



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 બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલ આવનાર Bachelor of Business Administration (Foreign Trade) 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/૧૬૯૬૭/૨૦૨૫

તા.૦૨-૦૭-૨૦૨૫

  
કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. 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.

.....તરફ જાણ તેમજ અમલ સારું.

STRUCTURE FOR ERP		PROGRAM NAME : BBA Foreign Trade						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	TH	PR
MAJOR	CC101	Principles and Practices Of Management	Principles and Practices Of Management	100	4		2		4		50		50		100	
MAJOR	CC102	Basic Mathematics and Statistics	Basic Mathematics and Statistics	100	4		2		4		50		50		100	
MINOR	CC103	Global Business Communications and Public Relations	Global Business Communications and Public Relations	100	4		2		4		50		50		100	
MDC	CC104	Economics for Managers	Economics for Managers	100	4		2		4		50		50		100	
SEC	SEC101	Environmental Science and Sustainability	Environmental Science and Sustainability	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 Foreign Trade				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	TH	F
MAJOR	CC201	Human Behaviour and Organization	Human Behaviour and Organization	100	4		2		4		50		50		100	
MAJOR	CC202	Principles of Marketing	Principles of Marketing	100	4		2		4		50		50		100	
MINOR	CC203	Financial Accounting	Financial Accounting	100	4		2		4		50		50		100	
MDC	CC204	Economic and Commercial Geography	Economic and Commercial Geography	100	4		2		4		50		50		100	
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	
SEC	SEC201	Emerging Technologies and application	Emerging Technologies and application	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 Foreign Trade

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		
MAJOR	CC301	Global Business Environment	Global Business Environment	200	4		2		4		50		50		100	
MAJOR	CC302	Global Marketing Management	Global Marketing Management	200	4		2		4		50		50		100	
MAJOR	CC303	International trade Theory	International trade Theory	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							



13

STRUCTURE FOR ERP			PROGRAM NAME : BBA Foreign Trade						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		
MAJOR	CC401	Export Import policy and Authorities	Export Import policy and Authorities	200	4		2		4		50		50		100	
MAJOR	CC402	Import Management	Import Management	200	4		2		4		50		50		100	
MAJOR	CC403	Export Procedure and Documentation	Export Procedure and Documentation	200	4		2		4		50		50		100	
MINOR	CC404	Foreign Trade Information System	Foreign Trade Information System	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							

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**Bachelor of Business Administration (BBA)**  
**AICTE- Based syllabus**

**FOR F.Y BBA SEMESTER – I**

**Principles and Practices of Management**

<b>F.Y BBA SEMESTER – I MAJOR CC101</b>	<b>Principles and Practices of Management</b>	<b>4L:0T:0P</b>	<b>4Credits</b>
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**Course Description:**

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

**Course Objectives:**

1. Course To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

**Content:**

**Unit 1: Introduction to Management**

Definition, features of management, management and administration, role of managers and managerial skills; Management thoughts: Empirical, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach; Management as a science and an art; Functions of management (POSDCoRB)

**Unit 2: Planning, Organizing and Staffing**

Meaning, Importance of planning in management; Types of plans: Strategic, tactical, operational ; Planning process ; Decision- making- process; Organizing – meaning And process; types of organizational structures: Functional, Line, Line &Staff,

Matrix, Committee, Delegation of authority - Process, principles, Blocks to effective delegation., Centralization and Decentralization (Benefits and Limitations); Meaning and Importance of staffing – Difference between Recruitment and Selection, Sources of Recruitment

### **Unit 3: Leading, Directing and Controlling**

Meaning, Features, Principles of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Controlling-meaning and controlling process, Methods of controlling : TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting

### **Unit 4: Strategic Management, Ethics and Social Responsibility**

Meaning of strategic management, brief idea about SWOT analysis. Ethical issues in management, brief concept of Corporate social responsibility (CSR), brief concept of Sustainable management practices.

#### **Text Books (Latest Editions):**

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

#### **References:**

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

#### **Reflective Exercises and Cases:**

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>
2. *ATH Technologies* by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:  
Application of Ancient Indian Philosophy in Modern Management ([http://www.irdindia.in/journal\\_ijrdmr/pdf/vol5\\_iss4/8.pdf](http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf))
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya*

Bhaskarbai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad |  
A00135-PDF-ENG |

<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>

8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG  
[/https://hbsp.harvard.edu/product/W28410-PDF-ENG?](https://hbsp.harvard.edu/product/W28410-PDF-ENG?)
9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |  
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity?* By Mayo (2024)  
<https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*  
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG |  
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>  
[http://www.ibscdc.org/Case\\_Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm](http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C%20Organizational_Change_and_CEOs/LDS0028.htm)

#### Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.



[Subject code-2510000101022003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - I**

<b>Subject</b>	<b>Basic Mathematics and Statistics</b>	<b>Semester</b>	<b>I</b>
CC102	4	<b>Type</b>	<b>Major</b>

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

<b>LO1</b>	understand the concept of mathematical and statistical techniques.
<b>LO2</b>	Understand the mathematical techniques used in foreign trade.
<b>LO3</b>	Understand various statistical tools needed for analyzing and interpreting business facts and graphic presentation.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Interest Rate Mathematics</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>• Day Count Fractions, Yield Concepts and the Bond Price Equation, Compounding Frequencies and Continuous Compounding,</li><li>• Bond Price-Yield Relationship, Yield Curve and Forward Rates</li><li>• Exchange Arithmetic: Ready and Forward Exchange Rates.</li></ul>	
<b>II</b>	<b>Role of Statistics in Foreign Trade</b>	<b>30%</b>
	<ul style="list-style-type: none"><li>• Collection, Analysis and Interpretation of Primary and Secondary Data using Graphs and charts</li><li>• Sampling Theory: Random and Non-Random Sampling</li></ul>	
<b>III</b>	<b>Measures of Central Tendency</b>	<b>30%</b>
	<ul style="list-style-type: none"><li>• Practical Examples of Mean, Mode, Median, Geometric Mean, Harmonic Mean, Range and Standard Deviation.</li></ul>	
<b>IV</b>	<b>Analysis of Business Chance and Relationship</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>• Time Series and its Components, Theory of Linear Regression and Correlation.</li></ul>	

**Reference Books:**

1. J.J. Cox, Ingersc, A Theory of Term Structure of Interest Rates.

2. Apte P.G. (2002). International Financial Management. New Delhi, Tata McGraw - Hill Publishing Company Limited.

3. Gupta, S.P. (1995). Statistical Methods. New Delhi, Sultan Chand and Sons.

4. Elhance, D.N., Elhance, V. and Aggrawal.B. M. (1999.) Fundamentals of Statistics. Allahabad, Kitab Mahal.

5. Dick A. Leabe, Business Statistics.

6. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New Delhi, Sultan Chand and Sons.

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[Subject code-2510000101033003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - I**

<b>Subject</b>	<b>Global Business Communications and Public Relations</b>	<b>Semester</b>	<b>I</b>
CC103	4	<b>Type</b>	<b>Minor</b>

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

<b>LO1</b>	understand the special terminology used in export import business.
<b>LO2</b>	Write global business letters concerning all aspects of Foreign Trade.
<b>LO3</b>	Get overview of global correspondence.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Objectives of Export Correspondence</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Essentials of Successful Letters, Advantages of Export Correspondence - Building Confidence and Establishing Strong Trade Relations.</li></ul>	
<b>II</b>	<b>Terminologies used in International Business</b>	<b>30%</b>
	<ul style="list-style-type: none"><li>Meaning of Special Terms Used in Export and Import Business: Inco- Terms and Terms of Payment.</li></ul>	
<b>III</b>	<b>Market Reports</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Reading, Comprehending and Writing of Market Reports Relating to Export and Import of Different Goods.</li></ul>	
<b>IV</b>	<b>Correspondence</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Practice in Writing of Business Letters Relating to all Aspects of Export and Import of Visible and Non-Visible Items: Filing and Indexing.</li></ul>	
<b>V</b>	<b>Public Relations</b>	<b>10%</b>
	<ul style="list-style-type: none"><li>Significance, Art and Methods</li></ul>	

**Reference Books:**

1. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
2. Michael, V. P. (2001). Communication and Research for Management, Mumbai, Himalaya Publishing House.
3. Murphy, Effective Business Communication.
4. Sigband, Norman, Communication for Business and Management.
5. Rai, V.S. and Rai, S. M. Business Communication.

A handwritten signature in black ink, appearing to be 'M. S. Rai', is located on the right side of the page. The signature is written in a cursive style with a horizontal line underneath.

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHLOR OF BUSINESS ADMINISTRATION (BBA)**  
**(FOREIGN TRADE)**

**Semester - I**

Subject	Economics for Managers	Semester	I
Credits	4	Type	MDC

**Learning Outcomes: Students shall be able to...**

LO1	<ul style="list-style-type: none"><li>To demonstrate how applications of economic theory can improve decision making.</li><li>Apply the knowledge of the mechanics of supply and demand to explain working of markets</li></ul>
LO2	<ul style="list-style-type: none"><li>Describe how changes in demand and supply affect markets</li><li>Understand the choices made by a rational consumer</li></ul>
LO3	<ul style="list-style-type: none"><li>Explain relationships between production and costs</li><li>Define key characteristics and consequences of different forms of markets.</li></ul>
LO4	<ul style="list-style-type: none"><li>Understand effect of Inflation in Business policy and managerial Decision</li></ul>

**Course Content**

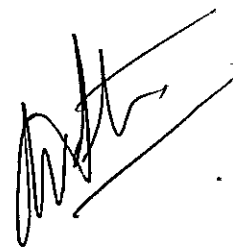
Module	Content	Weightage
Unit 1	<b>Introduction to Managerial Economics</b> <ul style="list-style-type: none"><li>Introduction -What Managerial Economics is about?</li><li>Definitions of Managerial Economics</li><li>Nature &amp; Scope of Managerial Economics</li><li>Chief characteristics of Managerial Economics</li><li>Significance of Managerial Economics</li><li>Fundamental concepts in Managerial Economics (Opportunity Cost, Discounting and Equi-Marginal)</li><li>Role &amp; Responsibilities of a Managerial Economist in Business.</li></ul>	20%
Unit 2	<b>Market structure Analysis-I</b> <ul style="list-style-type: none"><li>Perfectly competitive Market</li><li>✓ Price Determination under perfect competition</li><li>✓ Features of a Perfectly competitive market</li><li>✓ Demand curve facing the Firm &amp; Industry under Perfect competition</li><li>✓ Equilibrium of the Firm &amp; Industry under Perfect competition</li></ul>	20%

	<p>in Short-run &amp; Long run</p> <ul style="list-style-type: none"> <li>• Monopoly</li> <li>✓ Price Determination under Monopoly</li> <li>✓ Features &amp; causes of Monopoly</li> <li>✓ Nature of Demand curve &amp; Marginal revenue curve under Monopoly</li> <li>✓ Price &amp; output under Monopoly in Short-run &amp; Long-run</li> <li>• Price Discrimination</li> <li>✓ Meaning of price discrimination</li> <li>✓ Forms of price discrimination</li> <li>✓ Degrees of price discrimination</li> <li>✓ Conditions under which Price discrimination is possible &amp; profitable</li> </ul>	
<b>Unit 3</b>	<p><b>Market Structure Analysis-2</b></p> <ul style="list-style-type: none"> <li>• Price Determination under Monopolistic competition</li> <li>✓ Features of Monopolistic competition</li> <li>✓ Nature of Demand curve (AR) &amp; Marginal Revenue (MR) curves</li> <li>✓ Concept of Group Equilibrium Price &amp; Output determination in short-run &amp; Long Run under Monopolistic Competition</li> <li>• Oligopoly: Features, Kinked Demand Curve, Price Leadership (Types, Characteristics, Advantages)</li> </ul>	25%
<b>Unit 4</b>	<p><b>Production Analysis</b></p> <ul style="list-style-type: none"> <li>• Production Function</li> <li>✓ Meaning &amp; classification of Factors of production</li> <li>✓ Meaning &amp; significance of production Function-in Business</li> <li>✓ Cobb-Douglas production function</li> <li>• Theory of production</li> <li>✓ Concept of Total Product, Average Product and Marginal Product</li> <li>✓ Law of variable proportions</li> <li>✓ Returns to scale</li> <li>• Production Function with Two variable Inputs</li> <li>✓ Meaning &amp; General properties of Iso-Quants</li> <li>✓ Marginal Rate of Technical Substitution (MRTS)</li> <li>• Optimum Factor combination</li> <li>✓ Concept of Iso-Cost Lines</li> <li>✓ Least Cost Combination of Factors (Choice of Inputs)</li> <li>✓ The Economic Region of production (Ridge Lines)</li> <li>✓ Expansion path.</li> </ul>	25%
<b>Unit 5</b>	<p><b>Inflation</b> Meaning of Inflation, Causes of Inflation, Types of Inflation (Demand pull and Cost push)</p>	10%

inflation), Effects of Inflation, Anti-Inflationary Measures.	
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**Suggested Readings:**

- I. Managerial Economics - Analysis, Problems and Cases - P. L. Mehta, Sultan Chand
- II. Managerial Economics in a Global Economy - Domi-nick Salvatore, Thomson South Western
- III. Managerial Economics: Application, Strategy & Tactics -Moyers, Harris
- IV. Managerial Economics - D M Mithani, Himalaya Publishing House
- V. Essentials of Managerial Economics -P. N. Reddy, Himalaya Publishing House
- VI. Managerial Economics - G S Gupta, TataMc Graw-Hill
- VII. Modern Microeconomics: Theory & Application -H L Ahuja, Sultan Chand
- VIII. Advanced Economic Theory: Microeconomic Analysis -H L Ahuja, Sultan Chand
- IX. Principles of Microeconomics-H L Ahuja, Sultan Chand
- X. Business Economics -H. L. Ahuja, Sultan Chand
- XI. Advanced Microeconomic Theory - M J Kennedy, Himalaya PublishingHouse
- XII. Economics -Paul Samuelson, William Nordhaus, TataMCGraw-Hill



[Subject Code-2510000101077001]

Indian Knowledge System- An Introduction

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

### 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.

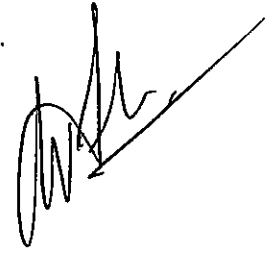
### **Outcomes**

- 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 Apela 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

<b>FYBBA SEMESTER- 1 SEC 101</b>	<b>Environmental Science and Sustainability</b>	<b>2L:0T:0P</b>	<b>2 Credits</b>
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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* (13<sup>th</sup> ed.). Pearson.

### References

#### Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- [www.myfootprint.org](http://www.myfootprint.org)
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/klings/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.

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FYBBA SEMESTER- 1 AEC101	Additional Course - Indian or Foreign Language 1-1-0)) [optional course]*	2L:0T:0P	2 Credits
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\*Indian Languages: Sanskrit/Hindi/All Regional languages  
Foreign Languages: Spanish/German/French/Korean/Mandarin

[Subject Code-2510000101055002]

परिशिष्ट-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदीभाषा-कौशल

सेमेस्टर-1

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

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

Ability-Enhancement Courses-01 (Credits 02) (Total Marks-50), 25)

अध्ययन के लिए निर्धारित क्षेत्र-

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

इकाई-2संज्ञा और सर्वनाम का सामान्य परिचय।

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

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

अंक- विभाजन-

प्रश्न 1. इकाई 1, 2 और 3 से पाँच (आठ में 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:

[Subject Code-2510000101055001]

ગુજરાતી વિષયનો અભ્યાસક્રમ

સેમેસ્ટર -૧

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 પ્રાથમિક અભ્યાસક્રમમાં વિદ્યાર્થીઓ ભાષા શીખે, સારી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧, કક્કો બારાબડી 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 સાર્ય જોડણીશાસ્ત્ર, નવજીવન પ્રકાશન, ગુજરાત વિદ્યાપીઠ, અમદાવાદ.
- ૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય, ગાંધીનગર
- ૩. ભાગવત ગો-મંડળ (ભાગ-૧ થી ૮) સે. મહારાજા ભવલતસિંહ પ્રવીણ પુસ્તક ભંડાર, રાજકોટ
- ૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભોંડારી, પિકી પંડ્યા અરુણીયા પ્રકાશન, અમદાવાદ
- ૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભોંડારી અરુણીયા પ્રકાશન, અમદાવાદ.
- ૬. સાહિત્યાચન - બાબુ દાવદનપુરા, પાર્થ પબ્લિકેશન, અમદાવાદ
- ૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.સંતોષકોપતિલા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ.
- ૮. વ્યાકરણવિમર્શ - ભીમી દાનશ્યામ દેસાઈ, યુનિવર્સિટી બુક્સ, અમદાવાદ.

[Subject Code-2610000102011001]

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

<b>FYBBA SEMESTER -II CC201</b>	<b>Human Behaviour and Organization</b>	<b>4L:0T:0P</b>	<b>4 Credits MAJOR</b>
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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](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-2610000102022003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(Foreign Trade)**

**Semester - II**

<b>Subject</b>	<b>Principles of Marketing</b>	<b>Semester</b>	<b>II</b>
CC202	4	<b>Type</b>	<b>Major</b>

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

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

**Course Content**

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

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

**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



[Subject code-2610000102033003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**(FOREIGN TRADE)**

**Semester - II**

Subject	Financial Accounting	Semester	II
CC203	4	Type	Minor

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

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

[Subject code-2610000102044003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - II**

<b>Subject</b>	<b>Economic and Commercial Geography</b>	<b>Semester</b>	<b>II</b>
CC204	4	<b>Type</b>	<b>MDC</b>

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

<b>LO1</b>	The objective of this course is to acquaint the students to the economic and commercial-situation prevailing in different nations of the world with whom India has trade relations or which could be emerging markets for export and import of goods.
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**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
	<b>Course Content</b>	<b>100%.</b>
	<ul style="list-style-type: none"><li>• Physical Geography of the World-Continents, Latitudes/Longitudes, Oceans, Trade Routes.</li><li>• Economic and Commercial Geography of Important Trading Nations of<ul style="list-style-type: none"><li>• (a) Asia and Australia</li><li>• (b) Africa</li><li>• (c) Africa - North and South, Canada</li><li>• (d) Europe</li></ul></li><li>• This will include a study of agriculture, forest and mineral resources, industrial infrastructure, ports and major items of export and import of different nations of each continent. The faculty will decide the names of the nations to be studied each year.</li></ul>	

**Reference Books:**

1. Khanna K.K. and Gupta V.K. (2001), Economic and Commercial Geography, Sultanchand & Sons, New Delhi.
2. C.B. Marmoria, Economic and Commercial Geography, Sahitya Bhawan

3. J.W. Alaxender, Economic Geography, Prantice Hall
4. L.D. Stamp, Commercial Geography, Longman.
5. A. Loesch, Economic Location, Yale University.

A handwritten signature in black ink, appearing to be 'A. Loesch', written in a cursive style with a long horizontal stroke at the end.

**Emerging Technologies and Applications**

<b>FYBBA SEMESTER -II SEC201</b>	<b>Emerging Technologies and Applications</b>	<b>1L:0T:2P</b>	<b>2 Credits</b>
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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	<b>Indian Constitution and Business in India (Bhartiya Bandharan Bhartiya Vyavsay)</b>	<b>2L:0T:0P</b>	<b>2 Credits</b>
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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**

Articles 301 to 307 of the Constitution pertain 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



<b>AEC201</b>	Ability Enhancement Course -Gujarati -2 OR Ability Enhancement Course -Hindi -2	<b>2L:0T:0P</b>	<b>2 Credits</b>



## સેમેસ્ટર -૨

વર્ષ ૨૦૨૩-૨૦૨૪, ૨૦૨૪-૨૦૨૫, ૨૦૨૫-૨૦૨૬

### ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી પ્રત્યાય ન 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 વાંત કરવી.

જાહેર સભાને સંબોધવી, અંગત મિટિંગને સંબોધવી. ( નમૂના રૂપ )

સંદર્ભ ગ્રંથ :-

૧. વાણિજ્ય પત્રવ્યવહાર - દક્ષિણ ગુજરાત પ્રાધ્યાપક પુસ્તક પ્રકાશન.
૨. સાહિત્યાયન- બાબુ દાવલપુરા, પાર્થ પબ્લિકેશન, અમદાવાદ.
૩. પત્ર, અરજી અને અહેવાલ લેખન : રતિલાલ સી. નાયક
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

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 पाश्चात्य  
प्रभाव,  
आज का भारत, टेक्नालॉजी: 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**  
**(FOREIGN TRADE)**

**Semester - III**

<b>Subject</b>	<b>Global Business Environment</b>	<b>Semester</b>	<b>III</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Major</b>
<b>CC301</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Evaluate macro and micro environmental factors, assess environmental changes, and apply strategic management concepts for business decision-making.
<b>PSO2</b>	Equipped to analyze political, economic, social, and technological influences and evaluate how commercial policies shape global business environments.
<b>PSO3</b>	Understand the issues, benefits, and mechanisms such as joint ventures, FDI, and globalization strategies used by multinational corporations.
<b>PSO4</b>	Gain insights into global market planning, financial trends, the balance of payments, currency systems, and the role of technology transfer in international trade.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Business Environment</b>	<b>20%</b>
	Macro and Micro Environment, Environmental Change; Techniques for Environmental Analysis; Strategic Management: Concept and Process	
<b>II</b>	<b>Global Environment</b>	<b>20%</b>
	Political and Economic Environment, Social and Technological Environment, Commercial Policies of Governments	
<b>III</b>	<b>Challenges of Multinational Organizations</b>	<b>20%</b>
	Problems and Benefits; Joint Ventures, Liberalization and Globalization, Foreign Direct Investment.	
<b>IV</b>	<b>Globalization</b>	<b>20%</b>
	Emergence of Global Marketing, Business Planning and Marketing Strategy, Environment Approach, Marketing Segmentation on a Global Scale	
<b>V</b>	<b>International Financial Markets</b>	<b>20%</b>
	Trends in World Trade and Problems of Developing Countries, Balance of Payment, Euro Currency, Transfer of Technology.	

**Reference Books:**

1. Aswathappa, K. (2000). Essentials of Business Environment, Himalaya Publishing, New Delhi.
2. Cherunilam, F. (1999). Business Environment, Himalaya Publishing House, 8th Ed., New Delhi.
3. Chopra R.K., Business Environment.
4. Aswathappa, K. Legal Environment of Business.
5. IIFT, Government Grading in India and France.
6. Sherlekar, S.A. Marketing Segmentation.

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - III**

<b>Subject</b>	<b>Global Marketing Management</b>	<b>Semester</b>	III
<b>Credits</b>	4	<b>Type</b>	Major
<b>CC302</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Understand the fundamentals and environment of international marketing, including cultural, legal, and economic factors that influence global marketing decisions.
<b>PSO2</b>	Apply key international marketing strategies including product planning, pricing, promotion, and distribution in foreign markets.
<b>PSO3</b>	Analyze the institutional, regulatory, and logistical frameworks governing international trade and export-import operations.
<b>PSO4</b>	Evaluate emerging trends in global markets and develop insights into cross-border consumer behavior and technological influences on international marketing.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>International Marketing</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Nature, Scope, and Importance of International Marketing</li> <li>• Domestic vs International Marketing</li> <li>• International Marketing Environment: Cultural, Political, Legal, Technological, and Economic Environment</li> <li>• Factors Affecting International Business Decisions</li> </ul>	
<b>II</b>	<b>International Market Entry Strategies</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Modes of Entry: Exporting, Licensing, Franchising, Joint Ventures, Wholly Owned Subsidiaries</li> <li>• Entry Strategy Selection Criteria</li> <li>• Risk Analysis and Management in International Markets</li> <li>• Role of Government and Promotional Agencies in Export Promotion (e.g., ECGC, EXIM Bank, DGFT)</li> <li>• Case Studies on Market Entry</li> </ul>	
<b>III</b>	<b>Challenges of Multinational Organizations</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Product Planning for International Markets</li> </ul>	

	<ul style="list-style-type: none"> <li>• Branding and Packaging for Global Markets</li> <li>• International Pricing Strategies: Factors, Dumping, Transfer Pricing</li> <li>• International Distribution Channels and Logistics</li> <li>• International Promotion Tools: Advertising, Sales Promotion, Personal Selling, Public Relations</li> </ul>	
<b>IV</b>	<b>Foreign Trade Policy</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Overview of India's Foreign Trade Policy (FTP)</li> <li>• Payment Methods in International Trade (LCs, Drafts, SWIFT, etc.)</li> <li>• Role of WTO and Trade Blocs (SAFTA, EU, ASEAN)</li> </ul>	
<b>V</b>	<b>International Financial Markets</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• E-commerce and Digital Platforms in International Marketing</li> <li>• International Consumer Behaviour: Cultural influences on buyer behaviour (Hofstede's dimensions), Global vs local consumer preferences (standardization vs customization)</li> <li>• Green Marketing and Sustainability in Global Trade</li> <li>• Global Branding and Country-of-Origin Effect: Importance of COO in consumer Perception, Global Brand Positioning Strategies</li> <li>• Case Studies: Success and Failure in International Markets (IKEA, Patanjali, Amul, etc.)</li> </ul>	

#### Reference Books:

1. Cateora, P., Gilly, M., & Graham, J. (2016). *International Marketing*. McGraw Hill Education.
2. Keegan, W. J., & Green, M. C. (2020). *Global Marketing*. Pearson.
3. Varshney, R. L., & Bhattacharya, B. (2017). *International Marketing Management*. Sultan Chand & Sons.
4. Francis Cherunilam – *International Marketing* (Himalaya Publishing House)
5. Government websites like DGFT, EXIM Bank, WTO, etc



**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - III**

<b>Subject</b>	<b>International Trade Theory</b>	<b>Semester</b>	<b>III</b>
<b>Credits</b> <b>CC303</b>	4	<b>Type</b>	Major

**Program Specific Outcomes:**

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

<b>PSO1</b>	Understand the fundamental concepts, scope, and significance of international trade in a globalized economy.
<b>PSO2</b>	Analyze classical and modern theories of international trade and their practical relevance in today's context.
<b>PSO3</b>	Evaluate the role of trade policies, tariffs, quotas, and economic integration in shaping global trade.
<b>PSO4</b>	Develop awareness of institutional frameworks, balance of payments, and challenges faced by developing economies in international trade.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Introduction to International Trade</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Meaning, Nature, and Importance of International Trade</li> <li>• Distinction between Internal and International Trade</li> <li>• Gains from Trade and Their Measurement</li> <li>• Interdependence of Nations and Comparative Cost Advantage</li> <li>• Importance of International Trade for Developing Countries</li> </ul>	
<b>II</b>	<b>Theories of International Trade</b>	<b>20%</b>
	<b>Classical Theories:</b> <ul style="list-style-type: none"> <li>• Adam Smith's Absolute Cost Advantage Theory</li> <li>• David Ricardo's Comparative Cost Theory</li> </ul> <b>Neo-Classical Theories:</b> <ul style="list-style-type: none"> <li>• Heckscher-Ohlin Theory</li> <li>• Factor-Price Equalization</li> </ul> Criticisms and Limitations of Classical Theories	
<b>III</b>	<b>Modern Development in Trade Theory</b>	<b>20%</b>

	<ul style="list-style-type: none"> <li>• Intra-Industry Trade</li> <li>• Product Life Cycle Theory</li> <li>• Strategic Trade Theory</li> <li>• Krugman's New Trade Theory</li> <li>• Relevance of Modern Theories in the Context of WTO</li> </ul>	
<b>IV</b>	<b>Trade Policies and Economic Integration</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Free Trade vs Protectionism</li> <li>• Tariffs and Non-Tariff Barriers</li> <li>• Trade Policy Instruments and Their Impact</li> <li>• Customs Unions, Common Markets, and Economic Unions</li> <li>• Role of Trade Blocs (EU, SAFTA, ASEAN, NAFTA)</li> </ul>	
<b>V</b>	<b>Balance of Payment and Contemporary Issues</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>• Structure and Components of Balance of Payments</li> <li>• Disequilibrium in BOP: Causes and Remedies</li> <li>• Role of IMF and World Bank in Trade Stabilization</li> <li>• Trade Deficits, Surpluses, and Their Implications</li> <li>• Current Challenges in International Trade: Currency Wars, Geopolitical Tensions, WTO Disputes</li> </ul>	

**Reference Books:**

1. Salvatore, D. – *International Economics* (Wiley)
2. Paul Krugman & Maurice Obstfeld – *International Economics: Theory and Policy* (Pearson)
3. Bo Sodersten – *International Economics*
4. H.G. Mannur – *International Economics* (Vikas Publishing)
5. Indian Government and WTO websites (DGFT, RBI, IMF, WTO)



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

<ul style="list-style-type: none"> <li>• Concept, Definitions, Advantages and Limitations,</li> <li>• Range, Quartile Deviation, Mean Deviation, Standard Deviation (Merits, Demerits and Practical Examples of Grouped and Ungrouped Data)</li> <li>• Coefficient of Variation and its uses, practical examples</li> </ul>	
<b>Unit 3: Correlation and Regression</b>	<b>(25%)</b>
<b>Correlation</b> <ul style="list-style-type: none"> <li>• Meaning, Definition, Types, Difference between Correlation and Causation, Properties of Correlation,</li> <li>• Practical Examples on Karl Pearson's Method, Rank Correlation</li> </ul> <b>Linear Regression</b> <ul style="list-style-type: none"> <li>• 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 (<math>R^2</math>)</li> <li>• Practical Examples of Linear Regression.</li> </ul>	
<b>Unit 4: Testing of Hypothesis</b>	<b>(30%)</b>
<b>Conceptual Understanding (Theory):</b> <ul style="list-style-type: none"> <li>• Hypotheses: Null and Alternative, Parameter &amp; Statistic, Process of Hypothesis Testing, Sampling Distribution, Type I &amp; II Errors, Confidence Intervals, Level of Significance, Acceptance Region,</li> </ul> <b>T-Test:</b> <ul style="list-style-type: none"> <li>• Test of Single Mean, Test of Difference between two means (Independent sample t), Paired sample t</li> </ul> <b>Chi-Square Test:</b> <ul style="list-style-type: none"> <li>• Test of Independence of Attributes (2x2 Table only),</li> </ul> <b>Analysis of Variance:</b> <ul style="list-style-type: none"> <li>• One Way &amp; Two Way ANOVA</li> </ul>	

**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: I.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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[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 Dharmashestras, Shukraniti, Mahabharata, and Arthashastra.

##### UNIT 2 Introduction of Indian Economic and Business Model

Kautilya's thought to Arthashastra,  
Kautilya's Sapling Theory of State  
Kautilya's Economic thoughts in specific India  
Kautilya's Economic thoughts in Global GDP  
Beyond Capitalism and Communalism  
Dharmicjism,  
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**

<b>CourseTitle</b>	<b>ENGLISH COMMUNICATION SKILLS -I</b>	AEC301	
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**CourseOutcomes:**

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

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

[Subject code-2508000704010003]

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(FOREIGN TRADE)**

**Semester - IV**

<b>Subject</b>	<b>Export Import Policy and Authorities</b>	<b>Semester</b>	<b>IV</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Major</b>
<b>CC401</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Demonstrate comprehensive knowledge of India's Export-Import Policy, including its historical evolution, current framework, and implications for international trade.
<b>PSO2</b>	Explain and interpret the procedures and legal formalities involved in Export-Import Licensing in accordance with Government regulations.
<b>PSO3</b>	Identify and describe the roles and responsibilities of key Government Authorities involved in export-import regulation, such as the Department of Commerce, CCI&E, and related advisory bodies.
<b>PSO4</b>	Evaluate the functions of various Commodity Organizations and institutions like Export Promotion Councils, FIEO, EXIM Bank, and others in facilitating international trade.

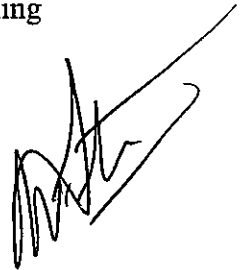
**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Export-Import Policy</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Historical Review and Current Export-Import Policy of the Govt. of India and its Implications.</li></ul>	
<b>II</b>	<b>Export-Import Licensing</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Policy and Procedure</li></ul>	
<b>III</b>	<b>Government Authorities</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Department of Commerce, CCI&amp;E, Cabinet Committee, Board of Zonal Advisory Committee, State Govt. Liaison Officers.</li></ul>	
<b>IV</b>	<b>Commodity Organizations</b>	<b>20%</b>
	<ul style="list-style-type: none"><li>Export Promotion Councils, Commodity Boards, TDA, ECGC, Trade Fair Authority, FIEO, EXIM Bank, DGCI&amp;S, STC, MMTC etc.</li></ul>	
<b>V</b>	<b>Other Committees and Agencies</b>	<b>20%</b>

	<ul style="list-style-type: none"><li>• Drawback Committee, Freight Investigation Bureau, Railway Freight Committee, RBI, Customs and Central Excise Department, Central Warehousing Corporation</li></ul>	
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**Reference Books:**

1. Varshney, R. L and Bhattacharya, (1996) International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.
2. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
3. Verma, M.L. (1988). Foreign Trade Management in India. New Delhi, Vikas Publishing House Pvt. Ltd.



**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - IV**

<b>Subject</b>	<b>Import Management</b>	<b>Semester</b>	<b>IV</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Major</b>
<b>CC402</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Evaluate import requirements and plan procurement by identifying sources of supply, gathering relevant information, and applying analytical tools.
<b>PSO2</b>	Interpret and implement import procedures, regulations, and documentation required for effective international trade compliance.
<b>PSO3</b>	Manage procurement processes through global tendering, negotiation, contracting, and clearance activities under various trade agreements.
<b>PSO4</b>	Analyze logistics and risk factors in import operations, including transport selection, cost-benefit analysis, and exposure to transactional risks.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Import Planning</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Determining Import Requirement, Deterring the services of supply, Sources of Information, Computation, and analysis.</li> </ul>	
<b>II</b>	<b>Import Procedure and Documentation</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Import Regulation and Policy, Procedures and Documentation.</li> </ul>	
<b>III</b>	<b>Import Procurement</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Global Tendering, Negotiated Procurement and Long- Term Contracting, Import Negotiations, Purchase Contract, Custom-Clearance, Import Under Counter Trade.</li> </ul>	
<b>IV</b>	<b>Import Logistic</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Choice of Transport, Cost-Benefits Analysis.</li> </ul>	
<b>V</b>	<b>Risk Management</b>	<b>20%</b>
	<ul style="list-style-type: none"> <li>Transportation and Transactional Exposure Risks, Insurance</li> </ul>	

**Reference Books:**

1. Verma, M.L. (1988). Foreign Trade Management in India. New Delhi, Vikas Publishing House Pvt. Ltd.
2. Varshney, R. L. and Bhattacharya, (1996). International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.
3. Jain, N.K. (2001). How to Import. New Delhi, A Nabhi Publication.

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - IV**

<b>Subject</b>	<b>Export Procedure and Documentation</b>	<b>Semester</b>	<b>IV</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Major</b>
<b>CC403</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Understand the significance of different types of export documents including trade, regulatory, and foreign documents and their role in facilitating international trade.
<b>PSO2</b>	Identify and classify various export documents such as master, principal, and auxiliary documents, and apply methods like the One-Run Method for documentation efficiency.
<b>PSO3</b>	Describe and execute the steps involved in the export procedure in accordance with the latest EXIM policies and practices for procedural simplification.
<b>PSO4</b>	Interpret and process banking-related export documents such as bills of lading, letters of credit, and insurance papers required for securing payments and claiming export assistance.

**Course Content**

<b>Module</b>	<b>Content</b>	<b>Weightage</b>
<b>I</b>	<b>Significance of Export Documents</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>Type of Documents, Trade Documents, Regulatory Documents, Export Assistance, Documents, Foreign Documents</li> </ul>	
<b>II</b>	<b>Export Documents</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>Master Documents, One-Run Method, Principal Documents, Auxiliary Documents</li> </ul>	
<b>III</b>	<b>Export Procedure</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>Steps of Export Procedure, New EXIM Policy, and Simplification of Export Procedure</li> </ul>	
<b>IV</b>	<b>Banking Procedure of Export Documents</b>	<b>25%</b>
	<ul style="list-style-type: none"> <li>Bill of Lading, Bill of Exchange, Certificate of origin, Marine Insurance Policy, Letter of Credit, GR-1 Form, Documents for Claiming Export Assistance and Insurance Claims</li> </ul>	

**Reference Books:**

1. Handbook or Export Procedure, Ministry of Commerce, Govt. of India.
2. Standard Export Documents, Federation of India Export Organizations.
3. Rathore, B.S. and Rathore, J.S. ( 1997). Export Marketing. New Delhi, Himalaya Publishing House.
4. Jain, N.K. (2001). How to Export. New Delhi, A Nabhi Publication.

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(FOREIGN TRADE)**

**Semester - IV**

<b>Subject</b>	<b>Foreign Trade Information System</b>	<b>Semester</b>	<b>IV</b>
<b>Credits</b>	<b>4</b>	<b>Type</b>	<b>Minor</b>
<b>CC404</b>			

**Program Specific Outcomes:**

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

<b>PSO1</b>	Explain the categories, objectives, and roles of Management Information Systems (MIS) in business operations and decision-making.
<b>PSO2</b>	Design and evaluate MIS applications in the fields of marketing, finance, HR, and foreign trade, including the use of Decision Support Systems and Export Information Systems.
<b>PSO3</b>	Analyze the implementation challenges of MIS, including cost-benefit considerations, and propose solutions for effective integration in organizations.
<b>PSO4</b>	Assess the role of office automation and emerging trends in MIS that influence the future of foreign trade operations.

**Course Content**

<b>Contents</b>	<b>Weightage</b>
1. Introduction to Various Categories of Management Information Systems, Objective and Role of MIS. 2. Planning and Designing of MIS Systems in Relation to Marketing, Finance, Personnel and Foreign Trade: Decision Support System and Export System. 3. Problem of Implementation of MIS Systems - Cost - Benefit Analysis of MIS. 4. Office Automation. 5. Future Trends in MIS Relating to Foreign Trade.	<b>100%</b>

**Reference Books:**

1. Anthony, and Govindarajan, R. N. Management Control System
2. Laudon & Laudon, Management Information System, Tata McGraw-Hill publication.

[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**

<b>Course Title</b>	<b>ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)</b>	<b>AEC401</b>
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**Course Outcomes:**

CO1: Read and understand longer pieces of discourse independently

CO2: Read and compare two texts for evaluating them

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

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

CO5: Understand the purpose and process of communication

Unit No.	Content	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, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

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