

KADI SARVA VISHWA VIDYALAYA GANDHINAGAR

(Established Under the State Act of Gujarat, No-21, 2007)

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Choice Based Credit System (CBCS)

Semester Pattern

Syllabus – Semester IV

Sector-23, Gh-6, Gandhinagar, Gujarat (India)

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BBA Semester – IV (BBA 401)

Corporate Communication

Rationale:

As the world is global village it's requisite to rigorously train managers in improving their interpersonal and communication skills. This programme will focus on e-communication – the most widely used channel across the world. Thus Corporate Communication II will be a sequel to Communication training program in semester-IV. The intention behind this syllabus is to give as much help as possible in increasing the ability to use and utilize English effectively in corporate sector. Corporate firms today are constantly reviewing the form and substance of their messages – both Oral and Written. As the students after graduating, has to ultimately work in the industry and hence must know the basic Communication which is seen applied in the corporate as well as social life. This course encompasses the corporate communication's concepts and their uses and applications.

Learning Outcome:

After the students being taught the student will be able to know:

- Importance of body language – Etiquettes and manners in society and Corporate Environment.
- Awareness about formal and informal behavior.
- Students will undoubtedly be held accountable for the appearance and correctness of the message on which they work.
- Ability to identify various ways of organizing a message and its appropriate application.
- Learning the use of practical communication to improve the effectiveness of verbal message during an oral interaction.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA 401	Corporate Communication	4 + 0 = 4	0	3	70	--	30	4	100

Unit	Chapter	Topic	Wtge	Marks
1	Group Discussion	1. Definition 2. Features 3. Purpose & Objective 4. Techniques of Group discussion <ul style="list-style-type: none">• Brainstorming – (i) Lotus Blossom	25%	18

	<p>Panel Discussion</p> <p>Conferences & Seminars</p>	<ul style="list-style-type: none"> (ii) Story boarding • Nominal group technique • Delphi technique <p>5. GD as a part of selection process</p> <ul style="list-style-type: none"> • Evaluation components (i) Knowledge (ii) Group behaviour (iii) Communication skills (iv) Leadership potential <p>6. Four stages of GD</p> <ul style="list-style-type: none"> • Forming • Storming • Norming • Performing <p>7. Types of Group discussion</p> <ul style="list-style-type: none"> • Decision – making • Closed-group • Public discussion • Round table discussion <p>1. Definition & purpose</p> <p>2. How to conduct Panel Discussion</p> <p>1. Definition of Conference</p> <p>2. Organizing a Conference</p> <p>3. Types of Conferences</p> <ul style="list-style-type: none"> • Academic • Business • Trade • Training conference • Issue or problem related <p>4. Definition of Seminar</p> <ul style="list-style-type: none"> • Purpose • How to conduct seminar 		
2	Presentation Skills	<p>1. Definition</p> <p>2. Steps involved in preparing a presentation</p> <ul style="list-style-type: none"> • Specifying the objective • Planning • Preparation • Rehearsal and practice • Getting ready • Making the presentation <p>3. Significance of visual aids in presentation</p>	20%	14

	Interviews	<p>4. Non-verbal communication during the presentation</p> <ul style="list-style-type: none"> • The use of voice • Eye contact • Gestures • Postures <p>1. Definition 2. Objective & purposes 3. Types of Interviews</p> <ul style="list-style-type: none"> • Job • Information • Persuasive • Exit • Evaluation • Counseling • Conflict-resolution • Disciplinary • Termination <p>5. Job interviews etiquettes 6. Non-verbal communication during Interviews</p> <ul style="list-style-type: none"> • Appearance • Smile • Eye contact • Facial expressions/ Gestures • Haptics • Postures <p>7. Mistakes generally committed by interviewee</p>		
3	Report Writing	<p>1. Definition of report 2. Characteristics of Good report</p> <ul style="list-style-type: none"> • Precision • Factual details • Relevance • Reader-orientation • Objectivity of recommendations • Simple and unambiguous language • Clarity • Brevity • Grammatical accuracy • Illustrations 	20%	14

	Meetings Notice Agenda	<ul style="list-style-type: none"> • Documentation 3. Purpose & Objective 4. Elements of Structure of a report 5. Types of reports <ul style="list-style-type: none"> • Informative • Analytical • Periodic • Special • Oral • Written 1. Definition & purpose 2. Minutes of meeting 3. Process		
4	Bank Correspondence	1. Introduction 2. Correspondence with customers 3. Correspondence with Head office 4. Correspondence with other banks 5. Questions for assessment	25%	17
5	Email Writing	1. Guidelines for composing email 2. Netiquettes 3. Common errors committed while composing an email	10%	07
		Total	100%	70

References:

1. Technical Communication Principles and Practice by Meenakshi Raman and Sangeetha Sharma
2. Management Communication by Anubha Singh and James O'Rourke
3. Effective English for Business Communication by Burtness and Clark
4. Effective technical communication by M.Ashraf Rizvi
5. Communication Skills by D.K. Chakradev
6. Business communication today by Bovee, Thill and Schazman

BBA Sem- IV
Intellectual Property Rights (BBA 402)

Rationale:

As we all know Laws provide boundaries so that people realize where and when they are committing an offence. The familiarity of basic rules and regulations of Intellectual property law is very important for the management students because, it allows students to protect themselves against tyranny, and it also allows them to make sure that they are acting lawfully, when they do business with others, and they need to make use of intellectual property. Moreover, many disputes and lawsuits can be easily avoided when people take the time to become familiar with IPR prior to making a business deal.

Learning Outcome:

After the subject being taught the student will be able to know:

- To understand basic concepts of Intellectual property laws applied in business.
- Scope and application of Intellectual property laws.
- Precaution to be taken before starting any business which involves intellectual property so that its violation can be prevented.
- Basic knowledge of law will protect their business or profession by heavy penalties due to violation of Intellectual property rights.
- For making the students sure that they are acting lawfully at all times.

Subject Code	Subject Title	Teaching Scheme	Exam Scheme				
		Theory + Practical	External Theory		Internal	Credit	Total Marks
			Hrs.	Max. Marks	Max. Marks		
BBA 402	Intellectual Property Rights	4 + 0 = 4	3	70	30	4	100

Units	Chapter	Topics	Wtge	Marks
1	1	Introduction and Nature of Intellectual Property <ul style="list-style-type: none"> • Concept and Meaning of Intellectual Property • Nature of Intellectual Property • Theories for justification of Intellectual Property Rights • Types of Intellectual property 	20%	14

2	2.1	<p>Basic of Patent Law</p> <ul style="list-style-type: none"> • Meaning of Patent • Features of a Patent • Non-patentable Inventions • Who can apply for a Patent? • Who can not apply for a patent? • Where to apply? • Procedure for making application for Patents 		21
	2.2	<p>Basic Procedure for Grant of Patents</p> <ul style="list-style-type: none"> • Publication of applications • Examination of application • Powers and duties of Controller on Report of examination and on search for anticipation • Ground of opposition to Grant of Patent • Refusal of patent without opposition • Grant and selling of patents 	30%	
3	3	<p>Basics of Copyright Law</p> <ul style="list-style-type: none"> • Concept and meaning of copy right • Definitions: Literary Work, Artistic work, Dramatic work, Musical work, Cinematograph film, Sound recording, Computer, Computer Programme • Objective of copyright • Nature and scope of copyright • Registration of Copyright • Rights of a Copyright owner <ul style="list-style-type: none"> ➤ Rights in literary, dramatic and musical work ➤ Rights in computer program ➤ Rights in artistic work ➤ Rights in cinematographic film ➤ Rights in sound recording • Basic provision of ownership and 	30%	21

		assignment of copyright <ul style="list-style-type: none"> • Works in which copyright subsists • Term of copyright 		
4	4	Basics of Trademark Law <ul style="list-style-type: none"> • Concept and meaning of Trademark • Definitions of : Mark, Trademark, well-known trade mark, collective mark, certification trade mark, permitted use • Procedure for Registration of Trademark • Grounds for refusal of registration • Duration/ Term of trade mark • Removal of trade mark 	20%	14
		Total	100%	70

Reference:

1. Managing Intellectual Property – Vinod V. Sople, Prentice-Hall of India.
2. Business and Corporate Laws – C. L. Bansal, Excel Books
3. Intellectual Property Law - P. Narayanan Eastern Law House
4. Law Relating to Intellectual Property Rights- V.K. Ahuja, Lexis Nexis

BBA Semester – IV
Financial Management – II (BBA 403)

Rationale:

Having studied the fundamental concepts of financial management and learned the basic computations, the students are required to go in to details of core functions of the subject. This subject aims to equip students with fundamentals of some of the branches of financial management. It also aims to begin training students into analytical skills with respect to these core areas of financial management.

Learning Outcome:

After the subject being taught the student will be able to know the following:

- Concepts involved in core functions of financial management.
- Fundamental calculations that can help a financial department staff in decision related to selected financial matters.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme				Credit	Total Marks
		Theory + Practical	Tut	External Theory		Internal Theory			
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA 403	Financial Management- II	4 + 0 = 4	0	4	70	--	30	4	100

Unit	Chapter	Topic	Wtge	Marks
1	Introduction to Cash Management	1. Introduction to management of cash and motives of holding cash	10%	7
		2. Baumol's model for Cash management - theory and simple sums		
		3. Concepts of float: Disbursement float, Collection float – Mailing time, processing and Availability delay.		
		4. Lock box system and concentration banking system		
2	Introduction to Inventory Management	1. Objectives of holding inventories	20%	14
		2. Inventory management techniques – ABC analysis and Basic EOQ model - theory only		
		3. Theoretical Concepts of reorder point, lead time, safety stock		
		4. Simple sums for calculation of EOQ and effects of quantity discount		
		5. Inventory Control Techniques: Theoretical Concepts of FSN, VED, SDE, HML		
	Introduction to Receivable Management	Meaning, Credit policy variables, Credit Evaluation, Credit Granting and Control of receivable (Only Theory)	10%	7

3	Fundamentals of Cost of Capital	1. Introduction, concepts of costs of capital,	20%	
		2. Steps to calculate WACC:		
		3. <i>Calculation of specific costs:</i>		
		i. Cost of irredeemable & redeemable debt – only lump sum redemption		14
		ii. Cost of irredeemable & redeemable preference shares – only lump sum redemption		
		iii. Cost of equity shares using dividend growth model – constant growth only		
		iv. Weighted average cost of capital using book value weights and market value weights		
4	Introduction to Capital Structure Theories	4. Concept of CAPM approach for calculation of cost of equity – theory only	20%	
		1. Meaning of capital structure		
		2. Factors determining Capital structure		
		3. Net Income approach		14
		4. Net Operating Income approach		
		5. Modigliani and Miller Approach		
5	Introduction to Leverage Analysis	6. Traditional Approach	20%	
		1. Meaning and Types and Interpretation of: i. Operating Leverage ii. Financial Leverage iii. Combined Leverage		14
		2. Difference between operating and financial Leverage		
		3. Simple examples for calculation of operating leverage, financial leverage and combined leverage.		
		Total	100%	70

References:

1. Financial Management, Principles and Practice, G. Sudarshan Reddy, Himalaya Publishing House.
2. Financial Management, Theory and Practice, Prasanna Chandra, Tata McGraw-Hill Publishing Company Limited.

BBA Sem-IV
Marketing Management-II (BBA 404)

Rationale:

Developing a higher degree of marketing sense for students along with equipping them with the current day scenario in the modern marketing world .At the end of the course, students will be able to develop an understanding of basic product & branding principles and their exposure to classic and contemporary applications To increase understanding of the important issues in planning, implementing, and evaluating product & branding strategies along with the way to advertise them and promote the products.

Learning Outcome:

After the subject being taught the student will be able to know:

- To acquaint the students with the appropriate concepts, theories, models and other tools to make better product decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in Product.
- The nature of distribution channel and its importance in marketing

Sr. No./ Sub. Code	Subject Title	Teaching Scheme	Exam Scheme					
		Theory + Practical	External Theory		Internal Theory		Credit	Total Marks
			Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA 404	Marketing Management - II	4 + 0 = 4	3	70	--	30	4	100

Unit	Chapter	Topics	Wtge	Marks
1	Marketing Information System and Marketing Research	Meaning and Definition of MIS & MIS Process (Internal record, Marketing Intelligence system, Market research), Definition of Marketing Research ,Marketing Research process- (Primary data collection Method- Contact Method, Sample Plan, Research Instruments and Research approaches)	25%	17

2	New Product Development and Product Life Cycle.	Meaning of New product development, Reason for new product development, Reasons for failure of new product, The New Product Development Process. Product Life Cycle.	25%	18
3	Distribution channels.	Nature of distribution channels, Channel Flow, Why marketing intermediaries are used Distribution channel functions. Factors affecting selection of channel members Types of Retailing, Types of Wholesaling	25%	17
4	Introduction to IMC	Advertising Meaning and Importance Sales Promotion Meaning, Sales Promotion Characteristics and Reasons for Rapid Growth of Sale Promotion, Purpose of Sales Promotion, Tools of Sales Promotion Personal Selling Meaning, Roles and Process, Publicity Meaning and Relevance	25%	18
		Total	100%	70

References:

1. Marketing Management, Phillip Kotler, Kevin Keller 12th ed. Pearson Education.
2. Marketing Genius, Peter Fisk.
3. Introduction to marketing : theory and practice, Adrian Palmer, Oxford Press
4. Sales and Distribution Management, S.A. Chunawala, Himalya publication house.
5. Retail Management, Dr. Harjit Singh, S. Chand Publications
6. Modern Marketing Research, M.N. Mishra Himalya Publishing House.
7. Services Management Appannaiah, Raghavan, Reddy, Gopal Krishna, Himalya Publishing House

BBA Semester – IV
Organizational Behavior (BBA 405)

Rationale:

Every sphere of management requires lots of skills not only to identify people but also to know well as to how to deal with them in different walks. Organizational behavior as a subject may, to a great extent, provide with knowledge and insights in sharpening one's view about developing human resource and makes easy to get work done from them in an Organizational mechanism.

Learning Outcomes:

At the end of the subject the students shall have learnt the following:

- To develop newer horizons in knowing about human being in general and employee in particular.
- To analyze and classify different Organizational situations where people, style and, resources can be matched with each other.
- To expand organization in a way that it can cope up with present and future time requirements.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme		Exam Scheme					
		Theory + Practical	Tut.	External Theory		Internal Theory		Credit	Total Marks
				Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA 405	Organizational Behavior – I	4 + 0 = 4	0	3	70	--	30	4	100

Unit	Chapter	Topic	Wtge	Marks
1	Introduction to O. B. & Foundations of Individual Behavior	Definition of O.B., Contributing Disciplines, Models of Man, Significance of O.B., Factors affecting Individual Differences, Reasons for Individual Differences, Meaning of Learning, Learning Theories (Classical Conditioning, Operant Conditioning and Social Learning)	15%	11
2	Attitude and Personality	Attitude Meaning, Components of Attitude, Major job Attitude Personality	15%	10

		Meaning, Personality Traits (MBTI and Big 5 Model), Determinants of Personality		
3	Motivation Theories	Content Theories (Maslow's Need Hierarchy, Herzberg's Two-factor Theory, Theory X and Theory Y) Process Theories (Vroom's Expectancy Theory, Adam's Equity Theory, Goal-Setting Theory) Reinforcement Theory	15%	11
4	Group Dynamics and Team Work	Group Dynamics Meaning, Stages of Group Development Team work Introduction, Group v/s Team , Types of Teams (Problem-solving Team, Self-managed work Team, Cross-functional Team, Virtual Team)	15%	10
5	Leadership Theories	Trait Theory Behavioral Theories (Ohio State Studies, Managerial Grid) Fiedler's Contingency Theory Hersey and Blanchard's Life cycle/Situational Approach Modern Theories (Charismatic Leadership Theory, Transformational Leadership Theory)	20%	14
6	Power and Politics	Power Concept, Sources/ Bases of Power, Contingencies of Power Organizational Politics Concepts, Factors Contributing to Political Behaviour	10%	7
7	Stress Management	Meaning Potential Sources of stress Consequences of Stress Management Managing Stress	10%	7
		Total	100%	70

References:

1. Organizational Behaviour, P. Subbarao, Himalaya Publishing House
2. Organizational Behaviour, Fred Luthans, Mc-Graw Hill Publication
3. Organizational Behaviour, Stephen Robbins, Pearson Publication

BBA semester – IV
Political Science (BBA 406)

Rationale:

The importance of management education, in the prevailing situation, is growing leaps and bounds wherein a subject like Political Science is very significant. An efficient manager is required to possess the knowledge of Governmental statutes under which a company works and progress. "As a discipline" political science, possibly like the social sciences as a whole, "lives on the fault line between the 'two cultures' in the academy, the Sciences and the Humanities.

Learning Outcomes:

After the subject being taught the student will be able to know:

- The various Political concepts of State, Law etc.
- Scope of application of the various concepts and principles taught.
- Usefulness of application of the concepts and the principles.
- Inculcating the right spirit of working for the good for all.
- Creation of awareness of Indian governmental structure for business world.

Sr. No./ Sub. Code	Subject Title	Teaching Scheme	Exam Scheme					
		Theory + Practical	External Theory		Internal Theory		Credit	Total Marks
			Hrs.	Max. Marks	Hrs.	Max. Marks		
BBA 406	Political Science	4 + 0 = 4	3	70	--	30	4	100

Unit	Chapters	Topics	Wtge	Marks
1	Political Concept	State: Definition and Constituent elements of state. Law: Definition, Features, Sources and types of Law. Sovereignty: Definition, Characteristics and types of sovereignty.	10%	7
	Constitution of India	Introduction to Indian Constitution: Sixteen Salient features.	10%	7
2	The Preamble	Preamble: Meaning, Text, Ingredients, key words and significance of the preamble, Preamble as part of the constitution, amenability of the preamble.	10%	7
3	Fundamental Duties	Fundamental Duties: List of Fundamental duties, Features, Significance and criticism of Fundamental duties, Swaran Singh Committee Recommendations	10%	7

		and Verma Committee Observations.		
4	Citizenship	Meaning, Significance, Constitutional provisions of citizenship, ways of acquisitions of citizenship, loss of citizenship and concept of single citizenship.	10%	7
5	Fundamental Rights	Fundamental Rights: Features, Significance of fundamental rights, Definition of State, Laws inconsistent with fundamental rights are void, Category of Fundamental Right: Right to Equality, Right to freedom, Right against exploitation, Right to Freedom of Religion, Cultural and Educational Rights and Right to Constitutional Remedies. Writs: Types and Scope.	15%	10
6	The Executives	The President: Election, Qualifications for election as President, Condition of President's Office, Term of President's office and vacancy in the President's office., Powers and Functions of the President, Veto and Ordinance making power of President. The Prime Minister: Election, Term, Powers and functions, Meaning and Functions of Prime Minister's office. The Offices of CAG and AG: Appointment and Term, Duties and Powers.	20%	14
7	The Legislature	The Parliament: Composition and duration of two houses, Qualifications and disqualifications of members of parliament, Presiding officers of Lok Sabha and Rajya Sabha, Leaders in Parliament, Concept of Ordinary Bill, Money Bills and Financial Bills, Joint Sitting of two houses and Budget in Parliament.	15%	11
		Total	100%	70

References:

1. Indian Polity, M Laxmikanth, WE series, Tata Mac Grew Hill.
2. Introduction to Constitution of India, D.D. Basu, WadhwaPublication, Nagpur.
3. An introduction to Political theory by O.P Gauba.

Passing and Promotion Criteria

Promotion to	Condition for Promotion
Semester – II	Term of semester – 1 is granted
Semester – III	Term of semester – 1 and 2 are granted
Semester – IV	Pass in all subjects of semester – 1 and Term of semester – 2 and 3 both are granted
Semester – V	Pass in all subjects of semester – 1 & 2 and Term of semester – 3 and 4 both are granted
Semester – VI	Pass in all subjects of semester – 1, 2 & 3 and Term of semester – 4 and 5 both are granted

Term is granted based on internal evaluation.