teaching + 2 Hours Lab
Review / Revision	July, 2022
Minimum weeks / Semester	20 (Lectures and Laboratory sessions)
Medium of Instruction	English
Purpose of Course	To develop the understanding of business and financial analytics and modelling using Microsoft Excel.
Course Objective	This subject is designed for students interested in pursuing a career in financial services with an emphasis on business and financial analytics. Further Students will acquire the skills and knowledge to meet the challenges of a changing business and financial markets, develop the ability to critically analyse emerging business issues, and interpret insights from huge amount of financial data.
Course Outcome	Student will be prepared to use their competencies in financial analysis and decision making and Pursue career in the field of research analysts for Risk management, Investment banking and allied professions in the field of Finance.
Course Content	
Unit-1: Business Analytics & Financial Analytics Overview (25%)	
<ul style="list-style-type: none">● Business Analytics - Basic concept, need, components (business context, technology, data science), types (descriptive, predictive and prescriptive), Business intelligence vs. Business analytics● Financial Analytics – Basic concept, importance, types, components, basic concept and importance of machine learning for financial analysts.	
Unit-2: Data, Data Warehousing and Data Mining (25%)	
<ul style="list-style-type: none">● Types of data source – storage and characteristics (Structured, semi structured unstructured)● Definition, characteristics and framework of data warehousing● Concepts, application and process of data mining● Big Data Analytics: concept, characteristics and advantages.	

Unit-3: Descriptive Statistics and Data Visualisation**(20%)**

- Descriptive statistics using excel – mean, median, mode, standard deviation, variance and their interpretations for financial data
- Data Visualisation – Tables, Graphs and Charts (Line, Bar, Histogram, Box Plot), Concept of normal distribution of data using histogram and box plot.
- Hands on session using MS Excel and interpretations of financial data

Unit-4: Predictive Analysis and Time Series Overview**(30%)**

- Concept of Correlation and Regression
- Simple linear regression: coefficient of determination, significance tests, residual analysis, confidence and prediction intervals.
- Multiple linear regression: coefficient of multiple coefficient of determination, interpretation of regression coefficients, basic interpretations of multi-collinearity, autoregression
- Time series data – concept, characteristics, trend analysis, simple moving average
- Hands on session using MS Excel and interpretations of financial data

Pedagogy:

- Computer Laboratory Sessions
- Case study (Financial/Market Data)
- Practical / live assignment
- Interactive class room discussions

Evaluation:

- A. Internal Evaluation (Internal Assessment – 30 Marks)
- B. University Examination (External Assessment – 70 Marks)
 - a. Theory – 35 Marks
 - b. Practical – 35 Marks

Suggested Readings:

1. Ramesh Sharda, Dursun Delen, Efraim Turban, Business Intelligence: A Managerial Perspective on Analytics, Pearson 3rd.
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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

FOURTH YEAR B.B.A. HONOURS

SEMESTER VIII

HRM ELECTIVES

**HSE8 – HUMAN RESOURCE MAINTENANCE,
SEPARATION AND CONTROL**

**HSE9 – ADVANCED TRAINING &
DEVELOPMENT**

**HSE10 – HUMAN RESOURCE MANAGEMENT IN
RETAIL AND IT INDUSTRY**

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA Honors (Semester 8)

HSE8 - Human Resource Maintenance, Separation and Control

Course	HSE8
Course Title	Human Resource Maintenance, Separation and Control
Credit	4
Teaching hours per Week	4
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	
Course Objective	<ul style="list-style-type: none">➤ To make students familiar about HR Control Functions➤ To introduce future HR managers/students to work effectively with diverse skills, experience levels and way of thinking➤ Demonstrate competence in development and problem-solving in the area of HR Management
Course Outcome	<ul style="list-style-type: none">• The students will become familiar with different aspects of HR maintenance, separation and control.

Course Content

Unit 1	HR Audit	(25%)
	<ul style="list-style-type: none">• 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	
Unit 2	Corporate Downsizing and Employee Separation	(25%)
	<ul style="list-style-type: none">• Corporate downsizing - Concept, meaning and reasons of	

	downsizing	
	<ul style="list-style-type: none"> Employee Separations - Layoff, Resignation, Dismissal, Discharge, Retrenchment, VRS 	
	<ul style="list-style-type: none"> Voluntary Retirement Scheme (need, process, challenges, advantages and disadvantages) 	
	<ul style="list-style-type: none"> Role of HR in managing corporate downsizing (any two case study) 	
	<ul style="list-style-type: none"> Exit Interview 	
Unit 3	Employee Retention	(20%)
	<ul style="list-style-type: none"> Employee Turnover (Meaning, Reasons and Implications) 	
	<ul style="list-style-type: none"> Employee Retention (Meaning, Concept and Importance) 	
	<ul style="list-style-type: none"> Employee Retention Strategies 	
Unit 4	HR Records	(30%)
	<ul style="list-style-type: none"> Meaning, objectives and types of HR records 	
	<ul style="list-style-type: none"> Purpose of maintaining HR records 	
	<ul style="list-style-type: none"> Formal Drafting Required in Managing HR: 	
	<ul style="list-style-type: none"> A. Drafting recruitment advertisement for newspaper) B. Drafting Appointment letter C. Drafting Resignation letter D. Drafting a letter of acceptance of resignation letter E. Letter of Memorandum (meaning and types) F. Drafting Show cause notice (meaning & purpose) G. Charge Sheet (Meaning and purpose) 	

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.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA Honors (Semester 8)

HSE9 - Advanced Training and Development

Course	HSE9
Course Title	Advanced Training and Development
Credit	4
Teaching per Week	4
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none">• The organization, which doesn't react to changes becomes "Outdated". So, the subject will enable the students to learn the necessities of Assessing Training Needs, Identifying the gap and drop a pin-point focus on individuals' key development areas as well as help an employee walk through a journey of continuous professional development.
Course Objective	<ul style="list-style-type: none">• To develop an understanding of the core issues in employee training from a strategic organizational perspective• To develop competencies for imparting and managing corporate trainings as per business needs
Course Outcome	<ul style="list-style-type: none">• Designing Training Programmes with objectives• Conducting Training Evaluation• Convert Traditional organization to Learning Organization• Managing Employees Development

Course Content

Unit 1. Training and Development (25%)

- Introduction to Training and Development (Definition, Scope, Benefits, Objectives)
- Current Training and Development Practices: National Perspective, Management Development & Training (The Indian Experience), International Perspective
- Strategies for effective Human Resources Training & Development in 21st Century: Classifying employees for Training, HR Portfolio, A Model for creating Training and Development Strategies, Strategies for BPO training
- Training Need Identification Analysis: Why analyse the training need? Steps in conducting Need Assessment

Unit 2. Training Methods (25%)

- Types of Training: (a) On-the-job training, (b) Vestibule school, (c) Apprenticeship, and (d) Special Courses.
- Presentation Methods: The Demonstration Method, The Lecture, Training with Magic
- On-the-Job Training Methods/Hands on Methods: Job Instruction Training, Job Rotation, Syndicate Groups, Mentoring, Apprenticeship
- Group Building Methods: Committee Assignments, Discussion Method, The Debate, Fish Bowl Exercise
- Role of the Trainer and Characteristics of Good Trainer

Unit 3. Learning Organization (25%)

- Learning Organization: Meaning, Definition, Features, Merits
- Comparison between Traditional Organization & Learning Organization
- How to create Learning Organization
- Types of Learning Organization: Single loop learning, Double loop Learning, Deutero Learning
- Learning Theories, Mastery Learning, The Learning Curve, Learning through Learners
- Models for becoming a learning Organization
- Challenges to becoming a learning Organization

Unit 4. Training Evaluation (25%)

- Barriers & contributions in the evaluation process
- Values and the Evaluation process
- Introduction to criterion development
- Evaluation of Criteria: Criteria Relevancy, Criteria Deficiency, Criteria Reliability and other considerations
- Phases of Evaluation
- Methodological Considerations in the use of Experimental Designs
- Internal and External Validity
- Experimental Designs & Quasi Experimental designs

Suggested Reading:

- Effective Human Resource Training & Development by Dr. B Ratan Reddy (Himalaya Publishing House)
- Training in Organization by Irwin L. Goldstein and J Kevin Ford (Cengage Learning Publication)
- Art of Training and Development in Management by Leslie Rae, Publisher: Crest Publication
- David A.DeCenzo & Stephen P.Robbins: Fundamentals Of Human Resource Management, PHI
- Management of Human Resources, Dr. A. K Saini and Sanjay Kumar Pathak, Gullybaba Publishing
- Human Resource Management by K. Ashwa Thapa, Publisher: Himalaya Publishing House
- Human Resource Management by V. S. P Rao, Excel Books
- Human Resource Management by L. M Prasad, Sultan Chand Publishing House

VEER NARMAD SOUTH GUJARAT UNIVERSITY

BBA Honors (Semester 8)

HSE10 – Human Resource Management in Retail and IT Industry

Course	HSE10
Course Title	Human Resource Management in Retail and IT Industry
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To provide exposure of HR practices in
Course Objective	<ul style="list-style-type: none">• The objective is to familiarize the students with the different HR practices in selected industry like retail and IT• To give an insight into the various HR practices being followed by Retail and IT firms in India
Course Outcome	<ul style="list-style-type: none">• Develop proper understanding about HR functions in service organization• To appreciate the importance of HRM in organisations from various non-manufacturing organisations.

Course Content

Unit 1: Overview of Retail Industry (20%)

- Introduction to Retail Industry
- Functions of Retailing
- Retail industry in India - Evolution, Size, Types, Models and Challenges
- HR Challenges in Organised Retail

Unit 2: Managing HR in Retail Industry (30%)

- Organisational Structure of a Retail Firm
- Designing Retail organisational structure
- Job Analysis (Concept, Job Description and Job Specification of various positions in Retail Industry)
- Specialisation of Retail Personnel
- Recruitment Practices prevalent in Retail Industry
- Training of Retail Employees (Concept, Training Areas, Methods)
- Performance Appraisal System (Concept and Methods of Appraisal)
- Motivation (Concept and Tools of Motivation)
- Components of Compensation

Unit 3: Overview of Information Technology (IT) and IT Enabled Services (ITES) Industry (20%)

- Introduction to IT and ITES
- Types of IT systems
- IT industry in India - Evolution, Size, Types, Scope and Challenges
- HR Challenges in IT and ITES Industry

Unit 4: Managing HR in IT and ITES Industry (30%)

- Organisational Structure of an IT Firm
- Designing organisational structure of ITES organisation
- Job Analysis (Concept, Job Description and Job Specification of various positions in IT and ITES Industry)
- Specialisation of IT Personnel
- Recruitment Practices in IT and ITES firm
- Training of IT Employees (Concept, Training Areas, Methods)
- Performance Appraisal System (Concept and Methods of Appraisal)
- Motivation (Concept and Tools of Motivation)
- Components of Compensation

Suggested Readings:

- Abhijaat Sahu and A.K. Tiwari – *Human Resource Management in Service Sector*, Ruby Press and Co.

- Rakhi Bhattacharya and Rajiv S Mishra – *HRM in Service Sector Management*, Himalaya Publishing House
- Archana Singh, Simmy Jain and Rajvinder Kaur Hundal, *HRM in Service Sector Management*, Sheth Publishers
- Prerna Sharma and Praveen Nagpal – *Human Resource Management in Service Sector Management*, Vipul Prakashan
- Harjit Singh – *Retail Management: A Global Perspective*, S Chand and Sons
- https://www.bbarl.com/data/media/ignou/UNIT_3_MANAGING_MANPOWER.pdf

VEER NARMAD SOUTH GUJARAT UNIVERSITY
FOURTH YEAR B.B.A. HONOURS
SEMESTER VIII

PROJECT GUIDELINES

VEER NARMAD SOUTH GUJARAT UNIVERSITY

B.B.A. HONOURS SEM VIII

Project / Research Paper

Course	PROJECT WORK
Course Title	Research Project / Research Paper
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Field Work, Workshops)
Medium of Instruction	English
Purpose of Course	To advance knowledge and skills pertaining to research.
Course Objective	<ul style="list-style-type: none">• The objective is to familiarise the students with concepts of research methods and methodology.• To develop skills-based teaching to students.
Course Outcome	<ul style="list-style-type: none">• To perform research on their own.• To apply what they have studied in their specialisation.

OPTION 1: RESEARCH PROJECT

GUIDELINES FOR WRITING RESEARCH PROJECT REPORT

1. OBJECTIVE:

The objective of the research based project is to help the students to develop ability to apply multidisciplinary concepts, tools & techniques to analyze various situations pertaining to the area of specialization and of the study evaluate alternative solutions and suggest appropriate ways to achieve organization specific objectives.

2. TYPE OF PROJECT REPORT:

The project report in the honours program would be a super specialisation paper in the area of specialisation opted by the student. It may be any one of the following types:

2.1 Comprehensive case study (covering single organization/multifunctional area, problem formulation, analysis and recommendations)

2.2 Single organizational/inter- organizational study aimed at organizational comparisons of various practices adopted / to be adopted for growth in market place/for organizational efficiency.

2.3 Field study for functional / behavioral findings based on data collection and data analysis.

2.4 The student can work on any particular skill in their specialised area eg. How to interpret a balance sheet, Learn Tally, New Product Development, Recruitment and Welfare activities Design

3. PROPOSAL SUBMISSION:

Project of the project should be prepared in consultation with the project guide from organization and institution submitted to the Director/BBA programme coordinator. The synopsis should clearly state the brief description of the organization objectives and research methodology of the proposed project to be undertaken. It should have full details of the rationale sampling instruments to be used, limitations if any and future directions for further research etc. in a format given by college.

4. ELIGIBLE GUIDES:

1. Recognized Faculty of the BBA College having degree in management.
2. Professionals in the relevant area holding degree/diploma in management and allied discipline.

5. SYNOPSIS SUBMISSION:

Students are advised to submit their synopsis within 15 days of the starting the project in any organization to their respective guides in organization and institute. Students are also advised to submit the bio data of their guide in case the proposed guide does not belong to the category (1).

6. APPROVAL OF THE SYNOPSIS:

The synopsis shall be discussed with both the guides in details and necessary corrections be made before start of the project. This exercise should not take more than 2 days.

7. PROJECT REPORT FORMAT

The project report should include

- Declaration
- Acknowledgements
- Index
- List of tables
- List of figures
- Executive Summary
- Chapters (1 to 6, viz. Introduction to Industry, Introduction to company, Theoretical Framework, Review of Literature, Research Methodology, Data Analysis, Conclusion, Recommendations – whichever decided by college guide.)
- Reference Material – (i) Bibliography (ii) Appendices [*FORMAT IS SUBJECT TO NATURE OF REPORT] The title page should include - Title of the project, Name of the organization / Institution, Degree for which the report is presented, Name of the candidate/class, Month & Year of submission

1. The report is a full length submission on the research work undertaken by the student, 1.5 spaced typed on A4 sized pages.
2. The report must adequately explain the research methodology adopted and the directions for future research.
3. The report should also contain - Approved Proposal and synopsis, Certificate of originality of the work by the guide.
4. At **least 10 literature** must be reviewed.

8. SUBMISSION OF THE REPORT:

Two typed original copies of the report are to be submitted to Principal/Director in prescribed format on the date of submission given by the college, failing which the students shall not be allowed to appear for the forthcoming annual/viva examinations.

9. PROJECT REPORT EVALUATION:

Project report shall be evaluated by the panel of members duly constituted by Authority concerned.

10. VIVA-VOCE:

Students shall be required to appear for a viva-voce or a presentation of the research work. The project study + Viva Voce shall be equivalent to **one paper** i.e. of **100 marks**.

11. FINAL DECISION:

The decision of the principal/director shall be the final in all respect which shall be binding to all concerned

OPTION 2: RESEARCH PAPER

GUIDELINES FOR WRITING RESEARCH PAPER

What is a research paper?

A research paper is a type of academic writing that provides an in-depth analysis, evaluation, or interpretation of a single topic, based on empirical evidence. Research papers are foundation of modern science and the most effective way to share information across a wide network. .

This step-by-step guide takes you through the entire writing process, from understanding your assignment to proofreading your final draft.

1. Choose Research Paper Topic

There are many ways to generate an idea for a research paper, from brainstorming with pen and paper to talking it through with fellow researchers.

One can also gain inspiration from other research. The discussion or recommendations sections of research papers often include ideas for other specific topics that require further examination.

After having a broad subject area, narrow it down to choose a topic that interests the researcher, and is possible to research. Aim for ideas that are both original and specific:

- A paper following the chronology of World War II would not be original or specific enough.
- A paper on customer satisfaction towards XYZ Organization. Would be specific and could be original enough.

2. Conduct Preliminary Research

Note down any discussions that seem important to the topic, and try to find an issue that researcher can focus related to paper. Use a variety of sources, including journals, books and reliable websites, to ensure one do not miss anything glaring.

In this stage, researcher might find it helpful to formulate some research questions to help guide him. To write research questions, researcher should try to finish the following sentence: “I want to know how/what/why...”

3. Develop a research statement

A research statement is a statement of central argument — it establishes the purpose and position of research paper. If researcher has started with a research question, the research statement should answer it.

It should also show what evidence and reasoning researcher will use to support that answer. The research statement should be concise, contentious, and coherent. That means it should briefly summarize argument in a sentence or two; make a claim that requires further evidence or analysis; and make a coherent point that relates to every part of the paper.

Researcher will probably revise and refine the research statement as he/she do more research, but it can serve as a guide throughout the writing process. Every paragraph should aim to support and develop this central claim.

4. Create a research paper outline

A research paper outline is essentially a list of the key topics, arguments and evidence that researcher wants to include, divided into sections with headings so that researcher know roughly what the paper will look like before he/she start writing.

Once researcher has a list of what he/she wants to talk about, consider the best order to present the information.

- Which subtopics are related and should go next to each other?
- Are there any subtopics that don't make sense if they're presented out of sequence?

If your information is fairly straightforward, feel free to take a chronological approach and present the information in the order it happened.

Because research papers can get complicated, consider breaking your outline into paragraphs. Don't forget to include your supporting evidence in the outline as well.

5. Write the first draft

The priorities of researcher at this stage are as follows:

- Maintaining forward momentum — write now, perfect later.
- Paying attention to clear organization and logical ordering of paragraphs and sentences, which will help when you come to the second draft.
- Expressing ideas as clearly as possible, so one knows what you were trying to say when you come back to the text.
- Following points are important at this stage:

One of the most common problems with writing long works like research papers is connecting paragraphs to each other. The longer your writing is, the harder it is to tie everything together smoothly. Use transition sentences to improve the flow of your paper, especially for the first and last sentences in a paragraph.

Paragraph structure

Paragraphs are the basic building blocks of research papers. Each one should focus on a single claim or idea that helps to establish the overall argument or purpose of the paper.

Citing sources

It's also important to keep track of citations at this stage to avoid accidental plagiarism. Each time when researcher use a source, make sure to take note of where the information came from.

Even after the body is written, the researcher still need to know how to write a conclusion for a research paper. Just like an essay conclusion, your research paper conclusion should restate your research, reiterate your main evidence, and summarize your findings in a way that's easy to understand.

Don't add any new information in your conclusion, but feel free to say your own personal perspective or interpretation if it helps the reader understand the big picture.

- **Edit and proofread**

Last but not least, the researcher wants to go through research paper to correct all the mistakes by proofreading. It is recommend going over it twice: once for structural issues such as adding/deleting parts or rearranging paragraphs and once for word choice, grammatical, and spelling mistakes. Doing two different editing sessions helps you focus on one area at a time instead of doing them both at once.

To help you catch everything, here's a quick checklist to keep in mind while you edit:

- a) Structural Edit
- b) Word choice, grammar, and spelling edit:

SAMPLE GUIDELINES FOR A RESEARCH PAPER

For Reference of Students

<http://www.cksvim.edu.in/wp-content/uploads/2021/06/GUIDELINES-FOR-AUTHORS-SANKALPA.pdf>