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**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 & 4 નો MDC, MEL-1, MEL-2 અને OEC-3 ના અભ્યાસક્રમ સંદર્ભે બી.બી.એ. વિષયની નિયુક્ત એડહોક સમિતિની તા.૧૬/૦૧/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૪ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રી એ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૭/૦૨/૨૦૨૪ ની સભાનાં ઠરાવ ક્રમાંક:૦૬ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવા કરવામાં આવે છે.

### **બીબીએ વિષયની નિયુક્ત એડહોક સમિતિની તા.૧૬/૦૧/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક:૪**

:: આથી ઠરાવવામાં આવે છે કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર B.B.A. Sem.-3 & 4 નો MDC, MEL-1, MEL-2 અને OEC-3 નો અભ્યાસક્રમ સર્વાનુમતે મંજૂર કરી તે મંજૂર કરવા વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

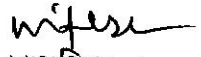
### **એકેડેમિક કાઉન્સિલની તા.૧૭/૦૨/૨૦૨૪ની સભાનાં ઠરાવ ક્રમાંક: ૦૬**

:: આથી ઠરાવવામાં આવે છે કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી અમલમાં આવનાર B.B.A. Sem. -3 & 4 નો MDC, MEL-1, MEL-2 અને OEC-3 ના અભ્યાસક્રમ સંદર્ભે બી.બી.એ. વિષયની નિયુક્ત એડહોક સમિતિની તા.૧૬/૦૧/૨૦૨૪ ની સભાના ઠરાવ ક્રમાંક :૪ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ:ઉપર મુજબ)

ક્રમાંક : એસ./પરિપત્ર/૪૧૧૫/૨૦૨૪

તા. ૨૧/૦૨/૨૦૨૪

  
કુલસચિવ વગ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોના આચાર્યશ્રીઓ,  
..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને 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**  
**MDC - Business Statistics**

<b>Course Type</b>	<b>Multidisciplinary Course (MDC)</b>
<b>Course Title</b>	<b><u>Business Statistics</u></b>
<b>Credit</b>	4
<b>Teaching per Week</b>	4 Hours
<b>Review / Revision</b>	June, 2024
<b>Minimum weeks / Semester (Pedagogy)</b>	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
<b>Medium of Instruction</b>	English
<b>Purpose of Course</b>	<ul style="list-style-type: none"> <li>To provide students with basic understanding with the basic concepts of statistics and its applications in business</li> </ul>
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>To make students familiar with various measures of central tendency and dispersion.</li> <li>To acquaint students with applicability of various business problems and their solution using statistics.</li> <li>To explain the students with basics of data analysis.</li> </ul>
<b>Course Outcome</b>	<p>The students will be able to ...</p> <ul style="list-style-type: none"> <li>understand evolution of Statistics, and how it contributes to solution of business-related problems with statistical procedures and techniques.</li> <li>apply the concepts of business statistics in their research project work in subsequent semesters.</li> <li>understand various distributions of the data and its applicability in business setup.</li> <li>apply concepts of correlation and regression in decision making and forecasting.</li> <li>get strong foundation for data and analytics.</li> </ul>
<b>Course Content</b>	
<b>Unit 1 Introduction to Business Statistics (Theory) (15%)</b>	
<ul style="list-style-type: none"> <li>Brief History of Statistics, Meaning and Definitions of Business Statistics, Scope of Business Statistics, Applications of Business Statistics,</li> <li>Types of Data: Qualitative and Quantitative, Primary and Secondary, Discrete and Continuous</li> <li>Various types of graphs and charts used in statistics,</li> </ul>	
<b>Unit 2: Measures of Central Tendency &amp; Dispersion (30%)</b>	
<b>Measures of Central Tendency:</b>	
<ul style="list-style-type: none"> <li>Concept, Definitions, Advantages and Limitations,</li> <li>Practical Problems on Mean, Median, Mode of Ungrouped data as well as Grouped data</li> </ul>	
<b>Measures of Dispersion:</b>	

- Concept, Definitions, Advantages and Limitations,
- Range, Quartile Deviation, Mean Deviation, Standard Deviation (Merits, Demerits and Practical Examples of Grouped and Ungrouped Data)
- Coefficient of Variation and its uses, practical examples

**Unit 3: Correlation and Regression**

**(25%)**

**Correlation**

- Meaning, Definition, Types, Difference between Correlation and Causation, Properties of Correlation,
- Practical Examples on Karl Pearson's Method, Rank Correlation

**Linear Regression**

- Meaning, Definition, Uses, Limitations, Difference between correlation and Regression, Properties of Regression, Least Square method of Fitting Best line, Basic Understanding of Coefficient of determination ( $R^2$ )
- Practical Examples of Linear Regression

**Unit 4: Testing of Hypothesis**

**(30%)**

**Conceptual Understanding (Theory):**

- Hypotheses: Null and Alternative, Parameter & Statistic, Process of Hypothesis Testing, Sampling Distribution, Type I & II Errors, Confidence Intervals, Level of Significance, Acceptance Region,

**T-Test:**

- Test of Single Mean, Test of Difference between two means (Independent sample t), Paired sample t

**Chi-Square Test:**

- Test of Independence of Attributes (2x2 Table only),

**Analysis of Variance:**

- One Way & Two Way ANOVA

**Suggested Readings:**

1. Statistical Methods: S. P. Gupta, S. Chand & Co., New Delhi
2. Mathematical Statistics: S. C. Gupta, S. Chand & Co., New Delhi
3. Business Statistics: Ken Black, Wiley Publication
4. Business Statistics: J.K. Sharma, Vikas Publication House
5. Complete Business Statistics: Amir D. Aczel, Tata McGraw Hill
6. Business Statistics: S P Gupta & M P Gupta, Sultan Chand & Sons

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**Veer Narmad South Gujarat University**

**Bachelor of Business Administration -Semester 3**

<b>CourseTitle</b>	<b>ENGLISH COMMUNICATION SKILLS -I</b>
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**CourseOutcomes:**

- CO1:** Identify deviant use of English both in written and spoken forms and understand the importance of writing in academic life
- CO2:** Reorganize and correct the errors of usage to write simple sentences without committing errors of spelling and grammar
- CO3:** Assess their own ability to improve the competence in using the language
- CO4:** Understand and appreciate English spoken by people from different regions and read independently unfamiliar texts with comprehension
- CO5:** Use language for speaking with confidence in an intelligible and acceptable manner
- CO6:** Understand the importance of reading for life and develop an interest for reading

UnitNo.	Conte	
Unit-1	Grammar: introduction to the sentence structure in English	5
	Grammar: introduction to articles	
	Grammar: introduction to parts of speech	
	Grammar: common errors	
Unit-2	Listening Skills: introduction to the importance of listening skills	6
	Listening Skills: types of listening- informational, critical, empathetic listening	
	Listening Skills: problems of listening to unfamiliar dialects	
Unit-3	Speaking Skills: aspects of pronunciation, introduction to vowels, consonants and diphthongs,	5
	Speaking Skills: fluency in speaking, intelligibility in speaking	
	Reading Skills: introduction to reading skills, types of texts - narrative, descriptive, extrapolative,	
	Reading Skills: essential skills for reading comprehension- decoding, fluency, vocabulary, reasoning and background knowledge	
Unit-4	Writing Skills: introduction to writing skills, cohesion and coherence, expansion of given sentence	4
	Writing Skills: reorganizing jumbled sentences into a coherent paragraph, paragraph writing	
	Composition: introduction to letter writing, types of letters, notices, complaints, appreciation, conveying sympathies	

**READINGS:**

1. OXFORD PRACTICE GRAMMAR by JOHN EASTWOOD, OXFORD UNIVERSITY PRESS
2. TEXT BOOK OF ENGLISH PHONETICS FOR INDIAN STUDENTS by BALASUBRAMANIAN, LAKSHMI PUBLICATIONS
3. OXFORD ADVANCED LEARNER'S DICTIONARY OF ENGLISH by DEUTER, M ET.AL. (, OXFORD UNIVERSITY PRESS
4. INTERMEDIATE GRAMMAR, USAGE AND COMPOSITION by TOCKOO, M.L., A.E. SUBRAMANIAM, P.R. SUBRAMANIAM, ORIENT BLACK SWAN

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**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
<b>Total</b>		<b>40</b>

### *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
<b>1</b>	<b>Introduction</b>
	<p><b>a) Introduction To Wealth Management:</b></p> <ul style="list-style-type: none"> <li>• Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs &amp; Expectation of Clients, Code of Ethics for Wealth Manager</li> </ul> <p><b>b) Personal Financial Statement Analysis:</b></p> <ul style="list-style-type: none"> <li>• Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management.</li> </ul> <p><b>c) Economic Environment Analysis:</b></p> <ul style="list-style-type: none"> <li>• Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent</li> </ul>

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

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**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:

- 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
<b>Module No. 1: Introduction to Business Leadership</b>	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.	
<b>Module No. 2: Leadership from Managerial Perspective</b>	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.	
<b>Module No. 3: Leadership -Theoretical Perspectives.</b>	9
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.	
<b>Module No. 4: Leadership Styles</b>	10
<b>Leadership styles:</b> a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.	
<b>Module No. 5: Leadership Skills</b>	8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.	

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### **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**

<b>Course Title</b>	<b>ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)</b>
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**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	
<b>Unit-1</b>	Reading texts of different genres and of varying length	<b>5</b>
	Different strategies of comprehension	
	Reading and interpreting non-linguistic text	
	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	
<b>Unit-2</b>	Analysing a topic for an essay or a report	<b>5</b>
	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	
<b>Unit-3</b>	Using phrases, idioms and punctuation appropriately	<b>6</b>
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
<b>Unit-4</b>	Identifying and overcoming problems of communication	<b>4</b>
	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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