



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-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 B.B.A.Sem.- 3 Major વિષયનો અભ્યાસક્રમ બી.બી.એ. વિષયની નિયુક્ત એડહોક અભ્યાસ સમિતિની તા.૨૧/૦૫/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૦૨ અન્વયે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાના અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત ઈ.યા.માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એસ./પરિપત્ર/૧૧૩૪૩/૨૦૨૪

તા.૩૦-૦૫-૨૦૨૪

Wife
કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારૂ.
- ૨) અધરધેન ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ.ગુ.યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારૂ.

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester-3

DSCC-5 Marketing Management (Major)

Course Type	Major
Course Title	Marketing Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course intends to create a basic understanding of marketing as a core business activity
Course Objective	<ul style="list-style-type: none"> • To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mix elements. • To sensitize regarding certain emerging issues in marketing. The course shall use and focus on Indian experiences, approaches, and cases.
Course Outcome	The base of any business would be to understand the market and this course would create the awareness of marketing and consumer orientation in business amongst the students.
Course Content	
Unit 1: Introduction to Marketing (25%) <ul style="list-style-type: none"> • Nature, Scope, and Importance of Marketing, Difference between Marketing and Selling, • Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. • Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context) • Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets • Targeting and Positioning Variables 	
Unit 2: Buying Behaviour (20%) <ul style="list-style-type: none"> • Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps). • Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrial market, Buying behaviour process (eight steps) 	
Unit 3: Marketing Mix (35%) <ul style="list-style-type: none"> • Product Decisions: Definition, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging & Labelling - Functions • Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing, Purpose of Pricing • Promotion Mix: Detailed explanation of Promotional Mix Tools, Developing effective communication (Only list of eight Steps). 	

- **Place (Marketing Channels):** Channel functions, Channel Levels, Marketing Logistics Decisions.

Unit 4: Introduction to Digital Marketing

(20%)

- Evolution of Digital Marketing from traditional to modern era
- Emergence of digital marketing as a tool
- Digital marketing strategy- SEO, PPC, Content Marketing, Social Media Marketing & E-mail marketing, P.O.E.M. framework
- Digital landscape
- Digital marketing plan
- Digital marketing models
- Introduction to social media marketing, penetration & characteristics

Suggested Readings:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition -2017
6. Ian Dodson, The Art of Digital Marketing, Wiley India, Latest Edition
7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition -2017
8. Vandana Ahuja, Digital Marketing Oxford University, Press Latest Edition
9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley 2017
10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, Latest Edition
11. Online resource for Digital Marketing: SWAYAM

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester - 3

DSCC 6 - Financial Management (Major)

Course Type	Major
Course Title	Financial Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To equip the students with adequate knowledge, skills and abilities so that they can troubleshoot financial problems and look after the financial position of businesses.
Course Objective	To acquaint students with the concepts, tools, techniques of financial management and their applications for business decision making
Course Outcome	<p>The students will be able to -</p> <ul style="list-style-type: none"> • Understand fundamentals of financial management • Apply capital budgeting projects using traditional methods • Analyze various ways of raising long term and short-term capital and their respective advantage and disadvantages
Course Content	
<p>Unit 1: Introduction of Financial Management (20%)</p> <ul style="list-style-type: none"> • Meaning and Nature of Financial Management (FM) • Finance and related disciplines (Economics, Accounting, Other Functional Areas of Management) • Evolution of Financial Management –Traditional, Transitional and Modern, • Goals of FM: Profit Maximization, Wealth Maximization. • Functions of finance – Financing Decision, Investment Decision, Dividend Decision and Liquidity Decision, • Organization of financial Function (status and duties of financial manager: Treasurer and Controller) 	
<p>Unit 2: Long Term Investment Decision (30%)</p> <ul style="list-style-type: none"> • Capital Budgeting –meaning, importance and process of capital budgeting, • Time Value of Money – concept, concept of Present value, Future value (single cash flow and annuity) • Concept of capital rationing • Evaluation Techniques (Meaning, Accept-Reject Criteria, Advantages and Disadvantages and numerical based on each method) • Non-Discounted Cash Flow Techniques <ol style="list-style-type: none"> 1. Accounting Rate of Return 2. Pay Back Period • Discounted Cash Flow Techniques <ol style="list-style-type: none"> 1. Net Present Value 2. Internal Rate of Return 3. Profitability Index Method (Practical assignment to calculate methods of capital budgeting) 	

using Excel (assignment Purpose only)

***Numerical of capital budgeting methods cover independent and mutually exclusive projects / proposal only)**

Unit 3: Sources Of Finance

(25%)

- Long-Term Finance
- **Features, Advantages and Disadvantages of the following forms of finance:**
 - 1) Equity Shares
 - 2) Preference shares
 - 3) Debentures
 - 4) Term Loan
 - 5) Right shares (brief idea)
 - 6) Retained earnings
 - 7) Mezzanine Debt (brief idea)
- **Short-Term/ Sources of Working Capital Finance**
 - 1) Indigenous Bankers
 - 2) Trade Credit
 - 3) Public Deposits
 - 4) Factoring
 - 5) Commercial Paper
 - 6) Inter-corporate Deposit
 - 7) Certificate of Deposit

Unit 4: Working Capital Management

(25%)

- Introduction of Working Capital Management:
- Meaning of working capital, Types - Gross, Net, factors affecting working capital, brief idea and example of Operating cycle and cash cycle, estimation of working capital requirement (numerical)
- Management of Cash – objective of cash management, motives to hold cash, Cash management technique- managing cash inflow and managing cash outflow techniques
- Receivables Management – Objectives, Credit Policy variables, Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Credit Evaluation Methods (Traditional, Numerical credit scoring, Risk Classification)
- Monitoring receivable (Days Sales Outstanding, Aging Schedule, Collection Matrix)

Suggested Readings:

- M.Y. Khan & P.K. Jain, Financial Management - Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
- I. M. Pandey: Financial Management - Theory and Practices, Vikas Publishing House.
- R. P. Rustogi, Financial Management - Theory Concepts and Practices, Taxmann Publication.
- P.V. Kulkarni and B.G. Satyaprasad – Financial Management, Himalaya Publishing House
- Prasanna Chandra- Financial Management: Theory and Practice, McGraw Hill Higher Education
- G. Sudarsana Reddy -Financial management, Himalaya Publishing House
- Sheeba Kapil - Financial Management, Pearson
- R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty, Principles of Corporate Finance, McGraw Hill Higher Education
- J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall

Veer Narmad South Gujarat University
 Bachelor of Business Administration Semester - 3
DSCC 7 - Human Resource Management (Major)

Course Type	Major
Course Title	Human Resource Management
Credits	4
Teaching per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To give an overview of HRM and its various concepts to students.
Course Objective	The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.
Course Outcome	To develop the understanding of the concept of human resource management and to understand its relevance in organizations. To develop necessary skill set for application of various HR issues. To analyse the strategic issues and strategies required to select and develop manpower resources. To integrate the knowledge of HR concepts to take correct business decisions
Course Content	
Unit 1: Human Resource Management (20%)	
<ul style="list-style-type: none"> • Human Resource Management: Concept, Functions, roles, skills & competencies, • HRD- definition and goals. • The changing environment of HRM - globalization, cultural environment, technological advances, Workforce diversity, corporate downsizing, Changing skill requirement. 	
Unit 2: Human Resource Planning (20%)	
<ul style="list-style-type: none"> • Human Resource Planning: Process • Forecasting demand & supply • Skill inventories • Brief Idea of HRIS (Human Resource Information System) • Job analysis - Process • Job description & Job specifications • Recruitment – Meaning, Process, Sources • Selection: Meaning internal & external sources, selection process. 	

Unit 3: Training, Career Planning and Compensation**(30%)**

- Induction & Orientation
- Training: Concept, Training Need Identification, Methods,
- Evaluation of Training (Krick Patrick Model),
- Management development: Concept & Elements.
- Performance Appraisal system: concept, uses of performance appraisal, performance Appraisal methods, factors that distort appraisal.
- Compensation: Determinants of compensation, job evaluation, pay structure,
- Components of compensation – (Brief introduction of Allowances, incentives, profit sharing, gain sharing, employees' stock option plans, social security, health, retirement & other benefits).
- Wage differentials.

Unit 4: Industrial Relations**(30%)**

- Industrial Relations: Introduction to Industrial Relations,
- Trade union's role, types, functions, problems,
- Industrial dispute- concept, causes & machinery for settlement of disputes,
- Employee Health, Safety & Welfare – Statutory Provisions only,
- Collective bargaining- concept, types, process,
- Essentials of effective collective bargaining.

Suggested Readings:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Human Resource Management by C B Gupta (Sultan Chand & Sons)
3. Human Resource Management by S S Khanka (S. Chand & Company)
4. Essentials of Human Resource Management and Industrial Relation by P. Subba Rao (Himalya Publishing House)
5. Dessler, G: Human Resource Management, Pearson.
6. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill
7. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books
8. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson
9. K. Ashwatthappa, Human Resource Management, Tata McGraw Hill
10. Human Resource Management by L.M. Prasad (Sultan Chand & Sons)