

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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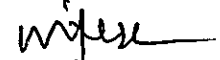
--: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલ આવનાર Bachelor of Business Administration (Digital Marketing) Sem.-1 થી ૪ નો અભ્યાસક્રમ બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિનાં ચેરમેનશ્રીએ અભ્યાસ સમિતિ વતી મંજૂર કરી મેનેજમેન્ટ વિદ્યાશાખાને કરેલ ભલામણને મેનેજમેન્ટ વિદ્યાશાખાનાં વિદ્યાશાખાનાં ડીનશ્રીએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ની સભાનાં ઠરાવ ક્રમાંક:૩૫૩ અન્વયે માન.કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૧૬૯૬૬/૨૦૨૫

તા.૦૨-૦૭-૨૦૨૫


કુલસચિવ (અ)

પ્રતિ,

- ૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.
- ૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારૂ.

STRUCTURE FOR ERP		PROGRAM NAME : BBA Digital Marketing						SEMESTER : 1								
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR		
MAJOR	CC101	Fundamentals Of Commerce	Fundamentals Of Commerce	100	4		2		4		50		50		100	
MAJOR	CC102	Accounting for Managers	Accounting for Managers	100	4		2		4		50		50		100	
MINOR	CC103	Fundamentals Of Marketing	Fundamentals Of Marketing	100	4		2		4		50		50		100	
MDC	CC104	Business Organisation	Business Organisation	100	4		2		4		50		50		100	
SEC	SEC101	Certificate Course	Certificate Course	100	2		1		2		25		25		50	
AEC	AEC101	AEC -Gujarati -1 AEC -HINDI-1	AEC -Gujarati -1 AEC -HINDI-1	100	2		1		2		25		25		50	
VAC	VAC101	Indian Knowledge System- An Introduction	Indian Knowledge System- An Introduction	100	2		1		2		25		25		50	
Total					22				22							

STRUCTURE FOR ERP			PROGRAM NAME : BBA Digital Marketing						SEMESTER : II							
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR		
MAJOR	CC201	Human Behaviour and Organization	Human Behaviour and Organization	100	4		2		4		50		50		100	
MAJOR	CC202	Fundamentals of Digital Marketing	Fundamentals of Digital Marketing	100	4		2		4		50		50		100	
MINOR	CC203	Search Engine Optimisation	Search Engine Optimisation	100	4		2		4		50		50		100	
MDC	CC204	Personality Development	Personality Development	100	4		2		4		50		50		100	
SEC	SEC201	Emerging Technologies and application	Emerging Technologies and application	100	2		1		2		25		25		50	
VAC	VAC201	Indian Constitution and Business in India (Bhartiya Bandharan Bhartiya Vyavsay	Indian Constitution and Business in India	100	2		1		2		25		25		50	
AEC	AEC201	AEC-Gujarati -2 OR AEC-Hindi -2	AEC-Gujarati -2 OR AEC-Hindi -2	100	2		1		2		25		25		50	
Total					22				22							

STRUCTURE FOR ERP
PROGRAM NAME : BBA Digital Marketing
SEMESTER : III

Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	CC301	Service Management	Service Management	200	4		2		4		50		50		100	
MAJOR	CC302	Social Media Marketing	Social Media Marketing	200	4		2		4		50		50		100	
MAJOR	CC303	Search Engine Marketing	Search Engine Marketing	200	4		2		4		50		50		100	
MDC	CC304	Business Statistics	Business Statistics	200	4		2		4		50		50		100	
VAC	VAC301	Indian Economics and Business Model-I	Indian Economics and Business Model-I	200	2		1		2		25		25		50	
SEC	SEC301	Certificate Course	Certificate Course	200	2		1		2		25		25		50	
AEC	AEC301	English Communication Skill - I	English Communication Skill - I	200	2		1		2		25		25		50	
Total					22				22							

STRUCTURE FOR ERP				PROGRAM NAME : BBA Digital Marketing						SEMESTER : IV						
Course Category	Course Code	Course Title	Mark sheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	CC401	Startup And Innovation Management	Startup And Innovation Management	200	4		2		4		50		50		100	
MAJOR	CC402	E- Marketing	E- Marketing	200	4		2		4		50		50		100	
MAJOR	CC403	SEMRush	SEMRush	200	4		2		4		50		50		100	
MINOR	CC404	Banking and Financial Institution	Banking and Financial Institution	200	4		2		4		50		50		100	
VAC /	VAC401	Indian Economics and Business Model-II	Indian Economics and Business Model-II	200	2		1		2		25		25		50	
SEC /	SEC401	Certificate Course	Certificate Course	200	2		1		2		25		25		50	
AEC /	AEC401	Advanced English Communication Skill - II	Advanced English Communication Skill - II	200	2		1		2		25		25		50	
Total					22				22							

[Subject code-2510000101011002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - I

Subject	Fundamentals of Commerce	Semester	I
CC101	4	Type	Major

Learning Outcomes: At the end of the course, students shall be able to...

LO1	Identify the role commerce in Economic Development and Societal Development.
LO2	Equip with the knowledge of imports and exports and Balance of Payments.
LO3	Acquire knowledge on micro and macro economics and factors determine demand and supply. An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.
LO4	Develop the skill of accounting and accounting principles.

Course Content

Module	Content	Weightage
I	Introduction	20%
	<ul style="list-style-type: none">• Definition of Commerce – Role of Commerce in Economic Development - Role Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.	
II	Economic Theory	20%
	<ul style="list-style-type: none">• Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.	
III	Accounting Principles	20%
	<ul style="list-style-type: none">• Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.	
IV	Taxation	20%



	<ul style="list-style-type: none"> • Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Exercise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC). 	
V	Computer Essentials	20%
	<ul style="list-style-type: none"> • Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions. 	

Lab Exercise:

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail
- Estimate the customer behavior and provide necessary suggestions regarding the products of his interest.

Activities:

- Assignment on GAAP.
- Group Activities on Problem solving.
- Collect data and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a schedule based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:

1. S.P. Jain & K.L. Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand



3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhanian: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications

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VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(DIGITAL MARKETING)

Semester - I

Subject	Accounting for Managers	Semester	1
CC102	4	Type	Major

Learning Outcomes:

LO1	Understand financial accounting and develop skill for bookkeeping activity
LO2	Evaluate techniques in preparing the final accounts of firms and companies for the users of accounting information
LO3	Lear to prepare Cost sheet, Stock Register and budget for financial Planning
LO4	Evaluate cost information for profit and Break even Planning

Course Content


Module	Content	Weightage
1	Introduction of Financial, Cost and Management Accounting: <ul style="list-style-type: none"> • Definition of Financial, Cost and Management Accounting. • Advantages and Limitation of Financial, Cost and Management Accounting • Difference between Management accounting with Financial and cost accounting 	10%
2	Concepts of Financial and Cost Accounting: <ul style="list-style-type: none"> • Accounting cycle, Double Entry Bookkeeping System: Preparation of Journal and Subsidiary books (Purchase Book, Sales book, Purchase Return Book & Sales Return Book) • Three Columnar Cashbook (Numeric), Ledger and Trial Balance (Brief Concept) • Financial Statement of Company as per company act 2013 (Only Format) • Stock Register (Numeric based on First In First Out Method, Last In First Out Method, Weighted Average Method) 	35%
3	Analysis of Financial Statements: <ul style="list-style-type: none"> • Techniques of Financial Statement Analysis (Calculation of Ratios from the given financial statement as per company act 2013) • Liquidity and Solvency Ratios – Current Ratio, Liquid Ratio, Proprietary Ratio, Debt – Equity Ratio. 	20%



	<ul style="list-style-type: none"> • Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Operating Profit Ratio, Return of Capital Employed Ratio, Return on Equity Shareholder's Fund • Efficiency Ratios – Stock Turnover Ratio, Debtors Ratio, Creditors Ratio, Operating Ratio 	
4	Budget and Budgetary Control: <ul style="list-style-type: none"> • Meaning of Budget and Budgetary Control, • Preparation of Cash Budget (Numeric), • Zero Base Budgeting 	20%
5	Cost Volume Profit Analysis: <ul style="list-style-type: none"> • Meaning and Significance of Marginal Costing • Break Even Analysis • Numeric based in Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety. 	15%

Reference Books:

Sr. No.	Book Title	Author(s)	Publisher
1	Introduction of Accounting	T. S. Grewal	Sultan Chand & Co
2	Principles of Accounting	Rupal Gupta	Sultan Chand & Co
3	Modern Accounting	Hanif and Mukharjee	Tata McGrew Hill
4	Cost and Management Accounting	M. N. Arora	Himalaya Publication House



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - I

Subject	Fundamentals of Marketing	Semester	I
CC103	4	Type	Minor

Learning Outcomes: At the end of the course, students shall be able to...

LO1	Understand basic concepts related to marketing and marketing management.
LO2	Understand various marketing strategies and programs for business organisations.
LO3	Prepare marketing plan of business organisations.
LO4	Generate awareness of marketing.

Course Content

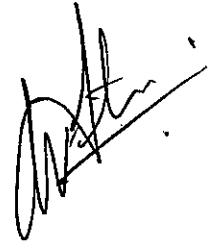
Module	Content	Weightage
I	Introduction to Marketing	25%
	<ul style="list-style-type: none"> • Marketing - Definition, Functions, Importance, Scope, • Difference between marketing and selling, • Core Concepts of Marketing, • Philosophies of Marketing: Production, Product, Selling, Marketing, Social Marketing, Holistic Marketing • Definition, Functions, Importance and Scope of Marketing Management 	
II	Marketing Mix - I	25%
	<ul style="list-style-type: none"> • Product: Definition, Levels, Product Mix Decisions, Packaging and Labelling • Price: Definition, Objectives, Factors affecting Pricing Decisions, 	
III	Marketing Mix - II	25%
	<ul style="list-style-type: none"> • Place: Meaning and Concept of Distribution Channel, Types of Distribution Channel, Factors affecting choice of a distribution channel, Packaging and its functions, Labelling • Promotion: Definition of Promotion, importance of Promotion, IMC, and its significance, Meaning, Merits and Demerits of Promotional mix 	



IV	Buying Behaviour	25%
	<ul style="list-style-type: none">• Consumer Buying Behaviour: Meaning, Factors affecting, Process• Industrial Buying Behaviour: Meaning, Factors affecting, Process	

Reference Books:

1. Kotler, P. & Keller, K.L., Marketing Management, Pearson
2. Nargundkar R., Marketing Management
3. Gupta Seema, Digital Marketing, McGraw Hill, 2017 1e



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - I

Subject	Business Organisation	Semester	I
CC104	4	Type	MDC

Learning Outcomes: At the end of the course, students shall be able to...

LO1	understand the concept of Business Organization along with the basic laws and norms of Business Organization.
LO2	understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.
LO3	The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Course Content

Module	Content	Weightage
I	Business	15%
	<ul style="list-style-type: none"> • Concept, Meaning, Features, Stages of development of business and importance of business, • Classification of Business Activities, • Meaning, Characteristics, Importance and Objectives of Business Organization, • Difference between Industry & Commerce and Business & Profession, • Modern Business and their Characteristics 	
II	Promotion of Business	30%
	<ul style="list-style-type: none"> • Considerations in Establishing New Business. • Qualities of a Successful Businessman. • Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, 	

	<ul style="list-style-type: none"> • Concept of One Person Company. 	
III	Plant Location and Layouts	25%
	<ul style="list-style-type: none"> • Plant Location: Meaning, Importance, Factors affecting Plant Location, Methods to choose location, • Plant Layout: Meaning, Objectives, Importance, Types of Layouts, Factors affecting Layout. • Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size. 	
IV	Business Combination	15%
	<ul style="list-style-type: none"> • Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization. 	
V	Computer Essentials	15%
	<ul style="list-style-type: none"> • Milestones of Computer Evolution – Computer, Block diagram, generations of computer • Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications – • Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection 	

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Reference Books:

1. Gupta, C.B., "Business Organisation", Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., "An Introduction to Business Organisation & Management", Kitab

Mahal, (2014).

3. Sherlekar, S.A. & Sherlekar, V.S, "Modern Business Organization & Management Systems Approach Mumbai", Himalaya Publishing House, (2000).

4. Bhusan Y. K., "Business Organization", Sultan Chand & Sons.

5. Prakash, Jagdish, "Business Organistaton and Management", Kitab Mahal Publishers (Hindi and English)

6. Fundamentals of Computers by V. Raja Raman

7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

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[Subject code-2510000101055001]

ગુજરાતી વિષયનો અભ્યાસક્રમ

સેમેસ્ટર -૧

AEC101

વર્ષ ૨૦૨૩-૨૦૨૪, ૨૦૨૪-૨૦૨૫, ૨૦૨૫-૨૦૨૬

ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનો અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે, સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. કક્કો બારાખડી સમજાવી કોશ જોતા શીખવવું

(અ) સમાનાર્થી શબ્દો

(બ) વિરુદ્ધાર્થી શબ્દો

(ક) શબ્દ એક અર્થ અનેક

(ડ) અર્થ એક શબ્દ અનેક

એકમ -૨. નામ , સર્વનામ

એકમ -૩. વિરામચિહ્ન, કહેવતો અને રૂઢિપ્રયોગો અર્થ આપી વાક્યમાં વાપરો.

એકમ- ૪. વિચાર વિસ્તાર , મુદ્દા પરથી વાર્તા , ફકરો આપીને પ્રશ્નો

સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગુજરાત વિદ્યાપીઠ , અમદાવાદ.

૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર

૩. ભગવદ્ ગો-મંડળ (ભાગ-૧ થી ૯) સં. :- મહારાજા ભગવતસિંહ, પ્રવીણ પુસ્તક ભંડાર, રાજકોટ

૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભાંડારી, પિક્કી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ

૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ.

૬. સાહિત્યાયન - બાબુ દાવતપુરા, પાર્થ પબ્લિકેશન, અમદાવાદ

૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાહોડ, ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ

૮. વ્યાકરણવિમર્શ - ભિમિ ધનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.

[Subject code-2510000101055002]

परिशिष्ट-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदीभाषा-कौशल

AEC101

सेमेस्टर-1

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदीभाषा सामर्थ्य और जीवन कौशल (Hindi Proficiency & Life Skills)

Ability Enhancement Courses-01 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

इकाई-1 वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग।
शब्द-ज्ञान-पर्याय, विलोम, अनेकार्थी, समश्रुत शब्दों का परिचय।
कहावत-मुहावरे-लोकोक्ति का परिचय।

इकाई-2 संज्ञा और सर्वनाम का सामान्य परिचय।

इकाई-3 विरामचिह्न, कहावत और मुहावरों का वाक्य में प्रयोग।

इकाई-4 भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध-
लेखन।

अंक- विभाजन-

प्रश्न 1. इकाई 1, 2 और 3 से पाँच (आठमें से) बहुविकल्पी प्रश्न (5 x 2 = 10 अंक)

प्रश्न 2 और 3. इकाई 1 और 2 से एक-एक आलोचनात्मक प्रश्न (13 x 2 = 26 अंक)

प्रश्न 4. इकाई 3 से सात संक्षिप्त प्रश्न (07 x 1 = 07 अंक) और इकाई 4 से पल्लवन, कहानी अथवा
निबंध-लेखन

पर आधारित एक प्रश्न (07 x 1 = 07 अंक)

सहायक ग्रंथ:

FYBBA SEMESTER – 1 VAC 101	Indian Knowledge System- An Introduction	2L:0T:0P	2 Credits
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Unit -1	Bharatiya Knowledge Systems and Tradition
	<ul style="list-style-type: none"> ➤ Self – Revelation of Bharat. ➤ Knowledge Tradition of Glorious Bharat. ➤ The Sublime Journey of Bharatiya Culture & Civilization. ➤ Dissemination and contribution of Bharatiya Knowledge systems in the world Glorious tradition of Science and Art in Bharat.
Unit -2	The Way of Life/ Jivan Darshan in Bharatiya Knowledge Systems
	<ul style="list-style-type: none"> ➤ Way of life as Bharatiya Knowledge Systems. ➤ The Implicit Concepts in Bharatiya Knowledge Systems. Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, ➤ Social Viewpoint in Bharatiya Knowledge systems. ➤ Co - existence of Nature and Human Nature, Manifold Paths of Upasana, Value co-Existence- Ritam. ➤ Idea of Vasudhaivkutumbkam.

Objectives

- To uphold perspective and reception of the Indian knowledge system among the students.
- To acquaint students to the real essence of Bharat and what is actually Bharatiya Asmita.
- To cultivate the understanding of the concept of traditional knowledge and its importance among the students.



- To provide a platform for discussion, exchange of ideas, and engagement on the Indian knowledge system.
- To explore the contemporary relevance and application of Indian knowledge systems in society and academia.
- Creating sensitivity towards knowing the need and importance of protecting traditional knowledge.

Outcomes

- Students will have an understanding of the basics of the Indian knowledge system and its relevance and applications to various fields.
- This will ideally also inspire future research and applications of these systems in their respective academic disciplines.
- IKS can enhance a student's creative skills by allowing them to inculcate novel thought process.
- Additionally, it will help the students build their self-confidence.
- It will enhance their aesthetic creativity by nurturing them to be more open-minded and confident.

Reference Books:

1. Kapoor Kapil, Singh Avadhesh (2021). "Indian Knowledge Systems Vol – I & II", Indian Institute of Advanced Study, Shimla, H.P.
2. B. Mahadevan, Introduction to Indian Knowledge Systems, IISC Bangalore
3. R. C. Majumdar, Ancient India, Motilal Banarsidas, Publishers, New Delhi, First edition , Vransi 1952, reprint 2003.



4. Basham, A.L. (ed.). A Cultural History of India, New Delhi, Oxford University Press, 1975.
5. Sri Aurobindo, The Foundation of Indian Culture, SABDA, Sri Aurobindo Ashram, Pondicherry, 1972. Also available in Gujarati Translation as " Bhatatiya Sanskruti Na Paya."
6. Sri Aurobindo, India's Rebirth, SABDA, Sri Aurobindo Ashram, Pondichery, 1972.
7. Swami Vivekananda, Bharat Ma Aapela Bhashano, Books Libraria, 2020
8. Sharad Hebalkar, Bharatiya Sanskruti No Vishva Sanchar, Sahitya Sadhana Trust, Ahmedabad, 2004.
9. Sri Aurobindo and The Mother, Char Tapasyao ane Char Mukti, SABDA, Sri Aurobindo Ashram, Pondicherry.
10. Swami Vivekananda, Sapanao Nu Bharat, Diamond Books, New Delhi.
11. B S Shah, Shikshan Chintakonu Shikshan Darshan, B S Shah Prakashan,
12. V H Patel, Hindu Dharma Ni Mahanata, Pravin Prakashan, Rajkot, 2015
13. V K Bhatt, Sri Aravind Nu Tatva Darshan, University Granth Nirmana Board, Gandhinagar.
14. Katdare Indumati, Kutumb Aur Kutumb Shiksha, Punarutthan Vidyapith, Ahmedabad.



Environmental Science and Sustainability

FYBBA SEMESTER- 1 SEC 101	Environmental Science and Sustainability	2L:0T:0P	2 Credits
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Course description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Content:

Unit 1: Understanding Environment, Natural Resources, and Sustainability

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment

relationship. Concept of sustainability;

Natural resources and associated problems, Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, Role of an individual in conservation of natural resources

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem-1.The water cycle, 2.The Carbon cycle, 3.The Oxygen cycle, 4, The Nitrogen cycle, 5.The energy cycle, 6.Integration of cycles in nature, Ecological succession, Food chains

The importance of biodiversity, the threats it faces, and the methods used for its conservation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development

Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes

Disaster management: floods, earthquake, cyclone and landslides. From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, water shed management

Unit 4: Social Issues, Legislation, and Practical Applications

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies*, Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure*, Oxford University Press.



- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed.). Pearson.

References

Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/king/ecosystem/ecosystem.html>

Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.



[Subject Code-2610000102011001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR F.Y BBA SEMESTER – II

FYBBA SEMESTER -II MAJOR CC201	Human Behaviour and Organization	4L:0T:0P	4 Credits
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Course Description:

This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications

Course Objectives:

1. To develop basic understanding of the concept of human behavior and organization.
2. To highlight the importance of OB in modern organizations.
3. To understand individual and group behavior in the workplace to improve the effectiveness of an organization.
4. To critically evaluate leadership styles and strategies.

Course Content:

Unit 1: Introduction to Human Behavior and Organization

Meaning, importance, and historical development of organizational behavior; Factors influencing organizational behavior; Contributing disciplines of OB; OB models

Unit 2: Individual Behavior

Foundations of Individual Behavior; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development;

Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values.

Motivation - Concept, importance, and theories of motivation- Early Theories of motivation



(Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).

Unit 3: Group & Team Behaviour

Groups and Work Teams: Concept: Five Stage model of group development; Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.

Unit 4: Leadership & Power

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.

Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hil Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior -Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book "Personality Development" by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2



1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie "Ruka hua Faisla"/12 Angry Men on group decision- making.
2. Reflective essay on group behaviour on "Draupadi Cheer Haran"
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles

<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
[https://www.researchgate.net/publication/340607402 LEADERSHIP AND INNOVATION AT APPLE INC](https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC)

Unit 5

1. Practice stress management techniques
2. *Leading strategic and organizational change at Tata Steel: the role of culture* <https://www.cambridge.org/core/books/abs/leading-strategic-change/leading-strategic-and-organizational-change-at-tata-steel-the-role-of-culture/AEBA5AF709A6E343>

Learning Outcomes:

After completing this Course Students will be able to:

1. Describe individual and group behavior in organizational settings.
2. Demonstrate theoretical knowledge of human behavior in human life setting in management.
3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.
4. Formulate a more productive system and high-performance work culture operating on the principles of OB.



[Subject code-2610000102022002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)
Semester - II

Subject	Fundamentals of Digital Marketing	Semester	II
CC202	4	Type	Major

Learning Outcomes: At the end of the course, students shall be able to...

LO1	Understand basics of digital marketing.
LO2	Grasp the applications of digital marketing
LO3	Understand applications and usage of E-mail advertising and mobile marketing.
LO4	Understand the importance of digital marketing and its applications.

Course Content:

Module	Content	Weightage
I	Introduction Digital Marketing	20%
	<ul style="list-style-type: none">• Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM,• Concept and approaches to DM, Examples of good practices in DM.	
II	Marketing Automation	20%
	<ul style="list-style-type: none">• Marketing Automation: Definition, Advantages,• Marketing Automation Software: CRM, Sales force, Analytics; Customer Experience (CX),• How does marketing automation help marketers, Marketing automation tools.	
III	Digital Marketing Mix and Influencer Marketing	20%
	<ul style="list-style-type: none">• Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting.• Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.	
IV	Basics of E-Mail Marketing	20%
	<ul style="list-style-type: none">• E-mail Marketing- Need for E-mails, Types of E-mails, options in E-mail advertising, Features of MailChimp,	



	<ul style="list-style-type: none"> • Mobile Marketing: Overview of the B2B and B2C Mobile Marketing. 	
V	Blogs	20%
	<ul style="list-style-type: none"> • What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular • Blog Platforms, what are Tags, Widgets, Blog Optimization, and Blog Stats. 	

Reference Books:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the mom (2023) Email Marketing Planner: Organize and Track Your Emails



[Subject code-2610000102033002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)
Semester - II

Subject	Search Engine Optimization	Semester	II
CC203	4	Type	Minor

Learning Outcomes: At the end of the course, students shall be able to...

LO1	Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
LO2	Appreciate the constructs of search engine-friendly Web sites.
LO3	Attract inbound Links from other Web Sites.

Course Content:

Module	Content	Weightage
I	Introduction to SEO	20%
	<ul style="list-style-type: none">• Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.	
II	Managing SEOs	20%
	<ul style="list-style-type: none">• Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Search Engine Optimization analysis, crawler issues, remove URLs, sitemap submission	
III	On-Page SEO	20%
	<ul style="list-style-type: none">• On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt	
IV	Off-Page SEO	20%



	<ul style="list-style-type: none"> • Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three- way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation 	
V	Applications of SEO	20%
	<ul style="list-style-type: none"> • Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, • Blogosphere, social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places 	

Reference Books:

- Search Engine Optimization: Your Visual Blueprint for effective Internet marketing, 3rd Edition (MISL-Wiley)-Kristopher B Jones
- Search Engine Optimization: An Hour a Day-Jenni pegrappone, Gradiva Cousin-Wiley




[Subject code-2610000102044002]


COURSE: 201: PERSONALITY DEVELOPMENT

TEXTBOOK – *SOFTSKILLS & EMPLOYABILITY SKILLS* (CAMBRIDGE)

Course Code	CC204																								
Course Title	Personality Development (Sem –II)																								
Credit	4 MDC																								
Teaching per Week	4 Hrs																								
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)																								
Last Review / Revision	June- 2022																								
Purpose of Course	Making students aware about important soft skills, emotional intelligence and about civic responsibility to build up an overall growth of the students as an individual.																								
Course Objective	To teach soft-skills and personality development skills with a practical exposure of the same to make them proficient at the workplace and in a social set up. To bridge the gap between academia and Industry.																								
Course Outcomes	CO1 :Students will be able to know the importance and need of Soft-Skills and ways to cultivate the same. CO2: Students will be able utilize and implement positive attitude and emotional intelligence for better performance in their day to day tasks at the workplace. CO3 : Students will be trained to develop social awareness and civic responsibility thus playing a role in conservation of resources																								
Mapping between COs with PSOs	<table border="1"><thead><tr><th></th><th>PSO 1</th><th>PSO 2</th><th>PSO 3</th><th>PSO 4</th><th>PSO 5</th></tr></thead><tbody><tr><td>CO1</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CO2</td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CO3</td><td></td><td></td><td></td><td></td><td></td></tr></tbody></table>		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	CO1						CO2						CO3					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Basic Knowledge of English																								



Dr. G.K. Nanda



Course Content

Unit : 1 : Soft- Skills and Positive Attitude

- 1.1 Meaning of soft skills
- 1.2 Soft skills versus hard skills
- 1.3 Importance of soft skills for success
- 1.4 Cultivating soft skills
- 1.5 The Power of Positive Thinking
- 1.6 Positive Self-talk
- 1.7 Self-esteem and positive attitude
- 1.8 Attitude in the Workplace
- 1.9 Building Positive Attitude
- 1.10 Testing Your Attitude
- 1.11 Adaptability

Unit : 2 : Goal Setting and Time Management

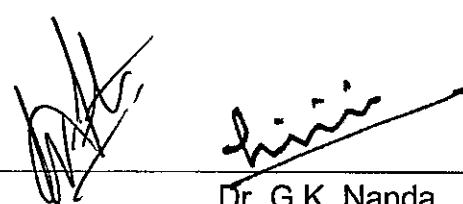
- 2.1 Understanding goal
- 2.2 What are SMART goals?
- 2.3 How does SMART goal setting work? Goal as commitment
- 2.4 Useful guidelines for goal setting
- 2.5 Tying personal and professional goals
- 2.6 Goals at the workplace
- 2.7 Cascading and types of goal
- 2.8 Time management
- 2.9 Prioritisation
- 2.10 Time stressors and time stealers
- 2.11 The time management matrix
- 2.12 Strategies for effective time management
- 2.13 The productivity pyramid
- 2.14 The four Ds of time management

Unit : 3 : Emotional Intelligence

- 3.1 Understanding Emotional Intelligence
- 3.2 Enhancing your emotional self-awareness
- 3.3 emotional intelligence and change management
- 3.4 Unfreezing the old, re-freezing the new
- 3.5 Change and stress
- 3.6 Emotional intelligence and crisis management

Unit : 4: Leadership

- 4.1 Qualities of a leader
- 4.2 Leadership and assertiveness
- 4.3 Problem-solving and decision - making
- 4.4 Approaches to problem-solving and decision- making
- 4.5 Brainstorming
- 4.6 Cause and effect analysis



Course Content	Unit : 5 : Social Consciousness 5.1 Meaning of social consciousness 5.2 Social awareness and civic responsibility 5.3 Social intelligence 5.4 Social inclusion 5.5 Social entrepreneurship 5.6 Environmental consciousness 5.7 Sustainable development and conservation of resources 5.8 Blog Writing to create social consciousness
Main Reading (TEXT BOOK)	Pillai Sabina, Fernandez Agna . <i>Soft Skills and Employability Skills</i> . New Delhi: Cambridge University Press, 2019 (Reprint) (Section I : Soft Skills , From unit 1 to 7)
Reference Books	1.Dorch, Patricia. <i>What Are Soft Skills?</i> New York: Execu Dress 2.Kamin, Maxine. <i>Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders</i> . Washington, DC: Pfeiffer & Company, 2013. 3.Klaus, Peggy, Jane Rohman& Molly Hamaker. <i>The Hard Truth about Soft Skills</i> . London: HarperCollins E-books, 2007. 4.Petes S. J., Francis. <i>Soft Skills and Professional Communication</i> . New Delhi: Tata McGraw-Hill Education, 2011. 5.Stein, Steven J. & Howard E. Book. <i>The EQ Edge: Emotional Intelligence and Your Success</i> . Canada: Wiley & Sons, 2006. 6. Board of Editors <i>Aspirations English for Careers Orient</i> Blackswan,2021. 7. Jungeja,Om. Mujumdar Aarati. <i>Business Communication</i> .Orient Blackswan 2010. 8..Shinde,Maithry.Shreenath,Jyotsna. <i>Life Skills and Personality Development</i> ,Cambridge 2022.
Teaching Methodology	Lectures, Discussion, Self Study, Seminars, Case Study and Assignment
Evaluation Method	30% Internal assessment 70% External assessment



Emerging Technologies and Applications

FYBBA SEMESTER -II SEC201	Emerging Technologies and Applications	1L:0T:2P	2 Credits
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Course Objective:

- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Contents:

Unit 1: Cloud Computing

Cloud Service Models: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS), Deployment Models: Public, Private, Hybrid, Cloud-Based Solutions: use of cloud in business (Enterprise solutions), . Benefits & Challenges of Cloud Computing

Unit 2: Internet of Things (IoT) & Industry 4.0

IoT Applications: Smart cities, infrastructure, industrial IoT, manufacturing, Data processing and storage. Industry 4.0: Concept, automation, smart manufacturing, cyber-physical systems, digital twins.

Unit 3: Blockchain Technology

What is blockchain technology, Basic components of blockchain technology, How decentralization and shared ledgers work, Applications of Blockchain Technology, advantages and disadvantages of Blockchain Technology.

Unit 4: Augmented Reality (AR) and Virtual Reality (VR)

- Introduction to AR/VR and differences, AR/VR applications in marketing and Enhancing customer experience., Technological limitations and advancements.

Practical (Suggestive List):

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.

Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.



5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. *Assistive Technology*, 33(sup1), 17-26. <https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834, <https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal* , Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>



Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, <https://hbsp.harvard.edu/product/IMB889-PDF-ENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDF-ENG?Ntt=emerging%20technologies>

Course Outcomes:

1. Students will **understand** foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
 2. Students will **analyze** the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
 3. Students will **evaluate** the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
 4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.
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VAC201	Indian Constitution and Business in India (Bhartiya Bandharan Bhartiya Vyavsay)	2L:0T:0P	2 Credits
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Course Description:

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

Course Objective(s):

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Course Content:

Unit 1: An Economic History of the Constitution of India

Historical understanding of the constitution as an economic document. Understanding the Preamble, Starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI; Constitutional design, Legal Regulation and economic justice



Unit 2: Fundamental Rights and Business in India

Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions imposed by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.

Unit 3: Fiscal Federalism

Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy

This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book *Fifteen Judgments: Cases that Shaped India's Financial Landscape* as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

Readings:

References:

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases

- *Rustom Cavasjee Cooper v. Union of India*, (1970) 1 SCC 248
- *State of Rajasthan v. Mohan Lal Vyas*, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- *Mithilesh Garg v. Union of India*, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- *Chintamanrao v. The State of Madhya Pradesh*, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- *Cooverjee B. Bharucha v. Excise Commissioner, Ajmer*, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- *T. B. Ibrahim v. Regional Transport Authority. Tanjore*, AIR 1953 SC 79
- *Harman Singh v. RTA, Calcutta*, AIR 1954 SC 190
- *Dwarka Prasad Laxmi Narain v. State of U.P.*, AIR 1954 SC 224
- *State of Bombay v. R.M.D. Chamarbaugwala*, AIR 1957 SC 699
- *Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad*, AIR 1960 SC 801



વર્ષ ૨૦૨૩-૨૦૨૪ , ૨૦૨૪-૨૦૨૫ , ૨૦૨૫-૨૦૨૬

ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી પ્રત્યાયન કૌશલ્ય - ૦૧

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ પ્રત્યાયનનું મહત્વ સમજે અને સાચી રીતે પ્રત્યાયન કરી શકે.

એકમ - ૧. પ્રત્યાયનનો અર્થ , પત્રોના પ્રકાર (વ્યક્તિગત, જાહેર , સંસ્થાકીય) , ભાષા વિવેક અને દરેક પ્રકારના પત્રોનું માળખું.

એકમ - ૨. વિવિધ પ્રકારની અરજીઓ અને ફરિયાદો

એકમ - ૩. કોઈપણ પ્રકારના નિમંત્રણ પત્ર અને પ્રમાણપત્ર (સંસ્થાગત, વ્યક્તિગત)

એકમ - ૪. સંવાદ લેખન : - ભારતીય સંસ્કૃતિ અને પાશ્ચાત્ય સંસ્કૃતિ , ગુજરાતની અસ્મિતા , આજનું ભારત આવતીકાલનું ભારત , સ્ત્રી પુરુષ સમભાવ, રેડિયો કે ટી.વી પર વાત કરવી જાહેર સભાને સંબોધવી , અંગત મિટિંગને સંબોધવી. (નમૂના રૂપ)

સંદર્ભ ગ્રંથ :-

૧. વાણિજ્ય પત્રવ્યવહાર - દક્ષિણ ગુજરાત પ્રાધ્યાપક પુસ્તક પ્રકાશન.
૨. સાહિત્યાયન- બાબુ દાવલપુરા , પાર્શ્વ પબ્લિકેશન, અમદાવાદ
૩. પત્ર, અરજી અને અહેવાલ લેખન : રતિલાલ સાં. નાર્યક.
૪. ગુજરાતી નિબંધો - જયંત પાઠક , પોપ્પ્યુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્પ્યુલર પ્રકાશન.
૬. વાણિજ્ય અને ભાષા વિવેક - શ્રી ગજાનન પુસ્તકાલય.

[Subject code-2610000102055002]

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी प्रत्यायन-कौशल

AEC201

सेमेस्टर-2

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदी प्रत्यायन-कौशल (Advance Skills in Hindi: Theory & Practice)

Ability Enhancement Course-02 (Credits 02) (Total Marks-25)

अध्ययन के लिए निर्धारित क्षेत्र-

- इकाई-1 संप्रेषण की अवधारणा और महत्व
पत्राचार-प्रकार। तथा अंग के पत्र
- इकाई-2 विभिन्न प्रकार के आवेदन पत्र-शिकायती पत्र,
इकाई-3 निमंत्रण पत्र और प्रमाणपत्र-लेखन-वैयक्तिक एवम् संस्थाकीय।
इकाई-4 रेडियो-टी.वी. से बात-चीत, जन-सभा को संबोधन,
अलग-अलग विषयों पर सामूहिक चर्चा-भारतीय संस्कृति पर पारघात्य
प्रभाव,
आज का भारत, टेक्नॉलॉजी: शाप या अभिशाप, गुजरात की अस्मिता,
सामाजिक समरसता आदि।

अंक-विभाजन-

प्रश्न-1. सभी इकाईयों से पाँच (आठ में से) बहुविकल्पी प्रश्न (5 × 2 = 10 अंक)

प्रश्न-2 और 3. इकाई 2 और 3 से एक-एक आलोचनात्मक प्रश्न (13 × 2 = 26 अंक)

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - III

Subject	Service Management	Semester	III
Credits	4	Type	Major
CC301			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	Understand various concepts of Service Management.
PSO2	Understand various aspects of measurement of Service Quality.
PSO3	Understand various service sectors working in India.
PSO4	Manage demand and capacity in service industry.

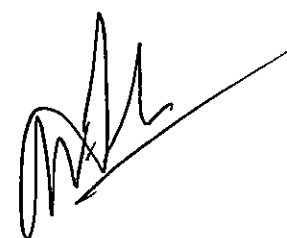
Course Content

Module	Content	Weightage
I	Introduction to Services and Consumer Behaviour in Services	15%
	<ul style="list-style-type: none"> • Introduction to Services, Unique characteristics of Services, Classification of Services, Challenges confronted by Service sector in India, Factors responsible for growth of Service Economy, Service Management. • Consumer Behavior in Services: Search, Experience and Credence Properties, Stages in Consumer Decision Making for services 	
II	Service Marketing Mix	30%
	<ul style="list-style-type: none"> • Service Marketing Mix: Product: Core and supplementary Elements, Branding service Products, Price: Role of Non-monetary costs, Pricing strategy, Pricing and Revenue Management, Yield Management, Place: Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies, Promotion: Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication, • Extended Service Marketing Mix: People: Employee's role in Service Delivery, Service Leadership and culture, 	

	Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments	
III	Service Quality	20%
	<ul style="list-style-type: none"> • What is Service Quality, The Gaps Model, Service Quality Dimensions (SERVQUAL) • Hard and Soft Measures of Measuring Service Quality • Service Productivity: Meaning, Tools to Improve the productivity 	
IV	Understanding customer complaints and service recovery	25%
	<ul style="list-style-type: none"> • Understanding complaining behavior, Principles of Effective service recovery systems, Service Guarantees, • Discouraging abuse and Opportunistic Customer behavior, Seven types of Jaycustomers 	
V	Understanding of various Service Sectors	10%
	<p><i>[Introduction, SWOC, Types / Segments, Latest Developments in India, Major Players, 7Ps of following sectors, other contemporary issues]</i></p> <ul style="list-style-type: none"> • Retailing, Hospitality - Travelling and Tourism, IT Enabled Services, Consultancy Services, Transportation Services, Banking Services, Insurance Services, Healthcare and Hospital Management, Telecom Sector, Education Sector 	

Reference Books:

1. Services: Marketing, Operations and Management – Jauhari Dutta, Oxford University Press.
2. Services Marketing – Govind Apte, Oxford University Press.
3. Services Marketing: Text and cases – Rajendra Nargundkar, Tata McGraw Hill.
4. Services Marketing: Concept, Planning, and Implementation - C Bhattacharjee, Excel Book.
5. Services Sector Management: An Indian Perspective - C Bhattacharjee, Jaico Publishing House.
6. Services Marketing - Zeithaml, Bitner, Gremler and Pandit, Tata Macgraw-Hill
7. Services Marketing: a south Asian Perspective - Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson Education.
8. Services Management: Operations, Strategy, Information Technology - Fitzsimmons and Fitzsimmons, Tata McGraw -Hill.



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - III

Subject	Social Media Marketing	Semester	III
Credits	4	Type	Major
CC302			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	Understand the Social Media space and tools.
PSO2	Analyze the effectiveness of company's and competitors' social media programs.
PSO3	Design social media programs that directly support business and marketing goals. Channels and programs.
PSO4	Implement a process for planning social media marketing activities.

Course Content

Module	Content	Weightage
I	Introduction to Social Media Marketing	20%
	Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email-social media-various social media websites; Blogging-types, platforms.	
II	Social Media Management	20%
	Social Media Management-Social Media and Target Audience-Sharing content on Social Media Book marking websites; DO's and Don'ts of social media	
III	Social Media Strategy	20%
	Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-social media ROI	
IV	Social Media Platforms	20%
	Social Media for Marketing-Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers social media	
V	Social Media Analytics	20%
	Social Analytics-Automation and social media- social media and other types of Marketing, Managing Tools of social media.	

Reference Books:

1. Digital Marketing – Seema Gupta – McGraw Hill



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - III

Subject	Search Engine Marketing	Semester	III
Credits CC303	4	Type	Major

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	Understand concepts of search engine marketing including various elements of search engine marketing plan.
PSO2	Create effective landing pages by understanding web users' behavior.
PSO3	Understand the concepts of affiliate marketing.
PSO4	Manage affiliate marketing program


Course Content

Module	Content	Weightage
I	Introduction to Search Engine Marketing	20%
	<ul style="list-style-type: none"> Search Engine Marketing: Overview, Understanding, Importance, Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization. 	
II	PPC Management	20%
	<ul style="list-style-type: none"> PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. 	
III	SEM Management	20%
	<ul style="list-style-type: none"> Effective landing pages and user psychology importance of UI/UX design, call-to- action, understand & connect with 	

	<p>the user and benefit from search behavior of prospective customer.</p> <ul style="list-style-type: none"> • Performance tracking set campaign objectives & goals, define performance metrics and monitor PPC activity with google analytics. • SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions. 	
IV	Affiliate Marketing	20%
	<ul style="list-style-type: none"> • Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods • cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing • cross selling and up selling-multi tier marketing and commissions. 	
V	Managing Affiliate Marketing	20%
	<ul style="list-style-type: none"> • Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. • Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization. 	

Reference Books:

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela (Author), Joseph Kerschbaum (Author)
2. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs.

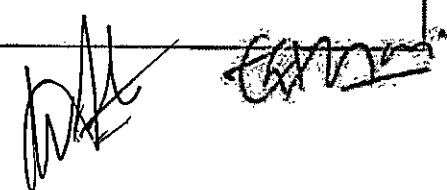


[Subject code-2408000703040001]

સરકારી કોલેજ નં. 17/02/2014
 તા. 06/02/2014

Veer Narmad South Gujarat University
Bachelor of Business Administration Semester 3
MDC - Business Statistics

Course Type	Multidisciplinary Course (MDC)	CC304
Course Title	Business Statistics	
Credit	4	
Teaching per Week	4 Hours	
Review / Revision	June, 2024	
Minimum weeks / Semester (Pedagogy)	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)	
Medium of Instruction	English	
Purpose of Course	<ul style="list-style-type: none"> To provide students with basic understanding with the basic concepts of statistics and its applications in business 	
Course Objective	<ul style="list-style-type: none"> To make students familiar with various measures of central tendency and dispersion. To acquaint students with applicability of various business problems and their solution using statistics. To explain the students with basics of data analysis. 	
Course Outcome	<p>The students will be able to ...</p> <ul style="list-style-type: none"> understand evolution of Statistics, and how it contributes to solution of business-related problems with statistical procedures and techniques. apply the concepts of business statistics in their research project work in subsequent semesters. understand various distributions of the data and its applicability in business setup. apply concepts of correlation and regression in decision making and forecasting. get strong foundation for data and analytics. 	
Course Content		
Unit 1: Introduction to Business Statistics (Theory) (15%)		
<ul style="list-style-type: none"> Brief History of Statistics, Meaning and Definitions of Business Statistics, Scope of Business Statistics, Applications of Business Statistics, Types of Data: Qualitative and Quantitative, Primary and Secondary, Discrete and Continuous Various types of graphs and charts used in statistics. 		
Unit 2: Measures of Central Tendency & Dispersion (30%)		
Measures of Central Tendency:		
<ul style="list-style-type: none"> Concept, Definitions, Advantages and Limitations, Practical Problems on Mean, Median, Mode of Ungrouped data as well as Grouped data 		
Measures of Dispersion:		



201-6
 201-2

- 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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સુધારા સંખ્યા નં 21-04-2025
 તારીખ 22/04/2025

[Subject code-2508000703070002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY

VAC : SEM -3 (Indian Economics and Business Model-I)

AY 2025-26

VAC301

Credit : 2

(30 HOURS)

Course Content:

UNIT 1 History of Indian Economy Thought

Ancient Foundation of Economics, Economic Thought in Context from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra.

UNIT 2 Introduction of Indian Economic and Business Model

Kautilya's thought to Arthashastra,
 Kautilya's Saptaing Theory of State
 Kautilya's Economic thoughts in specific India
 Kautilya's Economic thoughts in Global GDP
 Beyond Capitalism and Communalism
 Dharmicisim,
 Caste as Social Capital,
 Black Money and Tax Heaven.

Suggested Readings:

* Kanagasabapathi, "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.

* Lotus and Stones, Garuda Prakashani (31 October 2020), Garuda Prakashan Pvt. Ltd.

* Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.

* India Uninc by Prof. R Vaidyanathan, Westland Ltd. Publication

* Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series

* Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication

Web Resources:

* Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.

* Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.

* Vaidyanathan R., India Unincorporated, ICFAI Books, Latest Edition.

Veer Narmad South Gujarat University

Bachelor of Business Administration -Semester 3

Course Title	ENGLISH COMMUNICATION SKILLS -I	AEC 301	
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Course Outcomes:

- 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

Unit No.	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

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - IV

Subject	Startup and Innovation Management	Semester	IV
Credits	4	Type	Major
CC401			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	understand the basics of setting up of small business
PSO2	understand the various support mechanism available in the environment
PSO3	understand the importance of innovation in start-ups
PSO4	understand the role of technology transfer in growth of start-ups.

Course Content

Module	Content	Weightage
I	Location of an Enterprise and Steps for Starting a Small Enterprise	35%
	<ul style="list-style-type: none"> • Introduction, need for enterprise location • Importance of enterprise location • Factors affecting location of enterprise • Selection of most economic site • Selection of a small-scale enterprise • Starting a small-scale enterprise, Objective, Infrastructure, Machinery, Raw Materials, Finance, Marketing, Incentives 	
II	Selection of Types of Ownership Organisation and Incentives and Subsidies	35%
	<ul style="list-style-type: none"> • Introduction to ownership organisation • Sole Proprietorship - Meaning, Merits & Limitations • Partnership Organisation - Meaning, basic features, Advantages & disadvantage • Joint stock company - Meaning, Salient Features, advantages & disadvantages • Cooperatives - Meaning, Advantages & disadvantages • Meaning of Incentives, Subsidy • Need for Incentives 	

	<ul style="list-style-type: none"> • Schemes of Incentives and Subsidies in operations (List) • Advantages of Incentives and subsidies • Problem of incentives and subsidies 	
III	Innovations within Firms and Incubation	30%
	<ul style="list-style-type: none"> • Introduction to Innovation Management • Innovation-meaning, types of innovation • Sources of Innovation • Models of innovation, Innovation as a management process • Managing innovation within firms • Organizational characteristics that facilitate the innovation process • Organizational structures and innovation • Role of individual in innovation process • Public and Private Incubation • History of business Incubators 	

Reference Books:

1. Narayana R., (2011), Entrepreneurship, Third Edition, Cengage Learning India Pvt. Ltd, New Delhi.
2. Paul T., (2010), Innovation Management and New Product Development, Fourth Edition, Pearson India Education Services Pvt. Ltd.
3. Vasant Desai, The Dynamics of Entrepreneurial Development and Management Entrepreneur, Planning for Future Sustainable Growth, Himalaya Publishing House
4. A Sahay, V Sharma, Entrepreneurship and New Venture Creation, Excel Books
5. Managing Innovation by Joe Tidd & John Bessant, Wiley Publication
6. Innovation & Entrepreneurship by Peter Drucker

For More Reading:

1. Shlomo M., Seshadri D V R, (2012), Innovation Management: Strategies, Concepts and Tools for Growth and Profit, Sage Publication, New Delhi.
2. Allan A., (2003), Innovation Management: Strategies, Implementation and Profits, Oxford University Press, New Delhi
3. Online resource for; Latest scheme of central Govt. -<https://msme.gov.in/all-schemes> Latest Scheme of State Govt. -<https://ic.gujarat.gov.in/msme-small.aspx>.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - IV

Subject	E-Marketing	Semester	IV
Credits	4	Type	Major
CC402			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	<i>Apply digital marketing strategies such as lead generation, A/B testing, and landing page optimization to enhance customer acquisition and conversion rates.</i>
PSO2	<i>Demonstrate conceptual and practical understanding of E-Marketing tools and techniques, including email marketing, SEO, paid advertising, and content marketing.</i>
PSO3	<i>Evaluate and implement effective online advertising and customer relationship mechanisms using platforms like e-stores, social media, and direct response media to build sustainable brand-customer relationships.</i>
PSO4	<i>Analyze and solve E-marketing problems using data-driven methods and digital tools to make strategic marketing decisions in real-world business contexts.</i>

Course Content

Module	Content	Weightage
I	Introduction to Lead Generation:	20%
	<ul style="list-style-type: none"> Understanding Lead Generation for Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page. 	
II	A/B Testing	20%
	<ul style="list-style-type: none"> What is A/B Testing, how to do A/B Testing, selecting landing pages after A/B Testing, Converting leads into sales, creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing 	
III	E-Marketing: An Overview	20%
	<ul style="list-style-type: none"> Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E- 	

	Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.	
IV	Applications of E-Marketing	20%
	<ul style="list-style-type: none"> • Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium 	
V	Types and Tools of E-Marketing	20%
	<ul style="list-style-type: none"> • Introduction, E-Malls, E-Storefront, E- Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay- Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising 	

Reference Books:

1. Strauss, J., & Frost, R. (2014). *E-Marketing (7thE)*. Upper Saddle River, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
BACHELOR OF BUSINESS ADMINISTRATION
(DIGITAL MARKETING)

Semester - IV

Subject	SEMRush	Semester	IV
Credits	4	Type	Major
CC403			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	Understand the how well SEMRush does Keyword Search.
PSO2	Design and Understand Keyword Strategy.
PSO3	Manage SEO traffic.
PSO4	Design links and backlinks.

Course Content

Module	Content	Weightage
I	Keyword Research	20%
	<ul style="list-style-type: none"> • Keyword Research: Analyze Search Intent Instantly with SEMRush • Keyword Research- The Ultimate Keyword Research Checklist • SEMRush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use SEMRush for Keyword Research 	
II	Keyword Ranking	20%
	<ul style="list-style-type: none"> • Keyword Ranking: How to Track Your Keywords on Google (with SEMRush) • Search Engine Ranking: How to Use SEMRush to Track Keywords and Positions • How To Measure SEO Share of Voice on SEMRush • How To Use SEMRush Sensor To Get SERP Volatility Insights • How to Track SERP Rankings with the SEMRush Position 	
III	Link Building	20%
	<ul style="list-style-type: none"> • LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with 	



	SEMRush-SEMRush Backlinks Update 2021: How We Built a New Backlinks - Fastest Backlink Discovery Tool as a SEMRush	
IV	Local SEO	20%
	<ul style="list-style-type: none"> Social media and Local SEO: How to Use the Free SEMRush social media Tool for Every Platform-Effective Online Reputation Management: Reasons to Monitor Mentions-How to Track SEO in Multiple Cities with SEMRush-How to Improve Your Local SEO 	
V	SEO Traffic	20%
	<ul style="list-style-type: none"> SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features-How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4 Steps: How -How to Analyze Competitor Website Traffic with. Trends- Competitor Insights 	

Reference Books:

1. SEMrush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher-Packt
2. SEMRush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017
Publisher: Matthew Powell



VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**BACHELOR OF BUSINESS ADMINISTRATION****(DIGITAL MARKETING)****Semester - IV**

Subject	Banking and Financial Institutions	Semester	IV
Credits	4	Type	Minor
CC404			

Program Specific Outcomes:

At the end of the course, students shall be able to...

PSO1	<i>Demonstrate foundational knowledge of banking operations, including customer relationships, lending principles, credit monitoring, and risk management practices applicable in commercial banks.</i>
PSO2	<i>Analyze and interpret the technological advancements in banking, such as e-banking, core banking solutions, alternate delivery channels, and digital fund transfer mechanisms, including RTGS and NEFT.</i>
PSO3	<i>Apply knowledge of insurance services, including both life and general insurance, to understand policy structures, regulatory frameworks (IRDA), and settlement procedures.</i>
PSO4	<i>Evaluate various investment and financial services, including mutual funds, leasing, and hire purchase, and understand their role in financial planning and the broader financial services industry.</i>

Course Content

Module	Content	Weightage
I	Introduction to Banking	25%
	<ul style="list-style-type: none"> • Basics of Banking: Basic Concepts in Banking, • Banker-Customer Relationships, • Know Your Customer Guidelines, • Negotiable instruments, • Bankers' Duties and Responsibilities, • Types of Customers & Various Types of Accounts, • Deposit Products, • Services Rendered by Banks, • Principles of Lending, • Approach to Lending & Steps in Lending, • Credit Management & Credit Monitoring, 	

	<ul style="list-style-type: none"> • Recovery & Modes of Recovery and Management of Non-Performing Assets, • Basics of Risk Management in Banks. 	
II	E-Banking	25%
	<ul style="list-style-type: none"> • Electronic Banking • Current Trends and Role of information & Communication Technology in Banking • Core Banking Solutions vis-a-vis Traditional Banking • Banking Technology • Alternate Delivery Channels: ATMs, Credit/Debit Cards/Mobile Banking / Internet Banking etc. • Electronic Funds Transfers, Real Time Gross Settlements (RTGS) & National Electronic Funds Transfer (NEFT) • IT Security in Banks 	
III	Insurance Services and Institutions	25%
	<ul style="list-style-type: none"> • Insurance: Meaning - Nature and Importance, Insurance Regulation: IRDA Regulations - Insurance Contract - Agent Norms. • Life Insurance: Life Insurance - Definitions of Life Insurance, Advantages of Life Insurance, Essential Features of Life Insurance, Brief Introduction of Whole life policy and endowment policy, procedure for the settlement of claims, nomination and assignment, annuity, Mediclaim policy. • General Insurance: Concepts of Marine Insurance - Fire Insurance - Automobile Insurance - Home Insurance - Medical Insurance - Social Security Insurance. 	
IV	Mutual Funds and Other Services	25%
	<ul style="list-style-type: none"> • Mutual Funds: Introduction, Types of mutual funds, Organization of mutual funds, Regulation of Mutual Funds: Brief introduction to SEBI guidelines • Leasing and Hire Purchase: concepts of leasing, types of leasing - financial & operating lease, direct lease, and sales & lease back, single investor lease and leveraged lease, Domestic lease, and International Lease. Hire Purchase: Concept, Difference between leasing and hire purchase. 	

Reference Books:

1. Bhattacharya, H., Banking Strategy, Credit Appraisal and Lending Decisions, 2nd Edition, Oxford University Press, 2011.
2. Heffernan, S., Modern Banking, John Wiley and Sons, 2005.
3. Imam, A., Principles and Practice of Life Insurance in India, Anmol Publisher, 2011.



4. Indian Institute of Banking and Finance, Principles and Practices of Banking, 2nd Edition, Macmillan India Ltd.,2012.
5. Maheshwari, S. N. and Maheshwari, S.K., Banking Law and Practice, Kalyani Publishers, 2005.
6. Mittal, R.K, Saini, A.K. and Dhingra, S., Emerging Trends in the Banking Sector, Macmillan Publishers India,2008.
7. Muraleedharan, Modern Banking: Theory and Practice, PHI Learning,2009.
8. Rose P. and Hudgins, S., Bank Management and Financial Services, 7th Edition, Tata McGraw-Hill,2010.
9. Suresh, P. and Paul, J., Management of Banking and Financial Services, 2nd Edition, Pearson,2010.
10. Tripathy, M., Mishra, S. and Mishra, K.C., General Insurance Business Operations and Decision Making, Cengage Learning,2009.
11. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons,2009.
12. Insurance Principles and Practice, by R.S. Sharma
13. Insurance Principles, Practice and Registration, by M.K. Ghosh & A. N. Agrawal
14. Indian Mutual Funds Handbook 5th Edition: A Guide for Industry Professionals and Intelligent Investors by Sundar Sankaran (Author),2018
15. For Hire, Purchase and Venture Capital: M Y Khan: Financial Services (TMH)



[Subject Code-2608000704070002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY

VAC : SEM -4 (Indian Economics and Business Model-II)

AY 2025-26

VAC401

Credit : 2

(30 HOURS)

Course Content:

Unit 1 : History of Sectorial Contribution in India (Present Vs. Past)

Agriculture: Ancient India,
Manufacturing: Ancient India,
Education in India,
Business in India,
Global Position of India

Unit 2 : Indian Business Model : based on 10-points Formula

Family Base,
High Level of Savings,
Self-Employment,
Highly Entrepreneurial Nature,
Non-corporate Sector as the Core of the Economy,
Community Orientation and Higher Social Capital,
Faith and Relationship in Economic Affairs,
A Society-driven Economy,
Driven by Norms and Values.
Project Report : format

Suggested Readings:

*Kanagasabapathi: "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi.

* Lotus and Stones, Garuda Prakashani (31 October 2020), Garuda Prakashan Pvt. Ltd.

* Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition.

* India Uninc by Prof. R. Vaidyanathan, Westland Ltd. Publication

* Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series

* Black Money Tax Heaven by R. Vaidyanathan, Westland Ltd. Publication

Web Resources:

* Goswami Anandajit, Economic Modeling, Analysis, and Policy for Sustainability, IGI Global, Latest Edition.

* Ganguly Anirban, Redefining Governance, published by Prabhat Prakashan, Latest Edition.

* Vaidyanathan R., India Unincorporated, ICFAI Books, Latest Edition.

Veer Narmad South Gujarat University		
Bachelor of Business Administration Semester 4		
Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS (MEL-II)	AEC401

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	Credits
Unit-1	Reading texts of different genres and of varying length	5
	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	5
	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	6
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
Unit-4	Identifying and overcoming problems of communication	4
	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, Sand 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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