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VEER NARMAD SOUTH GUJARAT UNIVERSITY

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વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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- સંદર્ભ: ૧) યુનિવર્સિટી કાર્યાલયના તા.૧૦-૧૨-૨૦૨૫, પરિપત્ર ક્રમાંક:ઓથો./પરિપત્ર/૩૧૧૨૩/૨૦૨૫
૨) યુનિવર્સિટી કાર્યાલયના તા.૧૧-૧૨-૨૦૨૫, પરિપત્ર ક્રમાંક:ઓથો./પરિપત્ર/૩૧૪૩૪/૨૦૨૫

—: પરિપત્ર :—

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ: ૨૦૨૫-૨૬ માટે અમલમાં આવનાર સેમેસ્ટર-૪ ના SEC બાસ્કેટ હેઠળના નીચે મુજબના અભ્યાસક્રમો બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિના ચેરમેનશ્રીએ અભ્યાસ સમિતિ વતી મંજૂર કરી મેનેજમેન્ટ વિદ્યાશાખાને કરેલ ભલામણને મેનેજમેન્ટ વિદ્યાશાખાનાં ડીનશ્રીએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ની સભાનાં ઠરાવ ક્રમાંક: ૩૫૩ થી માનનીય કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત મા.કુલપતિશ્રી દ્વારા મંજૂર કરવામાં આવેલ છે.

- 1) Accounting Treatment of GST
- 2) Campus to Corporate Training
- 3) Digital Marketing Fundamentals
- 4) Basics of Event Management
- 5) Design Thinking Skill in Business Management

વધુમાં, યુનિવર્સિટી કાર્યાલયના પરિપત્ર ક્રમાંક:ઓથો./પરિપત્ર/૩૧૪૩૪/૨૦૨૫, તા.૧૧-૧૨-૨૦૨૫ થી સેમેસ્ટર-૪ માં SEC હેઠળના SWAYAM અભ્યાસક્રમો ઉપરાંત ઉપરોક્ત અભ્યાસક્રમો વિદ્યાર્થીઓને ઓફર કરી શકાશે.

ઉપરોક્ત અભ્યાસક્રમો માત્ર શૈક્ષણિક વર્ષ: ૨૦૨૫-૨૬ દરમિયાન જ વિદ્યાર્થીઓને ઓફર કરવાના રહેશે. આગામી શૈક્ષણિક વર્ષ: ૨૦૨૬-૨૭ થી અભ્યાસ સમિતિ દ્વારા મંજૂર કરવામાં આવેલ અભ્યાસક્રમો જ વિદ્યાર્થીઓને ઓફર કરવાના રહેશે. જેની નોંધ લેવી.

ક્રમાંક:ઓથો./BBA/૪૦૬/૨૦૨૬

તા.૦૮/૦૧/૨૦૨૬

Widya
કુલસચિવ

પ્રતિ,

- (૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોના આચાર્યશ્રીઓ,
- (૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા,
- (૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી, સુરત

Subject code [2608000704060241]

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SYLLABUS

Accounting Treatment of GST

Course Outcome:

1. Knowledge of Accounting Treatment of GST
2. Understanding of basic concepts, journal entries and impact on financial statements.
3. Knowledge of practical applications in accounting software.

Unit-1 Introduction to GST & Accounting Concepts (20%)

- Overview of GST (CGST, SGST, IGST, UTGST)
- Importance of GST in Accounting
- Compliance and Documentation under GST
- Differences Between Old Tax Regime & GST

Unit-2 Journal Entries for GST Transactions (20%)

- Recording GST on Purchases and Sales
- GST on Input and Output Transactions
- GST Payable and Input Tax Credit (ITC)
- Adjustments for GST in Books of Accounts

Unit-3 GST in Financial Statements (20%)

- Presentation of GST in Balance Sheet & Profit & Loss Account
- Accounting Treatment of GST Payable & ITC in Ledger
- GST Impact on Expenses & Revenue
- GST Reconciliation with GSTR-2A & GSTR-3B
- Composting & organic waste management

Unit-4 GST Returns & Compliance Reporting (20%)

- Understanding GSTR-1, GSTR-3B, and GSTR-9
- Filing and Accounting for GST Returns
- Late Fees, Penalties, and Their Accounting Treatment
- Matching Input Tax Credit with GST Returns

Unit-5 Practical GST Accounting with Software

(20%)

- Using Tally for GST Accounting
- QuickBooks & Other ERP Software for GST Compliance
- Generating GST Reports from Accounting Software
- Case Studies on GST Accounting in Different Business Scenarios

References:

1. V. S. Datey: "Goods and Services Tax (GST) – Law & Practice"
2. Bharat's Publication: "GST Accounting & Procedure"
3. Dr. Sanjiv Agarwal & CA Neha Somani: "Practical Approach to GST Accounting"
4. Asok K. Nadhani: "Tally ERP 9 with GST"
5. Rakesh Garg & Sandeep Garg: "GST Manual with GST Law Guide & Procedure"
6. CA Dr. Ravi Gupta: "GST – A Practical Guide"

Subject code [2408000704060016]

"CAMPUS TO CORPORATE TRAINING"

Syllabus

Objectives of Course:

- The Campus to Corporate course will ensure that the new joiners understand the requirements for Campus to Corporate transition.
- The campus to the corporate training course will help students gain understanding and practice of attitude, behavior & skills required in the corporate environment.
- It will encourage them to proactively manage the transition from being student to the employee; Learn basic skills to manage time, goals, and efforts to maximize personal effectiveness and productivity.
- To impart career specific practical inputs along with sharing the expectations of corporate.
- To give inputs into writing their resumes to facing interview to learning corporate etiquette.

Course Content:

Unit 1: Introduction to Campus to Corporate Training.

Introduction to campus to corporate transition, requirements for new joiners to search job, importance/benefits of campus to corporate training course, Awareness about career opportunities and various competitive examinations, career guidance and planning.

Unit 2: Communication and Soft Skills.

Communication Skills- Verbal, non verbal, listening skills, writing skills, questioning skills , Goal Setting- Establishing SMART Goals, Time Management, Business Etiquette, Presentation Skills, Conflict Management, Role of Attitude, Interpersonal and Team Skills

Unit 3: Essential Skills for CV Preparation and Aptitude Skills.

Guidelines for writing effective resume and curriculum vitae (CV), Developing Aptitude Skills for facing recruitment and selection process.

Unit 4: Prepare yourself to face Interview and Group Discussions.

Preparing to face interviews face to face, Preparing for Group Discussions, Body Language, Grooming and Dressing, Mock Interviews and Mock Group Discussions, Tips to face interview at corporate and tips to improve group discussion skills.

Teaching Pedagogy: Lectures, Guest Lectures, Seminars, Role Plays, Case Studies, Brainstorming, Debates, Class Projects, Interviewing, Peer Partner Learning, Presentations, Audio-Video Lessons.

Reference Books:

1. C2C: Campus to Corporate (A Career Navigation Manual) by Dilip Mohapatra & Swati Karve
2. From Campus to Corporate –Pearson by K.K. Ramachandran & K.K. Karthick
3. From Campus to Corporate: Soft Skills and Etiquette Tips to Transition with Confidence by Marla Harr
4. Campus to corporate: a concise street smart guide to world class career success! By Naveen Chandra R.

COURSE: DIGITAL MARKETING FUNDAMENTALS

Syllabus:-

Unit 1: Introduction to Digital Marketing

- 1.1) What is Digital Marketing?
- 1.2) Traditional Marketing vs. Digital Marketing
- 1.3) Components of Digital Marketing (SEO, SEM, SMM, Email, Content, Analytics)
- 1.4) Importance and Scope in Modern Business
- 1.5) What is Email Marketing?
- 1.6) Why Use Email Marketing Tools
- 1.7) Creating a Free Mailchimp Account

Unit 2: Visuals and Meta Ads

- 2.1) Importance of visuals in digital marketing (images, Infographics, videos)
- 2.2) Role of design in attracting and engaging audiences
- 2.3) What is Canva? (Free graphic design tool)
- 2.4) Benefits: Easy drag-and-drop interface, free templates, fast content creation
- 2.5) Introduction to Facebook (Meta) Advertising
- 2.6) Benefits of Facebook Ads for Businesses
- 2.7) Creating a Basic Ad Using Meta Business Suite

Suggested Reference Books:

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson Education.
2. HubSpot Academy. (n.d.). Digital marketing course. HubSpot. Retrieved July 13, 2025, from <https://academy.hubspot.com/courses/digital-marketing>
3. Google. (n.d.). Fundamentals of digital marketing. Google Digital Garage. Retrieved July 13, 2025, from <https://learndigital.withgoogle.com/digitalgarage>
4. Meta for Business. (n.d.). Facebook Ads guide. Meta. Retrieved July 13, 2025, from <https://www.facebook.com/business/help>
5. Canva. (n.d.). Canva Design School. Canva. Retrieved July 13, 2025, from <https://www.canva.com/learn>

Subject Code [2508000704060157]

Course: Event Management

Course Content

Unit 1: INTRODUCTION OF EVENTS

- 1.1 Types of Events
- 1.2 Parts of Events
- 1.3 Experience Building

Unit 2: EVENT PRODUCTION

- 2.1 Tent management
- 2.2 Sound management
- 2.3 Light management

Unit 3: Event Planning

- 3.1 Checklist
- 3.2 Presentation

Unit 4: Event Marketing

- 4.1 Marketing Tools
- 4.2 Basic fundamental of Marketing

Reference Studies:

- 1. Read about Wizcraft
 - 2. Read about Parsoon Joshi
 - 3. Read about David Ogilvy
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Course Title	Design Thinking Skill in Business Management
Credit	2
Teaching Hours	30
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> To teach students systematic approach of thinking for problem solving in dynamic business world.
Course Objective	<ul style="list-style-type: none"> To help students gain a strong foundation in design thinking principles and equip with the necessary skills to apply this methodology in future endeavours. To develop a problem-solving mindset and the ability to approach challenges from a human-centred perspective.
Course Outcome	<ul style="list-style-type: none"> Students will enable to develop an innovative and human-centric approach to identifying problems, designing effective solutions, and delivering outcomes that address unmet human needs. Students will be equipped with actionable strategies to tackle complex problems, discover untapped opportunities, and create value in today's ever-evolving business landscape.
Course Content	<p>Unit-1: Introduction</p> <p>1.1 What is Design Thinking? 1.2 Significance of Design Thinking 1.3 Design Thinking Process 1.4 Key Tenets of Design Thinking</p> <p>Unit-2: Empathise and Define</p> <p>2.1 Purpose of empathy 2.2 Problem exploration using Mind Mapping 2.3 Problem Identification 2.4 Models of Framing Problem</p> <p>Unit-3: Ideate</p> <p>3.1 Introduction to Ideation 3.2 Brainstorming 3.3 Rules for Brainstorming 3.4 Exploration of intersection of Disciplines</p> <p>Unit-4: Prototype and Test</p> <p>4.1 Concept of Prototyping 4.2 Storyboarding and Scenarios</p> <p>Unit-5: Scale</p> <p>5.1 Introduction to Scale 5.2 Objectives and Key Results (OKRs)</p>

	5.3 Business Model Canvas
Suggested Readings:	<ol style="list-style-type: none">(1) Pavan Soni (2020), Design Your Thinking: The Mindsets, Toolsets, and Skill Sets for Creative Problem-solving, Penguin Random House India Private Limited(2) Roger Martin (2009), The Design of Business, Harvard Business Review Press(3) Devyani Lal Design Thinking- Beyond the sticky Notes, Sage.(4) Why design thinking works by Jeanne Liedtka in Harvard Business Review, October 2018