

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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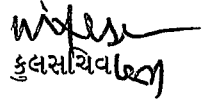
## **-: પરિપત્ર :-**

યુનિવર્સિટી સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલમાં આવનાર મેનેજમેન્ટ વિદ્યાશાખા હેઠળ NEP-2020 અંતર્ગત BBA Program Odd Semester માં SWAYAM Course ના SEC હેઠળના આ સાથે સામેલ લીસ્ટ મુજબનાં અભ્યાસક્રમને મેનેજમેન્ટ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ મેનેજમેન્ટ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાનાં ઠરાવ ક્રમાંક:૩૫૩ અન્વયે માનનીય કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૧૯૯૪૮/૨૦૨૫

તા.૦૧-૦૮-૨૦૨૫

  
કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન બીબીએ વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.

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

૪) ડૉ.ભાવેશ વનપરીયા- SWAYAM નોડલ ઓફિસર, એચ.આર.ડી.વિભાગ, વી.ન.દ.ગુ.યુનિ.સુરત.

.....તરફ જાણ તેમજ ઘટતી કાર્યવાહી કરવા સારું.

## VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

### LIST OF APPROVED COURSES UNDER SWAYAM FOR BBA PROGRAM

Sr. No.	SWAYAM Course No.	Course Name	Discipline	Course Coordinator Name	Host University/Institute	Duration in weeks	Level UG/PG	Credit	Instruction Language	Translation or Subtitle Language	NCrF Level	Course URL
1	777	Yoga and Positive Psychology for Managing Career and Life	Management	Prof. Ashish Pandey	IIT Bombay	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg104/preview">https://onlinecourses.nptel.ac.in/noc25_mg104/preview</a>
2	779	Design Thinking - A Primer	Management	Prof. Ashwin Mahalingam Prof. Bala Ramadurai	IIT Madras	4 Weeks	UG/PG	1	English	Bengali,Gujarati,Hindi,Kannada,Malayalam,Marathi,Tamil,Telugu	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg106/preview">https://onlinecourses.nptel.ac.in/noc25_mg106/preview</a>
3	781	Fundamentals of Cost Accounting	Management	Prof. Arindam Banerjee	The Institute of Cost Accountants of India (ICMAI)	8 Weeks	UG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg108/preview">https://onlinecourses.nptel.ac.in/noc25_mg108/preview</a>
4	782	Introduction to GST	Management	Prof. Anil Sharma	The Institute of Cost Accountants of India (ICMAI)	8 Weeks	UG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg109/preview">https://onlinecourses.nptel.ac.in/noc25_mg109/preview</a>
5	783	Business To Business Marketing (B2B)	Management	Prof. Jogendra Kumar Nayak	IIT Roorkee	12 Weeks	UG/PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg110/preview">https://onlinecourses.nptel.ac.in/noc25_mg110/preview</a>
6	785	Retail Marketing Strategy	Management	Prof. Sourabh Arora	IIT Roorkee	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg112/preview">https://onlinecourses.nptel.ac.in/noc25_mg112/preview</a>
7	786	Decision Making with Spreadsheet	Management	Prof. Ramesh Anbanandam	IIT Roorkee	12 Weeks	UG/PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg113/preview">https://onlinecourses.nptel.ac.in/noc25_mg113/preview</a>
8	789	Managing Services	Management	Prof. Jayanta Chatterjee	IIT Kanpur	8 Weeks	PG	2	English	Bengali,Gujarati,Hindi,Kannada,Malayalam,Marathi,Tamil,Telugu	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg116/preview">https://onlinecourses.nptel.ac.in/noc25_mg116/preview</a>
9	793	Business Marketing - Technology Focus	Management	Prof. Jayanta Chatterjee	IIT Kanpur	8 Weeks	PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg120/preview">https://onlinecourses.nptel.ac.in/noc25_mg120/preview</a>
10	795	Cost Accounting	Management	Prof. Varadraj Bapat	IIT Bombay	4 Weeks	UG/PG	1	English	Bengali,Gujarati,Hindi,Kannada,Malayalam,Marathi,Tamil,Telugu	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg122/preview">https://onlinecourses.nptel.ac.in/noc25_mg122/preview</a>
11	797	Business and Sustainable Development	Management	Prof. Trupti Mishra	IIT Bombay	4 Weeks	UG/PG	1	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg124/preview">https://onlinecourses.nptel.ac.in/noc25_mg124/preview</a>
12	798	Data Analysis & Decision Making - II	Management	Prof. Raghunandan Sengupta	IIT Kanpur	12 Weeks	UG/PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg125/preview">https://onlinecourses.nptel.ac.in/noc25_mg125/preview</a>
13	800	Project Management : Planning, Execution, Evaluation and Control	Management	Prof. Sanjib Chowdhury	IIT Kharagpur	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg127/preview">https://onlinecourses.nptel.ac.in/noc25_mg127/preview</a>
14	805	Intellectual Property Rights and Competition Law	Management	Prof. K. D. Raju Prof. Niharika Sahoo Bhattacharya	IIT Kharagpur	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg132/preview">https://onlinecourses.nptel.ac.in/noc25_mg132/preview</a>
15	806	Management Information System	Management	Prof. Kunal Kanti Ghosh Prof. Saini Das Prof. Surojit Mukherjee	IIT Kharagpur	12 Weeks	PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg133/preview">https://onlinecourses.nptel.ac.in/noc25_mg133/preview</a>
16	807	E-Business	Management	Prof. Mamata Jenamani	IIT Kharagpur	12 Weeks	UG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg134/preview">https://onlinecourses.nptel.ac.in/noc25_mg134/preview</a>
17	810	Customer Relationship Management	Management	Prof. Swagato Chatterjee	IIT Kharagpur	8 Weeks	PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg137/preview">https://onlinecourses.nptel.ac.in/noc25_mg137/preview</a>
18	811	Corporate Finance	Management	Prof. Abhijeet Chandra	IIT Kharagpur	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg138/preview">https://onlinecourses.nptel.ac.in/noc25_mg138/preview</a>
19	812	Corporate Social Responsibility	Management	Prof. Aradhna Malik	IIT Kharagpur	8 Weeks	UG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg139/preview">https://onlinecourses.nptel.ac.in/noc25_mg139/preview</a>
20	822	Decision Support System For Managers	Management	Prof. Kunal Kanti Ghosh Prof. Anupam Ghosh Prof. Sujoy Bhattacharya	IIT Kharagpur	12 Weeks	PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg151/preview">https://onlinecourses.nptel.ac.in/noc25_mg151/preview</a>
21	823	Foundation of Digital Business	Management	Prof. Surojit Mookherjee	IIT Kharagpur	8 Weeks	PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg152/preview">https://onlinecourses.nptel.ac.in/noc25_mg152/preview</a>
22	826	Principles of Behavioral Economics	Management/ Economics	Prof. Sujata Kar	IIT Roorkee	12 Weeks	UG/PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg156/preview">https://onlinecourses.nptel.ac.in/noc25_mg156/preview</a>
23	827	Research for Marketing Decisions	Marketing	Prof. Vaibhav Chawla	IIT Madras	8 Weeks	PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg157/preview">https://onlinecourses.nptel.ac.in/noc25_mg157/preview</a>
24	836	Six Sigma	Management	Prof. Jitesh J Thakkar	IIT Kharagpur	12 Weeks	UG/PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg83/preview">https://onlinecourses.nptel.ac.in/noc25_mg83/preview</a>
25	837	Learning and Development in Organizations	Management	Dr. Abraham Cyril Issac	IIT Guwahati	12 Weeks	PG	3	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg84/preview">https://onlinecourses.nptel.ac.in/noc25_mg84/preview</a>
26	839	Working Capital Management	Management	Prof. Anil K. Sharma	IIT Roorkee	12 Weeks	UG/PG	3	English	Hindi,Tamil	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg86/preview">https://onlinecourses.nptel.ac.in/noc25_mg86/preview</a>

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27	845	Training Of Trainers	Management	Prof. Santosh Rangnekar	IIT Roorkee	12 Weeks	UG/PG	3	English	Hindi,Kannada,Marathi,Tamil	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg92/preview">https://onlinecourses.nptel.ac.in/noc25_mg92/preview</a>
28	848	Innovation, Business Models and Entrepreneurship	Management	Prof. Rajat Agarwal Prof. Vinay Sharma	IIT Roorkee	8 Weeks	UG/PG	2	English	-	4.5 to 8.0	<a href="https://onlinecourses.nptel.ac.in/noc25_mg95/preview">https://onlinecourses.nptel.ac.in/noc25_mg95/preview</a>
29	5	Advances in Tourism Marketing	Marketing	Dr. Anurag Jain	Jain University	9	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg161/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg161/preview</a>
30	8	Affiliate Marketing	Marketing	Dr. Mahalakshmi S	Jain University	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg163/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg163/preview</a>
31	10	AI in Digital and Social media Marketing	Marketing	Dr. Mahalakshmi S	Jain University	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg207/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg207/preview</a>
32	13	Banking and Financial Markets: A Risk Management Perspective	Finance	P C Narayan	IIMB	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg98/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg98/preview</a>
33	18	Building Wealth – Personal Financial Strategies for Portfolio Management	Finance	Dr. Isha Narula	Vivekananda Institute of Professional Studies	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg199/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg199/preview</a>
34	20	Business Communication Essentials	Communication	Bringi Dev; and Rakesh Godhwani	IIMB	6	PG	2	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg100/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg100/preview</a>
35	31	Consumer Behaviour in Digital World	Marketing	Dr. Surbhi Mathur	Manipal University Jaipur	9	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg213/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg213/preview</a>
36	33	Corporate Strategy: Advanced Concepts and Applications	Strategy	Srinivasan R	IIMB	5	PG	2	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg97/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg97/preview</a>
37	34	Crafting Influence: The Art of Media Management	Media Management	Abhishika Sharma	Manipal University Jaipur	12	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg165/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg165/preview</a>
38	36	Customer Relationship Management	Marketing	Shainesh G	IIMB	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg99/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg99/preview</a>
39	51	Excel for Finance - From Basics to Advanced	Finance	Dr. Premalatha . KP	Jain University	6	PG	3	English	English	6.5	<a href="https://onlinecourses.swayam2.ac.in/1mb25_mg206/preview">https://onlinecourses.swayam2.ac.in/1mb25_mg206/preview</a>

**Note:** These courses can be used for SEC Program only and where the courses are of 3 credit, University has to consider only 2 credit for exam. And courses with 1 credit can be offered to students not for any syllabus related work but for getting extra credit by any students if permitted by college.