



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-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No.- 0261 2388888
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત કોમર્સ વિદ્યાશાખામાં શૈક્ષણિક વર્ષ ૨૦૨૪-૨૫ થી UG પ્રોગ્રામમાં પ્રથમ વર્ષ પૂર્ણ કર્યા બાદ Exit સમયે Certificate અને દ્વિતીય વર્ષ પૂર્ણ કર્યા બાદ Exit સમયે Diploma મેળવવા માટેના Vocational Course સંદર્ભે અભ્યાસ સમિતિ દ્વારા નિયુક્ત પેટાસમિતિ દ્વારા તૈયાર કરવામાં આવેલ નીચે મુજબના Certificate અને Diploma મેળવવા અંગેના Vocational Course કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૦૫/૦૩/૨૦૨૪ની સભાના ઠરાવ ક્રમાંક:૦૩ અન્વયે તેમજ અભ્યાસ સમિતિવતી મંજૂર કરી વાણિજ્ય વિદ્યાશાખા ને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી વાણિજ્ય વિદ્યાશાખાનાં 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.

પ્રથમ વર્ષ પૂર્ણ કર્યા બાદ Exit સમયે Certificate મેળવવા અંગેના Vocational Course

- (1) Event Management
- (2) Salesmanship
- (3) Tourism Management

દ્વિતીય વર્ષ પૂર્ણ કર્યા બાદ Exit સમયે Diploma મેળવવા અંગેના Vocational Course

- (1) Basics of Start - ups
- (2) Digital Marketing
- (3) Logistics Management

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./સિલેબસ/પરિપત્ર/૯૬૨૫/૨૦૨૪
તા.૦૪-૦૫-૨૦૨૪


કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના 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.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: Event Management
COURSE TYPE: VOCATIONAL COURSE FOR CERTIFICATE
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

To provide students a comprehensive knowledge and practical skills in event management. Covering planning, marketing, production, and execution aspects, it prepares students for successful careers in the dynamic event industry, focusing on creativity, strategic thinking, and effective communication.

Course Contents

Unit	Course Contents	Weightage
I	Introduction to Event Management: Fundamentals of Event Management, Event Planning, Event Logistics and Operations, Legal and Ethical Considerations.	25%
II	Event Marketing and Sponsorship: Event Marketing Strategies, Sponsorship Acquisition and Management, Public Relations and Media Management	25%
III	Event Production and Technology: Technical Aspects of Event Production, Event Technology, Sustainable Event Practices	25%
IV	Event Management in Practice Case Studies and Industry Examples, Project Management Skills, Planning and Presenting a Mock Event	25%

Basic Text & Reference Books:

1. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events" by Judy Allen
2. "Special Events: Creating and Sustaining a New World for Celebration" by Joe Goldblatt
3. "Meeting and Event Planning for Dummies" by Susan Friedmann.
4. "Event Management: For Tourism, Cultural, Business, and Sporting Events" by Lynn Van Der Wagen.



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: Salesmanship
COURSE TYPE: VOCATIONAL COURSE FOR CERTIFICATE
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

- (1) To impart knowledge and basics about salesmanship
- (2) To understand the process of salesmanship and its different types.
- (3) To understand the modern trend in advertising

OUT COMES:

- (1) Helpful in a job-related to salesmanship
- (2) Selling related jobs

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	Salesmanship - Meaning, definition and Main Elements of Salesmanship - Sales Psychology - Advantage of Salesmanship - Buying Motives of Selling Points	25%
2	Selling Process - Different stages of Sales Process (Preston only) - Attracting Attention of Customers Welcoming - Awakenning the Interest in the Prospects - Creating Desire, Securities Action - Type of Objection and Disposal of Objection	20%
3	Types of Salesmen - Meaning and Type - Qualities of Salesman, Selection and Appointment of Salesman - Training, Remuneration of Salesmanship - Power of Salesman	25%
4	Advertising - Modern Trends in Advertising - Advertisement on Internet - Agency, Advertising budget construction - Design of Advertisement	20%
5	Case Study	10%

REFERENCES:

- (1) Selling and sales management by David jobber and Geoffrey Lancaster
- (2) Advertisement and sales management by M.J. Mathew, Pradeep K. Sharma and R. Khandelwal
- (3) Sales management by Brian Tracy



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: Tourism Management
COURSE TYPE: VOCATIONAL COURSE FOR CERTIFICATE
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

Objective This course enables the students to develop general awareness about Tourism, tourism industry, tourism management and tourism policy in Gujarat and India

Course outcomes:

1. Students can get idea about various aspects of tourism management.
2. Students can understand the working of the tourism industry.
3. Students can get awareness about various career options in tourism industry.

Unit	Topic	Weightage
1	Tourism: Meaning – concept – definition – characteristics – origin – development Tourism Industry in India – career options	25%
2	Tourism management: Meaning – definition – types Tourism management: Managerial aspects Tourism management: Benefits and limitations	30%
3	Tourism policy: Gujarat and India	20%
4	Gujarat Tourism: Religious places – forts and palaces – nature parks – libraries – historical places – hill stations – heritage hotels	25%

Unit	Topic	Weightage
૧.	પ્રવાસન: અર્થ – ખ્યાલ – વ્યાખ્યા – લક્ષણો – ઉદ્ભવ – વિકાસ ભારતમાં પ્રવાસન ઉદ્યોગ – કારકિર્દીના વિકલ્પો	25%
૨	પ્રવાસન સંચાલન: અર્થ – વ્યાખ્યા – પ્રકારો પ્રવાસન સંચાલન: સંચાલકીય પાસાઓ પ્રવાસન સંચાલન: લાભ અને મર્યાદા ભારતમાં હાલમાં વિકસેલ પ્રવાસન સ્થળો	30%
૩.	પ્રવાસન નીતિ: ગુજરાત અને ભારત	20%
૪.	ગુજરાત પ્રવાસન:	25%

ધાર્મિક સ્થળો – કિલ્લા અને મહેલ – પ્રાણી સંગ્રહાલય – ગ્રંથાલય – ઐતિહાસિક સ્થળો – હિલ સ્ટેશન – હેરિટેઝ હોટલ્સ	
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SUGGESSTED REFERENCES:

1. Principles and Practices of tourism by Mr. Rudresh Patel, Dr. Babasaheb Ambedkar open university, Ahmedabad
2. Hot career options in Travel and Tourism Industry, Bhartiya Vidya Bhavan, New delhi. Institute of Travel tourism and Hotel management. Student Aid Publications, Delhi
3. <https://gujaratindia.gov.in/about-gujarat/gujarat-tourism-guj.htm>
4. Fundamentals of tourism management by By Dr. K. Kavitha, Dr. Amitabh Mishra, Dr. K. Rajesh Kumar, Prof. M. Devendra, Kaav Publications, Delhi
5. Tourism: Policy and Planning by Prabhat Chaudhary, Adeline books
6. International Tourism Management by A.K.Bhatia, Sterling Publishers
7. સંચાલન- નવા ખ્યાલો અને દિશાઓ - ડો.રમણીક જે. યાદવ - યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, ગુજરાત રાજ્ય, અમદાવાદ - 6



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: Basics of Start-ups
COURSE TYPE: VOCATIONAL COURSE FOR DIPLOMA
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

This course enables the students to develop general awareness about Start-ups, Entrepreneurship & Innovation and Scheme for Assistance for Start-ups Innovation in Gujarat & India.

OUT COMES:

- (1) Students can get an idea about start-ups.
- (2) Students can learn about Angel investor and IPR.
- (3) Students Understand Start-ups and Unicorn through various case studies.

COURSE CONTENTS

UNIT NO	CONTENT	WEIGHTAGE
Unit : 1	Start-ups an Introduction : <ul style="list-style-type: none"> ➤ What is a Start-up? ➤ Why Start-ups? ➤ History of the Start-up Terminology ➤ Evaluating Start-up Potential ➤ Phases of Start-up Formation (Mission-Vision-Strategy, Validation- Lean Start-ups Growth- Scale up) ➤ Entrepreneurship V/s Start-up V/s SME's V/s Scale-up ➤ Start-up and People, Product & Process ➤ Concept of Educating to jobs V/s Educating Job Creators 	25 %
Unit : 2	Glossary: Accelerator, Angel Group , Angel, Capital Market , Capital, Copyright , Corporate Venture, Co-Working Space, Ecosystem, Equity Crowd funding , Funding Pool , Grant , Incubator , Investment Bank, IPR, Patent, Primary Market , Secondary Market, Seed Money & Seed Venture, Trademark, Venture Capital, Venture Firms, Venture Debt etc.	25 %
Unit: 3	Scheme for Assistance for Start-ups/Innovation in Gujarat Concept of Innovation & Two Case Study of any Successful Startups/ Innovation	25 %
Unit: 4	Startup India, Startup India Policy-2016 & Action Plan One to one discussion on Student Action Plan too	25 %

REFERENCES:

(1) <https://www.startupcommons.org>

(2) https://startup.gujarat.gov.in/files/2020/11/67fa51ad-d410-49be-8ff3-f93adc784118_13-GR_02092020.pdf

(3) <https://www.startupindia.gov.in/content/sih/en/about-startup-india-initiative.html>

(4) https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Startup%20india%20kit_Digital_jan19.pdf.



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: DIGITAL MARKETING
COURSE TYPE: VOCATIONAL COURSE FOR DIPLOMA
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. Understand the concept and significance of digital marketing in the modern marketing landscape.
2. Differentiate between digital marketing and conventional marketing, highlighting their key differences and advantages.
3. Explore the four "P"s of marketing (product, price, place, and promotion) in the context of digital marketing strategies.
4. Embrace the changes brought by digital technologies and adapt digital strategies to meet evolving consumer needs.
5. Gain insights into the importance of search engine optimization (SEO) and search marketing for enhancing online visibility and driving targeted traffic.

OUT COMES:

1. Explain the fundamental concepts of digital marketing and its relevance in the current marketing environment.
2. Compare and contrast digital marketing with traditional marketing methods, identifying the unique advantages and challenges of each.
3. Apply the principles of the four "P"s of marketing to develop effective digital marketing strategies for products or services.
4. Analyze the role of search engine optimization (SEO) and search engine marketing (SEM) in improving website rankings and increasing organic traffic.
5. Implement on-page and off-page optimization techniques, including keyword research, page structuring, link building, and content optimization, to enhance website visibility and search engine rankings.

COURSE CONTENT:

Unit No.	Content	Weightage
1	Digital marketing and four "P's" a. Introduction to digital marketing b. Meaning and its definition c. Difference between Digital and conventional marketing d. Importance of digital marketing in the present marketing world. e. Working of Digital marketing f. Does digital marketing work for all business types.	25
2	Types of Digital marketing 1) Types of digital marketing a. Content marketing b. SEO(Search Engine optimization) • On page SEO	25

	<ul style="list-style-type: none"> • Off Page SEO • Technical SEO <p>c. SEM (Search Engine marketing)</p> <p>d. Social media marketing</p> <p>e. E-mail marketing</p> <p>f. Affiliate marketing</p> <p>g. Mobile marketing</p> <p>h. Influencer marketing</p> <p>2) “7”Cs of digital marketing</p> <p>“7” Ps of Digital marketing</p>	
3	<p>Popular digital marketing Models</p> <p>a. Concept of digital marketing model</p> <p>b. Types of models</p> <ol style="list-style-type: none"> 1.”7” Ps of marketing mix model 2. Growth share matrix model 3. USP (Unique selling preposition model) 4. RACE model 5. “4”Cs Model 6.The honeycomb model 7. The ACCD model 8. The STDC model 9. PR smiths SOSTAC ® model 	25
4	<p>Social Media: Communities and Targeting Advertising</p> <p>a. The power of communities</p> <p>b. Three elements of social media</p> <p>c. social media for marketing</p> <p>d. Major Social Networks</p> <p>e. Marketing in social media</p> <p>f. Facebook Dominates Advertising</p> <p>g. What Sapp for Business</p> <p>h. LinkedIn for professionals</p> <p>i. Twitter for real-time influence</p> <p>j. Pinterest for Purchase Intent</p> <p>h. Traffic building Techniques.</p>	25

REFERENCES:

- Digital Marketing Strategy and Tactics’ by Jeremy Kangan & Siddhart Shekhar Singh
- Digital Marketing-All-In One By Savanna Payne and Wendell Yanic (Audio book) Narrated by Marcus M Ulenga
- Digital marketing By Seema Gupta (second edition) publisher : Mc GrawHill(2022)
- Fundamentals of Digital marketing By Puneet Singh Bhatia Published by Pearson

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SUBJECT: LOGISTICS MANAGEMENT
COURSE TYPE: VOCATIONAL COURSE FOR DIPLOMA
TOTAL CREDIT: 4
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

- (1) To sensitize students with the critical role played by logistics in business success.
- (2) To explain conceptual framework of logistics to students
- (3) To help participants understand different components of logistics and role played by each of them in supply chain.
- (4) To give overview of recent developments in logistics management.

OUT COMES:

- (1) Student will be able to understand functions and scope of logistics in customer services.
- (2) Student will be able to devise effective warehousing strategy.
- (3) Student will be able to select appropriate material handling equipment and develop effective storage system.
- (4) Student will be able to manage inventory in cost effective manner.
- (5) Student will be able to design efficient network plan and implement effective transportation system.
- (6) Student will be able to identify newer trends in managing logistics and supply chains management.

COURSE CONTENT:

Unit No.	Content	Weightage
1	Introduction to Logistics Management <ul style="list-style-type: none"> • Introduction, Meaning, Scope, functions of logistic • System concept in logistics, Customer value chain in logistics • Role of logistics and customer services – in different phases of transaction, Service attributes, Value added services • Supply Chain Management – meaning of Supply Chain Management, Role of logistics in the supply chain management, mapping supply chain. 	20
2	Logistics Mix 1 <ul style="list-style-type: none"> • Warehousing – functions, options, factors in site selection and layout design. • Material Handling Systems – Role, Types of material handling systems and their features, Selection criteria for material handling systems and equipment. 	30

	<ul style="list-style-type: none"> • Material Storage Systems – Storage principles, unit load storage, storage design and storage methods 	
3	<p>Logistics Mix 2</p> <ul style="list-style-type: none"> • Inventory Management – classification, functions and costs, Inventory planning models and control techniques • Transportation – transportation modes and infrastructure, factors influencing cost and selection decision, network and route planning, containerization. • Packaging – consumer Vs logistical packaging, packaging unitization, design consideration, packaging material, costs in packaging 	30
4	<p>Introduction to new trends in logistics</p> <ul style="list-style-type: none"> • E-Commerce Logistics • Reverse Logistics • Technological Trends in Logistics • Green Logistics 	20

REFERENCES:

- (1) Logistics Management – V. V. Sople, Pearson
- (2) Logistics – David Bloomberg, Stephen Lemay, and Joe Hanna, Pearson 1st Edn
- (3) Logistics Management – S. L. Ganapathi and S. K. Nandi, Oxford
- (4) Logistics and Supply Chain Management - Satish Ailawadi and Rakesh Singh, PHI, 3rd Edition

