



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

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

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

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



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--: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર બીબીએ સેમેસ્ટર-૨ નો Major, Minor, MDC અને SEC નો અભ્યાસક્રમ બી.બી.એ. વિષયની નિયુક્ત એડહોક બોર્ડની તા.૨૭/૧૦/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક :૨ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૭/૦૮/૨૦૨૩ ની સભાના ઠરાવ ક્રમાંક: ૯૯ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એસ./પરિપત્ર/B.B.A-Syllabus/૨૮૧૭૬/૨૦૨૩

તા.૦૧-૧૧-૨૦૨૩

Wife
કુલસચિવ

પ્રતિ,

૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજ સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) અધરધેન ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા.

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

૪) એકેડેમિક વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

Veer Narmad South Gujarat University 2
Economics for Managers
First Year BBA (Semester-2) -With Effect from AY2023-24

Course	DSCC 3- MAJOR
Course Title	<u>Economics for Managers</u>
Credit	4
Teaching per Week	4 Hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Practical examples from corporate & business world , Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To acquaint students about complete and rigorous introduction to basic principles of managerial economics and macro economics
Course Objective	<ul style="list-style-type: none"> To apply micro economic concepts and techniques in evaluating business decisions taken by firms.
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> To demonstrate how applications of economic theory can improve decision making. Apply the knowledge of the mechanics of supply and demand to explain working of markets Describe how changes in demand and supply affect markets Understand the choices made by a rational consumer Explain relationships between production and costs Define key characteristics and consequences of different forms of markets Understand effect of Inflation in Business policy and managerial Decision
Course Content -	
Unit 1: Introduction to Managerial Economics (20%)	
<ul style="list-style-type: none"> Introduction - What Managerial Economics is about?, Definitions of Managerial Economics Nature & Scope of Managerial Economics Chief Characteristics of Managerial Economics Significance of Managerial Economics Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting and Equi-Marginal) Role & Responsibilities of a Managerial Economist in Business. 	
Unit 2: Market Structure Analysis-1 (20%)	
<ul style="list-style-type: none"> Perfectly Competitive Market 	

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- ✓ Price Determination under Perfect Competition
- ✓ Features of a Perfectly competitive market
- ✓ Demand curve facing the Firm & Industry under Perfect competition
- ✓ Equilibrium of the Firm & Industry under Perfect competition in Short-run & Long run
- **Monopoly**
- ✓ Price Determination under Monopoly
- ✓ Features & causes of Monopoly
- ✓ Nature of Demand curve & Marginal revenue curve under Monopoly
- ✓ Price & output under Monopoly in Short-run & Long-run
- **Price Discrimination**
- ✓ Meaning of Price discrimination
- ✓ Forms of Price discrimination
- ✓ Degrees of Price discrimination
- ✓ Conditions under which Price discrimination is possible & profitable

Unit 3: Market Structure Analysis-2

(25%)

- **Price Determination under Monopolistic Competition**
- ✓ Features of Monopolistic competition
- ✓ Nature of Demand curve (AR) & Marginal Revenue (MR) curves
- ✓ Concept of Group Equilibrium
- ✓ Price & Output determination in short-run & Long Run under Monopolistic Competition
- **Oligopoly** : Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages)

Unit 4: Production Analysis

(25%)

- **Production Function**
- ✓ Meaning & classification of Factors of Production
- ✓ Meaning & significance of Production Function in Business
- ✓ Cobb-Douglas Production function
- **Theory of Production**
- ✓ Concept of Total Product, Average Product and Marginal Product
- ✓ Law of Variable Proportions
- ✓ Returns to Scale
- **Production Function with Two Variable Inputs**
- ✓ Meaning & General Properties of Iso-Quants
- ✓ Marginal Rate of Technical Substitution (MRTS)
- **Optimum Factor Combination**
- ✓ Concept of Iso-Cost Lines
- ✓ Least Cost Combination of Factors (Choice of Inputs)
- ✓ The Economic Region of Production (Ridge Lines)
- ✓ Expansion Path

Unit 5: Inflation

(10%)

Meaning of Inflation, Causes of Inflation, Types of Inflation (Demand pull and Cost push inflation), Effects of Inflation, Anti Inflationary Measures.

Suggested Readings:

1. Managerial Economics - Analysis, Problems and Cases - P. L. Mehta, Sultan Chand

2. Managerial Economics in a Global Economy - Dominick Salvatore, Thomson South Western
3. Managerial Economics: Application, Strategy & Tactics - Moyers, Harris
4. Managerial Economics - D M Mithani, Himalaya Publishing House
5. Essentials of Managerial Economics - P. N. Reddy, Himalaya Publishing House
6. Managerial Economics - G S Gupta, TataMc Graw-Hill
7. Modern Microeconomics: Theory & Application - H L Ahuja, Sultan Chand
8. Advanced Economic Theory: Microeconomic Analysis - H L Ahuja, Sultan Chand
9. Principles of Microeconomics-H L Ahuja, Sultan Chand
10. Business Economics - H. L. Ahuja, Sultan Chand
11. Advanced Microeconomic Theory - M J Kennedy, Himalaya Publishing House
12. Economics - Paul Samuelson, William Nordhaus, TataMcGraw-Hill

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Veer Narmad South Gujarat University
Organizational Behavior
First Year BBA (Semester-2) With Effect from AY2023-24

Course	DSCC 4 -MAJOR
Course Title	<u>Organizational Behavior</u> -
Credit	4
Teaching per Week	4 Hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Guest Lectures, Role Play , Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> To make students familiar with Human Behaviour and to explain the basics of Organizational Behaviour.
Course Objective	<ul style="list-style-type: none"> To help the students to develop cognizance of the importance of human behaviour. To enable students to describe how people behave under different conditions and understand why people behave as they do. To provide the students to analyse specific strategic human resources demands for future action. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization. Analyze the complexities associated with management of the group behavior in the organization. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
Course Content	
Unit 1: Introduction to OB Definition, Concept, Contributing Disciplines	(10%)
Unit 2: Perception Meaning and definitions, Perceptual process, Factors affecting perception, Perception and Organization, Perceptual Distortion.	(20%)
Unit 3: Attitude and Personality Concept and meaning of Attitude, Definitions, Factors affecting formation of Attitudes,	(25%)

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Types of Attitudes, Characteristics of Attitude, Attitude and Behaviour, Concept of Personality, Determinants of Personality, Personality Traits.	
Unit 4: Group Dynamics	(20%)
Concept and meaning, Process of formation of groups, Types of groups, Usefulness of groups in organizations, Pitfalls of Group Dynamics.	
Unit 5: Conflict Management	(25%)
Concept and meaning, Process of development of conflict, Functional vs. Dysfunctional conflict, Levels of Conflict, Conflict resolution, Managerial implications.	

Suggested Readings:

1. Organisational Behavior by K. Aswathappa
2. Organisational Behaviour by L. M. Prasad
3. Organisational Behaviour by Stephen Robbins
4. Organisational Behaviour by Fred Luthans
5. Organisational Behaviour by Subba Rao

Veer Narmad South Gujarat University
Management of MSMEs

Course	OEC-2 MINOR
Course Title	Management of MSMEs
Credit	4
Teaching per Week	4 hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> The purpose of the course would be to encourage self employment
Course Objective	<ul style="list-style-type: none"> To teach aspiring entrepreneurs/managers a way to deal with issues faced by small-business owners. To make students understand the planning necessary to create a dynamic and effective business plan.
Course Outcome	<ul style="list-style-type: none"> To introduce the concept of MSME to the students The students would understand the management of MSMEs To explain the concept of protection of IPR and Role of MSME in the global market
Course Content	
Unit 1: Introduction to MSMEs	(35%)
<ul style="list-style-type: none"> Concept and definition of Micro, small and Medium enterprise, Evolution of MSME, Registration Process of MSMEs, Objectives and characteristics of MSME, Scope and trends of small enterprises in India Small Business - The Driving force for National Growth, Types of Enterprises. 	
Unit 2: Challenges and Opportunities of MSMEs	(35%)
<ul style="list-style-type: none"> Role and significance of MSMEs in economic development, Advantages, Challenges and Opportunities of MSMEs, Role of Government in promoting MSME in India, Policies for MSMEs 	
Unit 3: Managing Intellectual Property	(30%)
<ul style="list-style-type: none"> Introduction and types of Intellectual property, Patents Introduction, Expiry of patent and patent extensions, Trademarks-Introduction, Duration of registration, infringement and passing off, registered designs, Copyright- Introduction, remedy, Counterfeit goods and IP. 	

Suggested Reading:

- Vasant Desai, The Dynamics of Entrepreneurial Development And Management Entrepreneur, Planning For Future Sustainable Growth, Himalaya Publishing
- Poornima M.Charantimath, Entrepreneurship Development & Small Business Enterprises - Second Edition, Pearson
- A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books

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- Narayana R.,(2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, NewDelhi.
- Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt. Ltd.
- Vasant Desai, Management of a small scale- industry, Himalaya Publishing
- Vasant Desai, Small scale industries and entrepreneurship , Himalaya Publishing

Veer Narmad South Gujarat University, Surat

Subject: Creativity and innovation

FYBBA- Semester-2 with effect from Academic year 2023-24

Course	OEC 2 -MINOR
Course Title	Creativity and innovation
Credit	4
Teaching per Week	4 Hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Practical examples from corporate & business world , Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To sensitize students about the importance of creativity and innovation and to make them use various innovation techniques
Course Objectives	<ul style="list-style-type: none"> • To gain familiarity with the mechanics of creativity • To develop an attitude for innovation • To develop creative thinking skills using cone of learning components leading to understanding of strategies of creativity and innovation • To explore applications of the concepts of creativity and innovation in personal, social, academic, and profession life.
Program outcome:	<ul style="list-style-type: none"> • Demonstrate creativity in their day-to-day activities and academic output • Solve personal, social and professional problems with a positive and an objective mindset • Think creatively and work towards problem solving in a strategic way • Initiate new and innovative practices in their chosen field of profession

Sr. No	Syllabus	
Unit 1	Introduction to Creativity and Innovation, Nature of Creativity: Person, Process, Product and Environment Nature of Innovation: Making the Idea a Reality	20%
Unit 2	Need for Creativity and Innovation in Organizations Role of Creativity and Innovation in the Organisation	20%
Unit 3	Dynamics that underlie Creative Thinking Creative insight: Why do good ideas come to us and when they do? Idea evaluation: What to do with generated ideas? Creativity in Teams	25%
Unit 4	Developing and Contributing to a Creative-Innovation Team Managing for Creativity and Innovation Tools and Techniques in Creativity	20%
Unit 5	Researching/Assessing Creativity Global Perspectives on Creativity Case Studies	15%

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Suggested Readings:

1. Innovation Management – Allan Afuah – Oxford Publications
2. Managing & Shaping Innovation – Steve Conway & Fred Steward – Oxford Publications
3. Edward De Beno, *Six Thinking Hats*, Revised and Update Edition, Penguin Publication 1999

Veer Narmad South Gujarat University
Environmental and Ecological Management
First Year BBA (Semester-2) With Effect from AY2023-24

Course	MDC
Course Title	<u>Environmental Science</u>
Credit	4
Teaching per Week	4 Hours
Review / Revision	Oct, 2023
Minimum weeks / Semester	16 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To create awareness about environment and environmental issues
Course Objective	<ul style="list-style-type: none"> To expose students How science and the scientific method address environment systems and issues and how natural systems function, and how they are affected by human activity.
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> Understand various kinds of renewable and Non renewable resources Understand role of an individual in prevention of pollution and pollution related issues. Define the principles of science, and sustainability, and recognize their role in evaluating and establishing a viable human society within Earth's systems Describe ecosystems in terms of how they vary, are structured, and function both internally and as part of the larger biosphere. Reflect critically about their roles and identities as citizens, consumers and environmental factors in a complex, interconnected world.
Course Content	
Unit 1: Multidisciplinary Nature of Environmental Studies (15%)	
Definition, scope and importance, Need for public awareness - Institutions in Environment, People in Environment.	
Unit 2: Natural Resources: Renewable and non-renewable resources: (25%)	
Natural resources and associated problems, Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, Role of an individual in conservation of natural resources	
Unit 3: Ecosystems (30%)	
Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem-1.The water cycle, 2.The Carbon cycle, 3.The Oxygen cycle, 4, The Nitrogen cycle, 5.The energy cycle, 6.Integration of cycles in nature, Ecological succession, Food chains.	

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Unit 4: Environmental Pollution and social Issues**(30%)**

1. Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards,
2. Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
3. Role of an individual in prevention of pollution, Pollution case studies.
4. **Disaster management:** floods, earthquake, cyclone and landslides. From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, water shed management

Suggested Readings:**Text Book**

- Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha (Universities Press)

Reference:

- D.K.Asthana, Meera Asthana, Environmental Studies, S Chand & Company, New Delhi.

Further Readings

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Bharucha Erach, 2003. The Biodiversity of India, Map in Publishing Pvt. Ltd, Ahmedabad-380013, India. Email: mapin@icenet.net
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clarendon Press, Oxford (TB).
5. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 1196pgs.
6. De AK, Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Center for Science and Environment (R)
8. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
9. Hawkins RE, Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood VH, and Watson RT, 1995. Global Biodiversity Assessment. Cambridge University Press 1140pgs.
11. Jadhav Hand Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
12. McKinney ML and Schoch RM, 1996. Environmental Science Systems and Solutions. Web enhanced edition, 639pgs.
13. Mhaskar AK, Matter Hazardous, Techno-Science Publications (TB)
14. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)
15. Odum EP, 1971. Fundamentals of Ecology. WB Saunders Co. USA, 574pgs.
16. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd. 345pg

સેમેસ્ટર -૨

વર્ષ ૨૦૨૩-૨૦૨૪ , ૨૦૨૪-૨૦૨૫ , ૨૦૨૫-૨૦૨૬

SKILL ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી પ્રત્યાય ન કૌશલ્ય - ૦૧

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ પ્રત્યાયનનું મહત્વ સમજે અને સાચી રીતે પ્રત્યાયન કરી શકે.

એકમ - ૧. પ્રત્યાયનનો અર્થ , પત્રોના પ્રકાર (વ્યક્તિગત , જાહેર , સંસ્થાકીય) , ભાષા વિવેક અને દરેક પ્રકારના પત્રોનું માળખું.

એકમ - ૨. વિવિધ પ્રકારની અરજીઓ અને ફરિયાદો

એકમ - ૩. કોઈપણ પ્રકારના નિમંત્રણ પત્ર અને પ્રમાણપત્ર (સંસ્થાગત, વ્યક્તિગત)

એકમ - ૪. સંવાદ લેખન : - ભારતીય સંસ્કૃતિ અને પાશ્ચાત્ય સંસ્કૃતિ , ગુજરાતની અસ્મિતા , આજનું ભારત આવતીકાલનું ભારત , સ્ત્રી પુરુષ સમભાવ, રેડિયો કે ટી.વી પર વાત કરવી જાહેર સભાને સંબોધવી , અંગત મિટિંગને સંબોધવી. (નમૂના રૂપ)

સંદર્ભ ગ્રંથ :-

૧. વાણિજ્ય પત્રવ્યવહાર - દક્ષિણ ગુજરાત પ્રાધ્યાપક પુસ્તક પ્રકાશન.
૨. સાહિત્યાયન- બાબુ દાવલપુરા , પાર્શ્વ પબ્લિકેશન, અમદાવાદ
૩. પત્ર, અરજી અને અહેવાલ લેખન : રતિલાલ સાં. નાયક
૪. ગુજરાતી નિબંધો - જયંત પાઠક , પોપ્ચુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્ચુલર પ્રકાશન.
૬. વાણિજ્ય અને ભાષા વિવેક - શ્રી ગજાનન પુસ્તકાલય.

ક્રિયા

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी प्रत्यायन-कौशल

सेमेस्टर-2

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदी प्रत्यायन-कौशल (Advance Skills in Hindi: Theory & Practice)

Skill Enhancement Courses-02 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

- इकाई-1 संप्रेषण की अवधारणा और महत्त्व
पत्राचार-प्रकार। तथा अंग के पत्र
- इकाई-2 विभिन्न प्रकार के आवेदन पत्र-शिकायती पत्र,
- इकाई-3 निमंत्रण पत्र और प्रमाणपत्र-लेखन-वैयक्तिक एवम् संस्थाकीय।
- इकाई-4 रेडियो-टी.वी. से बात-चीत, जन-सभा को संबोधन,
अलग-अलग विषयों पर सामूहिक चर्चा-भारतीय संस्कृति पर पाश्चात्य
प्रभाव,
आज का भारत, टेक्नॉलॉजी: शाप या अभिशाप, गुजरात की अस्मिता,
सामाजिक समरसता आदि।

अंक-विभाजन-

प्रश्न-1. सभी इकाईयों से पाँच (आठ में से) बहुविकल्पी प्रश्न (5×2=10 अंक)

प्रश्न-2 और 3. इकाई 2 और 3 से एक-एक आलोचनात्मक प्रश्न (13×2=26 अंक)

(Handwritten signature)