

## Template For Syllabus

### VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

[Programme Name: -Bachelor of Commerce (External)]

#### VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT THIRD YEAR B.COM. (EXTERNAL)

#### Business Administration – 3 (Core Compulsory)

(Syllabus effective from Academic year 2025-26)

Subject Title	Business Administration
<b>Program Outcome</b>	<p>At the end of <b>B.Com.</b> Program the students will be able to</p> <p><b>PO 1:</b> After completing bachelor degree program, students would gain a thorough knowledge in the fundamental of commerce, finance and management.</p> <p><b>PO 2:</b> To develop solid foundation in Vedic management, Finance management, material management, Tourism management, production Management, corporate Social Responsibility.</p> <p><b>PO 3:</b> To develop management sense in different areas of management like finance, office, material, production, Tourism etc.</p> <p><b>PO 4:</b> Build management skills and entrepreneurial skill through value-based education and service-oriented programs.</p> <p><b>PO 5:</b> The Curriculum focuses on a number of specialization and practical exposures which would equip the students to face the Modern-day challenges in commerce and Business.</p> <p><b>PO 6:</b> Demonstrate empathetic social concern and equity catered national development, and the ability to act with an informed awareness of issues and participate in civil life through volunteering.</p> <p><b>PO 7:</b> After completing graduation, students can get skills regarding various aspects like Financial Manager, Material Manager, Production manager, over all Administration abilities of the Company.</p> <p><b>PO 8:</b> Students can independently start up their own business.</p>
<b>Program Specific Outcome</b>	<p><b>POS 1:</b> To imbibe the students with requisite domain knowledge, skills &amp; right attitude necessary to provide effective leadership in a global environment.</p> <p><b>POS 2:</b> Students will demonstrate use of appropriate techniques to effectively manage business challenges.</p> <p><b>POS 3:</b> Students will exhibit critical thinking skills to address diverse business challenges and opportunities.</p> <p><b>POS 4:</b> Understand the problems faced by the business sector in the Current scenario.</p> <p><b>POS 5:</b> This program also promotes ethical and value-based leadership ability to</p>

	<p>prepare the students for managerial and entrepreneurial roles in future.</p> <p><b>POS 6:</b> This program provides student with an opportunity gain practical exposure towards the workplace and make them industry ready</p> <p><b>POS 7:</b> Students are able to play the roles of businessmen, entrepreneur and consultant which will help learners to possess knowledge and other soft skills, and to react aptly when confronted with critical decision making.</p> <p><b>POS 8:</b> Students will be able to do their higher education and do research in the field of commerce and management.</p>	
<b>Course Outcome</b>	<ul style="list-style-type: none"> <li>- This course will develop an insight into ancient Indian tradition of Vedic management. Students will be applying the concept of Vedic management in real life and analyse the role of management with the help of Vedas.</li> <li>- the students will able to explore an important area of management i.e. financial management, its Planning aspects, Capitalization, Capital structure and working capital. Students will understand how corporate make important investment and financing decision how they establish working capital and financial planning.</li> <li>- this course will encourage students to create a philanthropic ideology that is benevolence to the society and help students to study the CSR activities and projects of Indian Companies. The students will understand the different magnitudes of the concept of CSR and they become a responsible citizen and accomplish the same wherever and whatever facet of life is chosen.</li> <li>- Office Management will help them in future job regarding regular and computerized filing as well as record management.</li> <li>- The students will be able to have basic concept of Material Management and characteristics of purchasing system. The aim of this course is to equip students with the knowledge and skills to efficiently plan, procure, store and distribute material within an organization.</li> <li>- The students will able to understand concept of Production Management, Plant Layout, Plant Location and Total Quality management (TQM). The students will recognize the objectives, functions, applications of Production management, Inventory control techniques, solve routing and scheduling problems, Summarize various aggregate production planning techniques.</li> <li>- The most important outcome is the introduction of Travel and Tourism among the learners and to get the knowledge and understanding of the overall phenomena of Travel and Tourism, by defining, understanding meaning, concept and historical developments and introducing various types and forms of Tourism. Tourism management will help them in selecting their area of interest for further studies and job perspective. The students may also get a spark of pursuing of some creative career.</li> </ul>	
<b>UNIT NO</b>	<b>CONTENT</b>	<b>WEITAGE</b>
Unit 1	<p><b>Vedantik Management</b>  Meaning of Vedant, Use of Vedic Heritage in Management, Use of Vedic Management Methods in India and Abroad, Importance of Vedic Management methods, Management &amp; Gita, Kautilya's Management lessons.</p>	7%
Unit 2	<p><b>Financial Management</b></p>	20%
	<p><b>(1) Overview of Financial Management:</b>  Meaning, Definition, Evolution of Financial Management.  a. Traditional Phase (Before 1950s)  b. Transitional phase (1950s to 1990s)  c. Modern Phase (1990s-Present)  Scope of Financial Management, objectives of Financial Management, Financial Functions [Executive and Incidental (Clerical)], Inter Face of Financial Management with other disciplines, Financial Manager's Role.</p>	
	<p><b>(2) Financial Planning:</b></p>	

	<p>Meaning, Definition, importance of Financial Planning, Affecting Factors, Types (only Concept of Short- and long-term financial planning) Process Guiding principles, Fundamentals of risk and Return.</p> <p>(3) <b>Capitalisation &amp; Capital Structure-</b>  <u>Capitalisation</u> - Concept, principles of Capitalisation.  Meaning, causes, effects, Remedies of Over Capitalisation and Under Capitalisation.  <u>Capital Structure-</u> Meaning Affecting factors, Characteristics, Patterns, Determinants of capital Structure, Concept of trading on Equity and leverage.</p> <p>(4) <b>Working Capital –</b>  Meaning, Affecting factors, Types, sources, Components.</p> <p><b>Unit III-</b></p>	
Unit 3	<b>Corporate Social Responsibility</b>	
	<p>Meaning, Social Responsibilities towards various Parties, Arguments for and against Social Responsibilities, statutory provisions for CSR as per Company's act 2013 (section 135- Net Worth, turnover, Net Profit), CSR activities under Schedule vii, CSR activities of Indian Companies (1. Tata group, 2. Adani 3. Reliance 4. Atul Ltd. 5. Hari Krishna Exports Pvt. Ltd.), Impactful CSR projects:</p> <ol style="list-style-type: none"> <li>1. SBI Youth for India by SBI Foundation.</li> <li>2. Project Nanhi Kali by Mahindra</li> <li>3. Nand Ghar by Vedanta</li> <li>4. Integrated Cancer card and Cure by BPCL</li> </ol>	10%
Unit 4	<b>Modern Office management</b>	5%
	<p>(1) Office and office Management. -  Meaning Definition of Office, Meaning Definition, objectives and Importance of office management</p> <p>(2) Management of Record and Filing –  Meaning and Definition of Record and Filing, Computer Data Records Computerized E-Filing and its importance, Qualities of good filing System.</p>	
Unit 5	<b>Material Management</b>	15%
	<ol style="list-style-type: none"> <li>1. Concept Importance and Scope of Material's Management</li> <li>2. Sound purchasing and purchasing Policies</li> <li>3. Material Handling - Meaning, Definition, Types Role of AI in Material Handling</li> <li>4. Inventory Control: Meaning and Importance</li> </ol>	
Unit 6	<b>Production Management</b>	20%
	<ol style="list-style-type: none"> <li>(1) Meaning and. Scope of production Management and Meaning of productivity.</li> <li>(2) Plant Location</li> <li>(3) Production planning and control</li> <li>(4) Plant Layout - Meaning, Definition Importance of good Layout, Techniques, factors relevant for choice of layout</li> <li>(5) TQM - Meaning, characteristics Importance and methods (Kaizen, Kairyo, just in time, six sigma, Quality circle, Pareto Analysis, Bench marking.)</li> </ol>	
Unit 7	<b>Tourism Management</b>	8%
	(1) Tourism – Meaning, Concept, Definition, Characteristics, origin and Development.	

	(2) Tourism Management – Meaning, Definition, Merits & Demerits, Types of Tourism., Challenges and opportunities in tourism, The Role in of social media in Shaping Travel Choices, Tourism policy of Gujarat	
Unit 8	<b>Case Study</b>	15%

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