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, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.
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-: **પરિપત્ર** :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૬–૨૭ થી અમલમાં આવનાર NEP-2020 અંતર્ગત T.Y.B.B.A. (Foreign Trade) સેમેસ્ટર–૫ નાં અભ્યાસક્રમને બિઝનેશ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિના ચેરપર્સનશ્રીએ અભ્યાસ સમિતિ વતી અને મેનેજમેન્ટ વિદ્યાશાખાનાં કાર્યકારી અધ્યક્ષશ્રીએ વિદ્યાશાખાવતી મંજૂર કરી એકેડમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાનાં ઠરાવ ક્રમાંકઃ૩૫૩ અન્વયે માન. કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણઃ ઉપર મુજબ

ક્રમાંકઃઓથો./પરિપત્ર/સિલેબસ/૧૫૬૭૭/૨૦૨૬
તા.૧૦–૦૭–૨૦૨૬

કુલસચિવ (I/C)

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

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM STRUCTURE

BACHELOR OF BUSINESS ADMINISTRATION (FOREIGN TRADE) PROGRAM

SEMESTER 5

WITH EFFECT FROM 2026-27

Course Type	Course Title	Marksheet Title	Teaching Hours Per Week		Exam Duration		Credit		CCE		SEE		Total	
			TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Core-Major	Summer Internship Project	Summer Internship Project	4	0	-- ---	-----	4	0	50	0	50	0	100	0
Core-Major	Research Methodology	Research Methodology	4	0	2	0	4	0	50	0	50	0	100	0
Core-Major	Strategic Management for Business	Strategic Management for Business	4	0	2	0	4	0	50	0	50	0	100	0
SEC	Sustainable Business Management	Sustainable Business Management	2	0	1	0	2	0	25	0	25	0	50	0
Minor	Export Finance	Export Finance	4	0	2	0	4	0	50	0	50	0	100	0
Minor	Import Finance	Import Finance	4	0	2	0	4	0	50	0	50	0	100	0
			22	**0**			**22**	**0**						

Subject Code [2508000705020001]

Program Name	Bachelor of Business Administration
Specialisation	Foreign Trade
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Core Course
Subject Title	**RESEARCH METHODOLOGY**
Subject Type	Major
Credit	4 Theory
Effective From	June 2026
Course Outcome	CO1: Students should be able to understand the basic nature and purpose of Research and its advantages to business. CO2: To understand the purpose of Sampling and Sampling Techniques in the process of research design. CO3: To understand various Primary and Secondary sources of data. CO4: To understand how to do Data Processing. CO5: To learn how to write a Research Report.

Course Content

Unit 1: Introduction to Business Research (25%)

- Bharatiya Knowledge System in Research Methodology: Pramanas (Epistemological Tools in BKSRM) & Relevance to Modern Research Methodology: Pratyaksha (Direct Perception), Anumana (Inference), Upamana (Comparison/Analogy), Arthapatti (Postulation/Presumption), Anupalabdi (Non-Perception), Shabda (Verbal Testimony)
- Concept & Definition of Business Research
    - Classification of Business Research viz. Basic vs. Applied Research
    - Problem Identification vs. Problem Solving Research
    - Cross Sectional vs. Longitudinal Research
    - Quantitative Vs. Qualitative Research
- Methods of Knowing: Scientific & Non-Scientific Methods (Name the types of non-scientific methods only)
- Characteristics of a Good Scientific Research
- Types of Research Design (Exploratory and Conclusive)
- Different Types of Errors in Business Research
- Meaning of Terms: “Concept”, “Construct” and “Definition” in Relation to Business Research
- Different Types of Variables in Business Research
- Definition of Hypothesis
- Types of Hypotheses
- Role of Hypothesis in Research
- Qualities of a Good Hypothesis

- Business Research Process

Unit 2: Data Collection (25%)

- Difference between terms: “Data” and “Information”
- Difference between Primary Data & Secondary Data: Their relative merits & de-merits
- Various sources of Secondary Data (Internal & External)
- General Idea of Survey Methods
- Four Survey Methods viz. Telephonic Survey, Personal Survey, Electronic Survey and Mail Survey
- Comparison of four survey methods on various parameters – Social Desirability, Perceived Anonymity, Response Rate, Control on Data Collection Environment, Diversity of Questions, Interviewer’s Bias, Use of Physical Stimuli, Sample Control, Quantum of Data
- Definition of Observation: When Observation Method is Suitable, Advantages and Limitations of Observation Method

Unit 3: Sampling and Scaling Methods (25%)

- Difference between Sample and Census
- Sampling Procedure
- Probabilistic and Non-Probabilistic Sampling Methods
- Meaning of Scale and Attitude Scale
- Types of Primary Scale (Nominal, Ordinal, Interval, Ratio)
- Various Comparative and Non-Comparative Attitude Scales

Unit 4: Design of Questionnaire, Data Preparation and Report Writing (25%)

- **Design of Questionnaire:** Definition of Questionnaire, Process of Questionnaire Design
- **Data Preparation:** Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistical Adjusting the Data)
- **Report Writing:** Types of Research Report, Contents/Format of Research Report

Suggested Readings

1. **Business Research Methods** – Donald Cooper & Schindler, Tata McGraw Hill *(Main Text)*
2. **Marketing Research** – Naresh Malhotra, Pearson Publications *(Second Text)*
3. **Marketing Research** – Churchill, Dryden Press, Harcourt Publications
4. **Business Research Methods** – Zikmund, Cengage Publishing
5. **Business Research Methods** – Saunders, Pearson Publications
6. **Marketing Research** – G. C. Beri, Tata McGraw Hill Education

7. **Epistemology of Bhatta School of Purva Mimamsa** – G. P. Bhatta, Chowkhamba Publication	
Mapping between COs and PSOs	see table below
Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)

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

Subject Code [2608000705030003]

Program Name	Bachelor of Business Administration
Specialisation	Foreign Trade
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Core Course
Subject Title	**STRATEGIC MANAGEMENT FOR BUSINESS**
Subject Type	Major
Credit	2 Theory
Effective From	June 2026
Course Outcome	**CO1:** Students should be able to understand the concepts, principles and process of Strategic Management in the context of modern business organizations. **CO2:** To understand the role of environmental, industry and organisational analysis in strategic decision-making. **CO3:** To understand various corporate, business and competitive strategies for achieving organisational objectives. **CO4:** To evaluate strategic alternatives and formulate appropriate strategies using strategic management tools and techniques. **CO5:** To understand the process of strategic implementation, evaluation and control for effective execution of business strategies.

Course Content

Unit 1: Strategic Management and Bhartiya Knowledge System in Business Strategy (20%)

- Arthashastra & Strategic Management – Chanakya's fourfold strategy (Sama, Dama, Bheda, Danda)
- Ethical Leadership & Decision-Making – Dharma in business and Karma Yoga (work ethics)
- Conceptual Understanding of Strategy, Policy, Tactics, Strategic Management, Business Definition, SBU Strategic Management Process
- Strategic Intent
- Vision, Mission, Goals and Objectives (Their Formulation and Relevance)

Unit 2: Environmental & Organisational Analysis (20%)

- Concept and Role of Environmental Analysis (Only); ETOP
- Industry Analysis: Industry Setting, Structure, Attractiveness, Performance and Practices
- Competitor Analysis: Forces Shaping Competition
- Organisational Analysis: Concept, Role, Approaches for Organisational Analysis: Value Chain Approach and Functional Approach, Concept of Core Competence, OCP, CAP/SAP

Unit 3: Grand Strategies (20%)

- Corporate Strategies: Stability, Growth, Retrenchment and Combination Business Level Strategies: Cost Leadership, Differentiation and Focus

Unit 4: Choice of Strategy (20%)

- Concept and Process
- Focusing on Strategic Alternatives
- Evaluation of Strategic Alternatives (Corporate Portfolio Analysis: BCG, GE, SPACE, Product Market Evolution Matrix, Directional Policy Matrix; Corporate Parenting Analysis, Profit Impact of Market Strategy)
- Considering Decision Factor
- Strategic Choice

Unit 5: Strategic Implementation and Evaluation & Control (20%)

- Strategic Implementation Concept
- McKinsey's 7S Framework
- Interdependence of Strategic Formulation and Implementation
- Strategy Activation, Project Implementation and Procedural Implementation, Structural Implementation, Behavioural Implementation, Functional Implementation
- Strategic Evaluation & Control: Process, Evaluation and Control Criteria, Control Barriers

Suggested Reading

- **Strategic Management** – L. M. Prasad, Sultan Chand & Sons.
- **Strategic Management and Business Policy** – Azhar Kazmi, McGraw Hill.
- **Strategic Management: Text and Cases** – VSP Rao & Krishna, Excel Group.
- **Crafting and Executing Strategy: Concepts and Cases** – Thompson Arthur Jr., McGraw Hill Education.
- **Business Policy and Strategic Management** – Francis Cherunilam, Himalaya Publishing House.
- **Business Policy and Strategic Management** – Jauch, Gupta, Glueck, Frank Bros. & Co.
- **Strategic Management: An Integrated Approach** – Charles W. L. Hill, Gareth R. Jones.
- **Exploring Corporate Strategies: Text and Cases** – Johnson & Scholes, Prentice Hall India.
- **Strategic Management: Text and Cases** – Dess, Gregory G., Lumpkin, G. T., & Taylor, Marilyn L., McGraw Hill/Irwin.
- **Strategic Management: Concepts and Cases** – David, Fred R., PHI Learning.
- **Business Policy and Strategic Management** – Azhar Kazmi, McGraw Hill, 2015.
- **Ethics in Management: Insights from Ancient Indian Wisdom** – S. K. Chakraborty, Oxford University Press, 2001.

Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)

Subject Code [2608000705040005]

Program Name	Bachelor of Business Administration
Specialisation	Digital Marketing
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Elective Course
Subject Title	**EXPORT FINANCE**
Subject Type	Minor
Credit	4 Theory
Effective From	June 2026
Course Outcome	**CO1:** Students should be able to understand the concepts and significance of International Financial Management in global business. **CO2:** To understand various export finance facilities and their role in financing international trade. **CO3:** To understand different instruments and sources of international financing used in global business transactions. **CO4:** To understand various international payment methods and financing mechanisms used in export transactions. **CO5:** To analyse appropriate international financing and payment options for effective financial decision-making in international business.

Course Content

Unit 1: International Financial Management: (25%)

- An Overview Introduction
- Why study international finance
- Finance Function
- Emerging challenges
- Recent changes in global financial market
- Objectives of firm- risk management, wealth maximization Framework for financial decision
- Role of the international financial manager
- International Financial Environment

Unit 2: Export Finance (25%)

- Pre shipment Finance
- Post shipment finance Meaning, importance, features, Procedure, Documentary evidence,
- Types
  1. Pre-shipment Finance (Packing Credit)
  2. Post-shipment Finance
  3. Export Credit Facilities
  4. Export Bill Discounting and Negotiation
  5. Export Factoring and Forfaiting
  6. Documentary Evidence in Export Finance

Unit 3: Instruments Of International Financing (25%)

- Short term, medium term, and long-term financial sources, Banker’s acceptance

- Factoring, forfeiting, Promissory notes External commercial borrowing
- EXIM Bank Assistance

Unit 4: Terms of Payments (25%)

- Factor affecting terms of payments Terms of payments
- Payment in Advance
- Documentary Collection (D/P and D/A)
- Letter of credit
- Draft
- Open account
- Consignment Letter of credit – meaning, parties, procedure, types, advantages and disadvantages

Reference Books:

- Global Marketing – Keegan
- Export Marketing – Rathore
- International Marketing – Bhattacharya
- Global Marketing – Jhony K Johanson

Mapping COs with PSOs

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

Evaluation Scheme

CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.)
SEE: 50 Marks (2 Hours Descriptive University style paper)

Subject Code [2608000705050005]

Program Name	Bachelor of Business Administration
Specialization	Foreign Trade
Semester	V
NCrF Credit Level	5.5
Course Subtype	Discipline Specific Elective Course
Subject Title	**IMPORT FINANCE**
Subject Type	Minor
Credit	4 Theory
Effective From	June 2026
Course Outcome	**CO1:** Understand the concept, importance and sources of import finance in international trade. **CO2:** Understand various import financing facilities provided by banks and financial institutions. **CO3:** Explain import payment mechanisms, import documentation and foreign exchange regulations. **CO4:** Understand the role of EXIM Bank, ECGC, RBI guidelines and trade finance institutions in import financing. **CO5:** Analyze suitable import financing options and payment methods for effective import management.

Course Content

Unit 1: Introduction to Import Finance (25%)

- Concept, Meaning and Importance of Import Finance
- Import Trade Procedure in India
- Role of Commercial Banks in Import Finance
- Sources of Import Finance (Internal and External)
- Regulatory Framework: RBI Guidelines, FEMA and DGFT (Overview)

Unit 2: Import Financing Facilities (25%)

- Fund-based and Non-fund Based Import Finance
- Letter of Credit (Import LC): Meaning, Parties and Procedure
- Import Bills under Collection and Bill Discounting
- Buyer's Credit and Supplier's Credit
- Bank Guarantees and Import Loans

Unit 3: Import Documentation (25%)

- Import Documentation (Indent, Proforma Invoice, Commercial Invoice, Bill of Lading, Airway Bill, Insurance Policy, Bill of Entry)
- Role of customs and regulations regarding imports Indian Customs Act, 1962
- Clearance of Cargo at the time of Imports.
- Method for calculation of customs duty

Unit 4: Institutions and Risk Management in Import Finance (25%)

- EXIM Bank Assistance for Importers
- ECGC Services and Risk Coverage (Overview)
- Exchange Rate Risk in Imports and Hedging Techniques (Basic Concepts)
- Import Finance under FEMA and RBI Regulations
- Recent Trends in Digital Trade Finance and International Banking

Mapping of COs with PSOs	<table><tr><th>COs</th><th>PSO1</th><th>PSO2</th><th>PSO3</th><th>PSO4</th><th>PSO5</th><th>PSO6</th></tr><tr><td>CO1</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td><td></td></tr><tr><td>CO2</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>CO3</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>CO4</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>CO5</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr></table>
Reference Books	1. Francis Cherunilam – *International Business* 2. C. Jeevanandam – *Foreign Exchange and Risk Management* 3. Vyuptakesh Sharan – *International Financial Management* 4. P. Subba Rao – *International Business* 5. RBI Publications on Foreign Exchange Management 6. EXIM Bank of India – Trade Finance Publications 7. T. T. Sethi – *Import Export Procedures and Documentation*
Evaluation Scheme	CCE: 50 Marks (Assignment, Attendance, Unit/Mid Term Test etc.) SEE: 50 Marks (2 Hours Descriptive University style paper)

Subject Code [2608000705066001]

Program Name	Bachelor of Business Administration
Specialisation	Foreign Trade
Semester	V
NCrF Credit Level	5.5
Course Subtype	Skills Enhancement Course
Subject Title	**Sustainable Business Management**
Subject Type	SEC
Credit	2 Theory
Effective From	June 2026
Course Outcome	CO1: Students will be able to explain the concept, evolution, and importance of sustainability, including ESG framework and Sustainable Development Goals (SDGs) in a business context. CO2: Students will be able to analyze green marketing practices, consumer behaviour towards sustainable products, and evaluate strategies such as green positioning and sustainable pricing. CO3: Students will be able to evaluate green finance concepts, financial instruments, ESG investing, and corporate sustainability reporting practices. CO4: Students will be able to apply green HRM practices for sustainable workforce management, including recruitment, training, performance appraisal, and employee engagement. CO5: Students will be able to assess sustainability reporting frameworks, ESG ratings, and sustainability indices for measuring organizational performance.

Course Content

Unit 1: Foundations of Sustainable Business

Concept of Sustainability - Evolution of sustainability, Triple Bottom Line (People, Planet, Profit), Sustainability vs CSR ESG Framework - Environmental, Social, Governance dimensions, ESG metrics and indicators Sustainable Development Goals (SDGs) - Overview of SDGs, Role of business in achieving SDGs Sustainability Reporting Frameworks - GRI standards, Integrated reporting ESG Ratings and Measurement -Sustainability indices

Unit 2: Green Marketing, Green Finance, Green HRM Green Marketing

- Green Marketing – concept and importance, overview of Green products and eco-labelling, Sustainable branding Consumer Behaviour- Green consumerism, Ethical consumption Marketing Strategies- Green positioning, Sustainable pricing Issues and Challenges -Greenwashing, Regulatory issues
- Green Finance: Sustainable Finance -Concept and importance, The five pillars of sustainable finance concept Various Green Financial Instruments, concept of ESG investing Corporate Sustainability Reporting - Integrated reporting, Environmental accounting
- Green HRM: Concept of Green HRM, concept of Sustainable workforce management green practices (Talent acquisition, training and development, Performance

management, employee engagement etc) , Performance and Engagement- Sustainability-based performance appraisal, Employee engagement in environmental initiatives

Suggested Readings

- Rajan, M., & Kumar, R. (2021). Outlast: How ESG can benefit your business (1st ed.). HarperCollins India.
- Arora, B., Budhwar, P., & Jyoti, D. (2019). Business responsibility and sustainability in India (1st ed.). Springer International Publishing.
- Das Gupta, A. (2023). Strategic corporate responsibility and green management (1st ed.). Emerald Publishing.
- Khandelwal, R., Kapoor, D., Gupta, N., & Gupta, N. (Eds.). (2026). Entrepreneurship and sustainable business development (1st ed.). Apple Academic Press.
- Maheshwari, M., Gupta, A. K., & Gaur, P. (2024). Corporate sustainability and business management: An integrative approach (1st ed.). Routledge.
- Brinkmann, R., & Bhamoriya, V. (2024). Introduction to sustainability: An Indian adaptation (2nd ed.). Wiley India.

Mapping of COs with PSOs

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

Evaluation Scheme

CCE: 25 Marks (Assignment, Attendance, Unit/Mid Term Test etc.)
SEE: 25 Marks (1Hour Descriptive University style paper)