



Sarva Vidyalaya Kelavani Mandal(Kadi) Sanchalit - Gandhinagar Branch
B.P. College Of Business Administration
(A Constituent College Of Kadi Sarva Vishwavidyalaya)



KADI SARVA VISHWAVIDYALAYA GANDHINAGAR

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

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Semester Pattern

Syllabus SEM - IV

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

Phone: 079-23245735

E-mail: bpcbba@gmail.com

Website: www.bpcbba.org

BBA SEM-IV

Business communication- II (BBA19)

Rationale:

As the world is global village its requisite to rigorously train managers in their making in interpersonal communication skills. This programme will focus on e-communication- the most widely used channel across the world. Thus Business 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 business. Business firms today are constantly reviewing the form and substance of their messages – both Oral and Written. As the student, after being graduated, has to ultimately work in the industry and hence must know the basic Communication which is seen applied vehemently in the corporate as well as the social life. This course encompasses the business communication's concepts and their uses and applications.

Sl. No.	Chapter	Topics	Wtge
1	Oral Communication	Interviews, Meetings , Presentation	15%
2	Written Communication	Resumes – writing bad news and negative letters – direct request Notice Practice of writing different types of notice -Bank correspondence	30%
3	Effective Communication	-interpersonal communication -intrapersonal communication -Internal Communication -Human Communication - Electronic communication	25%
4	Non verbal communication.	Body language Gestures- postures Language of Sign and symbol	20%
5	Mass Communication	Promotional Strategies Advertisement Research Studies & Questionnaires	10%
		Total	100%

Objective:

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

1. Definition and fundamentals of communication.
2. Students will undoubtedly be held accountable for the appearance and correctness of the messages on which they work...
3. Learn to adopt those basic skills to meet the special requirements of business.
4. Ability to identify various ways of organizing a message and to decide which the best is.
5. Learning the use of Practical communication to improve the effectiveness of verbal message during an oral interaction

Suggested Activities / Practical (Any Three):

1. *Assignments*: The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes*: Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Case Analysis*: Students will get a case to analyze and they have to search the core to decide ethically about the situation as it will be easy for them to grasp and it will give them initial exercise to become good manager.
4. *Debate*: Debate shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject
5. *Presentation*: with the help of presentation skills students will learn to make more effective presentations on various topics.
6. *Role Play*: These activities enhance their ability to speak confidently in public. In this activity students will be given certain issue or topic to perform in group or individually.
7. *Mock – Interview*: there will be panel of few students and the rest will be job seekers. They will participate actively to get the job. From this exercise students will learn Pre/Post preparations for an interview. They will learn the behavior before/during/after the interview.
8. *Library work*: Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

References:

1. Effective technical communication by M.Ashraf Rizvi
2. Business communication by U.S.Rai and S.M.Rai
3. Business communication today by Bovee, Thill and Schazman
4. Business Correspondence and report writing by R.C. Sharma and Krishna Mohan
5. Contemporary Business Communication by Scott Ober
6. Ghanekar Anjali. Communication Skills for effective Management. Everest Pub. House.
7. Contemporary Business Communication, Louis J. Boone.(US),6th edition

BBA Sem IV Organizational Behavior (BBA 20)

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. Organisational 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 Organisational mechanism.

Objective:

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

1. To develop newer horizons in knowing about human being in general and employee in particular.
2. To analyse and classify different Organisational situations where people, style and, resources can be matched with each other.
3. To expand organisation in a way that it can cope up with present and future time requirements.

Sl. No.	Chapter	Topics	Wtge
1	Introduction to O.B. & Foundations of Individual Behavior	Introduction, Contributing Disciplines to O.B., Models of O.B., Foundations of Individual Behavior Ability, Biographical Characteristics, Learning Theories	15%
2	Attitudes and Job Satisfaction	Attitude-Meaning, Components, Major Job Attitudes Job Satisfaction-Meaning, Impacts of Job Satisfaction on Workplace	10%
3	Personality and Values	Personality-Meaning & Introduction Values- Meaning, Types	10%
4	Perception and Decision Making	Perception- Meaning, Factors affecting Decision Making- Rational Decision Making Process	10%
5	Motivation	Meaning, Early Theories- (Introduction Only) Contemporary Theories- Need Theory, Equity Theory, Expectancy Theory	15%
6	Elements of Group Behavior and Work Teams	Group Behavior- Meaning, Classification, Stages of Group Development Work Teams- Differences between Group and Teams, Type of Teams	10%
7	Leadership	Meaning, Trait Theory- (Introduction Only) Behavioral Theories- (Introduction Only) Contingency Theories- (Introduction Only) Charismatic Leadership, Transformational Leadership	10%
8	Organisational issues in Interpersonal Confrontation	Power- Meaning, Politics- Meaning, Conflict-Meaning, Negotiation- Meaning	10%
9	Organisational Change and Stress Management	Organisational Change- Meaning, Resistance to Change, Levin's Three Step Model Stress Management- Meaning, Sources, Managing Stress	10%
Total			100%

Suggested Activities / Practical (Any Two):

1. *Assignments:* The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Industry Visit and Report Preparation:* The students are guided to visit companies either in group or individually, prepare a report on the same and submit. The teacher shall evaluate it and record for the internal assessment.
4. *Debate and group discussions:* Debate and group discussions shall be conducted on regular time intervals on application and utility of the concepts and principles taught in the subject.

5. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.
6. *Discussion with experts:* Industry experts can be called in classroom and the students should be given a chance to interact with them and get aware about the existing industry scenario.

References:

1. Organizational Behavior by Newstrom and Davis
2. Organisational Behavior by Robbins, Judge, and Sanghi- Pearson Education-12th edition
3. Organizational Behavior, Fred Luthans
4. Organizational Behavior, V. G. Kondalkar, New Age International Publishers
5. Organization and Economic Behavior, Anna Grandori, Routledge.
6. Organizational Behavior, Dr. S. S. Shukla, S. Chand Publications.

BBA Sem-IV Marketing Management-II (BBA 21)

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.

Objective:

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

1. To acquaint the students with the appropriate concepts, theories, models and other tools to make better product & brand decisions.
2. To understand the latest developments and cultivate an understanding of the adjustments to be made in Product & branding strategies over time and geographic boundaries to maximize brand equity.

Sl. No.	Chapter	Topics	Wtge
1	Designing products: products. Brands. Packaging and service	What is a product? Product Classification, Individual product decisions Product attributes, Branding, Packaging, Product line, product mix	20%
2	New product development and product life cycle strategies	New product development strategy, New product success and failure, the new product dilemma, The new product Development Process., Product Life Cycle.	20%
3	Placing products: distribution channels, retailing and wholesaling:	Nature of distribution channels, Why marketing intermediaries are used Distribution channel functions. Retailing, Wholesaling	20%

4	Promoting products :advertising, sales promotion	Advertising, Major decisions in advertising, Sales Promotion Rapid growth of sale promotion, purpose of sales promotion, setting sales promotion, objectives. Developing the sales promotion Programme, tool of sales promotion.	20%
5	Personal selling and sales management	The role of personal selling, Managing the sales force, The personal selling process, Relationship marketing	20%
		Total	100%

Suggested Activities / Practical (Any Two):

1. **Fieldwork and Observation:** Practical short term assignments can be given to the students for observing consumption points of several products and services so that better understanding and application of marketing concepts can be imparted.
2. **Assignments:** The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
3. **Discussion with experts:** Industry experts can be called in classroom and students will be given a chance to interact with them to get aware about the existing industry scenario.
4. **Industry Visit and Report Preparation:** The students are guided to visit companies either in group or individually, prepare a report on the same and submit. The teacher shall evaluate it and record for the internal assessment.
5. **Library work:** Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.

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 Sem-IV Business Statistics - II (BBA 22)

Rationale:

Business management is incomplete without education of Statistics. Statistics can be used in various fields from simple to complex. We may use it for counting things. We may use it in mathematics. Its main use is in research tasks. It makes our data compilation easier than ever before. It is all about simplification of things in a real world. It is helpful to keep and improve the record of an organization. Statistics plays an important role in business, because it provides the quantitative basis for arriving at decisions in all matters. All types of banks make use of statistics for a number of purposes. Statistical methods are also used in analyzing the experimental data and drawing conclusions there from. Statistics are very important in various aspects of business; a terrific example is the insurance industry. Statistics is playing a role in all of the fields, it has a role in buying fruits from market and it has a role in a big business deal as well. So we cannot deny its important and animated role in any way.

Objective:

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

1. To give basic knowledge of the subject and familiarity with techniques to use them effectively
2. Utility of application of the concepts and principles for the industry.
3. Analyze each problem to identify the given information.
4. Identify connections between basic statistics and the real world.
5. Develop strong problem-solving skills.

Sl. No.	Chapter	Topic	Wtge
1.	Index Numbers	1.1 <u>Index Numbers:</u> Meaning of Index Numbers, Uses of Index Numbers, Types of Index Numbers, Problems in the construction of Index Numbers. 1.2 <u>Construction of Index Numbers:</u> a) Unweighted Index Numbers – Simple Aggregative Method, Simple Average of Relative Method b) Weighted Index Numbers – (i) Weighted Aggregative Indices - Laspeyres Index, Paasche's Index, Fisher's Ideal Index, Marshall- Edgeworth Index (ii) Weighted Average of relative indices 1.3 <u>Consumer Price Index (Cost of living index):</u> Meaning, Construction of Consumer Price Index (CPI), Methods of constructing CPI – a) Weighted Aggregative method b) Family Budget method.	20%
2.	Analysis of Time series	2.1 Meaning of Time Series 2.2 Analysis of Time Series 2.3 Components of Time Series:	20%

		a) Trend b) Seasonal variations c) Cyclical variations d) Irregular variations 2.4 Methods of determining Trend: a) Graphical method b) Methods of moving averages c) Least squares method 2.5 Methods of determining Seasonal variations	
3.	Probability and Mathematical Expectation	3.1 <u>Probability</u> : Introduction, random experiment, trial, event, favorable cases, equally likely events, mutually exclusive events, exhaustive events, approaches to the calculation of probability, independent and dependent events, Conditional Probability, Baye's Theorem 3.2 <u>Mathematical Expectation</u> : Discrete random variable, probability distribution of a discrete random variable, Mathematical expectation of a discrete random variable, variance of discrete random variable	20%
4.	Probability Distribution	4.1 <u>Binomial Distribution</u> : Introduction, Binomial distribution, mean and variance of Binomial distribution, properties of Binomial distribution, applications of Binomial distribution 4.2 <u>Poisson Distribution</u> : Poisson distribution, mean and variance of Poisson distribution, properties of Poisson distribution, applications of Poisson distribution 4.3 <u>Normal Distribution</u> : Continuous random variable and its probability density function, Normal distribution, properties of Normal distribution, importance of Normal distribution	25%
5.	Sampling Methods	5.1 Population survey and sample survey 5.2 Characteristics of a good sample 5.3 Advantages of sampling, 5.4 Sampling methods: a) Simple random sampling b) Stratified random sampling c) Multistage sampling	15%
Total			100%

Suggested Activities / Practical (Any Two):

1. *Assignments*: The students shall be given assignments on regular time intervals on the topics taught in form of questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.

2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Industry Visit and Report Preparation:* The students are guided to visit companies either in group or individually, prepare a report on the same and submit. The teacher shall evaluate it and record for the internal assessment.
4. *Paper Solving:* During the time of revision previous year's question papers can be solved so that students get to know the kind of questions asked in exams.
5. *Library work:* Students shall be instructed to solve more problems sitting in the library from the books available so as to get more practice.
6. *Practical Work:* Students shall be asked to collect the data on their own and find the results of the on going topic in the class.

References:

1. A Textbook of Business Statistics – Padmalochan Hazarika (S. Chand)
2. Business Statistics – P N Arora, Amit Arora, S. Arora (S. Chand)
3. Statistics for management- Richard Levin, David Rubin 7th Edition, Prentice Hall of India
4. Business Statistics – Bharat Jhunjunwala (S. Chand)

BBA Sem-IV Financial Management - II (BBA 23)

Rationale:

After studying the overall frame work of management in the beginning of their BBA curriculum, the students need to focus on different key segments of the discipline i.e. Marketing Management, Financial Management and Human Resources Management. The study of these subjects will equip students with a detailed understanding of business management and give them a fair idea of different practical aspects involved in management of any business unit. In this curriculum, the subject of financial management has been spread over three semesters- semester –III, IV and V.

The theme of financial management is structured around the decision making in the three inter related financial areas: investment-long term as well as current assets; financing and dividend policy. As a sound businessman, investor or individual, one must first understand, be able to analyze, and interpret various investment opportunities. At the same time they should have the ability to evaluate different sources of finance- both long term and short term. In previous semester, the students learn the basics of financial management and then study long term investment opportunities along with sources of financing such opportunities. This semester focuses on management of working capital in detail along with sources of finance for the same so that the students learn critical aspects of day to day functioning of business and understand importance of short term fund management. The fifth semester will take students to a next level and provide them understanding of evaluation of sources of finance, preparing proper finance mix for their business, international business complexities and various contemporary issues in financial management.

Objective:

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

1. Fundamental concepts of working capital management.
2. Overall understanding of movement of funds from one component of working capital to another and various concepts associated with that.

3. Basic calculations of that are needed for decision making about managing working capital and effects of changes in working capital situations.
4. General understanding of investment in different components of working capital and tradeoff between profitability and liquidity while deciding level of investment in working capital.
5. Various sources of short term finance available for arranging fund for investment in different components of working capital.

Sl. No.	Chapter	Topics	Wtge
1.	Introduction to working Capital Management	Introduction to Working Capital Management - Nature of working capital – concepts and definitions of working capital Concepts of gross and net operating cycle Determinants of working capital Estimation of working capital requirement – Per unit data, Annual Data based simple sums with and without depreciation effect.	15%
2.	Cash Management	Introduction to management of cash and motives of holding cash Cash management models – (i) Baumol's model and (ii) Miller & Orr model Simple sums for preparation of cash budget Cash management techniques/processes – speedy cash collections and delaying payments on accounts payables – concentration banking – lock box system	25%
3.	Receivables Management	Introduction to receivables management Credit policy and factors affecting credit policy Credit analysis Credit terms - credit period - cash discount - cash discount period Collection policies - strict <i>versus</i> lenient Effects of changes in credit policy variables	25%
4.	Inventory Management	Types of inventories and objectives of holding inventories Inventory management techniques – ABC analysis and EOQ model Concepts of reorder point, lead time, safety stock Simple sums for calculation of EOQ and effects of quantity discount Inventory Control Techniques: Concepts of JIT, FSN, VED, SDE, HML classifications.	25%
5.	Sources of working capital finance:	Trade Credit and Accruals Bank Finance – Concepts of Bank finance modes: Loan, overdraft, cash credit, Bills Discounting and Letter of Credit. Factoring – Meaning – Process – Types – Advantages and Disadvantages Introduction to Money market instruments: Commercial Papers, Inter Corporate Deposits, Treasury Bills and Repurchase Agreements	10%
		Total	100%

Suggested Activities / Practical (Any Two):

1. *Assignments:* The students shall be given assignments at regular time intervals on the topics taught in form of descriptive theory questions, sums and short questions which they have to write in the assignment notes and submit. The teacher shall evaluate the same and keep the record for internal assessment.
2. *Quizzes:* Written or oral quizzes shall be taken in the class a record of the same shall be kept by the teacher concerned for internal assessment.
3. *Library work:* Students shall be given particular topics to study, prepare notes sitting in the library and submit / present in the class. The concerned subject teacher shall record for the internal assessment purpose.
4. *Pre-session readings:* Students shall be given reading work from their suggested references before a session/topic is taken up in the class. They will have to write answers of very short/short questions based on their reading and come prepared for discussion in the class with written answers. The concerned subject teacher shall keep record of these activities for internal assessment.
5. *Case let discussions:* Case lets shall be given for applying concepts in a formulated situation. The students shall refer their class notes, references and follow instructions for solving these case lets. The concerned subject teacher shall keep record of these activities for internal assessment

References:

1. Financial Management – Text and Cases – M.Y. Khan & P.K. Jain, Tata McGraw Hill Publishing Company Ltd, New Delhi.
2. Financial Management - Theory and Practice – Prasanna Chandra, Tata McGraw Hill Publishing Company Ltd, New Delhi.
3. Financial Management – Principles and Practice – Sridhar Bhat, Excel Books, New Delhi.
4. Fundamentals of Financial Management – Bhabotosh Banerjee, PHI Learning Pvt. Ltd., New Delhi.
5. Financial Management – Principles and Practice – G. Sudarshan Reddy, Himalaya Publishing House, New Delhi.
6. Financial Management – I.M. Pandey – Vikas Publishing House Pvt. Ltd, New Delhi.
7. Financial Management – Rajiv Srivastava & Anil Mishra – Oxford University Press, New Delhi.
8. Financial Management – Problems and Solutions – A.N. Sridhar, Shroff Publishers, New Delhi.
9. Fundamentals of Financial Management – Preeti Singh, Ane Books Pvt. Ltd., New Delhi.
10. Fundamentals of Financial Management – James C. Van Horne – Pearson Prentice Hall, New Delhi.
11. Financial Management and Policy – James C. Van Horne – Person, Prentice Hall, New Delhi.

BBA Sem-IV

Entrepreneurship and Business Planning (BBA 24)

Rationale:

Development of any nation is always dependent on the volume of industrial and business activities of its various regions. All Business schools develop students to manage and administer business activities in a significant manner. However, entrepreneurship as a subject that prepares students for starting business must be an integral part of management education. This is because it helps enhance various skills and qualities in students for self

employment which, at least in the current situation, is a national priority in view of large scale unemployment and wide spread poverty. The present subject fits to the fourth semester as, by then, students would be well acquainted with administrative, managerial, organizing, and accounting skills which will help them pursue this subject quite strongly.

Learning outcome:

1. Students will be able to develop vision in their life
2. The subject will enhance various advanced skills in students to give a birth to business tycoon
3. The subject will contribute new entrepreneurs to the development of the Nation.

Sl. No.	Chapter	Topics	Wtge
1	Entrepreneurship	1. Introduction and meaning 2. Definitions and structure 3. Entrepreneurial Culture 4. The Concept of Entrepreneurship 5. Types of entrepreneurs 6. Entrepreneurial Skills 7. Qualities and characteristics of entrepreneurs	25
2	Entrepreneurial Development	1. Approaches to Entrepreneurship 2. Entrepreneurial environment 3. Concept of entrepreneurial Development	15
3	Project management	1. Search for Business Idea 2. Concept of Projects and Classification 3. Project Identification 4. Project design and network analysis 5. Project report 6. Project Appraisal	25
4	Financial Analysis	1. Brief idea of Investment Process 2. Concept of Break even Analysis 3. Budget and planning process 4. Brief idea of financial institutions (IFCI, SIDBI)	20
5	Establishing Small scale Industry	1. Location 2. Steps of Setting up a Small Scale Industry 3. Selection of organization	15
		Total	100%

References:

1. Vasant Desai, *Dynamics of Entrepreneurial development and Management*, Himalaya Publishing House.
2. S.S.Khanka, Entrepreneurial Development, S.Chand
3. Sue Birley and Deniel, Mastering Enterprise. FT Pitman Publishing
4. Sunil Gupta, Entrepreneurial Development, an introduction, The ICFAI University Press
5. Vasant Desai, Small-Scale Industries and Entrepreneurship, Himalaya Publishing house
6. Gurmeet Naroola, The Entrepreneurial Connection, Tata – McGraw – Hill Publishing Company Limited
7. Raj K. Wadhwa, Jimmy Davar and P. Bhaskar Rao, Entrepreneur and Enterprise Management, Kanishka Publishers, New Delhi.
8. Charles L. Martin, Starting your New Business

KADI SARVA VISHWAVIDYALAYA, GANDHINAGAR

Proposed rules for promotion of all UG/PG programs:

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