



Re-Accredited 'B++' 2.88 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

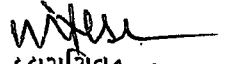
Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227312
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલમાં આવનાર AICTE Based BBA સેમે-૨ નાં રિવાઈઝ્ડ અભ્યાસક્રમ સુધારા સાથે બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ અભ્યાસ સમિતિની તા.૧૫/૧૧/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક:૬ થી મંજૂર કરવા મેનેજમેન્ટ વિદ્યાશાખાને કરેલ ભલામણ મેનેજમેન્ટ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાનાં ઠરાવ ક્રમાંક:૩૫૩ અન્વયે માનનીય કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જે સંદર્ભે સદર સુધારા સાથેનો B.B.A. Sem-2 નો સંપૂર્ણ અભ્યાસક્રમ આ સાથે સામેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૩૦૭૪૨/૨૦૨૫
તા.૦૩-૧૨-૨૦૨૫


કુલસચિવ

પ્રતિ,

- ૧) યુનિવર્સિટી સંલગ્ન બીબીએ વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
Bachelor of Business Administration (BBA)

Name of Program	Bachelor of Business Administration (BBA)						
Program Abbreviation	BBA						
Duration	4 Years (8 Semesters)						
Eligibility Criteria	H.S.C. (12th Standard) passed from recognized board (any stream – Commerce / Science / Arts)						
Pre-requisite	Basic communication & analytical skills desirable						
Medium of Instruction	English						
Objective of Program	The BBA program aims to build strong foundational knowledge in business, management, commerce, entrepreneurship and professional skills to prepare learners for employment, higher education and business careers. It develops analytical thinking, problem solving ability, leadership and global outlook essential in the field of management.						
Program Outcome (PO)	<p>PO1: Acquire fundamental knowledge of Management, Accounting, Economics, Marketing and HRM.</p> <p>PO2: Develop analytical and decision-making skills for solving business problems.</p> <p>PO3: Demonstrate effective communication, presentation and interpersonal skills.</p> <p>PO4: Understand ethical business practices, corporate social responsibility and sustainability.</p> <p>PO5: Use digital tools, data analysis and technology for business decision-making.</p> <p>PO6: Work effectively in teams and adapt to dynamic business environments.</p> <p>PO7: Enhance employability, entrepreneurial mindset and readiness for higher studies like MBA/PGDM etc.</p>						
Program Specific Outcomes (PSO)	<p>PSO1: Apply theoretical concepts in real organisational situations through projects, case study and internship learning.</p> <p>PSO2: Demonstrate competence in functional areas – HR, Finance, Marketing, Operations and Strategy.</p> <p>PSO3: Develop entrepreneurial capabilities for creating and managing small business/start-ups.</p> <p>PSO4: Analyse market trends using research tools for effective planning and decision-making.</p> <p>PSO5: Build leadership qualities and professional attitude required in corporate and business sectors.</p> <p>PSO6: Apply management knowledge using innovation, critical thinking and problem-solving approach.</p>						
Mapping between Pos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	PO1	✓	✓		✓		✓
	PO2	✓	✓		✓	✓	✓
	PO3		✓			✓	
	PO4				✓	✓	
	PO5	✓	✓		✓		✓
	PO6	✓	✓			✓	✓
	PO7	✓	✓	✓		✓	✓

STRUCTURE FOR ERP																PROGRAM NAME : BBA (AICTE based)				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	PR							
MAJOR	CC201	Human Behaviour and Organization	Human Behaviour and Organization	100	4		2		4		50		50		100								
MAJOR	CC202	Marketing Management	Marketing Management	100	4		2		4		50		50		100								
MDC	CC203	Business Economics	Business Economics	100	4		2		4		50		50		100								
MINOR	CC204	Media Literacy and Critical Thinking	Media Literacy and Critical Thinking	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														

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Revised AICTE- Based Semester wise Structure and Curriculum
Sem-2
(With Effect from AY 2025-26)

SEMESTER II

S. No.	Course Code	Course Title	L	T	P	Credit
1 MAJOR	CC201	Human Behaviour and Organization	4	0	0	4
2 MAJOR	CC202	Marketing Management	4	0	0	4
3 MDC	CC203	Business Economics	4	0	0	4
5 MINOR	CC204	Media Literacy and Critical Thinking	4	0	0	4
4 SEC	SEC201	Emerging Technologies and application	2	0	0	2
6 VAC	VAC201	Indian Constitution and Business in India (Bhartiya Bandharan Bhartiya Vyavsay)	2	0	0	2
7 AEC	AEC201	Gujarati -2 OR AEC-Hindi -2	2	0	0	2
TOTAL						22

After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time. An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded, if a student wishes to exit at the end of First year.

[Exit Criteria after First Year of BBA Programme](#)

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional **04 Credits** work based Vocational Course offered during summer term or Internship/Apprentice-ship as per the format Prescribed by University (**Annexure - 1**) after the second semester. The exiting students will clear the subject / submit the Internship Report as per the University schedule.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	Major
Credit	4
Course Code	CC201
Course Level	100
Course Title	Human Behaviour and Organization
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course will cover principles and concepts to understand how individuals interact with each other and their environment in organizational contexts.
Course Objectives	<ol style="list-style-type: none"> 1. To develop basic understanding of the concept of human behaviour and organization. 2. To highlight the importance of OB in modern organizations. 3. To understand individual and group behaviour in the workplace to improve the effectiveness of an organization. 4. To critically evaluate leadership styles and strategies.
Course Outcome	<p>CO1 – Understand meaning, importance and evolution of Organizational Behaviour.</p> <p>CO2 – Analyse individual behaviour, personality, values, attitudes, perception and motivation.</p> <p>CO3 – Explain group dynamics, group development, team functioning and conflict.</p> <p>CO4 – Evaluate leadership theories and sources of power in organisations.</p> <p>CO5 – Understand organisational culture and relevance of cross-cultural management</p>

COURSE CONTENT

Unit 1: Introduction to Human Behaviour and Organization- 20%

- Meaning, importance, and historical development of organizational behaviour;
- Factors influencing organizational behaviour;
- Contributing disciplines of OB;
- OB models.

Unit 2: Individual Behaviour- 30%

- Foundations of Individual Behaviour;
- Personality: Meaning, Determinants of personality, Type A and B and Big Five Personality Types; Stages of Personality Development
- Attitude: Meaning, components, Job Related Attitudes;
- Perception: Concept, Perceptual Process, Factors influencing Perception;
- Values: Concept and types: terminal values and instrumental values;
- Motivation: Concept, Importance, and Theories of Motivation (Maslow's Need Hierarchy Theory, Herzberg's Two Factors Theory and Douglas Mc Gregor's Theory X and Theory Y)

Unit 3: Group & Team Behaviour-20%

- Groups and Work Teams: Concept;
- Five Stage model of group development;
- Groupthink and Shift;
- Indian Perspective on Group Norms,
- Group v/s Teams; Types of Teams;
- Individual and Group Conflict;
- Concept of E-team (electronics/ virtual team).

Unit 4 Leadership & Power-30%

- Leadership: Concept;
- Leadership Theories: Transformational Leadership, Situational Leadership (Hersey-Blanchard), Behavioural Approaches (Ohio State Studies, Michigan Studies), Authentic Leadership, Trait Approach (Modern Trait-Based Leadership Competencies);
- Power: Meaning and Sources of Power;
- Organisational Culture: Concept; Impact (Functional and Liability);
- Need and Importance of Cross-Culture in Management.

Mapping between Cos and PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				✓
CO2	✓	✓		✓		✓
CO3	✓			✓	✓	
CO4				✓	✓	✓
CO5		✓	✓		✓	✓

Reference Books :

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.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	Major
Credit	4
Course Code	CC202
Course Level	100
Course Title	Marketing Management
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.
Course Objective	<ol style="list-style-type: none"> 1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business. 2. Develop skills to analyse and synthesize information and derive insights related to marketing management, from several perspectives. 3. It also explores best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude and timing.
Course Outcome	<p>CO1- Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.</p> <p>CO2- Recognize various elements marketing mix for effective functioning of an organization.</p> <p>CO3- Critically analyse an organization's marketing strategies.</p> <p>CO4- Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.</p> <p>CO5- Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.</p>

COURSE CONTENT

Unit 1: Introduction-20%

Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context)

Unit 2: Segmentation, Targeting and Positioning-30%

Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behaviour, Stimulus Response Model of Consumer Behaviour, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process.

Unit 3: Marketing Mix-30%

Product Decision: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Packaging & Labelling.

Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing.

Promotion Decisions: Factors determining promotion mix, Promotional Tools

Marketing Channel Decision: Channel functions, Channel Levels, Marketing Logistics Decisions

Unit 4: Marketing of Services-20%

Characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing - E-commerce, Digital Marketing, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Mapping between Cos and PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓			
CO3		✓	✓	✓		
CO4			✓	✓	✓	
CO5				✓	✓	✓

Reference Books :

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	MDC
Credit	4
Course Code	CC203
Course Level	100
Course Title	Business Economics
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<p>This course will equip students with fundamental concepts of microeconomics.</p> <p>Business economics delves into the complexities of market structures, helping students navigate challenges such as competition, regulatory environments, and technological disruptions.</p> <p>It fosters critical thinking by analysing real-world case studies, enabling students to propose.</p> <p>Innovative solutions to business problems. grasp the essential for aspiring entrepreneurs, managers, and analysts. It also helps to seeking thrive in today's dynamic and interconnected business landscape.</p>
Course Objective	<p>Business economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study.</p> <p>This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.</p>
Course Outcome	<p>CO1 – Understand core fundamentals of Microeconomics & its scope.</p> <p>CO2 – Evaluate consumer & producer behavior using economic principles.</p> <p>CO3 – Compare different market structures & determine price-output relations.</p> <p>CO4 – Analyze national income concepts and macroeconomic indicators.</p> <p>CO5 – Examine major challenges of the Indian economy and relevant economic issues.</p> <p>CO6 – Apply economic reasoning to real-world business situations.</p>

Course Content:

Unit-1: Fundamentals and Basic elements of Microeconomics-25%

- The Economic Problem: Scarcity and Choice, Nature and Scope of Economics. Central Problems of Micro and Macroeconomics
- Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Elasticity of Demand –Meaning and Determinants.
- Supply Schedule: individual and market supply, Determinants of supply, Elasticity of supply– Meaning and Determinants.

Unit-2: Producer and Consumer Behaviour-25%

- Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale. Law of Diminishing Return,
- Theory of Cost: Fixed Cost, Variable Cost, Total Cost, Average Cost, Marginal Cost.
- Theory of Revenue- Total revenue, Average Revenue, Marginal revenue and revenue curves

Unit-3: Analysis of Market-25%

- Concept of Market and Main Forms of Market based on competition: Perfect Competition, Monopoly, Monopolistic and oligopoly.
- Price and Output Determination in the above-mentioned markets in short run and long run.

Unit-4: National Income and Various Indian Economy Challenges-25%

- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy- Pre and Post Independence.
- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development.

Mapping between COs and PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓			
CO3		✓	✓	✓		
CO4			✓	✓	✓	
CO5				✓	✓	✓
CO6	✓		✓	✓	✓	✓

Reference Books:

1. Varian. H.R: Micro Economics A modern Approach
2. Principles of Microeconomics: S.K. Mishra V.K. Puri
3. Microeconomics: Theory and Application Volume I - S. K.Mishra& V. K. Puri
4. Advanced Microeconomics Theory: S. K. Mishra and V. K. Puri
5. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
6. Ahuja, H.L. Advanced Economic theory
7. Jain K.P. Advanced Economic theory
8. Jhingan M.L. Modern Micro Economics
9. J. Shapiro: Macro Economic Theory and Policy

10. W.H. Bransin: Macro-Economic Analysis
11. M.L. Jhingan: Macro-Economic Theory and Policy
12. M.C. Vaishya: Macro-Economic Theory
13. Sunil Bhaduri: Macro Economic Analysis
14. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
15. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
16. A.N. Agarwal: Indian Economy.
17. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
18. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
19. D.M. Mithani: Macro Economics; Himalaya Publishing House.
20. Macroeconomics" by N. Gregory Mankiw
21. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
22. Macroeconomics" by Olivier Blanchard

References

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	MINOR
Credit	4
Course Code	CC204
Course Level	100
Course Title	Media Literacy and Critical Thinking
Credit	Theory : 4
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course equips students with essential media literacy and critical thinking skills to analyse and navigate various media forms.
Course Objective	Develop critical thinking skills to analyses various media forms effectively and identify underlying biases. Foster media literacy principles for navigating digital media landscapes and evaluating credibility. Explore media production dynamics and ownership structures in the Indian context. Enhance digital media literacy for responsible online engagement and combating misinformation.
Course Outcome	CO1 – Develop ability to analyse media forms with critical thinking and identify biases. CO2 – Understand media literacy concepts to navigate digital information responsibly. CO3 – Evaluate media production dynamics, ownership patterns and consumption behavior. CO4 – Demonstrate ethical and responsible engagement with digital media. CO5 – Apply digital literacy to detect misinformation and promote conscious media usage. CO6 – Strengthen decision-making abilities through analytical interpretation

COURSE CONTENT

Unit 1: Foundations of Media Literacy and Critical Thinking

Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.

Unit 2: Deconstructing Media Texts

Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the analysis of media using different semiotics (Semantics, Syntax, Pragmatics); the impact of media representations on individual perceptions and societal attitudes, from relevant case studies (Collective case study, Descriptive case study) in the Indian context.

Unit 3: Media Consumption and Production Dynamics

Dynamics of media, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analyzing audience consumption patterns

Unit 4: Ethics, Regulation, and Digital Media Literacy

Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Mapping between Cos and PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓		✓	✓		
CO3		✓	✓	✓	✓	
CO4			✓		✓	✓
CO5	✓		✓	✓	✓	✓
CO6		✓	✓	✓	✓	✓

Reference Books:

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	VAC
Credit	2
Course Code	VAC 201
Course Level	100
Course Title	Indian Constitution & Business in India (Bhartiya Bandharan Bhartiya Vyavsay)
Credit	Theory : 2
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course aims to provide students with a foundational understanding of the Indian Constitution and its relevance to the business environment in India. It helps learners understand the rights, duties, governance structures, and legal frameworks that shape business operations, enabling them to make ethically responsible and legally informed decisions in their professional careers.
Course Objective	Understand the basic philosophy and features of the Indian Constitution. Explain Fundamental Rights, Duties, and DPSPs relevant to business. Understand how Legislature, Executive, and Judiciary impact business policy. Identify major constitutional and legal frameworks governing Indian business.
Course Outcome	CO-1 Describe the fundamental structure of the Indian Constitution. CO-2 Interpret constitutional provisions affecting citizens and businesses. CO-3 Explain the functioning of Legislature, Executive & Judiciary influencing business decisions. CO-4 Relate constitutional values to ethical and responsible business practices.

COURSE CONTENT

Unit 1: Basics of the Indian Constitution

(Introductory only, not constitutional theory)

- Meaning, nature, and importance of the Constitution
- Understanding Preamble – from Land Reforms to RBI's Bitcoin Ban
- Salient features of the Constitution
- Legal Regulations and Economic Justice

Unit 2: Fundamental Rights and Fiscal Federalism

- Fundamental Rights and their business implications (Article 19(1)(g), Article 14, 15, 23, Article 300A)
- Directive Principles related to labour welfare, environment, and economic justice
- Fundamental Duties and corporate ethics
- Fiscal Federalism - Article 301 to 307 pertaining to trade and commerce
- Challenges associated with federalism in India
- Article 280 of Constitution

Mapping between Cos and PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓		✓	✓		
CO3		✓	✓	✓		
CO4			✓		✓	✓
CO5	✓		✓	✓	✓	✓
CO6		✓	✓	✓	✓	✓

Exercises

Group discussions, Experiential learning: Visit to local municipality / court (optional), Use of digital constitutional resources

Reference Books:

1. **Ravinder Kumar**, *Legal Aspects of Business*, Cengage Learning, Latest Edition.
2. **N. D. Kapoor**, *Business Law (All India Edition)*, Sultan Chand & Sons, Latest Edition.
3. **J. N. Pandey**, *Constitutional Law of India*, Central Law Agency, Revised Edition.
4. **Kalra Kush & Tanwar Bhanu**, *Constitutional Law of India*, Sultan Chand & Sons, 2023 Edition.
5. **P. M. Bakshi**, *The Constitution of India (Bare Act with Short Notes)*, Universal LexisNexis, Latest Edition.
6. **M. Laxmikanth**, *Indian Polity*, McGraw Hill Education, Latest Edition.
7. **Avtar Singh**, *Introduction to Business Law*, Eastern Book Company.
8. **S. K. Misra**, *Indian Administration and Constitutional Framework*, Himalaya Publishing.
9. **T. K. Tope**, *Constitutional Law of India*, Eastern Book Company.
10. **Samarth Agrawal & Shreya Bhargava**, *Recent and Landmark Case Laws*, Latest Edition.

Landmark Judicial Cases (For Case-Based Learning)

1. **Kesavananda Bharati v. State of Kerala (1973)** – Basic Structure Doctrine.
2. **Maneka Gandhi v. Union of India (1978)** – Expansion of Article 21.
3. **Indira Nehru Gandhi v. Raj Narain (1975/76)** – Limits on constitutional amendments.
4. **I. R. Coelho v. State of Tamil Nadu (2007)** – Judicial review of Ninth Schedule laws.
5. **S. R. Bommai v. Union of India (1994)** – Strengthening federalism.
6. **Olga Tellis v. BMC (1985)** – Right to livelihood.
7. **Vishaka v. State of Rajasthan (1997)** – Workplace harassment guidelines.
8. **Reliance Natural Resources Ltd. v. Reliance Industries Ltd. (2010)** – Ownership of natural resources.
9. **Shayara Bano v. Union of India (2017)** – Constitutional morality & reform.
10. **State of Tamil Nadu v. Governor of Tamil Nadu (2024/2025)** – Limits on Governor's legislative delay powers.

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

Program Name	Bachelor of Business Administration (BBA)
Semester	II
Course Type	SEC
Credit	2
Course Code	SEC201
Course Level	100
Course Title	Emerging Technologies and Applications
Credit	Theory : 2
Effective from	2025-26
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course aims to build a clear understanding of emerging digital technologies and their real-world applications, enabling students to analyze benefits, challenges, and business implications. It prepares learners to apply these technologies strategically in modern enterprises and future professional roles.
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
Course Outcome	CO1 – Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities. CO2 – 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. CO3 – Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage. CO4 – 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. CO5 – Develop critical thinking to evaluate risks/benefits & ethical challenges of advanced technologies in business.

Course 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

Mapping between COs and PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓				
CO2	✓	✓	✓			
CO3	✓		✓	✓	✓	
CO4		✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓	✓
CO6		✓	✓	✓	✓	✓

Reference Books:

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 S

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 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. નાથક
૪. ગુજરાતી નિબંધો - જયંત પાઠક , પોપ્યુલર પ્રકાશન.
૫. પ્રત્યાયન કૌશલ્ય - પોપ્યુલર પ્રકાશન.
૬. વાણિજ્ય અને ભાષા વિવેક - શ્રી ગજાનન પુસ્તકાલય.

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी प्रत्यायन-कौशल

सेमेस्टर-2

(2023-2024, 2024-2025 एवं 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 एवं 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, 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)

(Annexure – 1)

Framework for Exit Option 1: Certificate in Business Management (Summer Internship in Core Subject)

Veer Narmad South Gujarat University

Detailed Guidelines for those students who wish to exit after the **First Year of Bachelor of Business Administration (BBA)** Program with **44 credits plus 4 additional credits** Summer Internship in Core subject.

Veer Narmad South Gujarat University
FRAMEWORK FOR STUDENTS CHOOSING EXIT OPTION 1:
CERTIFICATE IN BUSINESS MANAGEMENT

Objective: The students understand various aspects of management, its principles, its formation and background of the organization as well as its promoters.

Number of Hours: 30

Credit Points: 4

Mode of Training: Offline : The student will approach an organization and avail the 30 hours of training as per the instruction of the training organization

GENERAL INFORMATION (The student must interact with walk in customers or interact at the reception desk)

The Generic Structure

College Certificate

Company Certificate

Acknowledgements

Declaration

Abstract/Executive

Contents

List of tables

List of charts

ABOUT ORGANISATION

- Name of the Organisation and year of Establishment (Type of Organisation- manufacturing or Service)
- Location of its Registered Office and Head Office
- Location of the Manufacturing Units and Branches (if any)
- Name of Founders and Existing Promoters
- Background of the Company
- Form of Organization
- Vision & Mission Statements

MARKETING INFORMATION (The student must involve in the marketing activities of the organization such as attending sales calls or attend call desk)

- Product / Services offered by the organization
- Brand Name/s of Company's Products / Services

- Prices of products offered
- Distribution network
- Promotional techniques used by the Organization

PRODUCTION INFORMATION (The student must work alongwith the employees to assist in the operations of the organization viz recording stock, inventory etc.)

- Production Unit
- Material Handling System (if any)
- Quality Control Certification (if any)

HUMAN RESOURCE INFORMATION (The student must collect the job details of various positions working in the organization)

- Organization Structure
- Job Profiles
- Career Options (If available)
- strength of employees
- various welfare activities for employees
- schemes/policies for employee etc

ACCOUNTS/FINANCE DEPARTMENT (The student must study the financial statement of the training organization and prepare the below mentioned ratios)

- Financial statement analysis : Ratios (Listed below) for the last 2 financial years
 - **Liquidity and solvency ratio:** current ratio, liquid ratio, proprietary ratio, debt-equity ratio, capital gearing ratio
 - **Profitability ratios:** gross profit ratio, net profit ratio, operating profit ratio, return on capital employed ratio, return on equity shareholder's fund
 - **Efficiency ratios:** stock turnover ratio, debtors ratio, creditors ratio, operating ratio

EVALUATION PATTERN:

1. The student who wishes to exit with a Certificate in Business Management after the first year must submit a request to the parent college. (Application Form attached)
2. The student must submit the details as follows:
 - a. Mode of Training: Practical Training at the organization
 - b. Name of Organization on which the student wishes to pursue the Summer Training
3. The details should be submitted in a period of 10 days from completion of Semester II University Examination. A self-declaration form duly signed by the student and their parent or guardian, that the choice of the organization is as per their discretion, must be submitted along with the application form.
4. The college will issue an authorization letter for commencement of the Summer Training.
5. The student has to complete the **30 hours of training in a period of 15 days** and submit an undertaking certifying that the training is done and complete.
6. A project report (Spiral and soft copy) must be submitted by the student within 30 days of applying for the Exit Option 1.

Evaluation Pattern :

The General Project Subject shall carry 100 marks. The evaluation pattern will be as follows:

Internal Evaluation : 50 Marks (To be done by Guide)

External Evaluation :50 Marks(To be done by College Faculty members other than Guide/industrial expert/ company expert)

General Text

Text should be one and a half spaced using printing on both sides of the pages and duly numbered. However, new chapters, sections, etc. should start from odd numbered pages.

Font: Times New Roman, Size 16-14-12, heading-subheading-content, Justified (both left and right) alignment

In-text emphasis: Use italics or bold typeface

Paragraphs: 0.5" First line indentation; One and half line spacing with 12point space after

paragraph Page Margins: Top: 1"; Bottom: 1"; Inside: 1.5"; Outside: 1" (Mirrored layout)

Page numbers:

- ✓ Centered at the bottom of the page
- ✓ Roman numbers (i, ii,....) should be used for initial pages excluding the title page.
- ✓ The main body of the text (where the introduction) commences on page 1
- ✓ The pages which are included in Appendices/ Annexure are to be numbered (i, ii....)

3.1.1 Headings:

- Chapter Headings size 16 in bold typeface
- Sub-Headings size 14 in bold typeface
- Main Chapter headings in block capitals
- Chapter headings left justified at the top of a newpage
- Use sub-headings together with a numbering system used in this document thus giving structure to your work.

3.1.2 Quotations:

- 1.5line-spacing
- Must include author name, date and page number referring to the parent text

3.1.3 Tables, Figures etc

Must be numbered according to the chapter (e.g. Table 5.1 means that it is located in Chapter 5 and that it is the first table presented and discussed in this chapter)

- Must have a title at the top and key(legend) underneath
- The table title must be set in sentence case (only first letter in capital) as follows:

Table 5.1 Summary of sample characteristics

- Only the Table index number should be in bold. Rest of the title should be plain text

(CERTIFICATE FROM THE ORGANIZATION)

(On the Organization Letter Head)

This is to certify that the (Name of the Student), First Year Student of Bachelor of Business Administration of (Name of College) has completed 30 hours of training at our organization from (Start Date) to (End Date).

The student has undergone the training with sincerity and discipline as per the requirement of the organization.

We certify that the student has performed as per the level of First Year of the graduation programme.

Place :

Date:

Signature

(Name & Seal of the Organization and the Signing Authority)

(Application Letter)

Date :

To
The Principal

Respected Sir,

SUB : Request for Exit Option – 1 Certificate in Business Management

I (Name of Student), student of the First Year BBA wish to discontinue my graduation program and would like to claim the credit points that I have achieved in my First Year of Bachelors in Business Administration. I would also like to take the Exit Option – 1 and claim for Certificate in Business Management.

I will undertake the training at (Name of Organization) for 30 hours, prepare the training report and submit the completion certificate that I would receive from the training institute.

Kindly grant permission and oblige.

Regards

(Name of student)

UNDERTAKING BY PARENT GUARDIAN

I am informed that my ward will undertake the 30 hours practical training at (Name of Organization) as a requirement for availing Exit Option- 1 and to obtain the Certificate in Business Management.

Name : _____

Signature: _____