



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-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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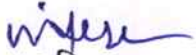
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

--: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭ થી અમલમાં આવનાર BBA Digital Marketing અને Foreign Trade સેમેસ્ટર- ૩ અને ૪ માં AEC, SEC અને VAC ના અભ્યાસક્રમમાં B.B.A. Semeste - ૩ અને ૪ નો AICTE Based અભ્યાસક્રમ અંગે યુનિવર્સિટી કાર્યાલયના પરિપત્ર ક્રમાંક:ઓથો/પરિપત્ર/સિલેબસ/૭૬૯૦/૨૦૨૬, તા.૧૭/૦૪/૨૦૨૬ થી પરિપત્ર કરવામાં આવેલ છે જે અભ્યાસક્રમનો જ અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૧૩૬૪૧/૨૦૨૬
તા.૨૦.-૦૬-૨૦૨૬


કુલસચિવ વજ

પ્રતિ,

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

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

Program Name	Bachelor of Business Administration (BBA)					
Semester	III					
Course Type	AEC					
Course Subtype	Skill Development					
Course Code	AEC 301					
Course Level	200					
Course Title	<i>ENGLISH COMMUNICATION SKILLS – I.</i>					
Credit	Theory:	02	Practical:		Total:	02
Effective Form	Academic Year: 2026-27					
Medium of Instruction	English					
Purpose of Course	The purpose of this course is to develop English communication skills in grammar, reading, writing, speaking, and listening required in academic, professional, and social contexts. It enhances fluency, accuracy, comprehension, vocabulary, pronunciation, and overall language proficiency.					
Course Objective	<ol style="list-style-type: none"> 1. Improve correct usage of English grammar for written and spoken communication. 2. Develop listening comprehension and ability to interpret different accents & speech forms. 3. Enhance oral communication, pronunciation, intonation, and speaking fluency. 4. Strengthen reading comprehension skills and ability to interpret various text formats. 5. Develop writing clarity, organization, and coherence for academic and professional contexts. 6. Build confidence in using English for everyday interpersonal and workplace communication. 					
Course Outcomes	<p>CO1: Identify deviant usage of English in written and spoken forms and understand the importance of writing in academic life.</p> <p>CO2: Reorganize and correct errors of usage to write simple sentences without grammatical mistakes.</p> <p>CO3: Assess and improve competence in using the English language effectively.</p> <p>CO4: Understand and appreciate English spoken by people from different regions and comprehend unfamiliar accents.</p> <p>CO5: Use language for speaking with confidence in an intelligible and acceptable manner.</p> <p>CO6: Understand the importance of reading for life and develop academic reading habits.</p>					
Course Content	Unit – 1 Grammar: <ul style="list-style-type: none"> • Introduction to the sentence structure in English • Introduction to articles • Introduction to parts of speech 					

	<ul style="list-style-type: none"> • Common errors <p>Unit – 2 Listening Skills:</p> <ul style="list-style-type: none"> • Introduction to the importance of listening skills • Types of listening – informational, critical, empathetic listening • Problems of listening to unfamiliar dialects <p>Unit – 3 Speaking Skills:</p> <ul style="list-style-type: none"> • Aspects of pronunciation, introduction to vowels, consonants and diphthongs • Fluency in speaking, intelligibility in speaking <p>Reading Skills:</p> <ul style="list-style-type: none"> • Introduction to reading skills, types of texts – narrative, descriptive, extrapolative • Essential skills for reading comprehension – decoding, fluency, vocabulary, reasoning and background knowledge <p>Unit – 4 Writing Skills:</p> <ul style="list-style-type: none"> • Introduction to writing skills, cohesion and coherence, expansion of given sentence • Reorganizing jumbled sentences into a coherent paragraph, paragraph writing <p>Composition:</p> <ul style="list-style-type: none"> • Introduction to letter writing, types of letters, notices, complaints, appreciation, conveying sympathies 																																																	
<p>Mapping between Cos and PSOs</p>	<table border="1"> <thead> <tr> <th>CO / PSO</th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <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> <tr> <td>CO6</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	✓	✓		✓	✓	✓	CO2	✓	✓		✓	✓	✓	CO3	✓	✓		✓	✓	✓	CO4	✓	✓			✓	✓	CO5	✓	✓	✓	✓	✓	✓	CO6	✓	✓		✓	✓	✓
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<p>Reference Books</p>	<ol style="list-style-type: none"> 1. <i>Oxford Practice Grammar</i> – John Eastwood, Oxford University Press 2. <i>Textbook of English Phonetics for Indian Students</i> – Balasubramanian, Lakshmi Publications 3. <i>Oxford Advanced Learner’s Dictionary of English</i> – Deuter & Others, Oxford University Press 4. <i>Intermediate Grammar, Usage and Composition</i> – Tockoo, Subramaniam, Orient Black Swan 																																																	

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Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – III

Program Name	Bachelor of Business Administration (BBA)					
Semester	III					
Course Type	SEC					
Course Subtype	Skill Development					
Course Code	SEC 301					
Course Level	200					
Course Title	Indian Systems of Health and Wellness					
Credit	Theory:	02	Practical:		Total:	02
Effective Form	Academic Year: 2026-27					
Medium of Instruction	English					
Purpose of Course	The purpose of this course is to create awareness and understanding of health, wellness, nutrition, physical and mental well-being, disease prevention, and indigenous health perspectives. It encourages students to adopt healthy lifestyle practices, develop self-awareness, and cultivate holistic well-being.					
Course Objective	<ol style="list-style-type: none"> 1. Understand the concept, importance, and dimensions of health and wellness. 2. Explain the mind–body relationship and its impact on overall wellbeing and digital health. 3. Identify nutritional deficiencies, health risks, and diseases arising from sedentary or modern lifestyles. 4. Understand Indigenous and Indian health systems such as AYUSH and their perspectives on wellbeing. 5. Encourage development of personal health awareness and healthy lifestyle habits. 6. Promote mental health, emotional stability, and positive attitudes towards self-care. 					
Course Outcomes	<p>CO1: Define health and wellness and explain their components and determinants.</p> <p>CO2: Describe the mind–body connection and its implications for wellbeing.</p> <p>CO3: Recognize common nutritional issues, body system disorders, and modern lifestyle health risks.</p> <p>CO4: Demonstrate awareness of Indian health traditions, AYUSH, and indigenous wellness perspectives.</p> <p>CO5: Apply concepts of mental health and digital wellbeing in daily life.</p> <p>CO6: Adopt informed health practices and develop a proactive and holistic approach to personal wellbeing.</p>					
Course Content	<p>Unit 1: Introduction to Health & Wellness</p> <ul style="list-style-type: none"> • Definition of Health • Importance of health in everyday life • Components of health – physical, social, mental, spiritual and its relevance • Concept of wellness • Mental health and wellness • Determinants of health behavior 					

	<p>Unit 2: Mind Body and Well-Being</p> <ul style="list-style-type: none"> • Mind-body connection in health – concept and relation • Implications of mind-body connection • Wellbeing – why it matters? • Digital wellbeing <p>Unit 3: Deficiency & Diseases</p> <ul style="list-style-type: none"> • Malnutrition under and over nutrition • Body system and common diseases • Sedentary lifestyle and risk of disease • Modern lifestyle and associated health risks <p>Unit 4: Indian System of Wellbeing</p> <ul style="list-style-type: none"> • Health beliefs of India • Health systems in India – AYUSH • Perspective of indigenous people towards health 																																																	
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<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Carr, A. Positive Psychology: The science of happiness and human strength. UK: Routledge. 2. C. Nyambichu & Jeff Lumiri, Lifestyle Disease: Lifestyle Disease Management. 																																																	
<p>Teaching Methodology</p>	<p>Exercises</p> <ul style="list-style-type: none"> • Visit to nearby Vipasana centre 																																																	

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Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – III

Program Name	Bachelor of Business Administration (BBA)				
Semester	III				
Course Type	VAC				
Course Subtype	Skill Development				
Course Code	VAC/VAC IKS 301				
Course Level	200				
Course Title	<i>Indian Economics & Business Model-1</i>				
Credit	Theory:	02	Practical:		Total: 02
Effective Form	Academic Year: 2026-27				
Medium of Instruction	English				
Purpose of Course	The purpose of this course is to introduce students to the indigenous foundations of Indian economic thought, especially rooted in ancient Indian scriptures and intellectual traditions such as Arthashastra. It aims to explore Indian economic models, governance philosophy, societal structures, and their relevance to business, policy, and economic development in modern India.				
Course Objective	<ol style="list-style-type: none"> 1. Understand ancient Indian economic thought derived from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra. 2. Analyze Kautilya's economic theories, including the Saptang theory of state and administrative wisdom. 3. Explore Indian economic ideas in both historic and contemporary contexts. 4. Understand the concept of caste as social capital and its economic implications. 5. Compare Indian economic philosophy with capitalism and other international economic systems. 6. Gain insights on issues like black money, tax havens, social capital, and indigenous economic systems. 				
Course Outcomes	<p>CO1: Explain the ancient foundations of Indian economic thought and its sources. CO2: Interpret Kautilya's economic theories and governance model. CO3: Analyze India-specific economic concepts and their impact on national development. CO4: Distinguish Indian economic philosophy from capitalism and other Western models. CO5: Understand socio-economic constructs such as caste as social capital. CO6: Recognize contemporary Indian economic issues like Black Money and Tax Havens from an indigenous perspective.</p>				

Course Content	<p>UNIT 1: History of Indian Economy Thought</p> <p>Ancient Foundation of Economics, Economic Thought in Context from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra.</p> <p>UNIT 2: Introduction of Indian Economic and Business Model</p> <ul style="list-style-type: none"> • Kautilya's thought to Arthashastra • Kautilya's Saptang Theory of State • Kautilya's Economic thoughts in specific India • Kautilya's Economic thoughts in Global GDP • Beyond Capitalism and Communalism • Dharmicism • Caste as Social Capital • Black Money and Tax Heaven 																																																	
Mapping between Cos and PSOs	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 12.5%;">CO / PSO</th> <th style="width: 12.5%;">PSO1</th> <th style="width: 12.5%;">PSO2</th> <th style="width: 12.5%;">PSO3</th> <th style="width: 12.5%;">PSO4</th> <th style="width: 12.5%;">PSO5</th> <th style="width: 12.5%;">PSO6</th> </tr> </thead> <tbody> <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> <tr> <td>CO6</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	✓	✓			✓	✓	CO2	✓	✓		✓	✓	✓	CO3	✓	✓		✓	✓	✓	CO4	✓	✓	✓	✓	✓	✓	CO5	✓	✓	✓		✓	✓	CO6	✓	✓	✓	✓	✓	✓
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Reference Books	<ol style="list-style-type: none"> 1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi. 2. Lotus and Stones; Garuda Prakashani (31 October 2020); Garuda Prakashan Pvt. Ltd. 3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition. 4. India Uninc by Prof. R Vaidyanathan, Westland ltd. Publication 5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series 6. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication <p>Web Resources:</p> <ul style="list-style-type: none"> • 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 																																																	

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Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – IV

Program Name	Bachelor of Business Administration (BBA)				
Semester	4				
Course Type	AEC				
Course Subtype	Communication Skill Development				
Course Code	VAC401				
Course Level	200				
Course Title	Advanced English Communication Skills (MEL–II)				
Credit	Theory:	02	Practical:	00	Total: 02
Effective Form	Academic Year: 2026-27				
Course Objectives	<ol style="list-style-type: none"> 1. To enhance students' ability to comprehend and interpret diverse texts. 2. To develop analytical and comparative reading skills. 3. To strengthen academic writing and summarization skills. 4. To improve communication competence in academic and professional contexts. 5. To familiarize students with verbal, non-verbal, and cross-cultural communication 				
Course Outcomes	CO1: Read and understand longer pieces of discourse independently. CO2: Read and compare two texts for evaluative purposes. CO3: Summarize texts effectively for academic and peer learning purposes. CO4: Write a review of a text for academic or general reading purposes. CO5: Understand the purpose and process of communication				
Course Content	UNIT I: Reading and Comprehension 1.1 Reading texts of different genres and varying lengths 1.2 Different strategies of comprehension 1.3 Reading and interpreting non-linguistic texts 1.4 Reading and understanding incomplete texts (Cloze passages of varying lengths and gaps) 1.5 Distorted texts UNIT II: Academic Writing and Editing				

	2.1 Analysing a topic for an essay or report 2.2 Editing drafts and preparing the final draft 2.3 Re-drafting a piece of text with a different perspective (Manipulation exercises) 2.4 Summarising prose or poetry UNIT III: Language and Communication 3.1 Using phrases, idioms, and punctuation appropriately 3.2 Introduction to communication – principles and process 3.3 Types of communication – verbal and non-verbal UNIT IV: Communication Competence 4.1 Identifying and overcoming problems of communication 4.2 Communicative competence 4.3 Cross-cultural communication						
Mapping between Cos and PSOs	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓	✓			
	CO2	✓	✓	✓			
	CO3	✓	✓	✓		✓	
	CO4	✓	✓	✓		✓	✓
	CO5	✓	✓		✓		✓
Reference Books	1. Bailey, Stephen (2003). <i>Academic Writing</i> . London & New York: Routledge. 2. Department of English, Delhi University (2006). <i>Fluency in English Part II</i> . New Delhi: OUP. 3. Grellet, F. (1981). <i>Developing Reading Skills: A Practical Guide to Reading Skills</i> . New York: CUP. 4. Hedge, T. (2005). <i>Writing</i> . London: OUP. 5. Kumar, S. & Pushpa Lata (2015). <i>Communication Skills</i> . New Delhi: OUP. 6. Lazar, G. (2010). <i>Literature and Language Teaching</i> . Cambridge: CUP. 7. Nuttall, C. (1996). <i>Teaching Reading Skills in a Foreign Language</i> . London: Macmillan						
Teaching Methodology	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments						

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Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – IV

Program Name	Bachelor of Business Administration (BBA)				
Semester	4				
Course Type	SEC				
Course Subtype	Entrepreneurship / Employability / Skill Development				
Subject Type	Discipline Specific / Intra-disciplinary / Emerging Technology / Vocational Education etc.(Specify the relevant Subject Type)				
Course Code	SEC401				
Course Level	200				
Course Title	Design Thinking & Innovation				
Credit	Theory:	02	Practical:	00	Total: 02
Effective Form	Academic Year: 2026-27				
Course Objectives	<ol style="list-style-type: none"> 1. To introduce students to the concept, importance, and process of Design Thinking. 2. To develop students' ability to understand user needs through empathy and problem identification. 3. To enhance creative thinking and ideation skills using structured brainstorming tools. 4. To provide knowledge of prototyping concepts, processes, and types. 5. To enable students to apply design thinking principles to solve real-world problems. 6. To develop innovation, creativity, and problem-solving mindset among students. 				
Course Outcomes	CO1: Explain the meaning, significance, principles, and process of Design Thinking. CO2: Apply empathy tools and techniques to identify and define real-world problems. CO3: Analyze problems using mind mapping and problem framing models. CO4: Apply ideation techniques and brainstorming tools to generate innovative solutions. CO5: Understand the concept, process, and types of prototyping. CO6: Develop prototypes and apply design thinking approach to solve practical problems.				
Course Content	UNIT I : FUNDAMENTALS OF DESIGN THINKING 25% 1.1 Meaning of Design Thinking 1.2 Significance of Design Thinking 1.3 Design Thinking Process				

	1.4 Key Tenets of Design Thinking 1.5 Design vs Design thinking, Unit-2: Empathise and Define 25% 2.1 Purpose of empathy 2.2 Problem exploration using Mind Mapping 2.3 Problem Identification 2.4 Models of Framing Problem Unit-3: Ideate 25% 3.1 Introduction to Ideation 3.2 Ideation Tools 3.3 Rules for Brainstorming Unit-4: Prototype 25% 4.1 Concept of Prototyping 4.2 Process of prototyping 4.3 Types of prototypes 4.4 Benefits of prototypes																																																	
Mapping between Cos and PSOs	<table border="1"> <thead> <tr> <th>CO / PSO</th> <th>PSO1</th> <th>PSO2</th> <th>PSO3</th> <th>PSO4</th> <th>PSO5</th> <th>PSO6</th> </tr> </thead> <tbody> <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> <tr> <td>CO6</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	CO1	✓	✓	✓				CO2	✓	✓	✓	✓			CO3	✓	✓	✓	✓	✓		CO4	✓	✓	✓	✓	✓	✓	CO5	✓	✓	✓	✓	✓		CO6	✓	✓	✓	✓	✓	✓
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Reference Books	7. Startup India Learning Program by Start Up India available at www.startupindia.gov.in 8. Entrepreneurship, Rajeev Roy, Oxford University Press 9. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing 10. Family Business Management by Rajiv Agarwal, Sage Publishing 11. Anish Tiwari, "Mapping the Startup Ecosystem in India", Economic & Political Weekly 12. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series																																																	
Teaching Methodology	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments																																																	

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

Program Name	Bachelor of Business Administration (BBA)				
Semester	4				
Course Type	VAC				
Course Subtype	Skill Development				
Course Code	VAC401				
Course Level	200				
Course Title	Indian Economics And Business Model -II				
Credit	Theory:	02	Practical:	00	Total: 02
Effective Form	Academic Year: 2026-27				
Course Objectives	<ol style="list-style-type: none"> 1. To understand the historical evolution of sectoral contribution in India. 2. To analyze the transformation of agriculture, manufacturing, education, and business in India. 3. To examine India's global economic position in comparison with the past. 4. To study the core features of the Indian Business Model. 5. To understand socio-cultural and value-driven aspects influencing Indian economic systems. 6. To develop analytical understanding of India's unique development framework. 				
Course Outcomes	<p>CO1: Explain the historical contribution of different sectors in the Indian economy. CO2: Compare past and present structure of agriculture, manufacturing, and business. CO3: Analyze India's global economic position. CO4: Understand the 10-point framework of the Indian Business Model. CO5: Examine the role of family business, savings, entrepreneurship, and social capital. CO6: Interpret the value-driven and society-oriented nature of Indian economic systems.</p>				
Course Content	<p>UNIT I: History of Sectoral Contribution in India (Present vs. Past) – 50%</p> <ol style="list-style-type: none"> 1.1 Agriculture: Ancient India 1.2 Manufacturing: Ancient India 1.3 Education in India 				

	1.4 Business in India 1.5 Global Position of India UNIT II: Indian Business Model (Based on 10 Points Formula) – 50% 2.1 Family Base 2.2 High Level of Savings 2.3 Self-Employment 2.4 Highly Entrepreneurial Nature 2.5 Non-Corporate Sector as Core of the Economy 2.6 Community Orientation and Higher Social Capital 2.7 Faith and Relationship in Economic Affairs 2.8 A Society-Driven Economy 2.9 Driven by Norms and Values 2.10 Project Report Format						
Mapping between Cos and PSOs	CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	✓	✓			✓	
	CO2	✓	✓			✓	
	CO3	✓	✓	✓		✓	
	CO4	✓	✓	✓	✓		✓
	CO5	✓	✓	✓	✓	✓	✓
	CO6	✓	✓	✓	✓	✓	✓
Reference Books	1. Kangalasabapathi – <i>Indian Models of Economy, Business and Management</i> , Prentice Hall India Ltd. 2. Lotus and Stones – Garuda Prakashani. 3. Dwivedi D.N. – <i>Essentials of Business Economics</i> , Vikas Publications. 4. India Uninc by Prof. R. Vaidyanathan, Westland Ltd. 5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books Series. 6. Black Money Tax Haven by R. Vaidyanathan, Westland Ltd. Web Resources 1. Goswami Anandi – <i>Economic Modeling, Analysis, and Policy for Sustainability</i> , IGI Global. 2. Ganguly Anirban – <i>Redefining Governance</i> , Prabhat Prakashan. 3. Vaidyanathan R. – <i>India Unincorporated</i> , ICFAI Books.						
Teaching Methodology	Lectures, Guest Lectures, Case Study, Presentations, Group Assignments						