

# **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<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– June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025- 2026

## **Bachelor of Business Administration (ITM- Information Technology Management) with effect from December -2025**

### **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 with in 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<br/>(PO)- SEMESTER-IV</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<br/>OUTCOME (PSO) -<br/>SEMESTER-IV</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-VI  
with effect from the Academic Year December - 2025**

| Course Type                       | Course Code | Name of Course                                    | T/P | Credit | WCH       | Exam<br>Duration<br>in Hours | Components of Marks |          |        |
|-----------------------------------|-------------|---|-----|--------|-----------|------------------------------|---------------------|----------|--------|
|                                   |             |   |     |        |           |                              | Internal            | External | Total  |
| Major (Core)                      | UM6MABBI01  | Advanced Human Resource Management – II           | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MABBI02  | Python Fundamental                                | T/P | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MABBI03  | Advanced Financial Management – II                | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MABBI04  | Advanced Marketing Management – II                | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MABBI05  | Operations Management                             | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MABBI06  | Accounting for Decision Making                    | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
| Minor                             | UM6MIBBI01  | Fundamentals of Strategic Management              | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MIBBI02  | Entrepreneurship and Management of Small Business | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
|                                   | UM6MIBBI03  | Business Taxation - II                            | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
| Ability Enhancement Course        | UM6AEBBI01  | Operating System                                  | T   | 2      | 2         | 1                            | 25/9                | 25/9     | 50/18  |
| Internship                        | UM6INBBI01  | Internship (SOP)                                  | T   | 4      | 4         | 2                            | 50/18               | 50/18    | 100/36 |
| <b>Minimum Qualifying Credits</b> |             |   |     |        | <b>22</b> |                              |                     |          |        |

**Notes:**

1. Each student shall have to offer the same Elective Course Paper at Semester I to IV. **Any qualified teacher can teach AEC.**
2. 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 2025-2026**

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

|                                    |                   |                            |                               |
|------------------------------------|-------------------|----------------------------|-------------------------------|
| <b>Course Code</b>                 | <b>UM6MIBBI03</b> | <b>Title of the Course</b> | <b>Business Taxation – II</b> |
| <b>Total Credits of the Course</b> | <b>04</b>         | <b>Hours per Week</b>      | <b>04</b>                     |

|                          |   |
|--------------------------|---|
| <b>Course Objectives</b> | 1. To understand the concept, types, and procedures of Income Tax Assessment, including TDS, advance tax, and income tax return filing.                 |
|                          | 2. To develop the ability to compute taxable income from business, profession, capital gains, and income from other sources through practical examples. |
|                          | 3. To learn about exemptions and deductions under the Income Tax Act, including Sections 54, 54EC, and 54F related to capital gains.                    |
|                          | 4. To learn the fundamentals of Goods and Services Tax (GST), its structure, need, advantages, and the registration process.                            |
|                          | 5. To familiarize with key GST terminologies and provisions, including CGST, SGST, IGST, input tax credit, reverse charge, and the composition scheme.  |

| <b>Course Content</b> |   |                      |
|-----------------------|---|----------------------|
| <b>Unit</b>           | <b>Description</b>  | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Assessment, TDS, Advance Tax &amp; Return of Income (Theory only)</b><br>Meaning of Assessment, Types of Assessment<br>Tax Deducted at Source (TDS)<br>Advance Payment of Tax<br>Return of Income, Time for filling Return, Types of Income Tax Return<br>Permanent Account Number (PAN) | <b>25%</b>           |
| <b>2.</b>             | <b>Profits &amp; Gains from Business &amp; Profession of Individual (Examples only)</b><br>Meaning of business income, Deductions and Disallowances under the Act, Computation of taxable income from Business and profession (Excluding Depreciation as per Section 32).                   | <b>25%</b>           |
| <b>3.</b>             | <b>Income from Capital Gains (Examples only)</b><br>Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains (Section 54, 54EC, 54F); Meaning of Transfer, Computation of taxable capital   | <b>25%</b>           |

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|    |  |     |
|----|--|-----|
|    | Gain.  |     |
| 4. | <b>A.) Income from Other Sources &amp; Goods and Services Tax (GST) Income from other sources: (Examples only)</b><br>Example of Computation of Income from Other Sources<br><b>B.) Introduction to Goods and Services Tax Act: (Theory only)</b><br>Overview of GST, Need for GST in India, Advantages of GST, GST Council, Provisions and Procedure of Registration under GST, Law related to GST: CGST, SGST, IGST, UGST, Cess, Input Tax & Input Tax Credit<br><b>Definition:</b> Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge, Composition Scheme and Exemption | 25% |

|                                      |  |
|--------------------------------------|--|
| <b>Teaching-Learning Methodology</b> | <ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> <li>• Case Study</li> </ul> |
|--------------------------------------|--|

| 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%       |

| Course Outcomes |   |
|-----------------|---|
| 1.              | Understand the concepts and procedures of Income Tax Assessment, including TDS, advance tax, and return filing. |
| 2.              | Apply knowledge to compute taxable income from business, profession, capital gains, and other sources.          |
| 3.              | Gain insights into GST provisions, including registration, input tax credit, and compliance.                    |

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|    |   |
|----|---|
| 4. | Develop the ability to interpret tax exemptions, deductions, and relevant tax laws effectively. |
|----|---|

| Suggested References |   |
|----------------------|---|
| Sr. No.              | References  |
| 1                    | TAXMANN: Students' Guide to Income Tax - Dr. Vinod K. Singhanian & Dr. Monica Singhanian  |
| 2                    | TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhanian & Dr. Kapil Singhanian Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi |
| 3                    | Taxation- 1 – Prof Ramakant Shah, B. S. Shah Prakashan, Ahmedabad.  |
| 4                    | Taxation- 2 – Prof Ramakant Shah, B. S. Shah Prakashan, Ahmedabad.  |
| 5                    | Singhanian, V. K., & Singhanian, K. (2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication.   |
| 6                    | Ahuja, G., & Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited   |
| 7                    | Ahuja, G., & Gupta, R. (2023). Practical Approach to Direct & Indirect Taxes (including Income Tax & GST). Commercial Law Publishers (India) Pvt. Ltd.                          |
| 8                    | Study material of ICAI Intermediate Paper 3: Taxation (Section A: Income-tax Law)   |
| 9                    | Ahuja, G., & Gupta, R. (2020). Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd.   |

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

Online Resources

[https://onlinecourses.nptel.ac.in/noc24\\_mg138/preview](https://onlinecourses.nptel.ac.in/noc24_mg138/preview)

[https://onlinecourses.swayam2.ac.in/cec21\\_cm02/preview](https://onlinecourses.swayam2.ac.in/cec21_cm02/preview)

[https://onlinecourses.swayam2.ac.in/cec23\\_cm09/preview](https://onlinecourses.swayam2.ac.in/cec23_cm09/preview)

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

|                             |            |                     |   |
|-----------------------------|------------|---------------------|---|
| Course Code                 | UM6MABBI01 | Title of the Course | Advanced Human Resource Management – II |
| Total Credits of the Course | 04         | Hours per Week      | 04                                      |

|                   |  |
|-------------------|--|
| Course Objectives | 1. Identify sources of stress, particularly for college students                                 |
|                   | 2. Describe the symptoms and effects of chronic stress.  |
|                   | 3. List healthy ways of managing stress that fit your current lifestyle.                         |
|                   | 4. Explain the future trends influencing the organisational culture, organisational development. |
|                   | 5. Identify the strategies for organisational development.                                       |
|                   | 6. Apply the strategies and competencies learned to real life work situations.                   |

| Course Content |  |               |
|----------------|--|---------------|
| Unit           | Description  | Weightage (%) |
| 1.             | <b>Work Stress:</b> <ul style="list-style-type: none"><li>• Concept,</li><li>• Causes,</li><li>• Effects,</li><li>• Prevention of Stress,</li><li>• Individual and organisational stress,</li><li>• Coping strategies,</li></ul> <b>Counselling:</b> <ul style="list-style-type: none"><li>• Need,</li><li>• Functions,</li><li>• Types.</li></ul> | 25%           |
| 2.             | <b>Organisational Culture:</b> <ul style="list-style-type: none"><li>• Concept,</li><li>• Characteristics,</li></ul>   | 25 %          |

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|    |  |      |
|----|--|------|
|    | <ul style="list-style-type: none"><li>• Impact of Organisational culture,</li><li>• Creating and maintaining organisational culture,</li></ul> <b>Socialization of Employees:</b> <ul style="list-style-type: none"><li>• Process,</li><li>• Methods,</li><li>• Types/options Spirituality and organisational culture: characteristics and criticism.</li></ul>                  |      |
| 3. | <b>Organisational Effectiveness:</b> <ul style="list-style-type: none"><li>• Concept,</li><li>• Approaches to measure effectiveness: goal approach, behavioural approach, system resource approach, strategic constituencies approach,</li><li>• Maximization or optimization of effectiveness managerial effectiveness,</li><li>• Factors in organizing effectiveness</li></ul> | 25 % |
| 4. | <b>Organisational Development (OD):</b> <ul style="list-style-type: none"><li>• Concept,</li><li>• Features,</li><li>• Benefits and problems of OD,</li><li>• Process.</li></ul> <b>OD Interventions:</b> <ul style="list-style-type: none"><li>• Sensitivity Training, Grid OD, survey feedback, Process consultations, Team building, Management by Objective.</li></ul>       | 25 % |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ICT through (eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| 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 will demonstrate knowledge about fundamental principles, generalizations, and/or theories and concepts in advanced human resources management.   |
| 2.                   | Students will be able to use and explain the meaning for factual knowledge (terminology, methods, trends) such as understanding and addressing the increasing multi-generational issues, and implementing a retention strategy that addresses the needs of all generations.             |
| 3.                   | Students will be able to apply course material to improve thinking, problem solving, and decision making in the advanced human resources management arena.  |
| 4.                   | Students will be able to give examples of real-life application of advanced HR theories they learn such as: How to transform HR from the outside in, and how to safeguard their organization's bottom-line by acquiring the high-level skills needed to excel as an effective HR leader |
| Suggested References |   |
| Sr. No.              | References  |
| 1                    | Organisational Behaviour by L. M. Prasad, Published by Sultan Chand & Sons, New Delhi. Delhi.   |
| 2                    | Human Resource Management by C. B. Gupta, Published by Sultan Chand & Sons, New   |
| 3                    | Organisational Behaviour by Fred Luthans, Published by McGraw Hill, Singapore   |

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

|                                    |                   |                            |   |
|------------------------------------|-------------------|----------------------------|---|
| <b>Course Code</b>                 | <b>UM6MABBI03</b> | <b>Title of the Course</b> | <b>Advanced Financial Management – II</b> |
| <b>Total Credits of the Course</b> | <b>04</b>         | <b>Hours per Week</b>      | <b>04</b>                                 |

|                          |   |
|--------------------------|---|
| <b>Course Objectives</b> | 1. The course helps to develop the knowledge of Investment Decision by using different Investment Methods.  |
|                          | 2. The course is helpful in acquiring knowledge of Risk and Return and CAPM model.  |
|                          | 3. To study of Portfolio selection and management by using different theories of Portfolio Management.  |
|                          | 4. The course is helpful to develop the knowledge about International Trading by using different Foreign Exchange rate and Internal as well as External Techniques. |

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>INVESTMENT DECISION [Theory 50% and Examples 50%]</b><br><b>Nature of Risk:</b> <ul style="list-style-type: none"><li>• Statistical techniques for risk analysis:</li><li>• Probability,</li><li>• Expected NPV,</li><li>• Standard deviation,</li><li>• Coefficient of variation,</li><li>• Probability Distribution approach</li><li>• [i] Independent cash flows,</li><li>• [ii] Dependent cash flows</li></ul> <b>Conventional techniques of risk analysis</b> <ul style="list-style-type: none"><li>• Risk-adjusted discount rate approach,</li><li>• Certainty equivalent approach,</li><li>• Sensitivity analysis,</li></ul> | <b>25%</b>           |

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|    |  |      |
|----|--|------|
|    | <ul style="list-style-type: none"><li>Decision - Tree Analysis.</li></ul>  |      |
| 2. | <b>RISK AND RETURN- CONCEPTS AND ANALYSIS [Theory 50% and Examples 50%]</b> <ul style="list-style-type: none"><li>Components of return</li><li>Risk elements</li><li>Systematic and unsystematic risks</li></ul> <b>Precise measures of risk:</b> <ul style="list-style-type: none"><li>Risk and returns</li><li>Capital assets pricing model</li><li>Security market line</li></ul>   | 25 % |
| 3. | <b>PORTFOLIO SELECTION &amp; MANAGEMENT (Theory 100%)</b> <ul style="list-style-type: none"><li>Efficient market theory</li><li>Random walk theory</li><li>Portfolio risk/return</li><li>Growth investing</li><li>Value investing</li><li>Performance index</li><li>Portfolio revision</li></ul>   | 25 % |
| 4. | <b>FUNDAMENTALS OF INTERNATIONAL FINANCIAL MANAGEMENT [Theory-100%]</b> <ul style="list-style-type: none"><li>Foreign Exchange Market</li><li>Foreign Exchange Rates - Spot rate, Forward rate, Cross rate, Bid and Ask rate, Spread rate.</li><li>Determinant and select theories of exchange rates,</li><li>Foreign exchange risk and hedging,</li><li>Foreign exchange risk management techniques (Internal &amp; External)</li></ul> | 25 % |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and |
|--------------------------------------|---|

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|  |                          |
|--|--------------------------|
|  | assessment are connected |
|--|--------------------------|

| 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 %      |

| Course Outcomes      |  |
|----------------------|--|
| 1.                   | Gain knowledge about what is risk and what are the different techniques to evaluate investment decision.   |
| 2.                   | Measure risk and return associated with investment decisions and get idea regarding what is risk and its components.   |
| 3.                   | Know different investment style, portfolio revision plans and gain knowledge of how to build and manage portfolio.   |
| 4.                   | Learn basics of foreign exchange market, how to manage foreign exchange risk and what the determinants of foreign exchange rates are.                                      |
| 5.                   | Help the students in taking investment decisions and in future if they pursue higher studies in this field they can serve as Finance Manager in any business organization. |
| 6.                   | Enhance their knowledge of Financial Management and apply the concepts of Financial Management in contemporary financial dealings.   |
| Suggested References |  |
| Sr. No.              | References   |
| 1                    | Financial Management : S. N. Maheshwari  |
| 2                    | Financial Management : I. M. Pandey  |

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|   |  |
|---|--|
| 3 | Financial Management : Prasanna Chandra  |
| 4 | Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons                        |
| 5 | Financial Management : Khan & Jain   |
| 6 | Ranganatham M., and Madhumathi R., Investment Analysis and Portfolio Management, Pearson Education |

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

|                                    |                   |                            |   |
|------------------------------------|-------------------|----------------------------|---|
| <b>Course Code</b>                 | <b>UM6MABBI04</b> | <b>Title of the Course</b> | <b>Advanced Marketing Management – II</b> |
| <b>Total Credits of the Course</b> | <b>04</b>         | <b>Hours per Week</b>      | <b>04</b>                                 |

|                          |   |
|--------------------------|---|
| <b>Course Objectives</b> | 1. Describe the implications of current trends in social media advertising and promotion.                           |
|                          | 2. Apply the knowledge, concept and tools of digital and social media in making marketing decisions.                |
|                          | 3. Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies    |
|                          | 4. Examine brand concepts in real-life setting by articulating the context of and the rationale for the application |

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>SOCIAL MEDIA MARKETING</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Social Media Platforms</li><li>• Benefits of SMM to Individuals and business</li><li>• Content strategy for social media</li></ul>        | <b>25%</b>           |
| <b>2.</b>             | <b>BRAND MANAGEMENT</b> <ul style="list-style-type: none"><li>• Understanding Brand</li><li>• Types of Brand</li><li>• Branding Decisions,</li><li>• Significance of Branding</li><li>• Challenges,</li><li>• Brand Building</li></ul> | <b>25 %</b>          |
| <b>3.</b>             | <b>GREEN MARKETING</b> <ul style="list-style-type: none"><li>• Meaning, Evolution</li><li>• Reasons for Adoption of Green Marketing</li></ul>  | <b>25 %</b>          |

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|    |  |      |
|----|--|------|
|    | <ul style="list-style-type: none"><li>• Green Marketing Mix, Importance of Green Marketing</li><li>• Challenges Ahead of Green Marketing</li><li>• Some Case Studies of Successful Green Marketing</li></ul>   |      |
| 4. | <b>ONLINE MARKETING &amp; SERVICE MARKETING</b><br><b>Online Marketing:</b> <ul style="list-style-type: none"><li>• Definition,</li><li>• Components of E-commerce</li><li>• Advantages of Online Marketing Growth of Online Marketing</li></ul> <b>Service Marketing:</b> <ul style="list-style-type: none"><li>• Concept of service Quality, Impact of Service Quality</li><li>• Approaches To Service Quality</li><li>• 10 original Dimensions of Service Quality</li></ul> | 25 % |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ICT through (eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| 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 %      |

| Course Outcomes |   |
|-----------------|---|
| 1.              | Students will be able to identify the scope and significance of social media marketing to business as well as individual. |
| 2.              | Understand what quality means in service delivery and how customers develop perceptions of service quality.               |

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|                             |  |
|-----------------------------|--|
| <b>3.</b>                   | Understand and explain the environmental importance of green marketing from consumer and business perspective        |
| <b>4.</b>                   | Increase the consciousness about Green Products  |
| <b>Suggested References</b> |  |
| <b>Sr. No.</b>              | <b>References</b>  |
| <b>1</b>                    | Foundation of Adverting by S.A. Chunawala, Himalaya Publishing House   |
| <b>2</b>                    | Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications (pg.no.- 52 “Green Marketing Importance”)      |
| <b>3</b>                    | Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills  |
| <b>4</b>                    | Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi                               |
| <b>5</b>                    | Advertising And Promotion By Kruti Shah & Alan D’souza 6. Advertising Management By Manendra Mohan, Tata McGraw Hill |

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

|                                    |                   |                            |                              |
|------------------------------------|-------------------|----------------------------|------------------------------|
| <b>Course Code</b>                 | <b>UM6MABBI05</b> | <b>Title of the Course</b> | <b>Operations 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. To understand the basic concepts and definitions of operations management.                                       |
|                          | 2. To acquire knowledge about production processes and types of plant layout.                                       |
|                          | 3. To prepare students Competent enough to take up to employment in operations management area of corporate sector. |
|                          | 4. To acquire knowledge about the production planning and control in industrial sector                              |

| <b>Course Content</b> |   |                      |
|-----------------------|---|----------------------|
| <b>Unit</b>           | <b>Description</b>  | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Fundamentals of Operations Management (Theory-100%)</b> <ul style="list-style-type: none"><li>• Operating System and operation management:</li><li>• Meaning of operating system; functions of manufacturing and operations (Transport, supply and service)</li><li>• Meaning, scope and importance of operations management</li><li>• Role and responsibility of operations managers in modern business environment</li></ul> | <b>25%</b>           |
| <b>2.</b>             | <b>Production Process and Plant Layout (Theory 100%)</b> <ul style="list-style-type: none"><li>• Meaning, concept and types of production process (Job, Lot, Batch and Mass Production)</li><li>• Features and comparison</li><li>• Meaning and objectives of Plant layout</li><li>• Factor affecting plant layout</li><li>• Types of plant layout (Process, Product and Fix layout)</li></ul>                                    | <b>25 %</b>          |



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|    |  |      |
|----|--|------|
| 3. | <b>Work Design (Theory-60% Examples - 40%)</b> <ul style="list-style-type: none"><li>• Meaning and concept of work design</li><li>• Techniques of work study</li></ul> <b>Method study:</b> <ul style="list-style-type: none"><li>• Meaning,</li><li>• objective, basic procedure,</li><li>• Charts &amp; Diagrams (Man-machine chart with examples,</li><li>• Flow process chart and String diagram)</li></ul> <b>Time study:</b> <ul style="list-style-type: none"><li>• Meaning,</li><li>• Objectives and basic procedure</li><li>• Tools of time study</li><li>• Computation of standard time (Examples)</li></ul> | 25 % |
| 4. | <b>Operation/Production Planning and Control (Theory-60% Examples - 40%)</b><br><b>Production Planning:</b> <ul style="list-style-type: none"><li>• Meaning, objectives</li><li>• Planning procedure, Routing, scheduling, dispatching and follow up</li></ul> <b>Production control:</b> <ul style="list-style-type: none"><li>• Meaning,</li><li>• Objectives and importance of production control</li><li>• Examples on Critical Path Method (CPM)</li></ul>  | 25 % |

|                                      |  |
|--------------------------------------|--|
| <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 , case Study and browsing e- resources |
|--------------------------------------|--|

| <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 |                  |

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|    |                      |      |
|----|----------------------|------|
| 3. | External Examination | 50 % |
|----|----------------------|------|

| Course Outcomes      |   |
|----------------------|---|
| 1.                   | Students will be able to identify the technical terms related to operations management.                     |
| 2.                   | Students should be able to determine applicability of plant layout concept and its practical applicability. |
| 3.                   | Students will be able to understand the work design, man machine charts and tools of time study.            |
| 4.                   | Students will be able to compute critical path for project implementation.                                  |
| 5.                   | To help the students to understand the various concepts of production planning and control.                 |
| 6.                   | To make the students determine the flow process charts and string diagram for operations management         |
| Suggested References |   |
| Sr. No.              | References  |
| 1                    | Production Management by L.C. Jhamb, Everest Publication  |
| 2                    | Production and Operation Management by S.N. Chary, Tata McGraw Hill   |
| 3                    | Modern Production Management by E.S. Buffa  |

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

|                             |            |                     |                                |
|-----------------------------|------------|---------------------|--------------------------------|
| Course Code                 | UM6MABBI06 | Title of the Course | Accounting for Decision Making |
| Total Credits of the Course | 04         | Hours per Week      | 04                             |

|                   |  |
|-------------------|--|
| Course Objectives | 1. To develop an understanding of management accounting tools for effective decision-making and control using traditional and modern costing methods.  |
|                   | 2. To understand the concept and significance of Differential Cost Analysis and apply it to managerial decisions.  |
|                   | 3. To understand and differentiate between Absorption Costing and Marginal Costing, and apply both methods to income determination through practical examples.   |
|                   | 4. To understand the concept, advantages, and limitations of Standard Costing, distinguish it from budgetary control, and apply Variance Analysis techniques for materials, labor, and sales through practical examples. |

| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage (%) |
| 1.             | <b>Management Accounting:</b> <ul style="list-style-type: none"><li>• Meaning, Definition and Nature,</li><li>• Scope and functions,</li><li>• Role of Management Accountant,</li><li>• Classification for Managerial Decisions and Control,</li><li>• Concept of Variable Costing and Absorption Costing,</li><li>• Emerging Costing Approaches: Life cycle costing- Quality costing- Kaizen costing,</li><li>• Throughput costing: Back flush costing and Activity Based Costing.</li></ul> | 25%           |

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|    |   |      |
|----|---|------|
| 2. | <b>Differential Cost Analysis: (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning &amp; Significance of Differential Cost Analysis,</li><li>• Compare &amp; Contrast between and Marginal Cost Analysis. And Differential Cost Analysis</li><li>• Examples based On: Level of Activity Planning, Pricing Decision, Dumping Decision (Export Order),</li><li>• Acceptance of Special offer, Make or Buy, Lease or Buy</li></ul>   | 25 % |
| 3. | <b>Absorption Costing and Marginal Costing: (Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning of Absorption Costing and Marginal Costing</li><li>• Difference between Absorption Costing and Marginal Costing</li><li>• Examples of Income determination under Absorption Costing and Marginal Costing (One year information)</li></ul>   | 25 % |
| 4. | <b>Standard Costing &amp; Variance Analysis :(Theory &amp; Examples)</b> <ul style="list-style-type: none"><li>• Meaning of standard costing,</li><li>• Advantages of standard costing,</li><li>• Limitation of standard costing,</li><li>• Difference between standard costing and budgetary.</li><li>• Meaning of Variance Analysis.</li><li>• Examples On:<ul style="list-style-type: none"><li>○ Material Cost Variances</li><li>○ Labour Cost Variances</li><li>○ Sales Variances (Price and Profit)</li></ul></li></ul> | 25 % |

|                                      |  |
|--------------------------------------|--|
| <b>Teaching-Learning Methodology</b> | These are Teacher's and Learners Centric Methods and it facilitate student learning and overall comprehension of material, and to measure student learning through both formal and informal forms of assessment, like interactive / participated methods, group projects, student portfolios, and class participation and in the student-cantered classroom, teaching and assessment are connected |
|--------------------------------------|--|

| Evaluation Pattern |                           |           |
|--------------------|---------------------------|-----------|
| Sr. No.            | Details of the Evaluation | Weightage |
| 1.                 | Internal Written          |           |

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|    |  |      |
|----|--|------|
| 2. | Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance | 50 % |
| 3. | External Examination   | 50 % |

## Course Outcomes

|    |  |
|----|--|
| 1. | Demonstrate an understanding of management accounting tools and apply them for effective decision-making and control using both traditional and modern costing methods.      |
| 2. | Explain the concept and relevance of Differential Cost Analysis and apply it to real-world business decisions such as pricing, special orders, and make-or-buy choices.      |
| 3. | Distinguish between Absorption Costing and Marginal Costing and apply both methods to accurately determine income and assess profitability.                                  |
| 4. | Describe the concept, benefits, and limitations of Standard Costing, differentiate it from budgetary control, and perform Variance Analysis for materials, labor, and sales. |

## Suggested References

| Sr. No. | References  |
|---------|---|
| 1       | Advanced Cost Accounting - Jain S P And Narang K L 2 3 4 Cost Accounting. And Financial Management - Kishore Ravi M 5 6 8 |
| 2       | Textbook of Cost & management Accounting- Arora M.N   |
| 3       | Cost Accounting - Khan My And Jain Pk   |
| 4       | Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari SK  |
| 5       | Advanced Cost Accountancy - Nigam Lalla And Sharma G.L 7  |
| 6       | Advanced Management Accounting: Ravi M. Kishore   |
|         | Accounting for Management: Dr. Jawaharla  |

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

|                                    |                   |                            |   |
|------------------------------------|-------------------|----------------------------|---|
| <b>Course Code</b>                 | <b>UM6MIBBI01</b> | <b>Title of the Course</b> | <b>Fundamentals of Strategic 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. 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 management   |
|                          | 4. To help students develop skills for applying these concepts to the solution of business problems.  |

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Introduction to Strategic Management</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Nature &amp; Scope</li><li>• Evolution</li><li>• Importance</li><li>• Concept of Different Decisions (Strategic, Administrative and Operational)</li></ul> | <b>25%</b>           |
| <b>2.</b>             | <b>Strategic Planning Process</b> <ul style="list-style-type: none"><li>• Concept of Strategic Planning</li><li>• Need &amp; Importance</li><li>• Strategic Planning Process</li><li>• Internal Appraisal of firm</li></ul>                                      | <b>25 %</b>          |
| <b>3.</b>             | <b>Competitive Advantage and Core Competence</b> <ul style="list-style-type: none"><li>• Concept of Competitive advantage</li><li>• Significance</li></ul>   | <b>25 %</b>          |

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|           |   |             |
|-----------|---|-------------|
|           | <ul style="list-style-type: none"><li>• Building competitive advantage</li><li>• Concept of Core competence</li><li>• Difference between Competitive advantage and Core competence</li><li>• Acquiring core competence</li></ul>    |             |
| <b>4.</b> | <b>Formulation of Strategy</b> <ul style="list-style-type: none"><li>• Concept of Strategy Formulation</li><li>• Corporate Strategy formulation</li><li>• Generic Strategy Alternatives (Expansion &amp; Divestment only)</li></ul> | <b>25 %</b> |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ICT through (eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| <b>Evaluation Pattern</b> |  |                  |
|---------------------------|--|------------------|
| <b>Sr. No.</b>            | <b>Details of the Evaluation</b>   | <b>Weightage</b> |
| 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> |   |
|------------------------|---|
| <b>1.</b>              | Learn the concept of strategic management, its evolution, its importance in the real corporate world.   |
| <b>2.</b>              | Gain knowledge of different decision like strategic, administrative and operational.  |
| <b>3.</b>              | Student will be aware about the strategic planning process and the importance of internal appraisal in any firm.  |
| <b>4.</b>              | Differentiate between the competitive advantage and core competence. Also they will learn about the how companies build or acquire core competence and competitive advantage. |

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|                             |   |
|-----------------------------|---|
| <b>5.</b>                   | Learn about the corporate strategy formulation and the expansion and divestment theory. |
| <b>Suggested References</b> |   |
| <b>Sr. No.</b>              | <b>References</b>   |
| <b>1</b>                    | Business Policy and Strategic Management by Ramaswami and Namkumari                     |
| <b>2</b>                    | Business Policy and Strategic Management by M.V.Kulkarni                                |
| <b>3</b>                    | Strategic Management: Concept and Cases by Thompson and Strickland                      |

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

|                                    |                   |                            |  |
|------------------------------------|-------------------|----------------------------|--|
| <b>Course Code</b>                 | <b>UM6MIBBI02</b> | <b>Title of the Course</b> | <b>Entrepreneurship and Management of Small Business</b> |
| <b>Total Credits of the Course</b> | <b>04</b>         | <b>Hours per Week</b>      | <b>04</b>  |

|                          |   |
|--------------------------|---|
| <b>Course Objectives</b> | 1. To explain concepts of Entrepreneurship and build an understanding about business situations in which entrepreneurs act 4. To discuss the steps in venture development and new trends in entrepreneurship. |
|                          | 2. To qualify students to analyse the various aspects, scope and challenges under an entrepreneurial venture  |
|                          | 3. To explain classification and types of entrepreneurs and the process of entrepreneurial project development.   |
|                          | 4. To discuss the steps in venture development and new trends in entrepreneurship.  |

| <b>Course Content</b> |  |                      |
|-----------------------|--|----------------------|
| <b>Unit</b>           | <b>Description</b>   | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>Fundamentals of Entrepreneurship:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneur and Entrepreneurship</li><li>• Difference between Entrepreneur &amp; Entrepreneurship</li><li>• Difference between Entrepreneur &amp; Entrepreneur</li><li>• Factors affecting Entrepreneurship, Functions</li><li>• types and qualities of an Entrepreneur</li><li>• Skills of successful entrepreneur</li><li>• Entrepreneurship and Indian economic development • Entrepreneurial pitfalls</li></ul> | <b>25%</b>           |
| <b>2.</b>             | <b>Entrepreneurship Motivation and MSME:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneurship Motivation</li><li>• Factors</li><li>• Theory of Motivation</li><li>• Achievement Motivation</li></ul>  | <b>25 %</b>          |

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|           |   |             |
|-----------|---|-------------|
|           | <ul style="list-style-type: none"><li>• Concept and definition of MSME</li><li>• MSME Development Act 2006</li></ul>  |             |
| <b>3.</b> | <ul style="list-style-type: none"><li>• Small Scale Business &amp; Funding Agencies:</li><li>• Concept • Relationship Between Small &amp; Large Units</li><li>• Importance of Small Scale Business</li><li>• Objectives &amp; Scope</li><li>• Estimating and Financing funds requirement (Working of funding agencies like ICICI, IDBI, GSFC)</li><li>• venture capital funding</li></ul> | <b>25 %</b> |
| <b>4.</b> | <b>Entrepreneurship Development Programmes:</b> <ul style="list-style-type: none"><li>• Concept of Entrepreneurship Development Programme</li><li>• Need for EDPs</li><li>• Objectives of EDPs</li><li>• Problems faced by EDPs</li><li>• Phases of EDPs</li><li>• Role of EDII</li><li>• Role of CED</li><li>• Role of Government in entrepreneurship development</li></ul>              | <b>25 %</b> |

|                                      |   |
|--------------------------------------|---|
| <b>Teaching-Learning Methodology</b> | ICT through (Eg. Power Point Presentation, Audio-Visual Presentation)<br>Group Discussion, Role Playing, Case Study |
|--------------------------------------|---|

| <b>Evaluation Pattern</b> |  |                  |
|---------------------------|--|------------------|
| <b>Sr. No.</b>            | <b>Details of the Evaluation</b>   | <b>Weightage</b> |
| 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> |
|------------------------|

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|    |  |
|----|--|
| 1. | Learners will pick up about Foundation of Entrepreneurship Development and its theories.   |
| 2. | Learners will explore entrepreneurial skills and management function of a company with special reference to SME sector.                  |
| 3. | Learners will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.                                    |
| 4. | Learners will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship. |

## **Suggested References**

| <b>Sr. No.</b> | <b>References</b>  |
|----------------|--|
| 1              | Entrepreneurship Development by Gupta and Shrinivasan                    |
| 2              | Entrepreneurship development by Vasant Desai                             |
| 3              | Financial management by Khan & Jain.                                     |
| 4              | Entrepreneurial Development by S.S.Khanka                                |
| 5              | Small Business Entrepreneurship by Paul Barnes                           |
| 6              | Entrepreneurship and Small Business Management by Gupta and Shrinivasan. |

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