

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND**(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1MIBBI01	Title of the Course	MICRO ECONOMICS
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"> 1. This course is designed to reinforce and expand students' understanding of the basic microeconomic theory. 2. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results. 3. It helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Economics: <ul style="list-style-type: none"> • Robbins Definition, Growth Definition • Nature, Scope and Subject matter of Economics • Micro & Macro Economics (interdependence between Micro and Macro Economics) • Production Possibility curve, slope of production possibility curve • Economic Models: Meaning, Nature, Concepts of Economic Building 	25%
2.	Product Pricing: <ul style="list-style-type: none"> • Demand: Law of Demand Linear Function of Demand (A Static Econometric Model), Determinants of Demand, Change & Shift in Demand Supply: • Law of Supply, Determinants of Supply, Change & Shift in Supply • Equilibrium Price and changes in Equilibrium Price 	25%

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3.	Consumer's Behaviour: <ul style="list-style-type: none">● Consumers' Surplus (Ordinal Approach)● Indifference Curve Analysis: An Alternate Approach to Consumer Choice<ul style="list-style-type: none">○ Properties○ Marginal Rate of Substitution,○ Budget Line,○ Consumer's Equilibrium● Application of Indifference Curve Analysis:<ul style="list-style-type: none">○ Income-leisure trade-off and supply of labour○ The Problem of Exchange(Negotiation Principle)	25%
4.	Costs & Revenues, Factor Pricing: <ul style="list-style-type: none">● Basic Cost Concepts, Total Cost, Fixed Cost, Variable Cost Average Cost & Marginal Cost (Cost Functions)● Short Run & Long Run costs - their behaviour &, relationship● Economics & Diseconomies of scale● Factors of Production and Factors Payments (Concept and Characteristics)● Estimating Basic Factor Pricing	25%

Teaching-Learning Methodology	Through a combination of lectures, direct reading, case studies projects , Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per the NEP-2020 Guidelines)	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per the NEP-2020 Guidelines)	20%
3.	Semester End Examination	50%

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Course Outcomes: Having completed this course, the learner will be able to :	
1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, employees, investors, business owners and managers, and government officials.
2.	Will be able to describe and justify the main assumptions behind simple economic models as e.g. the demand and supply model
3.	The students will be able to illustrate diagrammatically these models and perform policy experiments
4.	The students will be able to analyse and evaluate short-run and long-run cost functions and the solve algebraically simple microeconomic models (e.g. Factor Pricing)

Suggested References:	
Sr. No.	References
1.	Advanced economic Theory by M L Jhingan, Himalaya Publication, Mumbai
2.	A Textbook of Economics Theory, Long Group by H L Ahuja
3.	Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
4.	Principals of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
5.	Basic Econometrics by Damodar Gujarati

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On-line resources to be used if available as reference material
On-line Resources
https://www.economicdiscussion.net/ - (creative commons)
https://www.economicshelp.org/microessays - (creative commons)
https://www.indeed.com/career-advice/career-development/law-of-supply#:~:text=Law%20of%20supply%20considerations%20Nature%20of%20goods,costs%20and%20materials%20into%20a%20product%27s%20price.%20
https://dealhub.io/glossary/factor-pricing/



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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1SEBBI03	Title of the Course	Fundamentals of Computer Organization
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	<ol style="list-style-type: none"> To provide basic understanding of logical organization and architecture of a computer. To introduce fundamental concepts related to number systems
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Computer Systems, Number Systems, Representation of Information and Processor Organization <ul style="list-style-type: none"> – Block diagram of a simple computer and significance of different functional units – Definitions of the terms :hardware, software – Binary, octal, decimal, and hexa decimal number systems – Conversion of numbers: binary to decimal and decimal to binary – Addition and subtraction of binary numbers – Representation of integers – Character codes(ASCII, Unicode) – Instruction execution cycle 	50

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	<ul style="list-style-type: none">– CPU organization– Array processors	
2.	Memory Organization, Addressing Techniques and I/O Devices <ul style="list-style-type: none">– Primary memory: Introduction to RAM and ROM, Cache, Registers– Secondary memory: Various types and organization of secondary storage devices such as magnetic disks, optical disks, flash memories– Addressing techniques like Immediate, Direct, Indirect, Register, Indexing and Stack– Common types of Input/Output devices, such as Monitors, keyboard, mouse, Printers(Line, Dot Matrix, Inkjet, Laser), Scanners	50

Teaching-Learning Methodology	Multiple teaching approaches: lecture and discussion, exploration and inquiry, cooperative group work, demonstrations, and presentations
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written/Practical Examination	50 %
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	

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3.	University Examination	50 %
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Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand the fundamental concepts related to organization of a computer system.
2.	Understand the fundamental concepts related to number systems and representation of information.

Suggested References:	
Sr. No.	References
1.	Tanenbaum A.S., Structured Computer Organization, Prentice-Hall of India Pvt. Ltd, 5 th edition, 2005.
2.	Rajaraman V, Computer Fundamentals, Prentice-Hall of India Pvt. Ltd. (4 th Edition), 2003.
3.	P.K.Sinha, PritiSinha, Computer Fundamentals, 6 th Edition, 2003.

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1MABBI02	Title of the Course	Computer Fundamentals And Office Tools
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. Understanding the concept of input and output devices of Computers
	2. Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices.
	3. Understand an operating system and its working, and solve common problems related to operating systems.
	4. Study to use the Internet safely, legally, and responsibly.
	5. Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.

Course Content		
Unit	Description	Weightage (%)
1.	Basics of Computers <ul style="list-style-type: none">• Definition of a Computer, Characteristics and Applications of Computers.	25%

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	<ul style="list-style-type: none">• Evolution Of Computers, Generations Of Computers, Block Diagram of Computer, Classification of Computers based on size and working.• Input and Output devices.• Memory and storages devices, Primary, Auxiliary and Cache Memory, Memory Devices, Different type of printers.	
2.	Operating system & Internet <ul style="list-style-type: none">• Definition and Types of Operating System, Functions of an Operating System. Software, Hardware, Firmware, Operating system (PC/Mobile):• Windows concepts, Features, Windows Structure, Desktop, Task bar, Start Menu, My Computer, Recycle Bin, Windows Accessories, calculator, Notepad, Paint, Word pad.• Definition & History of Internet - Uses of Internet.• Definition of Web Addressing-URL.• Different types of Internet Connections; Dial up connection, Broad band, Wireless.• Browsers and its types, internet browsing.• Search Engines, Portals.• Creating an email-ID, e-mail reading, saving, printing, forwarding and deleting the mails, checking the mails, viewing and running file attachments, addressing with cc and bcc.	25 %
3.	<ul style="list-style-type: none">• MS-Word & MS-PowerPoint• Features of MS-Word: - MS-Word Window Components.	25 %

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	<ul style="list-style-type: none">• Creating, Editing, Formatting and Printing features of Documents.• Headers and Footers, Page Borders and Shading, page setup, Page Numbers.• Insert/Draw Tables, Table Auto format, Inserting Symbols, Shapes, WordArt, Equations, Spelling and Grammar.• Mail Merge.• Features of PowerPoint: – Creating a Blank Presentation, Creating a Presentation using a Template.• Inserting and Deleting Slides in a Presentation.• Adding Clip Art/Pictures, Inserting Other Objects, Audio, and Video, Resizing and Scaling of an Object.• Slide Transition, Custom Animation.	
4.	<ul style="list-style-type: none">• MS-Excel• Overview of Excel features: – Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, and Referencing cells, Inserting Rows/Columns.• Basic functions, formulas & conditional formatting• Sorting, Grouping & Filtering of cells.• Mathematical Functions : Sum(), Product(), ABS(), Fact(), Int(), Sumif(), Power(), Mod(), Round(), Trunc().• Statistical Functions: Average (), Count (), Countif(), CountA(), Max(), Min().• Charts (pi, bar and line, others).	25 %

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Teaching- Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	External Examination	50 %

Course Outcomes	
1.	Understand the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.
2.	Understand the concept of internet, virus and networking technology.
3.	The course aims to provide knowledge about basic components of a computer and their significance.
4.	Office tools course would enable the students in crafting professional word documents; excel spread sheets, power point presentations using the Microsoft suite of office tools.
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Sr. No.	References
1	V. Rajaraman and N. Adabala, Fundamentals of Computers, Prentice Hall of India Pvt. Ltd. New Delhi, 6th Edition, 2015.
2	Anita Goel, Computer Fundamentals, Pearson Education, 2010
3	P.K. Sinha, Computer Fundamentals, BPB Publications New Delhi 6th Edition, 2004.
4	Reema Thareja, Fundamentals of Computers, Oxford University Press, 2014.
5	"Fundamentals of computers" by e balagurusamy
6	Microsoft Office – Complete Reference – BPB Publication
7	Courter, G Mrquis. Microsoft Office 2000: Professional Edition, BPB Publication
8	Operating System, 4 th Edition, William Stallings, Pearson Education, 2003.

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**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1MDBBI02	Title of the Course	Basics of Banking and Insurance Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To enable learners to make them aware about various Banking Terminology
	2. They will be able to describe fundamental concepts behind modern e-banking/mobile banking in technologies.
	3. Understand the basic concepts of insurance and elaborate the kinds of business risks.
	4. Evaluate the insurance business environment in India

Course Content		
Unit	Description	Weightage (%)
1.	FUNDAMENTALS OF BANKING Introduction - Definition - Nature and Functions of RBI -Relationship between Banker and Customer - Types of Deposit Accounts – KYC norms and Anti-money Laundering Nomination Facility Negotiable Instrument: Definition- Meaning, Types and Uses (Promissory	25 %

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	Note, Bill and Cheque - Crossing and Endorsement of Cheque – Payment and Collection of cheques - Protection to Paying and Collecting Banker.	
2.	LOANS AND ADVANCES Loans and Advances - Principles of Sound Lending -Forms of Advances - Security - Attributes of good securities - Methods of charging securities Technology in Banks - Need and Importance - e-Banking- Electronic Payment System (ATM, NEFT, ECS, CBS, RTGS) - Risk in e-Banking - Important Provisions of Information Technology Act.	25 %
3.	INTRODUCTON TO INSURANCE History and Development of Insurance - Definition, Nature and Characteristics of Insurance - Functions – Importance - Basic Principles of Insurance.	25 %
4.	CATEGORIES OFINSURANCE Life Insurance - Basic Principles - Procedure for effecting policy - Types of Policies - Policy Conditions – Settlement of claims. Non-Life Insurance - Marine and Fire Insurance - Motor Insurance - Burglary and Personal Accident Insurance – Bankers Indemnity Insurance.	25 %

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	External Examination	50 %

Course Outcomes	
1.	To impart understanding on basic framework of Banking together with specific reference to Types of Deposit Accounts - KYC norms.
2.	To cultivate understanding on function and norms of Banking with regard to Loans and Advances.
3.	To impart learning on Technology used in Banks , e-Banking , Electronic Payment System (ATM, NEFT, ECS, CBS, RTGS) together with Risk involved in e-Banking..
4.	To understand historical development and conceptual framework and principles applicable to Insurance business.
5.	To inculcate brief understanding on selected Non-Life Insurance.

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Suggested References	
Sr. No.	References
1	Banking Law and Practice By P.N. Varshney (Sultan Chand & Sons)
2	Banking Theory, Law and Practice By E. Gordon and K. Natarajan (Himalaya Publishing House)
3	Bank Lending By Prasad Vipradas and Dr. J.K.Syan (Himalaya Publishing House)
4	Elements of Banking and Insurance By Seth and Bhatia (Prentice Hall of India)

On-line resources to be used if available as reference material
On-line Resources
1. Basics of Banking: Meaning, Functions, Types of Banks & Accounts (testbook.com)
2. Loans and Advances Explained - Meaning and All You Should Know (loanspot.io)
3. https://nios.ac.in/media/documents/VocInsService
4. https://cleartax.in/s/insuran

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Semester – I**

Course Code	UM1MABBI01	Title of the Course	Introduction to Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. Identify and apply appropriate management concepts for managing business
	2. Apply the concept of planning and organizing for the effective functioning of a management
	3. Evaluate leadership style to anticipate the consequences of each leadership style and Motivation theories
	4. Demonstrate the techniques for controlling and communication.

Course Content		
Unit	Description	Weightage (%)
1.	Fundamentals of Management <ul style="list-style-type: none"> • Meaning & Definition of Management • Significance of Management • Functions of Management (POSDCORB) • Principles of Management • Difference of Management V/S Administration 	25 %

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	<ul style="list-style-type: none">Levels of Management	
2.	Planning and Organizing <ul style="list-style-type: none">Meaning & Definition of PlanningCharacteristicsImportance of PlanningPlanning ProcessMeaning & Definition of OrganizationGuiding Principles of OrganizationProcess of OrganizationForms of Organization Structure: (Line, Functional, Line & Staff, Limited Liability Partnership (LLP), One Person Company (Concept)	25 %
3.	Leadership and Motivation <ul style="list-style-type: none">Meaning & Definition of LeadershipQualities of a good leaderLeadership styles :Autocratic, Democratic and Free Rein - Meaning & Definition Motivation <ul style="list-style-type: none">ConceptImportance of MotivationTheories of Motivation<ol style="list-style-type: none">Need Hierarchy Theory by MaslowTwo Factor Theory by HerzbergTheory X & Theory Y by McGregor and Theory Z	25 %

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4.	Communication and Controlling <ul style="list-style-type: none">• Meaning & Definition of Communication• Importance of Communication• Barriers to effective Communication• Meaning & Definition of Controlling• Importance of Controlling• Process of Controlling• Budgetary Control: Meaning and Objectives	25 %
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Teaching- Learning Methodology	ICT through (e.g Power Point presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	External Examination	50 %

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Course Outcomes	
1.	Describe the primary functions of management and the roles of managers.
2.	Describe the work of major contributors to the field of management
3.	Explain how managers align the planning process with company mission, vision, and values.
4.	Explain the components and considerations of strategic management
5.	Explain the process and techniques of individual and group decision-making
6.	Identify common organizational structures and the advantages and disadvantages of each
7.	Explain the methods and need for control within an organization.

Suggested References	
Sr. No.	References
1	Principles & Practices of Management by L M Prasad
2	Business Organization & Management by C B Gupta
3	Modern Business Organization & Management by S A Sherlekar & V S Sherlekar
4	Management by Koontz and Weighrich
5	Principles of Management by Ajayraj Vyas and Ankur Amin
6	Principles of Management by T.Ramasamy, Himalaya Publishing House

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On-line resources to be used if available as reference material
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On-line Resources

- | |
|---|
| <ol style="list-style-type: none">1. https://ncert.nic.in/ncerts/l/lbs102.pdf2. https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf3. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf4. https://www.studocu.com/in/document/bharathiar-university/bba/principle-of-management/29522693?origin=viewer-exit-popup |
|---|

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1IKBBI01	Title of the Course	Indian Knowledge System and Management Strategies by Kautilya
Total Credits Of the Course	2	Hours per Week	2

Course Objectives	<p>The course will enable the student teachers to</p> <ul style="list-style-type: none">• To Provide Introduction of Indian Knowledge System, vidya and kala• To Provide basic Introduction of Kautilya and Management• To explore the concept of Management Strategies Kautilya• To Understand the role and significance of Kautilya for Leadership• To provide an insight of Ethics & Spiritual Dimension to the Students• To make Students understand Corporate Social Responsibility
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>IKS, Kautilya and Management</p> <ul style="list-style-type: none">• Bhartiya Concept of Spirituality: Gyaan Marg, Bhakti Marg, Karm marg, Yog Marg.• Introduction to Indian Knowledge System (IKS), Vidya and 64 Kalas in IKS• Requirement of Information and Time Management• Intelligence Management and Corporate Social Responsibility	50 %

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2.	Leadership Strategies by Kautilya <ul style="list-style-type: none"> • Decision Making Strategies • Multiple tasking • Ethics in Business • The Spiritual Dimension of Leadership Strategy 	50 %
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Teaching-Learning Methodology	Lecture-cum-discussion, Group Discussion, Presentations, Seminars, tutorials, Research Exercises
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written/Practical Examination	50 %
2.	Internal Continuous Assessment in the form of Practical, Vivavoce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50 %

Course Outcomes:- Having completed this course, the learner will be able to	
1.	To Provide basic Introduction of Indian Knowledge System
2.	To provide information about vidya and 64 kala
3.	To explore the concept of Management Strategies Kautilya
4.	To Understand the role and significance of Kautilya for Leadership

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5.	To provide an insight of Ethics & Spiritual Dimension to the Students
6	To make Students understand Corporate Social Responsibility

Suggested References:-

- જયેન્દ્ર દવે . (૧૯૮૬). ભારતીય ચિંતકો નું શિક્ષણ ચિંતન. અમદાવાદ: યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ
- જુગલ કિશોર શર્મા. (૨૦૦૦). પુષ્પભૂમિ ભારત. કર્ણાવતી : સાધના પુસ્તક પ્રકાશન
- સ્વામી વિદિતાત્માનંદજી (૧૯૯૪) . ભારત ને ઓળખીયે. અમદાવાદ : રિલાયેબલ પુબ્લીકેશન
- Corporate Chankya, Ramkrishna Pillai
- Radhakrishnan,S.(1992).TheHinduViewofLife.HarperCollinsPublishers.
- Singh,A.P., & Yagnik,S. (Eds.)(2019). Indian Knowledge Systems: Understanding the Human Uniqueness. Springer.

Online References:

- IndianKnowledgeSystemsVol1<https://iks.iitgn.ac.in/wp-content/uploads/2016/01/Indian-Knowledge-Systems-Kapil-Kapoor.pdf>
- <http://www.indianscience.org/index.html>

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Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1AEBBI01	Title of the Course	Communication Skills for Management-I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To introduce learner to the basic concept of business communication
	2. To enable learner to proficient in the use of English language
	3. To help learners to overcome barriers in the use of English language
	4. To develop the ability to communicate effectively through written language
	5. To enhance creativity and the ability to express ideas in a clear and concise manner through writing

Course Content		
Unit	Description	Weightage (%)
1.	(A) Text: A collection of short stories: - 1. The Romance of A busy broker - O' Henry 2. What Men Live – Leo Tolstoy 3. The Postmaster- Rabindranath Tagore 4. The Mark of Vishnu- Kushvant Singh Text based Short Notes (from the above mentioned Stories) (B)CONVERSATION: - 1. Importance of Business Conversations 2. Conversation Management: - Involve every one, arouse and sustain interest, Engage in active listening 3. Stressful Conversations: - Stay aware and cantered, (Respond, Do not react), state your intention, dealing with an argumentative	50%

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	communicator	
2.	COMMUNICATION AND WRITTEN ANALYSIS OF CASE STUDIES: - 1. Meaning and definitions of communication 2. Importance of communication in a business 3. What is case? 4. The process of a case analysis 5. The structure of a written case analysis 6. Giving certain examples of cases and their expected solutions (To be Tested Practically and Theoretically)	50 %

Teaching-Learning Methodology	Learner - centred instructional methods, Quiz, Assignments, Interactive sessions, Seminars, visual presentations, project based learning, use of E – resources including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

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Course Outcomes	
1.	Students should be able to communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
2.	Students should be able to build positive and productive relationships with colleagues and stakeholders through active listening, empathy, and conflict resolution.
3.	Students should be able to demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
4.	Students should be able to present themselves professionally through effective communication, including dress, body language, and etiquette.

Suggested References	
Sr. No.	References
1	Journey through words - with Grammar Compositions & Comprehension (Garg Publication) – Raja Modi (For Short Stories)
2	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
3	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
4	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
5	Developing Communication Skills – Krishna Mohan & Meera Benerji

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	Macmillan)
6	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
7	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
8	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
9	Effective Business Communication – M V Rodriques (Concept Publishing House)
10	Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1MDBBI01	Title of the Course	Business Mathematics-I
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To understand the basic concepts of Mathematics.2. To improve logic using Mathematics application.3. To have a proper understanding of mathematical applications in IT, Finance, Commerce and Management.4. The teaching of selected areas of mathematics (such as calculus) as an example of the intellectual achievements of the modern world
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Course Content

Unit	Description	Weightage* (%)
1	Set theory and Determinant Set Theory <ul style="list-style-type: none">• Concept of number system (N, Z, Q, R), sets, subsets, equality of two sets ,null set, universal set, complement of a set, union and intersection of sets, difference of two sets, Venn diagram, De Morgan's and Distributive laws(examples only) Determinants: <ul style="list-style-type: none">• Meaning, Determinants and their basic properties of determinant (without Proof, without examples), Cramer's Method (For two equations)	25%

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2	Limit <ul style="list-style-type: none">• Concept of Limit of a Function• Rules of Limit• Simple Examples Where $f(X)$ is in a polynomial or Rational Function of Two Polynomials.	25%
3	Linear Programming Problem <ul style="list-style-type: none">• Meaning, nature, limitations of LP• Uses of LP• Definitions: Solution, constraints, BFS, FS, Objective functions• Solution of LPP by Graphical Method (Maximization and Minimization).	25%
4	Matrix <ul style="list-style-type: none">• Types of matrices-Row, column, Square, null, Identity, Diagonal and scalar, Matrix Orthogonal Matrix .Transpose of a matrix.• Examples of Addition, Subtraction, multiplication of matrices and Orthogonal Matrix.	25%

Teaching-Learning Methodology	ICT Based Teaching Learning Approach. Blended Teaching Learning Approach for Calculation.
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %

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3.	University Examination	50 %
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Course Outcomes: Having completed this course, the learner will be able to

1.	Understand the foundations of mathematics
2.	Be able to perform basic computation in higher mathematics
3.	Develop and maintain problem-solving skills
4.	Use mathematical ideas to model real-world problems

Suggested References:

1. Business Mathematics. K . Kapoor: Sultan Chand and sons, New Delhi
2. Business Mathematics, A .G. Patel & G .C. Patel Atul Prakashan
3. Sharma S. D Operation Research .KedarNath RamNath & Co. Meerut

E- References: -

1. <https://www.pdfdrive.com/lectures-in-logic-and-set-theory-volume-2-set-theory-e156797838.html>
2. <https://www.pdfdrive.com/set-theory-and-logic-e16230754.html>
3. <http://rccmindore.com/wp-content/uploads/2015/06/Operations-Research.pdf>
4. <https://theintactone.com/2019/03/04/qtm-u2-topic-1-mathematical-formulations-of-lpmodels-for-product-mix-problems/>

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1MIBBI02	Title of the Course	Corporate Social Responsibility
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To examine the scope and complexity of CSR.2. To Demonstrate a multi stakeholder perspective in viewing CSR activities.3. To examine the vision and mission of corporate for society at large.4. To analyze the impact of CSR on Corporate culture.
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Course Content		
Unit	Description	Weightage* (%)
1	Introduction : <ul style="list-style-type: none">• Meaning and Definition of CSR, History and Evolution of CSR• Scope of CSR • Factors affecting the growth of CSR• Reasons for Social Responsibility CSR activities – Nature, types, impact on development programme• Corporate responsibility towards various group of stakeholders• Chronological evolution of CSR in India• Limitations of CSR• Arguments in favour and Against of Corporate Social Responsibility	25 %
2	Legislation of Corporate Social Responsibility: <ul style="list-style-type: none">• Legislation in India and the world• Provision for Corporate Social Responsibility in Companies Act 2013 – Section 135	25 %

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	<ul style="list-style-type: none"> • Scope for CSR Activities under Schedule VII • Appointment of Independent Directors on the Board and Computation of Net Profit's Implementing Process in India. • The regulatory environment in India Counter trends. 	
3.	<p>Corporate Governance:</p> <ul style="list-style-type: none"> • Introduction, Historical Background • Factors behind the origin of Corporate Governance • Important issues and Need of Corporate Governance • Reason for the growing demand for corporate Governance, & factors influencing corporate governance. • Regulatory framework on corporate governance in india • SEBI Guidelines and CLAUSE 49 • Corporate Governance in India • Issues of corporate governance • Models of Corporate Governance • Global issues in corporate Governance 	25 %
4.	<p>Contemporary CSR</p> <ul style="list-style-type: none"> • Current Trends and Opportunities in CSR • Future Trends in CSR in India • CSR as Strategic business tool for sustainable development • Roles of intuitions in CSR: Government, NGOs, Education intuitions & role of Media • Review of successful corporate initiatives and challenges of CSR • Case Studies of major CSR activities by any two industrial units in India 	25 %

Teaching-Learning Methodology	Lecture, case discussions, videos and presentations
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	University Examination	50 %

Course Outcomes: Having completed this course, the learner will be able to	
1.	Develop empathy and responsibility towards society.
2.	Visualize the role of corporate for a better future of the nation.
3.	Understand and follow rules related to CSR in organization.

Suggested References:
1. Management Theory and Practice, C.B. Gupta, Sultanchand & Sons
2. Business Ethics and Corporate Governance, workbook by ICAI University Press.
3. Accounting Standards and Corporate Accounting Practice – Ghosh T P.
4. The world guide to CSR – Wayne Visser and Nick Tolhurst
5. Corporate Social Responsibility in India – Sanjay K Agrawal
6. Handbook on CSR in India, CII
7. Handbook of Corporate Sustainability: Framework, Strategies and Tools – M.A. Muhammaed Abu B.Siddique

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8. Corporate Social Responsibility: Concepts and Cases: The Indian –C.C.Bai,Ajit Prasad
9. Corporate Social Responsibility in India - Sanjay K Agarwal
10. Growth, Sustainability, and India's Economic Reforms – Srinivasan
11. Baxi. C. and Prasad. A (2013). Corporate Social Responsibility, Concept & Cases: The Indian Experience, Excel Books, New Delhi.
12. Nag. A. (2007 Macroeconomics for management students, Macmillan Publication.
13. Dholakia , R (2005). Microeconomics for management student, Oxford publication
14. Raj S. (2012). Corporate Social Responsibility Cases, The ICFAI University, ICFAI Books, Hyderabad.

On-lineResources:-

- Annual reports and web sites of organisations for CSR Disclosures

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Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1MDBBI03	Title of the Course	Fundamentals Of Strategic Planning and Development
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To introduce the concepts of strategic management and understand its nature in competitive landscape.2. To develop a holistic approach to see business issues comprehensively and using other core and functional subject knowledge for decision-making.3. To help students master the analytical tools of strategic management4. To help students develop skills for applying these concepts to the solution of business problems.
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Course Content		
Unit	Description	Weightage* (%)
1	Introduction to Strategic Management <ul style="list-style-type: none">• Concept• Nature & Scope• Evolution• Importance• Concept of Different Decisions (Strategic, Administrative and	25%

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	Operational)	
2	Strategic Planning Process <ul style="list-style-type: none">• Concept of Strategic Planning• Need & Importance• Strategic Planning Process• Internal Appraisal of firm	25%
3	Competitive Advantage and Core Competence <ul style="list-style-type: none">• Concept of Competitive advantage• Significance• Building competitive advantage• Concept of Core competence• Difference between Competitive advantage and Core competence• Acquiring core competence	25%
4	Formulation of Strategy <ul style="list-style-type: none">• Concept of Strategy Formulation• Corporate Strategy formulation• Generic Strategy Alternatives (Expansion & Divestment only)	25%

Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	University Examination	50 %

Course Outcomes: Having completed this course, the learner will be able to	
1.	Learn the concept of strategic management, its evolution, its importance in the real corporate world.
2.	Gain knowledge of different decision like strategic, administrative and operational.
3.	Student will be aware about the strategic planning process and the importance of internal appraisal in any firm.
4.	Differentiate between the competitive advantage and core competence. Also they will learn about the how companies build or acquire core competence and competitive advantage.
5.	Learn about the corporate strategy formulation and the expansion and divestment theory.

Suggested References:

1. Business Policy and Strategic Management by Ramaswami and Namkumari
2. Business Policy and Strategic Management by M.V.Kulkarni
3. Strategic Management: Concept and Cases by Thompson and Strickland

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On-line Resources:-

- <https://changinghighered.com/the-difference-between-strategic-management-and-strategic-planning/>
- <https://theintactone.com/2018/12/24/sm-u3-topic-1-strategy-formulation-corporate-business-functional-strategy/>

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1MIBBI03	Title of the Course	INDIAN ECONOMY - I
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none">1. To familiarize the students with the basic concept of Indian Economy.2. The students identify and interpret basic economic economy parameters.3. The Students learn to apply these theoretical models to address real-world problems.4. The students can analyses how Government and Industry decision-making.5. Students will be able to appraise their role in the global economic environment.6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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Course Content		
Unit	Description	Weightage * (%)
1	Introduction of the economy Meaning, definition and characteristics of developed, developing and under developed economies. National income, performance of different sector, trends in national income- growth of national income.	25%

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2	Poverty and Unemployment <ul style="list-style-type: none">The concept of poverty, estimate of poverty line, poverty line, solution of the problems of povertyUnemployment-meaning and types, estimates of unemployment, Mahatma Gandhi Employment Guarantee Act (Objectives, Present scenario at National Level)	25%
3	Indian Industry Sector Primary sector- meaning, features and importance, trends in production and productivity in India. Secondary sector- meaning, features and importance and components, productivity trends of major industries. Tertiary sector- meaning, features and importance and components	25%
4	Infrastructure Infrastructure and economic development (importance), growth of transportation (road & railway), energy, telecommunication, health and education. Private investment in infrastructure	25%

Teaching-Learning Methodology	Through Class Room Teaching, Power Point Presentation, Role Playing, Class Room interaction, Group Discussion and Field Projects
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %

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3.	University Examination	50 %
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Course Outcomes: Having completed this course, the learner will be able to	
1.	The students can examine the basic models economists use to study the choices made by people in their roles as consumers, employees, investors, business owners and managers, and government officials.
2.	The students will be able to explain the concepts of the demand and supply in business applications.
3.	The students will be able to explain the concepts of the demand and supply in business applications.
4.	The students will be able to analyse and evaluate short-run and long-run cost functions and the relationship between a firm's cost functions.

Suggested References:

1. A.N. Agrawal : “Indian Economy problems of Development and planning” New Age International (P) Ltd New Delhi, Daryaganj, 110002
2. Ruddar Dutt, K.P.M. Sundaram: “Indian Economy” S.Chand & Company Ltd, Ram Nagar, New Delhi-110055
3. S.N.Agrwal “India’s Population Problems”.Tata McGraw Hill
4. V.K.Puri , S.K. Mishra : “Indian Economy” Himalaya Publishing House
5. S.S.M Desai “Industrial Economy of India” Himalaya Publishing House”
6. S.C.Kuchhal,” Industrial Economy of India”

On-line Resources:-

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- <http://mhrd.gov.in/>
- www.nrega.nic.in/
- [https://en.wikipedia.org/wiki/Ministry_of_Commerce_and_Industry_\(India\)](https://en.wikipedia.org/wiki/Ministry_of_Commerce_and_Industry_(India))

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1MDBBI04	Title of the Course	Accounting for Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To develop and enhance writing skill of accounts among the students.
	2. To impart comprehensive knowledge on basic accounting practices of preparing journal, ledger, and final accounts.
	3. To gauge the understanding of basic accounting terms and generally accepted accounting principles.
	4. To enable the students to match with current requirement of business firm.

Course Content		
Unit	Description	Weightage (%)
1.	Conceptual Framework: (Theory and Examples) <ul style="list-style-type: none">• Meaning and Objectives• Advantages & Limitations of Accounting• Business Transactions Classification of Accounts and rules of debit & Credit• Basic Accounting Terms : Assets, Liabilities, Capital, Expenses, Expenditure, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Loss, Profit, Voucher, Discount, Transaction, Drawing, Depreciation, Reserves & Surplus, Provisions• Distinction between Capital and revenue expenditure and incomes	25%

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2	Accounting Cycle : <ul style="list-style-type: none">• Introduction of Journal, Subsidiary books and ledger• Examples on recording transaction into Journal, Ledger posting, and Trial Balance.	25%
3	Final Accounts of Sole Proprietor: (Examples Only) <ul style="list-style-type: none">• Preparation of Trading Account, Profit & Loss Account and Balance Sheet	25%
4	Shares & Debentures (Theory & Examples) <ul style="list-style-type: none">• Meaning of Shares and Debentures• Provision relating to issue of shares at par, premium and discount• Examples of Issue and Allotment of shares including pro-rata allotment (Excluding Forfeiture and reissue of shares)• Debenture Redemption Fund Method (Examples)	25 %

Teaching-Learning Methodology	Classroom Teaching
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %

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3.	External Examination	50%
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Course Outcomes

1.	The Student will be able to record accounting transactions as per accounting principles and concepts.
2.	The student will gain in -depth knowledge of accounting practices and streamline himself with present corporate scenario
3.	Develop understanding towards recording transaction into journal and ledger
4.	Develop keen understanding of Final Accounts of Sole Proprietor.
5.	Develop practical approach towards Financial Statements.

Suggested References

Sr. No.	References
1	Advanced Accountancy 1-Maheshwari S N & Maheshwari S K
2	Fundamentals of Financial Accounting- Sehgal Ashok and Sehgal Deepak
3	Advanced Accountancy-Tulsian
4	Advanced Accountancy 1-Gupta Radhaswamy
5	Principals & Practice of Accountancy Gupta R L & Gupta V K
6	Advanced Accountancy-Jain S P & Narang K L

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7	Financial Accounting-Khanka S S 8 Financial Accounting-Narayanaswamy
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On-line resources to be used if available as reference material
On-line Resources
1. https://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf

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Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1SEBBI01	Title of the Course	Stress Management
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To examine the effect of stress in work life.
	2. To analyse causes of stress in organization.
	3. To evaluate Stress management techniques.

Course Content		
Unit	Description	Weightage (%)
1.	<p>STRESS: Meaning, Definition Characteristics of stress, Main Areas of stress :Performance Boredom Fear of Unknown Grief</p> <p>Types of stress: Individual stress V/s Group stress, Productive stress V/s Dysfunctional work stress , Mild stress V/s Strong stress, Potential stress V/s Actual stress, Psychical, Psychological V/s Behavioral stress</p> <p>Environmental Factors: Economic Environment, Political & Government Environment, Technological Environment</p> <p>Organizational Factors: Tasks Demands, Organizational Structure, Organizational Leadership</p> <p>Individual Factors: Family Issues, Personality Factors, Boredom V/s Monotony</p>	50 %

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2.	<p>CAUSES OF STRESS & STRESS MANAGEMENT:</p> <p>Individual Stress: Life & Career changes, Personality Type, Role Characteristics</p> <p>Group Stressor: Lack of group Cohesiveness , Lack of social support , Conflict</p> <p>Effects of Stress: Eustress, Distress, Physical Problems, Psychological Problems, Behavioral Problems, Burnout and Rustout</p> <p>STRESSMANAGEMENT:</p> <ul style="list-style-type: none">• Individual Coping Strategies<ol style="list-style-type: none">a. Physical Exerciseb. Relaxationc. Work Home Transitiond. Cognitive Therapye. Networking• Organizational Coping Strategies: Supportive Organizational Climate Job Enrichment Organizational Role Clarity Career Planning and Counseling Stress Control workshop & Employee Assistance programs Stress Management Based on Indian philosophy	50 %
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Teaching- Learning Methodology	Class Room Teaching, Lectures, Case Discussion, Video and Presentation
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes	
1.	Student will earn various causes of stress in work life and finds way over come it.
2.	Techniques to be used in stress management.
3.	Understand the impact of stress on psychology of human being.

Suggested References	
Sr. No.	References
1	Principles and Practice of Management: S. S achdeva, Laxmi Narain Agrawal, Agra.
2	Organizational Behavior: L. M. Prasad Sultan Chand & Sons.

On-line resources to be used if available as reference material
On-line Resources

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1. https://indiafreenotes.com/potential-source-of-stress-environmental-organizational-and-individual/
2. https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/sources-of-stress/
3. https://businessjargons.com/job-enrichment.html
4. https://ccsme.org/wp-content/uploads/2017/10/2017.10.24-The-12-Core-Functions.pdf

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Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

**Bachelor of Business Administration (ITM- Information Technology Management)
Semester – I**

Course Code	UM1SEBBI02	Title of the Course	Business Ethics
Total Credits Of the Course	02	Hours per Week	02

Course Objectives:	To promote ethical behavior of the learners by imparting knowledge of Business Ethics.	
Course Content		
Unit	Description	Weightage* (%)
1	INTRODUCTION TO BUSINESS ETHICS <ul style="list-style-type: none"> • Introduction • Ethics and Morals • Need for Business Ethics • Benefits of Business Ethics • Principles of Business Ethics • Ethical Issue in CORPORATE GOVERNANCE 	25%
2	ENVIRONMENTAL ETHICS <ul style="list-style-type: none"> • Introduction • Sustainable Development • Pollution and Resource Depletion: - Air Pollution and Land Pollution • Ecological Ethics • Conservation of Natural Resource • Business and Environmental Ethics 	25%

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	<ul style="list-style-type: none"> Eco-friendly Business Practices 	
3	<p>WORKPLACE ETHICS</p> <ul style="list-style-type: none"> Introduction Factors Influencing Ethical Behavior at work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications. Discrimination Harassment Importance of ethical Behavior at workplace Guidelines for managing ethics in the workplace 	25%
4	<p>ETHICS IN MARKETING, ACCOUNTING AND FINANCE</p> <ul style="list-style-type: none"> Ethic and marketing Behaving ethically in Marketing Accounting and Finance:- Introduction, Potential Conflicts, Creating ethical Environment, Reasons for Unethical Behavior, Fundamental principles relating to ethics. 	25%

Teaching-Learning Methodology	<ul style="list-style-type: none"> Lecture Method Online Lectures Group Discussion Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage

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AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50 %

Course Outcomes: Having completed this course, the learner will be able to

1.	Learn about ethics in business
2.	Identify unethical behavior and take corrective actions
3.	Learn about workplace ethics
4.	Get familiarity with Ethics in Marketing, Accounting and Finance

Suggested References:

1. Business Ethics”: A.C. Fernando. Person.
2. Principles of Management: T Ramasamy. Himalaya Publishing House.
3. “Business Laws, Ethics and Communication” Vol.I, The Institute of Chartered Accountants of India, New Delhi.

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Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1SEBBI04	Title of the Course	Rural Development-History and Current Issues
Total Credits Of the Course	02	Hours per Week	02

Course Objectives:	<ol style="list-style-type: none">1. To get an exposure to an rural area and the socio-economic condition of people.2. To provide knowledge from ancient to modern agricultural practices.3. To face the rural reality during the rural living and learning experience.4. To impart in-depth practical knowledge in crop cultivation practices.5. To cope with adverse situations during the irrural staying at different remote parts of rural Bengal.6. To provide knowledge on working of different farm implements.7. Detailed knowledge on various agri-business activities.8. To build the man power for serving the rural community.9. To disseminate recent agricultural technologies through extension.
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Course Content		
Unit	Description	Weightage* (%)
1	Rural Population, Rural Unemployment and Rural Poverty <ul style="list-style-type: none">• Rural Population: Size, Growth and Occupational classification, Migration Causes and effects.• Rural Unemployment: Types, Causes, National Rural Employment Act.	50%

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	<ul style="list-style-type: none">• Rural Poverty: Measurement, Causes, Poverty Eradication programmes.	
2	Rural Infrastructure and Rural Development <ul style="list-style-type: none">• Rural Infrastructure: Growth in Roads, Railways, Energy, Irrigation, Banking, Insurance, Education and Health.• Role of NGO in rural development.	50%

Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50 %

Course Outcomes: Having completed this course, the learner will be able to	
1.	The Programme has been framed to provide an understanding and experience of different aspects Of Rural Development.
2.	It is to provide a holistic perspective of schemes/ programmes of central govt. in general and state govt. in particular.
3.	It is to develop expertise in planning and management of rural development programmes with focus on participatory development.
4.	It is innovative, skill and employment or oriented to attract bright students to the discipline of rural development.

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Suggested References:

1. Agorwala A.N.–Indian Economics
2. Arora R.C.–“Integrated Rural Development”-S.Chand & Co. Ltd., New Delhi
3. Behari Bipin – Rural Industrialisation in India–Vikas Publication, New Delhi
4. Bhattachary B.N.–“Indian Rural Economics”– Metro politan Book Co., New Delhi
5. Desai Vasant – Rural Development Vol- I to Vol -V

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Bachelor of Business Administration (ITM- Information Technology Management) Semester – I

Course Code	UM1SEBBI05	Title of the Course	Personality Enrichment
Total Credits Of the Course	02	Hours per Week	02

Course Objectives:	<ol style="list-style-type: none">1. To understand the importance of personality and methods to enrich the same.2. To Know the concept of Self- Awareness and Self-Motivation.3. To know General Know edge and Current Affairs.
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Course Content		
Unit	Description	Weightage* (%)
1	Personality <ul style="list-style-type: none">• Definition of Personality• Components of Personality- Structural and FunctionalAspects• Determinants of Personality- Biological, Psychological and Socio-Cultural factors• Assessment of Personality-Observation, Interview and Psychological Tests• Misconceptions and Classifications• Need for Personality Development	50%
2	Memory, Decision Making and Study Skills <ul style="list-style-type: none">• Definition and Importance of Memory• Causes of Forgetting	

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	<ul style="list-style-type: none">• How to forget(thought stopping), how to remember (techniques for improving memory)• The technique of passing exams• The rational decision making process• Improving creativity in decision making and components of creativity	50%
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Teaching-Learning Methodology	Lectures, Case Discussion, Video and Presentation
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Apply principles in corporate life having understood the phenomenon
2.	Improve analytical skills by taking a stance on real matters

Suggested References:
1. Mile, DJ(2004), Power of Positive Thinking, Delhi, Rohan Book Company.

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2. Pravesh Kumar(2005), All about Self-Motivation, New Delhi, Goodwill Publishing House
3. Dudley, GA(2004), Double your Learning Power, Delhi, Konark Press, Thomas Publishing Group Ltd.,
4. Lorayne, H(2004), How to develop as upper power memory, Delhi, Konark Press, Thomas Publishing Group Ltd.,
5. Hurlock, EB(2006), Personality Development, 28th Reprint, New Delhi, Tata MC Graw Hill.

On-line Resources:-

- <https://www.geektonight.com/personality-in-organisational-behavior-definition-determinants-nature/>
- <https://leverageedu.com/blog/determinants-of-personality/#:~:text=There%20are%20major%20determinants,%20heredity%20experiences%20and%20culture>
- <https://gcwgandhinagar.com/econtent/document/1587541310OEDUGENE03-4.2.pdf.pdf>