

# 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 FRAME WORK (4 STAR)

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

NAAC Reaccredited – CGPA 3.30-GRADE **‘A<sup>+</sup>’** UGC–MHRD, Govt. of India– June2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024- 2025

## Bachelor of Business Administration (ITM- Information Technology Management) with effect from June -2024

### PROGRAMME SPECIFIC OBJECTIVE:

The objective of the BBA (ITM) programme is to give students the knowledge and abilities to efficiently manage and use of IT resources within organizations, comprehend the strategies of technology in business, and gain proficiency in field of Management and IT.

At the end of the BBA (ITM) programme the students will be able to:

<b>PROGRAMME OUTCOME (PO)- SEMESTER-III</b>	<ol style="list-style-type: none"><li>1. To understand business functions and management practices leading to development of business acumen among students.</li><li>2. To develop critical and analytical thinking abilities</li><li>3. To improve Communication and interpersonal skills</li><li>4. To develop social sensitivity and ethical considerations leading to sustainable business practices</li><li>5. To demonstrate global perspective and entrepreneurship acumen</li><li>6. To get exposure of industrial world through company visits and interaction with experts</li><li>7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc</li></ol>
<b>PROGRAMME SPECIFIC OUTCOME (PSO) - SEMESTER-III</b>	<ol style="list-style-type: none"><li>1. Apply various business and information technology management practices.</li><li>2. Analyze and interpret data for better decision making</li><li>3. Demonstrate effective communication and interpersonal skills.</li><li>4. Implement basic concepts of high speed LAN and data communication.</li><li>5. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.</li></ol>
<b>To Pass:</b>	<ol style="list-style-type: none"><li>(i) At least <b>36% Marks</b> in each paper at the <b>Semester End Examination</b> and <b>Aggregate Marks, Internal &amp; External Assessment.</b></li><li>(ii) At least <b>36% Marks</b> in each paper in <b>Internal Assessment</b> and <b>36% aggregate marks in Internal Assessment.</b></li></ol>

**Course Structure under NEP – 2020 (BBA-ITM) Semester-III  
with effect from the Academic Year June - 2024**

Course Type	Course Code	Name of Course	T/ P	Credit	WCH	Exam Duration in Hours	Components of Marks		
							Internal	External	Total
Major (Core) (Any Three)	UM3MABBI01	Human Resource Management -I	T	4	4	2	50/18	50/18	100/36
	UM3MABBI02	Object Oriented Programming (T/P)	T/P	4	4	2	50/18	50/18	100/36
	UM3MABBI03	Cost & Management Accounting – I	T	4	4	2	50/18	50/18	100/36
Multi-Disciplinary (Any One)	UM3MDBBI01	Financial Management and Services-I	T	4	4	2	50/18	50/18	100/36
	UM3MDBBI02	Marketing Management- I	T	4	4	2	50/18	50/18	100/36
	UM3MDBBI03	Operations Research for Management	T	4	4	2	50/18	50/18	100/36
Ability- Enhancement Compulsory Course	UM3AEBBI01	System Analysis and Design	T	2	2	1	25/9	25/9	50/18
Skills Enhancement Course /Internship (Any One)	UM3SEBBI01	Industry Exposure	T	2	2	1	25/9	25/9	50/18
	UM3SEBBI02	Disaster Management	T	2	2	1	25/9	25/9	50/18
	UM3SEBBI03	Rurban Development	T	2	2	1	25/9	25/9	50/18
Value Added Course/ Indian Knowledge System (Any One)	UM3IKBBI01	IKS II- Dharmashastra	T	2	2	1	25/9	25/9	50/18
<b>Minimum Qualifying Credits</b>						<b>22</b>			

**Notes:**

- Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach SEC and IKS.**
- Class Room Presentation will include CSDS/ Factory Visit /Field Study/ Seminar/ Film Screening /Audio-Video/Problem Solving/ Group Study//Case Study/ Book Review/Article Review/ Computer Lab/ Project Work etc.

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Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

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

<b>Course Code</b>	<b>UM3MABBI01</b>	<b>Title of the Course</b>	<b>HUMAN RESOURCE MANAGEMENT-I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To develop understanding of how to effectively manage people and basics of human resource management</li> <li>2. To make the students aware regarding different managerial and operative functions of HRM.</li> <li>3. To make students aware regarding process of HR Planning.</li> <li>4. To make learner conversant with recruitment and selection.</li> <li>5. To make students familiar with concept of promotion, demotion, transfer, absenteeism and performance appraisal.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>HUMAN RESOURCE MANAGEMENT &amp; HUMAN RESOURCE PLANNING:</b> <b>(A) Human Resource Management (HRM)</b> Meaning and Definition. Objectives Scope Functions <b>(B) Human Resource Planning (HRP)</b> Meaning and Definition Objectives of HRP Need for and Importance of HRP Human Resource Planning Process Problems/Barriers to HRP	<b>25 %</b>
<b>2.</b>	<b>RECRUITMENT &amp; SELECTION</b> <b>(A) RECRUITMENT</b> Meaning and Definition.	<b>25 %</b>

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	Factors Affecting Recruitment Sources of Recruitment Recruitment Process <b>(B)SELECTION</b> Meaning and Definition Need for Scientific Selection Selection Method/Process <b>Practical Aspects:</b> Students will visit a company and prepare sources of recruitment and selection procedure of that company.	
3.	<b>PERFORMANCE APPRAISAL</b> Meaning and Definition Process of Performance Appraisal Methods of Performance Appraisal Problems of Performance Appraisal Making Performance appraisal more effective. <b>Practical Aspects:</b> Students will contact concerned person of college and list out the methods and process of performance appraisal of college.	25%
4.	<b>INTERNAL MOBILITY and ABSENTEEISM</b> Promotion: Meaning, Policy, Types and Basis Demotion: Meaning, Causes Transfer: Meaning, Types, Policy Absenteeism: Concept, Causes	25%

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Group Discussion</li><li>• Case Study</li><li>• Project Work</li><li>• Practical activities</li><li>• Guest Lectures</li></ul>
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Evaluation Pattern		
Sr.	Details of the Evaluation	Weightage

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No.		
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

**Course Outcomes: Having Completed this course, the students will be able to**

1.	Understand how to manage people effectively at workplace.
2.	Learn concepts of human resources management and human resources planning.
3.	Explain how human resource managers align the recruitment and selection process
4.	Explain the concepts of promotion, demotion, transfer and absenteeism.
5.	Explain the concepts, methods and process of performance appraisal.

**Suggested References**

Sr. No.	References
1	Personnel Management: C B Memoria & S V GAnkar, Himalaya Publishing House
2	Human Resource Management: S S Khanka, S Chand
3	Human Resource Management: C B Gupta, Himalaya Publishing House
4	Text and Cases of Human Resource Management: P Subba Rao, Himalaya Publishing House

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<b>5</b>	Human Resource and Personnel Management: K Aswathappa
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**On-line resources to be used if available as reference material**

**On-line Resources**

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

<b>Course Code</b>	<b>UM3MABBI02</b>	<b>Title of the Course</b>	<b>Object Oriented Programming</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<p>To study the fundamentals of</p> <ol style="list-style-type: none"> <li>1. Object Oriented Programming concepts using C++.</li> <li>2. Input/output, arrays and working with classes.</li> <li>3. Functions, function overloading and inheritance.</li> <li>4. Operator overloading, pointers and files.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>Object Oriented Programming (OOP) Concepts and Introduction to C++</b> – Structured programming vs. object oriented programming</p> <ul style="list-style-type: none"> <li>- Basic OOP concepts: objects, classes, encapsulation, data hiding, inheritance, polymorphism</li> <li>- Introduction to C++: structure of a C++ program, data types, variables, constants, expressions, statements and operators</li> <li>- Usage of header files – Control flow statements: if else, for loop, while loop, do while loop, switch, break and continue</li> </ul>	<b>25</b>
<b>2.</b>	<p><b>Input/Output, Arrays, Strings and Classes</b></p> <ul style="list-style-type: none"> <li>- Basic I/O in C++ – Arrays in C++:</li> <li>- introduction, declaration, initialization of one, two and multi-dimensional arrays, operations on arrays</li> <li>- Working with strings: introduction, declaration, string manipulation and arrays of string</li> <li>- Classes and objects in C++ – Constructors : default, parameterized, copy, constructor overloading and</li> </ul>	<b>25</b>

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	destructors	
<b>3.</b>	<b>Functions and Inheritance</b> <ul style="list-style-type: none"> <li>- Introduction to functions, library and user-defined functions, parameters passing, default arguments</li> <li>- Access specifiers, implementing and accessing class members – Working with objects: constant objects, nameless objects, live objects, arrays of objects</li> <li>- Inheritance: Introduction, derived class declaration, types of inheritance and member access ability, constructor and destructor in derived class, construction invocation and data member initialization</li> <li>- inline functions, friend functions and virtual functions</li> </ul>	<b>25</b>
<b>4.</b>	<b>Functions overloading, Operator Overloading, Pointers and Files</b> <ul style="list-style-type: none"> <li>- Introduction, overloaded operators, unary operator overloading, operator keyword, operator return values, binary operators overloading, overloading with friend function</li> <li>- Usages of Pointers in C++: basic overview Dynamic memory allocation</li> <li>- Files: introduction and applications</li> <li>- File operations : open, read, write, seek and close</li> </ul>	<b>25</b>

<b>Teaching-Learning Methodology</b>	Multiple teaching approaches: lecture and discussion, exploration and cooperative groupwork, demonstrations, and presentations.
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
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.	Object Oriented Programming concepts using C++.
2.	Input/output, arrays and working with classes.
3.	Functions, function overloading and inheritance.
4.	Operator overloading, pointers and files.
Suggested References	
Sr. No.	References
1	E Balagurusamy : Object Oriented Programming in C++, Tata McGraw-Hill Publishing Co. Ltd.
2	Robert Lafore: Object Oriented Programming in Turbo C++, Guide, Galgotia Pub. (P).
3	Barkakati N.: Object Oriented Programming in C++, PHI.
4	OOP's using C++ for Dummies.
5	John R. Hubbard: Programming with C++ (Schaum's Outlines), McGraw Hill, Second Edition, 2000.

On-line resources to be used if available as reference material
On-line Resources
C++ Tutorial (geeksforgeeks.org)
<a href="https://www.w3schools.com/">https://www.w3schools.com/</a>
<a href="https://www.javatpoint.com/">https://www.javatpoint.com/</a>

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

<b>Course Code</b>	<b>UM3MDBBI02</b>	<b>Title of the Course</b>	<b>Marketing Management-I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To give insight about Marketing Management.</li> <li>2. To outline key Marketing concepts and its application to different markets.</li> <li>3. To analyse and examine the implementation of marketing concepts and strategy to firms.</li> <li>4. Attainment of organisational marketing goals.</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Marketing Management: An Introduction</b> <ul style="list-style-type: none"> <li>• Introduction, Meaning and Definition of Marketing,</li> <li>• Characteristics</li> <li>• Definition of Marketing Management</li> <li>• Difference between selling and Marketing</li> <li>• Scope (Functions) of Marketing Management</li> <li>• Importance of Marketing</li> <li>• Various Concepts (Philosophies) of Markets</li> <li>• Marketing Environment (Micro and Macro)</li> </ul>	<b>25%</b>
<b>2.</b>	<b>Product Mix and Marketing Mix</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• 4 P's of Marketing Mix</li> <li>• Concept of Product (Meaning, characteristics, Importance and Classification)</li> </ul>	<b>25 %</b>

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	<ul style="list-style-type: none"><li>• Product Life Cycle (Definition, stages and Importance)</li><li>• New Product Development Process</li><li>• Need for Developing New Product</li></ul>	
<b>3.</b>	<b>Price mix</b> <ul style="list-style-type: none"><li>• Meaning</li><li>• Pricing Objectives</li><li>• Factor affecting Pricing (Internal/ External)</li><li>• Basic Methods of Selling prices<ol style="list-style-type: none"><li>a. Cost Oriented Pricing</li><li>b. Demand Oriented Pricing</li><li>c. Competition Oriented Pricing</li></ol></li><li>• Importance of Pricing</li></ul>	<b>25 %</b>
<b>4.</b>	<b>Promotion Mix</b> <ul style="list-style-type: none"><li>• Meaning</li><li>• Importance</li><li>• Promotion Mix (Advertising, Personal Selling, Sales Promotion and Publicity)</li><li>• Case Study</li><li>• Types and Tools of promotion</li></ul>	<b>25 %</b>

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Group Discussion</li><li>• Case Study</li><li>• Project Work</li><li>• Practical activities</li><li>• Guest Lectures</li></ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

<b>Course Outcomes</b>	
1.	Identify the scope and significance of marketing in domain industry
2.	Examine marketing concepts and phenomenon to current business events in the industry
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

**Suggested References**

<b>Sr. No.</b>	<b>References</b>
1	Basics Of Marketing Management By Dr. R. B. Rudani, S. Chand Publications
2	Marketing Research by G. C. Beri, Publication TATA Mcgrew Hills
3	Marketing Management by Dr. C. B. Gupta And Dr. Rajan Nair, Sultan Chand & Sons, New Delhi
4	Marketing Management By Srinivasan And Radhaswami, Sultan Chand & Sons, New Delhi

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<b>5</b>	Marketing Management By Philip Kotler.
<b>6</b>	Marketing Management By S. A. Sherlekar, Himalaya Publishing House

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

<b>Course Code</b>	<b>UM3MDBBI01</b>	<b>Title of the Course</b>	<b>Financial Management &amp; Services-I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	<p>5. To provide an in-depth view of the process in financial management of the firm</p> <p>6. To develop knowledge on the allocation, management and funding of financial resources.</p> <p>7. To improve students' understanding of the capital budgeting concept and the role of financial manager in the current competitive scenario</p>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>Financial Management: An Overview</b></p> <ul style="list-style-type: none"> <li>- Meaning,</li> <li>- significance</li> <li>- Scope of Financial Management</li> <li>- Role of Finance Manager,</li> <li>- Finance Functions,</li> <li>- Goals of Financial Management</li> </ul> <p>• <b>Capitalization:</b></p> <ul style="list-style-type: none"> <li>- Overcapitalization &amp; Undercapitalization:</li> <li>- Meaning, Causes, Effects &amp; Remedies</li> </ul>	<b>25%</b>
<b>2.</b>	<p><b>Capital Budgeting (Theory and Examples)</b></p> <ul style="list-style-type: none"> <li>- Meaning, Features,</li> <li>- Types,</li> <li>- Significance,</li> <li>- Process of Capital Budgeting (Theory)</li> </ul>	<b>25 %</b>

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	<p><b>Appraisal Methods: (Examples)</b></p> <ul style="list-style-type: none"><li>- Accounting rate of return technique,</li><li>- Pay-back period technique,</li><li>- Discounted PBP</li><li>- Discounted Cash Flow Techniques: NPV, IRR and PI</li></ul> <p><b>Notes:</b></p> <ol style="list-style-type: none"><li>1. Examples should be based only on SLM method of depreciation</li><li>2. Replacement decisions should be excluded</li></ol>	
3.	<p><b>Introduction to Financial Services &amp; Markets:</b></p> <ul style="list-style-type: none"><li>- Meaning,</li><li>- Importance,</li><li>- Scope of Financial Services,</li><li>- New and Innovative financial instruments,</li><li>- Challenges facing the Financial Services sector.</li><li>• <b>Capital Market-</b> Concept, Capital Market Instruments (Meaning &amp; Features): Equity Shares, Preference Shares and Debentures,</li><li>• <b>Money Market-</b> Concept, Money Market Instruments (Meaning &amp; Features): Concept of Treasury Bills, Certificate of Deposits and Commercial Paper, Distinction Between Capital Market &amp; Money Market</li></ul>	25 %
4.	<p><b>Cost of Capital:</b></p> <ul style="list-style-type: none"><li>- Concept and significance of Cost of Capital,</li><li>- Computation of cost of debt,</li><li>- Preference shares, Equity capital and retained earnings,</li><li>- Combined (Weighted) cost of capital (WACC),</li><li>- Marginal Cost of Capital</li></ul>	25 %

<b>Teaching-Learning Methodology</b>	These are the teacher-centre methods, learner- centered methods, content focused methods and interactive/participative methods
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

<b>Course Outcomes:</b> Having completed this course, the learner will be able to	
1.	Explain the concept of financial management and capitalization.
2.	Apply capital budgeting projects using various methods.
3.	Know about various aspects of financial instruments, capital and money markets.
4.	Understand about concept of cost of capital and each cost of capital

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
1	Financial Management: S. N. Maheshwari
2	Financial Management: I.M. Pandey
3	Financial Management: Khan & Jain
4	Gorgon and Natrajan: Financial Markets and Services, Himalaya Publishing House, Delhi.
5	Khan, M. Y. : Indian Financial System: Theory and Practice, Vikas Publishing House, New Delhi
6	Financial Management: Prasanna Chandra

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

<b>Course Code</b>	<b>UM3MABBI03</b>	<b>Title of the Course</b>	<b>Cost &amp; Management Accounting –I</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	8. To understand fundamentals of cost accounting and application of costing for managerial decisions 9. To understand basics of management accounting and its application for management professionals
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Introduction to Cost Accounting &amp; Management Accounting (Theory)</b> <b>Cost Accounting</b> <ul style="list-style-type: none"> <li>- Meaning and Definition,</li> <li>- Objectives,</li> <li>- Advantages &amp; Disadvantages</li> </ul> <b>Management Accounting</b> <ul style="list-style-type: none"> <li>- Meaning and Definition,</li> <li>- Scope,</li> <li>- Functions,</li> <li>- Tools &amp; Techniques</li> <li>- Comparison of Cost Accounting, Financial Accounting &amp; Management Accounting</li> </ul>	<b>25%</b>
<b>2.</b>	<b>Cost Concepts &amp; Classification (Theory)</b> <ul style="list-style-type: none"> <li>- Concept of Cost, Cost Centre &amp; Cost Unit</li> <li>- Classification of Cost</li> <li>- Methods of Cost Accounting</li> <li>- Techniques of Cost Accounting</li> <li>- Elements of Cost</li> </ul>	<b>25 %</b>

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	- Concept of Cost Control & Cost Reduction	
<b>3.</b>	<b>Unit Costing (Examples Only)</b> - Costing procedure - Treatment of Stocks - Preparation of Cost Sheet (Excluding Tender)	<b>25 %</b>
<b>4.</b>	<b>Cost Volume Profit Analysis (Theory &amp; Examples)</b> - Meaning & Definition - Objectives and Assumptions of CVP Analysis - Meaning of Break-Even Analysis - Break Even Chart & Its Utility  <b>Examples on:</b> (a) Break Even Point, Margin of Safety, P/V Ratio (b) Effects of changes in variables on Break Even Point, Margin of Safety, P/V Ratio and Profit	<b>25 %</b>

<b>Teaching-Learning Methodology</b>	The course would be taught /learnt through ICT (e.g. Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments and browsing e- resources
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

<b>Course Outcomes</b>
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1.	Understand basics of cost accounting and management accounting and apply this knowledge in further study
2.	Develop analytical & management skills and use the same for decision making
3.	Learn calculation of cost and its uses for determination of selling price of the product.
4.	Gain knowledge about break-even point and use of CVP in decision-making.

**Suggested References**

Sr. No.	References
1	Arora M. N. (2004), A Textbook of Cost Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi
2	Jain S. P. and Narang K. L. (2008), Cost Accounting, Kalyani Publishers, New Delhi
3	Gupta Kamal (2007), Contemporary Auditing, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
4	Kishore R. M. (2007). Advanced Management Accounting, Taxman Allied Services (P) Ltd, New Delhi.
5	P. Periasamy (2011), A Textbook of Financial Cost & Management Accounting, Himalaya publishing House, Mumbai

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

<b>Course Code</b>	<b>UM3MDBBI02</b>	<b>Title of the Course</b>	<b>Operations Research for Management</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	1. Apply mathematical modelling to formulate and solve real-world problems using Operations Research techniques.
	2. Develop proficiency in solving Linear Programming Problems to optimize resource allocation and improve efficiency in production, supply chain management, and other business processes.
	3. Apply Transportation Problems and Assignment Problems to optimize transportation and assignment of resources in logistics, distribution, and project scheduling.
	4. Understand and utilize Replacement Problems to make cost-effective decisions regarding the replacement of assets or equipment over time.
	5. Explore Decision Theory to make rational choices under uncertainty, incorporating risk and probability concepts in the decision-making process.

**Course Content**

<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Linear Programming Problem (LPP):</b> <ul style="list-style-type: none"> <li>- Meaning and Mathematical form of LPP,</li> <li>- Assumptions and limitations of LPP,</li> <li>- uses of LPP,</li> <li>- Definitions: Objective functions, Constrains, Solution, Feasible Solution, Optimum Feasible solution,</li> <li>- Optimum Feasible Solution of LPP by Graphical Method.</li> <li>- Application of LPP in business and Management.</li> </ul>	<b>25 %</b>

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<b>2.</b>	<b>Transportation Problem:</b> <ul style="list-style-type: none"> <li>- Meaning of Transportation Problems,</li> <li>- Mathematical form of Transportation Problem,</li> <li>- Solution of Transportation problems by North-West Corner Rule,</li> <li>- Matrix Minima (Least Cost) Method,</li> <li>- Vogel's Approximation Method.</li> </ul>	<b>25 %</b>
<b>3.</b>	<b>Assignment problems (AP) and Replacement Problems (RP):</b> <ul style="list-style-type: none"> <li>- Meaning of Assignment Problem,</li> <li>- Mathematical form of Assignment problems,</li> <li>- Hungarian method for solving Assignment problems in the cases of maximization and minimization problems,</li> <li>- Meaning of Replacement problem,</li> <li>- Examples of Replacement problems.</li> </ul>	<b>25%</b>
<b>4.</b>	<b>Decision Theory:</b> <ul style="list-style-type: none"> <li>- Meaning and importance of Decision theory,</li> <li>- components of decision theory,</li> <li>- different methods of taking decision: Maxi-Min Principle, Maxi-Max Principle,</li> <li>- Laplace's Principle,</li> <li>- orwitz's Rule,</li> <li>- EMV (Expected Monetary Value),</li> <li>- EPPI and EVPI. Problem solving by above methods</li> </ul>	<b>25 %</b>

<b>Teaching-Learning Methodology</b>	Lectures, Assignments, Quizzes, Seminars, Content- Focused Methods, Interactive / Participative Methods and Online lectures.
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Written Examination	50%
2.	Internal Continuous Internal Assessment in the form of Quizzes, Seminars, Assignments, Viva voce, Attendance	

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3.	Semester End Examinations	50%
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<b>Course Outcomes</b>	
1.	Students will be able to analyze and interpret results from OR models, providing valuable insights and making data-driven decisions.
2.	Students will be able to analyze and interpret the results to determine the optimal transportation plan, including the optimal shipment quantities and routes.
3.	Students will be able to analyzing and interpreting the results to determine the best assignment strategy, considering factors such as cost, time, or efficiency.
4.	Students will be analyzing and interpreting the results to identify the most cost-effective and efficient replacement strategy for different types of assets and equipment.
5.	Student will be capable to enhance decision-making abilities under uncertainty and incorporating risk analysis in the decision-making process.

<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
1	Sancheti & Kapoor: Statistic: Theory, Methods and Applications, Sultan Chand & Sons, New-Delhi.
2	Kapoor, V. K (2011): Operation Research, Techniques for Management, Sultan Chand and Sons, New Delhi.
3	Sharma, J. K.(2006): Quantitative Techniques For Management Decisions, Macmillan
4	Philips, Ravindran and Solberg (1987): Operation Research principles and practices, Wiley
5	H A Taha (2007): Operations Research: An Introduction, Pearson/ Prentice Hall
6	Soni, R. S.: Business Mathematics, Pitamber Publishing House.
7	H R Vyas (2017): Operation Research and Quantitative Techniques: B S Shah Publication, Ahmedabad

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

On-line Resources:

<https://atozmath.com/default.aspx>



<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ZLChEzEhCZ8yCri36nSF3A==>



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

<b>Course Code</b>	<b>UM3AEBBI01</b>	<b>Title of the Course</b>	<b>System Analysis &amp; Design</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	1. To study the concept of a system and learn the System Development Life Cycle (SDLC). 2. To impart knowledge on fact finding techniques, input/output design and Data Flow Diagrams.
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weight age (%)</b>
<b>1.</b>	<b>Introduction to System Analysis and Design</b> <ul style="list-style-type: none"> <li>– System and Characteristic of System</li> <li>– System Elements and System Concepts,</li> <li>– Types of Systems and Integrated system,</li> <li>– Systems Analyst-Knowledge and Qualities and Objective</li> <li>– Role of Systems Analyst,</li> <li>– Systems Approach and Systems Analysis,</li> <li>– Fact Gathering Techniques</li> <li>– (Interviews, Questionnaires, Record Inspection and Observation)</li> </ul>	<b>50%</b>

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<b>2.</b>	<b>System Development Model</b> <ul style="list-style-type: none"> <li>– Introduction to Various Methodologies of Systems Development</li> <li>– SDLC (System Development Life Cycle) Model, Prototype Model</li> <li>– Difference between System Analysis and System Design,</li> <li>– Decision Tree Decision Table</li> <li>– DFDs and Symbols used, Rules for drawing DFDs,</li> </ul>	<b>50%</b>
<b>Teaching-Learning Methodology</b>	Material for this course will be presented using multiple teaching approach: lecture and discussion, exploration and inquiry, cooperative groupwork, demonstrations, and presentations	

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

<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Gain knowledge about Systems and System Development Life Cycle (SDLC).</li> <li>2. Understand the concepts of fact finding techniques, input/output design and Data Flow Diagrams.</li> </ol>
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<b>Suggested References:</b>	
Sr. No.	References
1	Prof. S. Partha Sarathy, Prof. B. W. Khalkar, “System Analysis, Design And Introduction to Software Engineering (SADSE)”, 9th Ed.
2	James A. Senn: “Analysis & Design of Information System”, 2 <sup>nd</sup> Ed., Mc Graw-Hill Int.

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

<b>Course Code</b>	<b>UM3SEBBI01</b>	<b>Title of the Course</b>	<b>Industry Exposure</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	10. Industrial training is requiring to overcome the hurdles in the academic curriculum and in the industry.
	11. This will help the students create and develop specific skills and competencies they require to become operable.
	12. It gives the students a feel of how their work environment will be when they join the company

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<p><b>The visit will include the following aspects:</b></p> <ul style="list-style-type: none"> <li>• Study of Organization and Organizational Structure,</li> <li>• Study of manufacturing processes,</li> </ul> <p><b>Study of the working of:</b></p> <ul style="list-style-type: none"> <li>• Finance &amp; accounts department,</li> <li>• Marketing department,</li> <li>• H.R. department,</li> <li>• Production department,</li> <li>• Stores department</li> <li>• Discussion with concern officials and executives</li> </ul>	<b>50%</b>
<b>2.</b>	<p><b>The Industrial exposure report should include following points:</b></p> <ul style="list-style-type: none"> <li>• Profile of Organization (History &amp; Establishment</li> <li>• Organization structure &amp; nature</li> <li>• Promoters &amp; Board of Directors</li> </ul>	<b>50 %</b>

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	<ul style="list-style-type: none"> <li>• Products • Employees</li> <li>• Major markets &amp; customers</li> <li>• Production</li> <li>• Marketing</li> <li>• HRM &amp; Industrial relations</li> <li>• Finance &amp; Accounts (Capital, Reserves, sales, profits, taxes etc.) (Balance sheet and P&amp;L Account of last accounting year if available).</li> <li>• Contribution of unit towards economic and industrial development</li> </ul>	
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<b>Teaching-Learning Methodology</b>	<ol style="list-style-type: none"> <li>1. The teacher concern shall guide the students in collecting relevant information prior to each visit as well as in writing of report.</li> <li>2. Report must include One Public limited company and one private limited company.</li> <li>3. A copy of report must be submitted to the University for Final University viva-voce Examination.</li> <li>4. Students shall draft their report individually (hand written) under the guidance of concern teacher.</li> </ol>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	50 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50 %

<b>Course Outcomes</b>	
<b>1.</b>	Industrial Visit brings clarity to important management concepts, as student practical experience first-hand how these concepts are put into action.
<b>2.</b>	Industrial visit bridge the gap between classroom theoretical training and practical learning

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	in a real-life environment.
3.	Using the case study approach within the visit to bring out critical thinking among students and also gives students a platform to enhance their interpersonal skills.
4.	The students get to see the best practices opted by different companies for similar work.
<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
1	Business Communication and Report Writing– RP Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)

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

<b>Course Code</b>	<b>UM3SEBBI02</b>	<b>Title of the Course</b>	<b>Disaster Management</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To acquaint students with the concepts of Disaster, Management of Disaster</li> <li>2. Implementing the Disaster Management cycle (Mitigation, Preparedness, Response &amp; Recovery) in the aspects of Disaster Management</li> <li>3. Coordinating and collaborating with all Disaster Management and related organizations, NGO<sup>s</sup> local and international agencies and creating strong network among them</li> </ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Fundamentals of Disaster</b> <ul style="list-style-type: none"> <li>- Meaning and Concept of Disaster,</li> <li>- Characteristics and types of disasters,</li> <li>- Disaster Management (Concept &amp; significance),</li> <li>- Disaster Management Cycle: Mitigation, Preparedness, Response &amp; Recovery.</li> </ul>	<b>50 %</b>
<b>2.</b>	<b>Disaster Management in India</b> <ul style="list-style-type: none"> <li>- Institutional Framework of Disaster Management in India,</li> <li>- Stakeholders in Disaster Management Role of NGO,</li> <li>- Police,</li> <li>- Educational Institutes and Private Organizations in Disaster Management,</li> <li>- Disaster Management Policy of India.</li> </ul>	<b>50 %</b>

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

Course Outcomes	
1.	Get familiarity with Fundamentals and Management of Disaster
2.	Understand about Disaster Management in India
3.	Appropriat action at all point in the cycle lead to greater preparedness, better warning, reduced vulnerability or the prevention of disasters during the next iteration of the cycle.

Suggested References	
Sr. No.	References
1	Goel SL and Ram Kumar, Disaster Management, Deep & Deep Publications, New Delhi
2	Goel, S.L. Encyclopedia of Disaster Management, Deep and Deep Publications, New Delhi,2006.
3	Chakraborty, S.C., Natural Hazards and disaster management, Pragatishil Prakashak, Kolkata,2007.
4	Sinha, P.C. (Ed.): Encyclopedia of Disaster Management; Anmol Publications, New Delhi,1998.
5	Monappa, K.C., Disaster Preparedness Akshay Public Agencies, New Delhi.

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6	Modh Satish Citizens Guide to Disaster Management: How to Save your own life and help others, Mc Millan India 2006
7	Singh SS, Pratap Sanjay, National Centre for Disaster Management, Legislative Framework for Disaster Management (A study of Legislations in Select Countries), Indian Institute of Public Administration, 2000.
8	National Disaster Response Plan, NCDM, New Delhi, 2001
9	Parasuram, S. and Unnikrishnan, P.V.(Ed.), India Disasters Report, Towards a policy initiative, Oxford University Press, New Delhi, 2000.
10	Asian Development Bank, Disaster Mitigation in Asia and the Pacific, Manila: ADB, 1991.

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<b>On-line Resources</b>
On-Line Resources available that can be used as Reference Material
<a href="https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/289">https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/289</a>



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

Course Code	UM3SEBBI03	Title of the Course	Rurban Development
Total Credits of the Course	02	Hours per Week	02

<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>To Introduce concept of community &amp; Rural Development to students.</li> <li>To Understand the causes of rural backwardness, Rural problems, and prospectus of rural life.</li> <li>To study urban community, urban community development, problems and prospectus of rural life.</li> <li>Students aware about definition, concepts, Nature Scope of Rurban Morphology, Initiatives and Future Challenges.</li> </ol>
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Course Content		
Unit	Description	Weightage (%)
1.	<b>Fundamentals of Rural and Urbun Development</b> <b>Rural Development</b> <ul style="list-style-type: none"> <li>- Concept of Rural Development,</li> <li>- Size,</li> <li>- Structure and Characteristics,</li> <li>- Gandhian model of Rural Development.</li> </ul> <b>Urban Development</b> <ul style="list-style-type: none"> <li>- Concept of Urbanization,</li> <li>- Causes of Urbanization,</li> <li>- Trends in Urbanisation, Effects of Urbanisation,</li> <li>- Urban informal Sector,</li> <li>- Women in Informal Sector.</li> </ul>	50 %
2.	<b>Rurban Development</b> <ul style="list-style-type: none"> <li>- Concept,</li> <li>- Rurban Morphology in Gujarat,</li> </ul>	50 %

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	<ul style="list-style-type: none"><li>- Rurban Objectives,</li><li>- Rurban Development Plan in Gujarat</li><li>- Rurban Schemes and Model village</li><li>- Current Schemes of rurban development,</li><li>- Initiatives and Future Challenges.</li></ul>	
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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Group Discussion</li><li>• Case Study</li><li>• Project Work</li><li>• Practical activities</li><li>• Guest Lectures</li></ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written	50%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	
3.	External Examination	50%

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1</b>	India is the country having numerous rural areas. This will open a plenty of career paths for the candidates interested in this field.
<b>2</b>	The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
<b>3</b>	It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.

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<b>4</b>	It is to develop expertise in planning and management of rural development programmes with focus on participatory development.
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<b>Suggested References</b>	
<b>Sr. No.</b>	<b>References</b>
<b>1</b>	Michael P Todaro (2001), “Economic Development,” Pearson Education.
<b>2</b>	Mishra S K and Puri, “Economics of Development and Planning Theory & Practice,” Himalaya Publications
<b>3</b>	M L Jhingan, “Economics of Development and Planning,” Vrinda Publications.
<b>4</b>	www.rural-urban.org
<b>5</b>	<a href="http://www.vibrantgujarat.com/documents/vibrant-gujarat-summits/Rurbanization-Changing-face-of-Modern-India">http://www.vibrantgujarat.com/documents/vibrant-gujarat-summits/Rurbanization-Changing-face-of-Modern-India</a>
<b>6</b>	Government of Gujarat, Development Program-2011-12, General Administration Department, Planning Development, Gandhinagar, February 2011.
<b>7</b>	<a href="http://www.jnvr.net/thechandigarhproject/RURBAN_PLANNING.html">http://www.jnvr.net/thechandigarhproject/RURBAN PLANNING.html</a>
<b>8</b>	<a href="http://www.jnvr.net/thechandigarhproject/RURBAN_MODELS.html">http://www.jnvr.net/thechandigarhproject/RURBAN MODELS. html</a>

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