

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

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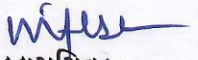
-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બીબીએ કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત કોમર્સ વિદ્યાશાખા હેઠળ શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪માં પ્રથમ વર્ષ B.B.A.માં પ્રવેશ મેળવેલ વિદ્યાર્થીઓ માટે શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫થી અમલમાં આવનાર B.B.A.Sem.-4 નો અભ્યાસક્રમ બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિની તા.૨૫/૧૧/૨૦૨૪ની સભાના ઠરાવ ક્રમાંક:૫ થી મંજૂર કરી કોમર્સ વિદ્યાશાખાને કરેલ ભલામણ કોમર્સ વિદ્યાશાખાના અધ્યક્ષશ્રીએ કોમર્સ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ કોમર્સ વિદ્યાશાખા વતી કોમર્સ વિદ્યાશાખાના ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૧/૦૩/૨૦૨૪ની સભાના ઠરાવ ક્રમાંક:૧૦૪ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી દ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક:ઓથોરીટીઝ/સિલેબસ/પરિપત્ર/૨૫૦૩૦/૨૦૨૪

તા.૩૦-૧૧-૨૦૨૪


કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.

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

૨) અધ્યક્ષશ્રી, કોમર્સ 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 સારૂ.

[Subject Code- 2408000704010001]

Veer Narmad South Gujarat University

DSCC 8 - International Business Environment

Course	SYBBA SEMESTER - IV
Course Title	International Business Environment
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To make students understand various factors in the international environment that affects the business.
Course Objective	To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy
Course Outcome	The students will be acquainted with the domestic as well as international factors that affect the business.

COURSE CONTENT

Unit 1 Introduction to Globalization (20%)

- Globalization: Introduction to Globalization, What is globalization?
- The globalization of Markets
- The globalization of productions
- Drivers of globalization

Unit 2 Differences in Political Legal & Economic Environment (20%)

- Introduction
- Nationwide Differences in Political Systems
- Economic Systems
- Legal Systems

- Differences in Contract Law, Property Rights

Unit 3 Differences in Cultural Environment (20%)

- Differences in Culture: Introduction, Values and Norms, Culture, Society and the Nation state,
- Culture and the workplace
- Implications for Managers

Unit 4 Ethics in International Business (20%)

- Introduction
- Ethical Issues in International Business
- Ethical Dilemmas
- The roots of Unethical Behaviour
- Ethical decision-making

Unit 5 Open Economy Management (20%)

- Open Economy Management. Balance of payments,
- Role of Foreign Trade & Policy
- Role of Foreign Capital & Policy
- Exchange Rate Policy and Exchange Controls
- Regional Integration: EU etc. World Trade Organization, World Bank, IMF, etc,
- Other Global Orientation of Indian Economy: Growth and evolution of Indian MNC's
- SAARC, ASEAN and India

Suggested Reading:

1. Francis Cherunillam, International Business, Himalaya Publications
2. Hill C., Jain A.,(2009), International Business - Competing in the global marketplace Sixth edition, Tata McGraw Hill, NewDelhi
3. International Business Environment , Snehal Mistry, Jump2 Learn Publication
4. V.K.Puri: Indian Economy, Himalaya Publishing House

Veer Narmad South Gujarat University

DSCC 9 - Production & Operations Management

Course	SYBBA SEMESTER – IV
Course Title	Production & Operations Management
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course provides students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.
Course Objective	To expose students to the basics of Operations Management To understand basic management of manufacturing processes They must appreciate that fundamentals of Operations Management are also applicable to production of services They should also be exposed to quality assurance techniques.
Course Outcome	The students will get the knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.

COURSE CONTENT

Unit 1 Introduction to Production Management (15%)

- Definition of Production, Production Management, Operations, Operations Management,
- Difference between Production and Operations,
- Scope of Operations Management,
- Significance of Operations management,
- Different Types of Production Systems – Continuous, Intermittent and their sub-types with merits and demerits, Differentiate between Continuous and Intermittent production system

Unit 2 Plant Layout and Material Handling (15%)

- Plant Layout: Definition, Factors affecting choice of layout,
- Types of Plant layouts (Process, Product, Fixed Position, Cellular, Combination / Hybrid, Service Layout),
- Principles of a good plant layout,

- Material Handling: Definitions,
- Types of Material Handling Equipment,
- Principles of Material Handling

Unit 3 Inventory Control (With Numerical) (25%)

- Definition of Inventory and Inventory Control, Types of Inventory,
- Various Classification of Inventory Control: ABC Analysis, VED Analysis, FSN Analysis,
- Cost Associated with Inventory Control, Basic EOQ Model (With formula derivation) & Its Assumptions
- Minimum level, Maximum level, Reorder level, Lead time, Safety Stock,
- ERLQ model (with formula derivation) and its assumptions
- Numerical Problems on Basic EOQ Model, EOQ model with price discounts, Different inventory levels, Basic ERLQ model

Unit 4 Production Planning (With Numerical) (25%)

- Definition of Production Planning, Only Meaning of Aggregate Production Planning,
- Master Production Schedule: Definition, Flow Chart, General Explanation, Functions, Process
- Material Requirement Planning: Definitions, Flowchart, Inputs and Outputs
- Capacity Requirement Planning: Definition, Flow Chart, General Understanding, Inputs and Outputs, Methods of Capacity Adjustments,
- Scheduling: Definition, Concept of Backward and Forward, Priority Sequencing Rules
- Numerical on: Assignment Problems (Hungarian Method Upto Order 5 Matrix); Priority Sequencing Rules – SPT,LPT, EDD,CR,LS,FCFS; Johnson’s Rule Problems (‘n’ jobs and 2 machines)

Unit 5 Work Study (With Numerical) (20%)

- Definition and Concept of Work Study, Basic Procedure of Work Study
- Method Study: Concept, Symbols used in Method Study
- Recording Techniques in Method Study (Operation Process Chart, Flow Process Chart, Two Handed Process Chart, Multiple Activity Chart, SIMO Chart only), Understanding of THERBLIGs
- Time Study (Work Measurement), Definitions, Process (Only Stop Watch Method), Various types of Allowances,
- Numerical Problems: Man-Machine Charts (Up to One Worker-One Machine; Upto 8 activities), Calculations of Standard Time, Normal Time and Allowances

Suggested Reading:

1. Operations Management- By Joseph Monks , McGrawHill
2. Operations management – By Everett Adams,PHI
3. Operations Management – By Martinich,PHI
4. Operations Management – By Krajewski,PHI
5. Operations Management – By William Stevenson, McGrawHill
6. Operations Management – By Russell & Taylor
7. Work Study: ILO, Geneva (For Unit5)
8. Production and Operations Management by K. Ashwatthappa

[Subject Code-2408000704030001]

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DSCC 10 : Entrepreneurship Development

Course	SYBBA SEMESTER – IV
Course Title	Entrepreneurship Development
Credit	4
Teaching per Week	4 Hours
Review / Revision	November 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To inculcate in students entrepreneurial attitude and motivate them to become self employed.
Course Objective	To introduce to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, managing family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.
Course Outcome	Students will be aware about various qualities and knowledge required for becoming successful entrepreneurs.

COURSE CONTENT

Unit-1 Entrepreneurial Management

(35%)

- Definition, Functions & qualities of entrepreneur
- Difference between entrepreneur and manager
- Definition of entrepreneurship & barriers
- Types of entrepreneurs
- Development of entrepreneurship(Entrepreneurship development program),CED, EDII
- The evolution of the concept of entrepreneurship
- John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership
- Strategic planning for business
- Steps in strategic planning, managing growth; Harvesting and Exit Strategies
- Corporate Entrepreneurship
- Motivation of Entrepreneurship, McClelland Theory

Unit-2 Social Entrepreneurship

(30%)

- Introduction to Social Entrepreneurship
- Characteristics and Role of Social Entrepreneurs
- Innovation and Entrepreneurship in a Social Context
- Start-Up and Early-Stage Venture

- Issues in creating and Sustaining a Non-profits Organization
- Financing and Risks
- Business Strategies and Scaling up

Unit-3 Family Business and Women Entrepreneurship

(35%)

- Family Business: Concept, structure and kinds of family firms
- Culture and evolution of family firm
- Managing Business, family and shareholder relationships
- Conflict and conflict resolution in family firms
- Managing Leadership, succession and continuity
- Encouraging change in the family business system
- Women Entrepreneurship: Definition, Introduction to some of the support schemes, Problems faced by women entrepreneurs

Suggested Readings

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and Entrepreneurship: Practice and Principles. USA:Elsevier.
3. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P.(2003). Corporate creativity. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A.(Ed.).(2006).Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
11. Scarborough & Zimmerer, Effective Small Business Management
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard business Press.

Veer Narmad South Gujarat University
Bachelor of Business Administration Semester IV
OEC - Personal Wealth Management

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Insurance Planning and Investment Planning	10
3	Financial Mathematics/Tax and Estate Planning	10
4	Retirement Planning/Income Streams & Tax Savings Schemes	10
Total		40

Objectives

SN	Objectives
1	To provide an overview of various aspects related to wealth management
2	To study the relevance and importance of Insurance in wealth management
3	To acquaint the learners with issues related to taxation in wealth management
4	To understand various components of retirement planning

SN	Modules/ Units
1	Introduction a) Introduction To Wealth Management: • Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Personal Financial Statement Analysis: • Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management. c) Economic Environment Analysis: • Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent

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2	Insurance Planning and Investment Planning
	<p>a) Insurance Planning:</p> <ul style="list-style-type: none"> Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediclaim – Calculation of Human Life Value- Belth Method/CPT <p>b) Investment Planning:</p> <ul style="list-style-type: none"> Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies
3	Financial Mathematics/Tax and Estate Planning
	<p>a) Financial Mathematics:</p> <ul style="list-style-type: none"> Calculation of Returns (CAGR, Post-tax Return etc.), Total Assets, Net Worth Calculations, Financial Ratios <p>b) Tax and Estate Planning:</p> <ul style="list-style-type: none"> Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts – Types of Will – Requirements of a Valid Will – Trust – Deductions - Exemptions
4	Retirement Planning/ Income Streams & Tax Savings Schemes
	<p>a) Retirement Planning:</p> <ul style="list-style-type: none"> Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies - Tax Treatment <p>b) Income Streams & Tax Savings Schemes:</p> <ul style="list-style-type: none"> Pension Schemes, Annuities - Types of Annuities, Various Income Tax Savings Schemes
	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Wealth Management, Pawan Jabak, Himalaya Publishing 2. Wealth Management, dun and Broadstreet, McGraw Hill Publication

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[Subject Code-2408000704040002]

Veer Narmad South Gujarat University		
Bachelor of Business Administration Semester 4		
Name of the Course: BUSINESS LEADERSHIP SKILLS (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	45 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able:		
<ul style="list-style-type: none">○ To understand the significance of leadership skills for effective people management.○ To increase the comprehension of leadership through various leadership theories.○ To analyse different leadership styles, types, patterns and functions.○ To demonstrate an understanding of various leadership approaches for effective management of people.○ To demonstrate an awareness of ethical leadership.		
Syllabus:		Hours
Module No. 1: Introduction to Business Leadership		8
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.		
Module No. 2: Leadership from Managerial Perspective		10
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.		
Module No. 3: Leadership -Theoretical Perspectives.		9
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.		
Module No. 4: Leadership Styles		10
Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.		
Module No. 5: Leadership Skills		8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.		

Skill Developments Activities:

- Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.

- “What if?”

This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

- Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.

- Analyze two cases related to leadership styles/strategies.

Reference Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership - Indian Experiences, Sage Publications

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Veer Narmad South Gujarat University	
Bachelor of Business Administration Semester 4	
Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)

Course Outcomes:

CO1: Read and understand longer pieces of discourse independently

CO2: Read and compare two texts for evaluating them

CO3: Summarise a text for the benefit of peers orally or in writing

CO4: Write a review of a text read for academic purpose or pleasure

CO5: Understand the purpose and process of communication

Unit No.	Content	
Unit-1	Reading texts of different genres and of varying length	<u>5</u>
	Different strategies of comprehension	
	Reading and interpreting non-linguistic text	
	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	
Unit-2	Analysing a topic for an essay or a report	<u>5</u>
	Editing the drafts arrived at and preparing the final draft	
	Re-draft a piece of text with a different perspective (Manipulation exercise)	
	Summarise a piece of prose or poetry	
Unit-3	Using phrases, idioms and punctuation appropriately	<u>6</u>
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
Unit-4	Identifying and overcoming problems of communication	<u>4</u>
	Communicative competence	
	Cross-cultural communication	

READINGS:

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4. Hedge, T. (2005). Writing. London, OUP
5. Kumar, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

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