



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, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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## **-: પરિપત્ર :-**

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર BBA (Business Analytics) પ્રોગ્રામનું સ્ટ્રક્ચર તથા સેમેસ્ટર-૧ અને ૨ નો અભ્યાસક્રમ બીબીએ વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૧૯/૦૬/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૦૩ અન્વયે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.ચા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./સિલેબસ/પરિપત્ર/૧૫૩૭૫/૨૦૨૪

તા. ૧૯-૦૭-૨૦૨૪

  
કુલસચિવ

પ્રતિ,

૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.

..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.

૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા,

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

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

૫) જોડાણ વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

# **Veer Narmad South Gujarat University, Surat**



## **Business Administration under Commerce Faculty**

**As per NEP-2020**

**To be implemented from Academic Year: June, 2024-2025 (Including Winter Session)**

## PROGRAM STRUCTURE

### *BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)*

#### *BBA – BUSINESS ANALYTICS (Semester 1)*

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
I	Major	Principles of Management	4
I	Major	Financial Accounting	4
I	Minor	Quantitative Methods-I	4
I	MDC	Management Information Systems	4
I	SEC	SEC-1	2
I	VAC	Indian Knowledge System	2
I	AECC	MIL/MEL	2
			<b>22</b>

#### *BBA – BUSINESS ANALYTICS (Semester 2)*

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
II	Major	Organisational Behaviour	4
II	Major	Fundamentals of Marketing	4
II	Minor	Managerial Economics	4
II	MDC	Environmental & Ecological Management	4
II	SEC	SEC-2	2
II	VAC	Indian Knowledge System	2
II	AECC	Communication Skills	2
			<b>22</b>

**BBA – BUSINESS ANALYTICS (Semester 3)**

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
III	Major	Financial Management	4
III	Major	Huma Resource Management	4
III	Major	Data Base Management System	4
III	MDC	Quantitative Methods-II	4
III	SEC	SEC-3	2
III	VAC	Indian Knowledge System	2
III	AECC	MIL/MEL	2
			22

**BBA – BUSINESS ANALYTICS (Semester 4)**

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
IV	Major	Research Methods	4
IV	Major	Data Visualization and EXCEL	4
IV	Major	Introduction to Business Analytics	4
IV	MDC	Banking and Financial Institution	4
IV	SEC	SEC-4	2
IV	VAC	Indian Knowledge System	2
IV	AECC	MIL/MEL	2
			22

***BBA – BUSINESS ANALYTICS (Semester 5)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
V	Internship	Summer Internship Project	4
V	Major	Project Management	4
V	Major	Entrepreneurship Development	4
V	SEC	SEC-5	2
V	DSE	Data Mining and Warehousing	4
V	DSE	Cyber Law	4
			<b>22</b>

***BBA – BUSINESS ANALYTICS (Semester 6)***

<b>Semester</b>	<b>Course Type</b>	<b>Course Name</b>	<b>Credits</b>
VI	Project	Project	8
VI	Major	Strategic Management in Business	4
VI	SEC	SEC-6	2
VI	DSE	DATA ANALYSIS WITH PYTHON	4
VI	DSE	Big Data Analytics	4
			<b>22</b>

**BBA – BUSINESS ANALYTICS (Semester 7)**

Semester	Course Type	Course Name	Credits
VII	Major	Academic Writing	4
VII	DSE	Marketing Analytics	4
VII	DSE	HR Analytics	4
VII	DSE	Financial Analytics	4
VII	Training	Global Country Report	6
			22

**BBA – BUSINESS ANALYTICS (Semester 8)**

Semester	Course Type	Course Name	Credits
VIII	Major	Startup and Innovation Management	4
VIII	DSE	Web Analytics	4
VIII	DSE	Supply Chain Analytics	4
VIII	Training	Live project preparation and Report	10
			22

Program Passing Rules:	As per University rules.
Program Fees: (Per Semester)(One time fees and exam fees are additional as prescribed by the university) (w.e.f. Academic Year : 2024-25)	Semester Tuition Fees : Rs. 25000/-Semester University Exam Fees : Rs. 900/- [Other one time /affiliation /exam fees, will be as per the norms of the University] [The fees for all certificate courses, Skill Enhancement Courses and Value Addition Courses; fees will be as per the prescribed limit for per credit as per the SOP of certificate courses decided by the university.]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(BUSINESS ANALYTICS)**

**Semester - 1**

Subject	Principles of Management	Semester	I
Credits	4	Type	Major

**Learning Outcomes:**

LO1	Understand evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.
LO2	To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization.
LO3	Integrate between different types of planning
LO4	Apply how to build organizational chart and evaluate process for organizational control

**Course Content**

Module	Content	Weightage
<b>Unit 1</b>	<b>Nature and Scope of Management</b> Definitions of Management, Conceptual understanding of management, Features/Characteristics, Roles of Managers, Management: Science, Art or both, Universality of Management, Management as a profession, Code of conduct suggested by AIMA, Management thoughts: Empirical Approach, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach	25%
<b>Unit 2</b>	<b>Planning &amp; Decision Making</b> <b>Planning:</b> Concept, Definitions, Process, Characteristics, Types of planning – (Corporate, Functional, Strategic, Tactical, Long Term, Short Term, Proactive, Reactive, Formal & Informal), Premises (Controllable – Uncontrollable, Internal – External, Tangible – Intangible), Significance, Limitations, <b>Decision Making:</b> Concept, Definitions, Process, Individual vs. Group Decision Making.	25%
<b>Unit 3</b>	<b>Organizing &amp; Staffing</b>	25%

	<p>Concept, Definitions, Process of Organizing, Principles, Organizational Structures (Line, Line &amp; Staff, Matrix, Committee) &amp; its features, merits and demerits, Departmentation &amp; its various bases, Centralization and Decentralization (Benefits and Limitations), Formal vs. Informal Organizations, Delegation of Authority: Meaning, Definition, Process, principles, Blocks to effective delegation.</p> <p><b>Staffing:</b> Definition, Features, Difference between Recruitment and Selection, Sources of Recruitment</p>	
<b>Unit 4</b>	<p><b>Coordination and Control</b>  <b>Coordination:</b> Meaning, Definition, Types, Need, Techniques.  <b>Direction:</b> Meaning, Definition, Features, Principles.  <b>Control:</b> Meaning, Definitions, Process, Reasons for Resistance to control, Methods: TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting.</p>	25%

**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Principles of Management	L.M.Prasad	Sultan Chand and Sons
2	Management	VSP Rao	Excel Publications
3	Management - Concept, Practice and Cases;	Karminder Ghuman and K. Aswathapa	Tata McGraw Hill
4	Principles of Business Management	Gupta, Sharma and Bhalla	Kalyani Publications

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**Semester - I**

Subject	<b>Financial Accounting</b>	Semester	I
Credits	4	Type	Major

**Learning Outcomes:**

LO1	Understand financial accounting and develop skill for bookkeeping activity
LO2	Evaluate techniques in preparing the final accounts of firms and companies for the users of accounting information
LO3	Lear to prepare Cost sheet, Stock Register and budget for financial Planning
LO4	Evaluate cost information for profit and Break-even Planning

**Course Content**

Module	Content	Weightage
1	<b>Introduction of Financial, Cost and Management Accounting:</b> <ul style="list-style-type: none"> <li>• Definition of Financial, Cost and Management Accounting.</li> <li>• Advantages and Limitation of Financial, Cost and Management Accounting</li> <li>• Difference between Management accounting with Financial and cost accounting</li> </ul>	10%
2	<b>Concepts of Financial and Cost Accounting:</b> <ul style="list-style-type: none"> <li>• Accounting cycle, Double Entry Bookkeeping System: Preparation of Journal and Subsidiary books (Purchase Book, Sales book, Purchase Return Book &amp; Sales Return Book)</li> <li>• Three Columnar Cashbook (Numeric), Ledger and Trial Balance (Brief Concept)</li> <li>• Financial Statement of Company as per company act 2013 (Only Format)</li> <li>• Stock Register (Numeric based on First In First Out Method, Last In First Out Method, Weighted Average Method)</li> </ul>	35%
3	<b>Analysis of Financial Statements:</b> <ul style="list-style-type: none"> <li>• Techniques of Financial Statement Analysis (Calculation of Ratios from the given financial statement as per company act 2013)</li> <li>• Liquidity and Solvency Ratios – Current Ratio, Liquid Ratio, Proprietary Ratio, Debt – Equity Ratio.</li> </ul>	20%

	<ul style="list-style-type: none"> <li>• Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Operating Profit Ratio, Return of Capital Employed Ratio, Return on Equity Shareholder's Fund</li> <li>• Efficiency Ratios – Stock Turnover Ratio, Debtors Ratio, Creditors Ratio, Operating Ratio</li> </ul>	
4	<b>Budget and Budgetary Control:</b> <ul style="list-style-type: none"> <li>• Meaning of Budget and Budgetary Control,</li> <li>• Preparation of Cash Budget (Numeric),</li> <li>• Zero Base Budgeting</li> </ul>	20%
5	<b>Cost Volume Profit Analysis:</b> <ul style="list-style-type: none"> <li>• Meaning and Significance of Marginal Costing</li> <li>• Break Even Analysis</li> <li>• Numeric based in Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety.</li> </ul>	15%

**Reference Books:**

Sr. No.	Book Title	Author(s)	Publisher
1	Introduction of Accounting	T. S. Grewal	Sultan Chand & Co
2	Principles of Accounting	Rupal Gupta	Sultan Chand & Co
3	Modern Accounting	Hanif and Mukharjee	Tata McGrew Hill
4	Cost and Management Accounting	M. N. Arora	Himalaya Publication House

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**(BUSINESS ANALYTICS)**

**Semester - I**

<b>Subject</b>	<b>Quantitative Methods-1</b>	<b>Semester</b>	<b>I</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Minor</b>

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Understand basic concept of statistics.
<b>LO2</b>	Get idea of data analysis and data visualization tools.
<b>LO3</b>	Get in-depth understanding of probability and regression concepts.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Descriptive Statistics</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>Introduction to Descriptive Analytics, Data Types and Scales, Types of Data Measurement Scales, Population and Samples, Measure of Central Tendency, Percentile, Decile and Quartile, Measures of Variation: Range, IQD, Variance and SD, Chebyshev's Theorem, Measures of Shapes, Data Visualization: Histogram, Bar Chart, Pie Chart, Scatter Plot, Coxcomb Chart, Box Plot, Treemap.</li> </ul>	
<b>II</b>	<b>Probability Theory and Distributions</b>	<b>30%</b>
	<ul style="list-style-type: none"> <li>Probability: Probability Theory, Terminology, Fundamental Concepts of Probability, Baye's Theorem, Random Variable, Probability Density Function, Probability Distributions: Binomial, Poisson, Normal. Introduction to Sampling, Types of Sampling: Probabilistic and Non-Probability Sampling, Central Limit Theorem, Estimations of Population Parameters, Types of Estimations: Point and Interval, MLE.</li> </ul>	
<b>III</b>	<b>Regression Analysis - I</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>Simple Regression Analysis (SLR): Introduction, SLR Model Building, Estimation of parameters</li> </ul>	

	<ul style="list-style-type: none"> <li>• using Ordinary Least Squares. Multiples Linear Regression (MLR): Introduction, Ordinary Least Squares Estimation of MLR, MLR Model Building, Part Correlation and Regression Model Building, Interpretation of MLR Coefficients, Standardized Regression Co-efficient.</li> </ul>	
<b>IV</b>	<b>Regression Analysis - II</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>• Logistics Regression (LR): Introduction- Classification Problems, Introduction to Binary LR,</li> <li>• Estimation and Interpretation of Parameters of LR, LR Model Diagnostics: Omnibus Test, Wald's Test, Hosmer-Lemeshow Test, Psedo R Square.</li> </ul>	

**Reference Books:**

1. Prasad, R. N., & Acharya, S. (2011). FUNDAMENTALS OF BUSINESS ANALYTICS. John Wiley & Sons.
2. Kumar, U. D. (2017). Business Analytics: The Science of Data-driven Decision Making. Wiley India.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(BUSINESS ANALYTICS)**

**Semester - 1**

Subject	<b>Management Information Systems</b>	Semester	I
Credits	4	Type	MDC

**Learning Outcomes:**

LO1	Understand evolution of Management Information Systems, to study the functions and MIS and to learn the application of the same in an organization.
LO2	To achieve professional competence, managers, both present and prospective, are required to be fully equipped with various tools of MIS and how these tools can be put into practice in an organization.
LO3	Integrate between organisation and systems.

**Course Content**

Module	Content	Weightage
<b>Unit 1</b>	<b>Introduction to MIS</b>  Definition, Purpose, Objectives and Role of MIS in Business Organization with reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – Concept and Design. Transaction Processing System, Decision Support System, Executive Information System, Expert System, and the recent developments in the Field of MIS	25%
<b>Unit 2</b>	<b>System Development</b>  Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of Choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.	25%
<b>Unit 3</b>	<b>Information Concepts:</b>  Data and Information – Meaning and importance, Relevance of	25%

	Information in Decision Making, Sources and Types of Information, Assessing Information Needs of the Organization.	
<b>Unit 4</b>	<b>Information Technology:</b> Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS. Choice of Appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing	25%

**Reference Books:**

1. Laudon and Laudon, (2010), Management Information System, 11th edition, Pearson Education.
2. Sadagopan, S., (2009), Management Information Systems, Prentice Hall of India.
3. LM Prasad, (2008), Management Information System, Sultan Chand.

ગુજરાતી વિષયનો અભ્યાસક્રમ

## સેમેસ્ટર -૧

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

### ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે, સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. કક્કો બારાખડી સમજાવી કોશ જોતા શીખવવું

- (અ) સમાનાર્થી શબ્દો
- (બ) વિરુદ્ધાર્થી શબ્દો
- (ક) શબ્દ એક અર્થ અનેક
- (ડ) અર્થ એક શબ્દ અનેક

એકમ -૨. નામ , સર્વનામ

એકમ -૩. વિરામચિહ્ન, કહેવતો અને રૂઢિપ્રયોગો અર્થ આપી વાક્યમાં વાપરો.

એકમ- ૪. વિચાર વિસ્તાર , મુદ્દા પરથી વાર્તા , ફકરો આપીને પ્રશ્નો

સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગૂજરાત વિદ્યાપીઠ , અમદાવાદ.
૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર
૩. ભગવદ્ ગો- મંડળ ( ભાગ-૧ થી ૯ ) સં. : મહારાજા ભગવતસિંહ, પ્રવીણ પુસ્તક ભંડાર, રાજકોટ
૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભાંડારી, પિંકી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ
૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ
૬. સાહિત્યાયન - બાબુ દાવટપુરા, પાર્થ પબ્લિકેશન, અમદાવાદ
૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાઠોડ, ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ
૮. વ્યાકરણવિમર્શ - ઊર્મિ ઘનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.

परिशिष्ट-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदीभाषा-कौशल

सेमेस्टर-1

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

प्रश्नपत्र-1 हिंदीभाषा सामर्थ्य और जीवन कौशल (Hindi Proficiency & Life Skills)

Ability Enhancement Courses-01 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

इकाई-1 वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग।  
शब्द-ज्ञान-पर्याय, विलोम, अनेकार्थी, समश्रुत शब्दों का परिचय  
कहावत-मुहावरे-लोकोक्ति का परिचय।

इकाई-2 संज्ञा और सर्वनाम का सामान्य परिचय।

इकाई-3 विरामचिह्न, कहावत और मुहावरों का वाक्य में प्रयोग।

इकाई-4 भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध-लेखन।

अंक- विभाजन-

प्रश्न 1. इकाई 1, 2 और 3 से पाँच (आठमें से) बहुविकल्पी प्रश्न (5 x 2=10 अंक)

प्रश्न 2 और 3. इकाई 1 और 2 से एक-एक आलोचनात्मक प्रश्न (13 x 2 = 26 अंक)

प्रश्न 4. इकाई 3 से सात संक्षिप्त प्रश्न (07 x 1 = 07 अंक) और इकाई 4 से पल्लवन, कहानी अथवा निबंध-लेखन

पर आधारित एक प्रश्न (07 x 1 = 07 अंक)

सहायक ग्रंथ:



**VEER NARMAD SOUTH  
GUJARAT UNIVERSITY, SURAT.**

**BKS Syllabus for all  
UG Programmes  
Semester-1**

**Designed by,**

**Centre For Hindu Studies**

**भारतीय ज्ञान संपोषण केन्द्रम्,**

**वीर नर्मद दक्षिण गुजरात यूनिवर्सिटी, सूरत.**

Veer Narmad South Gujarat University Surat

Year: 2023-24

Course: Bharatiya Knowledge Systems –an Introduction Semester: 1

Credits: 2, Hours: 30

<b>Unit -1</b>	<b>Bharatiya Knowledge Systems and Tradition</b>
	<ul style="list-style-type: none"><li>➤ Self - Revelation of Bharat.</li><li>➤ Knowledge Tradition of Glorious Bharat.</li><li>➤ The Sublime Journey of Bharatiya Culture &amp; Civilization.</li><li>➤ Dissemination and contribution of Bharatiya Knowledge systems in the world Glorious tradition of Science and Art in Bharat.</li></ul>
<b>Unit -2</b>	<b>The Way of Life/ Jivan Darshan in Bharatiya Knowledge Systems</b>
	<ul style="list-style-type: none"><li>➤ Way of life as Bharatiya Knowledge Systems.</li><li>➤ The Implicit Concepts in Bharatiya Knowledge Systems. Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, Ideal of Life, Paap – Punya, Moksha.</li><li>➤ Social Viewpoint in Bharatiya Knowledge systems.</li><li>➤ Co - existence of Nature and Human Nature, Manifold Paths of Upasana, Value of Harmonious Existence- Ritam.</li><li>➤ Idea of Vasudhaivkutumbkam.</li><li>➤ Bhartiya Vangmaya and Implication of Wisdom in Social Life.</li><li>➤ Four Purusharthas of Bharatiya Knowledge System.<ul style="list-style-type: none"><li>❖ Dharma</li><li>❖ Artha</li><li>❖ Kama</li><li>❖ Moksha</li></ul></li></ul>

### Objectives

- To uphold perspective and reception of the Indian knowledge system among the students
- To acquaint students to the real essence of Bharat and what is actually Bharatiya Asmita.
- To cultivate the understanding of the concept of traditional knowledge and its importance among the students.
- To provide a platform for discussion, exchange of ideas, and engagement on the Indian knowledge system.
- To explore the contemporary relevance and application of Indian knowledge systems in society and academia.
- Creating sensitivity towards knowing the need and importance of protecting traditional knowledge.

### Outcomes

- Students will have an understanding of the basics of the Indian knowledge system and its relevance and applications to various fields.
- This will ideally also inspire future research and applications of these systems in their respective academic disciplines.
- IKS can enhance a student's creative skills by allowing them to inculcate novel thought process.
- Additionally, it will help the students build their self-confidence.
- It will enhance their aesthetic creativity by nurturing them to be more open-minded and confident.

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वीर नर्मद दक्षिण गुजरात यूनिवर्सिटी, सूरत.

સ્નાતક(UG) સ્તરે ભારતીય જ્ઞાન પરંપરા અભ્યાસક્રમ.

ભારતીય જ્ઞાન પરંપરાનો પરિચય

Veer Narmad South Gujarat University Surat

Year:2023-24

Course: Bharatiya Knowledge Systems –an Introduction Semester: 1

Credits: 2, Hours: 30

યુનિટ	વિષય
૧	<p><u>ભારતીય જ્ઞાન પ્રણાલી અને પરંપરા.</u></p> <ul style="list-style-type: none"><li>➤ ભારતનાં સ્વ નો સાક્ષાત્કાર.</li><li>➤ ગૌરવશાળી ભારત અને તેની જ્ઞાનપરંપરા.</li><li>➤ ભારતીય સંસ્કૃતિ અને સભ્યતાની મહાયાત્રા.</li><li>➤ ભારતીય જ્ઞાનપરંપરાનો વિશ્વસંચાર અને વિશ્વને ભારતનું યોગદાન.</li><li>➤ ભારતમાં જ્ઞાન અને વિજ્ઞાનની ઉજ્જવળ પરંપરાનો આલેખ.</li></ul>
૨	<p><u>ભારતીય જ્ઞાન પરંપરામાં જીવન દર્શન.</u></p> <ul style="list-style-type: none"><li>➤ ભારતીય જ્ઞાન પરંપરામાં જીવનદ્રષ્ટિ અને દર્શન.</li><li>➤ ભારતીય જ્ઞાન પરંપરામાં નિહીત વિભાવનાઓ<ul style="list-style-type: none"><li>• જન્મ મરણ, જીવન પુર્નજન્મ, કર્મનો સિધ્ધાંત, સુખની અવધારણા, આદર્શજીવન, પુણ્ય-પાપ, મોક્ષ.</li></ul></li><li>➤ ભારતીય જ્ઞાન પરંપરામાં માનવીય સમાજ માટેની દ્રષ્ટિ.</li><li>➤ સહઅસ્તિત્વ, ઉપવાસનાનું વૈવિધ્ય, પ્રકૃતિ અંગેના વિચાર.</li><li>➤ વિશ્વ કલયાણની ભાવનાથી વસુધૈવ કુટુંબક્રમનાં ઉત્કર્ષ સુધી.</li><li>➤ ભારતીય વાંગમય અને સમાજની જીવન પદ્ધતિમાં રહેલ જ્ઞાનપરંપરા.</li><li>➤ ભારતીય જ્ઞાનપરંપરામાં નિહિત ચાર પુરુષાર્થ</li></ul>

### ઉદ્દેશ્યો

- વિદ્યાર્થીઓમાં ભારતીય જ્ઞાન પ્રણાલીના પરિપ્રેક્ષ્ય ની સમજ કેળવાય અને તેના વિશે સ્વીકૃતિ નો ભાવ કેળવાય.
- વિદ્યાર્થીઓને ભારતના મૂળભૂત સત્વ નો ખ્યાલ સ્પષ્ટ થાય અને ભારતીય અસ્મિતા શું છે તેનાથી પરિચિત કરવા.
- આપણાં પરંપરાગત જ્ઞાન અને તેના ખ્યાલની સમજ કેળવવી.
- ભારતીય જ્ઞાન પ્રણાલી પર ચર્ચા, વિચારોનું આદાન-પ્રદાન અને જોડાણ માટે પ્લેટફોર્મ પુરું પાડવા માટે.
- સમાજ અને શિક્ષણમાં ભારતીય જ્ઞાન પ્રણાલીઓની સમકાલીન સુસંગતતા અને આવશ્યકતા વિશે જાગૃત કરવા.
- સમાજ અને શિક્ષણમાં ભારતીય જ્ઞાન પ્રણાલીઓની સમકાલીન સુસંગતતા અને આવશ્યકતા વિશે જાગૃત કરવા.
- ભારતીય જ્ઞાનનાં રક્ષણની જરૂરિયાત વિષે અને તેનાં મહત્વને જાણવા પ્રત્યે સંવેદનશીલ માનસ કેળવવું.

### અધ્યયન નિષ્પત્તિ

- વિદ્યાર્થીઓમાં ભારતીય જ્ઞાન પ્રણાલીની મૂળભૂત બાબતોની સમજ અને કેળવાશે તથા તેની સુસંગતતા અને વિવિધ ક્ષેત્રોમાં તેની ઉપયોગીતા વિષયક જાગૃતિ આવશે.
- આ અધ્યયન સંબંધિત શૈક્ષણિક શાખાઓનાં ભાવી સંશોધનોમાં અને તેની વર્તમાન ઉપયોગીતામાં પણ પ્રેરણારૂપ થશે.
- IKS, વિદ્યાર્થીના સર્જનાત્મક કૌશલ્યને તથા નવિનનતમ વિચારને પ્રેરીત કરશે.
- વધુમાં, તે વિદ્યાર્થીઓને તેમનો આત્મવિશ્વાસ વધારવામાં મદદ કરશે.
- આ અધ્યયન દ્વારા વિદ્યાર્થી વધુ ખુલ્લા મન થી વિચારતો થશે તથા તેનામાં વધેલા આત્મવિશ્વાસથી તેમની સૌંદર્યલક્ષી સર્જનાત્મકતામાં વધારો થશે.

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11. બી એસ શાહ, "શિક્ષણ ચિંતકોનુ શિક્ષણ દર્શન", બી એસ શાહ પ્રકાશન,
12. વી એચ પટેલ, "હિન્દુ ધર્મ ની મહાનતા", પ્રવિણ પ્રકાશન, રાજકોટ, 2015
13. વી કે ભટ્ટ, "શ્રી અરવિંદ નુ તત્વ દર્શન", યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, ગુજરાત રાજ્ય, ગાંધીનગર.
14. કાટધરે ઇન્દુમતી, "કુટુમ્બ ઓર કુટુમ્બ શિક્ષા", પુનરુત્થાન વિદ્યાપીઠ, અમદાવાદ

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

## Bachelors of Business Administration (BBA)

### (BUSINESS ANALYTICS)

#### Semester - II

Subject	<b>Organisational Behaviour</b>	Semester	II
Credits	4	Type	Major

**Learning Outcomes:** The students will be able to

LO1	Demonstrate the applicability of the concepts of Organizational behavior of people in the organization
LO2	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization
LO3	Analyze the complexities associated with management of the group in the organization
LO4	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization

#### Course Content

Module	Content	Weightage
<b>Unit 1</b>	<b>Introduction to OB</b> Definition, Concept, Contributing Discipline	<b>10%</b>
<b>Unit 2</b>	<b>Perception</b> Meaning and Definitions, Perceptual Process, Factors affecting perception, Perception and Organization, Perceptual Distortion	<b>20%</b>
<b>Unit 3</b>	<b>Attitude and Personality</b> Concept and Meaning of Attitude, Definition, Factors affecting Formation of Attitude, Types and Characteristics of Attitude, Attitude and Behavior, Concepts of Personality, Determinants of Personality, Personality Traits.	<b>25%</b>
<b>Unit 4</b>	<b>Group Dynamics</b> Concepts and Meaning, Process of Formation of group, Types of Groups, Usefulness of groups in organization, pitfalls of group dynamics	<b>20%</b>
<b>Unit 5</b>	<b>Conflict in Management</b> Concepts in meaning, Process of Development of Conflict, Functional V/S Dysfunctional Conflict, Levels of Conflicts, Levels of Conflicts, Conflict Resolution, Managerial implication	<b>25%</b>

**Reference Books:**

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
1	Organisational Behaviour	K. Aswathappa	Himalaya Publishing House
2	Organisational Behaviour	L.M. Prasad	Sultan Chand & Sons
3	Organisational Behaviour	Stephen Robbins	Pearson Education Ltd.
4	Organisational Behaviour	Subba Rao	Himalaya Publishing House
5	Organisational Behaviour	Fred Luthans	McGraw Hill

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(BUSINESS ANALYTICS)**

**Semester - II**

<b>Subject</b>	<b>Fundamentals of Marketing</b>	<b>Semester</b>	II
<b>Credits</b>	4	<b>Type</b>	Major

**Learning Outcomes: At the end of the course, students shall be able to...**

<b>LO1</b>	Understand basic concepts related to marketing and marketing management.
<b>LO2</b>	Understand various marketing strategies and programs for business organisations.
<b>LO3</b>	Prepare marketing plan of business organisations.
<b>LO4</b>	Generate awareness of marketing.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction to Marketing</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Marketing - Definition, Functions, Importance, Scope,</li> <li>• Difference between marketing and selling,</li> <li>• Core Concepts of Marketing,</li> <li>• Philosophies of Marketing: Production, Product, Selling, Marketing, Social Marketing, Holistic Marketing</li> <li>• Definition, Functions, Importance and Scope of Marketing Management</li> </ul>	
<b>II</b>	<b>Marketing Mix - I</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Product: Definition, Levels, Product Mix Decisions, Packaging and Labelling</li> <li>• Price: Definition, Objectives, Factors affecting Pricing Decisions,</li> </ul>	
<b>III</b>	<b>Marketing Mix - II</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>• Place: Meaning and Concept of Distribution Channel, Types of Distribution Channel, Factors affecting choice of a distribution channel, Packaging and its functions, Labelling</li> <li>• Promotion: Definition of Promotion, importance of Promotion, IMC, and its significance, Meaning, Merits and Demerits of Promotional mix</li> </ul>	

IV	Buying Behaviour	25%
	<ul style="list-style-type: none"><li data-bbox="320 232 1142 304">• Consumer Buying Behaviour: Meaning, Factors affecting, Process</li><li data-bbox="320 315 1142 387">• Industrial Buying Behaviour: Meaning, Factors affecting, Process</li></ul>	

**Reference Books:**

1. Kotler, P. & Keller, K.L., Marketing Management, Pearson
2. Nargundkar R., Marketing Management
3. Gupta Seema, Digital Marketing, McGraw Hill, 2017 1e

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(BUSINESS ANALYTICS)**

**Semester - II**

Subject	<b>Managerial Economics</b>	Semester	II
Credits	4	Type	Minor

**Learning Outcomes: Students shall be able to...**

LO1	<ul style="list-style-type: none"> <li>• To demonstrate how applications of economic theory can improve decision making.</li> <li>• Apply the knowledge of the mechanics of supply and demand to explain working of markets</li> </ul>
LO2	<ul style="list-style-type: none"> <li>• Describe how changes in demand and supply affect markets</li> <li>• Understand the choices made by a rational consumer</li> </ul>
LO3	<ul style="list-style-type: none"> <li>• Explain relationships between production and costs</li> <li>• Define key characteristics and consequences of different forms of markets</li> </ul>
LO4	<ul style="list-style-type: none"> <li>• Understand effect of Inflation in Business policy and managerial Decision</li> </ul>

**Course Content**

Module	Content	Weightage
<b>Unit 1</b>	<b>Introduction to Managerial Economics</b> <ul style="list-style-type: none"> <li>• Introduction -What Managerial Economics is about? Definitions of Managerial Economics</li> <li>• Nature &amp; Scope of Managerial Economics</li> <li>• Chief characteristics of Managerial Economics</li> <li>• Significance of Managerial Economics</li> <li>• Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting and Equi-Marginal)</li> <li>• Role &amp; Responsibilities of a Managerial Economist in Business.</li> </ul>	20%
<b>Unit 2</b>	<b>Market structure Analysis-I</b> <ul style="list-style-type: none"> <li>• Perfectly competitive Market</li> <li>✓ Price Determination under perfect competition</li> <li>✓ Features of a Perfectly competitive market</li> <li>✓ Demand curve facing the Firm &amp; Industry under Perfect competition</li> <li>✓ Equilibrium of the Firm &amp; Industry under Perfect competition</li> </ul>	20%

	<p>in Short-run &amp; Long run</p> <ul style="list-style-type: none"> <li>• Monopoly</li> <li>✓ Price Determination under Monopoly</li> <li>✓ Features &amp; causes of Monopoly</li> <li>✓ Nature of Demand curve &amp; Marginal revenue curve under Monopoly</li> <li>✓ Price &amp; output under Monopoly in Short-run &amp; Long-run</li> <li>• Price Discrimination</li> <li>✓ Meaning of price discrimination</li> <li>✓ Forms of price discrimination</li> <li>✓ Degrees of price discrimination</li> <li>✓ Conditions under which Price discrimination is possible &amp; profitable</li> </ul>	
<b>Unit 3</b>	<p><b>Market Structure Analysis-2</b></p> <ul style="list-style-type: none"> <li>• Price Determination under Monopolistic competition</li> <li>✓ Features of Monopolistic competition</li> <li>✓ Nature of Demand curve (AR) &amp; Marginal Revenue (MR) curves</li> <li>✓ Concept of Group Equilibrium</li> <li>Price &amp; Output determination in short-run &amp; Long Run under Monopolistic Competition</li> <li>• Oligopoly: Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages)</li> </ul>	25%
<b>Unit 4</b>	<p><b>Production Analysis</b></p> <ul style="list-style-type: none"> <li>• Production Function</li> <li>✓ Meaning &amp; classification of Factors of production</li> <li>✓ Meaning &amp; significance of production Function-in Business</li> <li>✓ Cobb-Douglas production function</li> <li>• Theory of production</li> <li>✓ Concept of Total Product, Average Product and Marginal Product</li> <li>✓ Law of variable proportions</li> <li>✓ Returns to scale</li> <li>• Production Function with Two variable Inputs</li> <li>✓ Meaning &amp; General properties of Iso-Quants</li> <li>✓ Marginal Rate of Technical Substitution (MRTS)</li> <li>• Optimum Factor combination</li> <li>✓ Concept of Iso-Cost Lines</li> <li>✓ Least Cost Combination of Factors (Choice of Inputs)</li> <li>✓ The Economic Region of production (Ridge Lines)</li> <li>✓ Expansion path.</li> </ul>	25%
<b>Unit 5</b>	<p><b>Inflation</b></p> <p>Meaning of Inflation, Causes of Inflation, Types of Inflation (Demand pull and Cost push)</p>	10%

inflation), Effects of Inflation, Anti-Inflationary Measures.	
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**Suggested Readings:**

- I. Managerial Economics - Analysis, Problems and Cases - P. L. Mehta, Sultan Chand
- II. Managerial Economics in a Global Economy - Domi-nick Salvatore, Thomson South Western
- III. Managerial Economics: Application, Strategy & Tactics -Moyers, Harris
- IV. Managerial Economics - D M Mithani, Himalaya Publishing House
- V. Essentials of Managerial Economics -P. N. Reddy, Himalaya Publishing House
- VI. Managerial Economics - G S Gupta, TataMc Graw-Hill
- VII. Modern Microeconomics: Theory & Application -H L Ahuja, Sultan Chand
- VIII. Advanced Economic Theory: Microeconomic Analysis -H L Ahuja, Sultan Chand
- IX. Principles of Microeconomics-H L Ahuja, Sultan Chand
- X. Business Economics -H. L. Ahuja, Sultan Chand
- XI. Advanced Microeconomic Theory - M J Kennedy, Himalaya PublishingHouse
- XII. Economics -Paul Samuelson, William Nordhaus, TataMCGraw-Hill

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(BUSINESS ANALYTICS)**

**Semester - II**

Subject	Environmental & Ecological Management	Semester	II
Credits	4	Type	MDC

**Learning Outcomes:**

LO1	Understand various kinds of renewable and non-renewable resources.
LO2	Understand role of an individual in prevention of pollution and pollution related issues.
LO3	Define the principles of science, and sustainability, and recognize their role in evaluating and establishing a viable human society within Earth's systems.
LO4	Describe ecosystems in terms of how they vary, are structured, and function both internally and as part of the larger biosphere.

**Course Content**

Module	Content	Weightage
<b>Unit 1</b>	<b>Multidisciplinary Nature of Environmental Studies</b> Definition, scope and importance, Need for public awareness - Institutions in Environment, People in Environment.	15%
<b>Unit 2</b>	<b>Natural Resources: Renewable and non-renewable resources:</b> 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	25%
<b>Unit 3</b>	<b>Ecosystems :</b> 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.	30%
<b>Unit 4</b>	<b>Environmental pollution and social Issues</b> 1 . Definition, Causes, effects and control measures of - Air pollution,	30%

	<p>Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards,</p> <p>2. Solid waste Management: Causes, effects and control measures of urban and industrial wastes.</p> <p>3. Role of an individual in prevention of pollution, Pollution case studies,</p> <p>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.</p>	
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**Reference Books:**

<b>Sr. No.</b>	<b>Book Title</b>	<b>Author(s)</b>	<b>Publisher</b>
1	Textbook of Environmental Studies for Undergraduate Courses	Erach Bharucha	Universites Press
2	Environmental Studies	D.K.Asthana, Meera Asthana	S Chand & Company
3	Environmental Biology	Agarwal KC	Nidi Publishers Ltd
4	The Biodiversity of India	Bharucha Erach	Map in Publishing Pvt.Ltd

**Value Education in Bhartiya Knowledge System**

*Semester: 2*

<b>Course Title :</b> Value Education in Bhartiya Knowledge System	
<b>Course Code:</b>	<b>No. of Credits:</b> 02
<b>Learning Hours:</b> 02 Hours /Week	
<b>Course Type:</b> Core VAC	
<b>Offered in Academic Year :</b> 2023-24	

**Objectives:**

1. The main objective of this course is to stimulate ethical reflection, awareness, responsibility, and compassion in young students .
2. To provide them with insight into important ethical principles and values.
3. To equip them with intellectual capacities for responsible moral Judgment.
4. To cultivate not just knowledgeable individuals but also morally upright citizens who contribute positively to society.

**Outcomes:**

After completing this course the students would be able to meet the following Outcomes.

1. The learners would develop a strong sense of right and wrong.
2. The course would promote qualities such as honesty, patriotism, integrity and empathy
3. This qualities could not only contribute to their personal growth but also would contribute for building a harmonious and compassionate society.

**Unit -1**

1. Moral Stories : 1.The Story of the Blue Jackal (from Panchtantra)
2. The Brahmin and the Crooks (from Panchtantra)
3. Satyakama : The seeker of Truth ( from Chandogya Upanishad)
4. Shvetaketu( from Chandogya Upanishad)
5. Little Prince No – Father (The Power of Truth) ( from Jataka Katha)
6. Dirty Bath Water ( from Jataka Katha)

## Unit -2

(A)

- **Yamas and Niyamas (Patanjali's Yoga Sutras)**(Only introductory explanations required relating to **Five Yamas**– Ahimsa, Satya, Asteya, Brahmacharya, Aparigraha and **Five Niyamas** – Saucha, santosha, Tapas, Swadhyaya and Ishvara Pranidhana )

(B)

### Subhashitani

1. एकवर्णं यथा दुरधं भिन्नवर्णासु धेनुषु ।  
तथैव धर्मवैचित्र्यं तत्त्वमेकं परं स्मृतम् ॥
2. अयं निजः परो वेति गणना लघुचेतसाम् ।  
उदारचरितानां तु वसुधैव कुटुम्बकम् ॥
3. कुलस्यार्थे त्यजेदेकम् गांस्यार्थे कुलमत्यजेत् ।  
गामं जनपदस्यार्थे आत्मार्थे पृथिवीम् त्यजेत् ॥
4. उद्यमेन हि सिध्यन्ति कार्यणि न मनोरथैः ।  
न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः ॥
5. सत्यं ब्रूयात् प्रियम् बुयान्नब्रूयात् सत्यमप्रियम्  
प्रियम् च नानृतम् बुयादेशः धर्मः सनातनः ॥
6. असतो मा सद्गमय तमसो मा ज्योतिर्गमय  
मृत्योर्मा अमृतं गमय । बृहदारण्यक उप.
7. कः कालः कानि मित्राणि को देशः को व्ययागमौ ।  
कस्याहं का च मे शक्तिः इति चिन्त्यं मुहुर्मुहुः ॥
8. नमन्ति फलिनो वृक्षाः नमन्ति गुणिनो जनाः ।  
शुष्ककाष्ठं च मूर्खं च न नमन्ति कदाचन ॥
9. अपि स्वर्णमयी लंका न मे रोचति लक्ष्मण ।  
जननीः जन्मभूमिश्च स्वर्गादपि गरियसी ।
10. न राज्यं न राजाऽऽसीत् न दण्डयो न च दाण्डिकः ।  
धर्मणैव प्रजास्सर्वा रक्षन्त स्म परस्परम् ॥

## સેમેસ્ટર -૨

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

### ABILITY 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 , પોપ્યુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્યુલર પ્રકાશન.
૬. વાણિજ્ય અને ભાષા વિવેક - શ્રી ગજાનન પુસ્તકાલય.

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी प्रत्यायन-कौशल

सेमेर-टर-2

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

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

Ability Enhancement Course-02 (Credits 02) (Total Marks-25)

अध्ययन के लिए निर्धारित क्षेत्र-

- इकाई-1 संप्रेषण की अवधारणा और महत्व  
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)