

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester-3

DSCC-5 Marketing Management (Major)

Course Type	Major
Course Title	Marketing Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course intends to create a basic understanding of marketing as a core business activity
Course Objective	- To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mix elements. - To sensitize regarding certain emerging issues in marketing. The course shall use and focus on Indian experiences, approaches, and cases.
Course Outcome	The base of any business would be to understand the market and this course would create the awareness of marketing and consumer orientation in business amongst the students.
Course Content	
Unit 1: Introduction to Marketing (25%) - Nature, Scope, and Importance of Marketing, Difference between Marketing and Selling, - Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. - Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context) - Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets - Targeting and Positioning Variables	
Unit 2: Buying Behaviour (20%) - Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps). - Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrial market, Buying behaviour process (eight steps)	
Unit 3: Marketing Mix (35%) Product Decisions: Definition, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging & Labelling - Functions Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing, Purpose of Pricing Promotion Mix: Detailed explanation of Promotional Mix Tools, Developing effective communication (Only list of eight Steps).	

• Place (Marketing Channels): Channel functions, Channel Levels, Marketing Logistics Decisions.
Unit 4: Introduction to Digital Marketing (20%) • Evolution of Digital Marketing from traditional to modern era • Emergence of digital marketing as a tool • Digital marketing strategy- SEO, PPC, Content Marketing, Social Media Marketing & E-mail marketing, P.O.E.M. framework • Digital landscape • Digital marketing plan • Digital marketing models • Introduction to social media marketing, penetration & characteristics

Suggested Readings:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition -2017
6. Ian Dodson, The Art of Digital Marketing, Wiley India, Latest Edition
7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition -2017
8. Vandana Ahuja, Digital Marketing Oxford University, Press Latest Edition
9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley 2017
10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, Latest Edition
11. Online resource for Digital Marketing: SWAYAM

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester - 3

DSCC 6 - Financial Management (Major)

Course Type	Major
Course Title	Financial Management
Credits	4
Teaching Hrs. per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To equip the students with adequate knowledge, skills and abilities so that they can troubleshoot financial problems and look after the financial position of businesses.
Course Objective	To acquaint students with the concepts, tools, techniques of financial management and their applications for business decision making
Course Outcome	The students will be able to - • Understand fundamentals of financial management • Apply capital budgeting projects using traditional methods • Analyze various ways of raising long term and short-term capital and their respective advantage and disadvantages
Course Content	
Unit 1: Introduction of Financial Management (20%) • Meaning and Nature of Financial Management (FM) • Finance and related disciplines (Economics, Accounting, Other Functional Areas of Management) • Evolution of Financial Management –Traditional, Transitional and Modern, • Goals of FM: Profit Maximization, Wealth Maximization. • Functions of finance – Financing Decision, Investment Decision, Dividend Decision and Liquidity Decision, • Organization of financial Function (status and duties of financial manager: Treasurer and Controller)	
Unit 2: Long Term Investment Decision (30%) • Capital Budgeting –meaning, importance and process of capital budgeting, • Time Value of Money – concept, concept of Present value, Future value (single cash flow and annuity) • Concept of capital rationing • Evaluation Techniques (Meaning, Accept-Reject Criteria, Advantages and Disadvantages and numerical based on each method) • Non-Discounted Cash Flow Techniques 1. Accounting Rate of Return 2. Pay Back Period • Discounted Cash Flow Techniques 1. Net Present Value 2. Internal Rate of Return 3. Profitability Index Method (Practical assignment to calculate methods of capital budgeting)	

using Excel (assignment Purpose only) *Numerical of capital budgeting methods cover independent and mutually exclusive projects / proposal only)	
Unit 3: Sources Of Finance - Long-Term Finance Features, Advantages and Disadvantages of the following forms of finance: - Equity Shares - Preference shares - Debentures - Term Loan - Right shares (brief idea) - Retained earnings - Mezzanine Debt (brief idea) Short-Term/ Sources of Working Capital Finance - Indigenous Bankers - Trade Credit - Public Deposits - Factoring - Commercial Paper - Inter-corporate Deposit - Certificate of Deposit	(25%)
Unit 4: Working Capital Management - Introduction of Working Capital Management: - Meaning of working capital, Types - Gross, Net, factors affecting working capital, brief idea and example of Operating cycle and cash cycle, estimation of working capital requirement (numerical) - Management of Cash – objective of cash management, motives to hold cash, Cash management technique- managing cash inflow and managing cash outflow techniques - Receivables Management – Objectives, Credit Policy variables, Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Credit Evaluation Methods (Traditional, Numerical credit scoring, Risk Classification) - Monitoring receivable (Days Sales Outstanding, Aging Schedule, Collection Matrix)	(25%)

Suggested Readings:

- M.Y. Khan & P.K. Jain, Financial Management - Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
- I. M. Pandey: Financial Management - Theory and Practices, Vikas Publishing House.
- R. P. Rustogi, Financial Management - Theory Concepts and Practices, Taxmann Publication.
- P.V. Kulkarni and B.G. Satyaprasad – Financial Management, Himalaya Publishing House
- Prasanna Chandra- Financial Management: Theory and Practice, McGraw Hill Higher Education
- G. Sudarsana Reddy -Financial management, Himalaya Publishing House
- Sheeba Kapil - Financial Management, Pearson
- R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty, Principles of Corporate Finance, McGraw Hill Higher Education
- J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall

Veer Narmad South Gujarat University

Bachelor of Business Administration Semester - 3

DSCC 7 - Human Resource Management (Major)

Course Type	Major
Course Title	Human Resource Management
Credits	4
Teaching per Week	4 Hours
Review / Revision	June, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To give an overview of HRM and its various concepts to students.
Course Objective	The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.
Course Outcome	To develop the understanding of the concept of human resource management and to understand its relevance in organizations. To develop necessary skill set for application of various HR issues. To analyse the strategic issues and strategies required to select and develop manpower resources. To integrate the knowledge of HR concepts to take correct business decisions
Course Content	
Unit 1: Human Resource Management (20%) - Human Resource Management: Concept, Functions, roles, skills & competencies, - HRD- definition and goals. - The changing environment of HRM - globalization, cultural environment, technological advances, Workforce diversity, corporate downsizing, Changing skill requirement.	
Unit 2: Human Resource Planning (20%) - Human Resource Planning: Process - Forecasting demand & supply - Skill inventories - Brief Idea of HRIS (Human Resource Information System) - Job analysis - Process - Job description & Job specifications - Recruitment – Meaning, Process, Sources - Selection: Meaning internal & external sources, selection process.	

Unit 3: Training, Career Planning and Compensation	(30%)
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| <ul style="list-style-type: none">• Induction & Orientation• Training: Concept, Training Need Identification, Methods,• Evaluation of Training (Krick Patrick Model),• Management development: Concept & Elements.• Performance Appraisal system: concept, uses of performance appraisal, performance Appraisal methods, factors that distort appraisal.• Compensation: Determinants of compensation, job evaluation, pay structure,• Components of compensation – (Brief introduction of Allowances, incentives, profit sharing, gain sharing, employees' stock option plans, social security, health, retirement & other benefits).• Wage differentials. | |
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Unit 4: Industrial Relations	(30%)
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| <ul style="list-style-type: none">• Industrial Relations: Introduction to Industrial Relations,• Trade union's role, types, functions, problems,• Industrial dispute- concept, causes & machinery for settlement of disputes,• Employee Health, Safety & Welfare – Statutory Provisions only,• Collective bargaining- concept, types, process,• Essentials of effective collective bargaining. | |
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Suggested Readings:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Human Resource Management by C B Gupta (Sultan Chand & Sons)
3. Human Resource Management by S S Khanka (S. Chand & Company)
4. Essentials of Human Resource Management and Industrial Relation by P. Subba Rao (Himalya Publishing House)
5. Dessler, G: Human Resource Management, Pearson.
6. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill
7. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books
8. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson
9. K. Ashwatthappa, Human Resource Management, Tata McGraw Hill
10. Human Resource Management by L.M. Prasad (Sultan Chand & Sons)

Syllabus

CERTIFICATE COURSE IN RETAIL MANAGEMENT

Outcome of the course:

1. To make students aware about Global Retail Market
2. To make students aware about Indian Retail Industry
3. To make students aware about various retail formats available in India and differences between all formats.
4. To make students learn about various types of Retail Layout available in India

Syllabus

(2 Credit)

Unit: 1 Introduction to Retail Industry

Definition of Retail, Present Scenario of Global Retail Industry, Indian Retail Industry: Classification, Present Scenario, Opportunities & Challenges

Unit 2: Retail Formats

Various Types of Retail Formats available in India, Classification and differences between formats, Non-Store Retailing

Unit 3: Retail Pricing Strategies

Leader Pricing, Price Bundling, Discount Pricing, EDLP, Odd Pricing, Psychological Pricing, Bait and switch pricing, Dynamic Pricing, Reference Pricing

Unit: 4 Retail Store Layouts, Design

Definition of Layout, Types of Layout, Store Front & Merchandise display

References:

1. Pradhan, Swapna, Retailing Management: Text & Cases, Tata-McGraw Hill, New Delhi.
2. Levy, Michael and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Berman, Berry and Evans, 9th edition, Retail Management: A Strategic Approach, Pearson Education

Syllabus

Certificate Course in

Professional Development and Personal Branding- Level 2

Objective of the course:

1. Aligned career goals with personal strengths, values, and aspirations.
2. Improved networking and relationship-building abilities.
3. Stronger personal brand.

Content

Level 2 (2 credit)

Module 1: Personal Branding

- Understanding the concept of personal branding
- Identifying personal brand attributes and values
- Crafting a personal brand statement
- Building an authentic and consistent online presence
- Leveraging social media for personal branding

Module 2: Career Planning and Management

- Setting SMART career goals
- Exploring career options and opportunities
- Developing a personalized career action plan
- Navigating career transitions effectively

Module 3: Networking and Relationship Building

- Strategies for building professional networks
- Developing effective networking skills
- Leveraging relationships for career growth and opportunities

Module 4 : Practical Tools and Resources for Career Success

- Resume writing and job application strategies
- Interview preparation and techniques
- Personal branding and online presence
- Professional development resources and continuous learning opportunities

References:

- Organisational Behaviour: Text Cases & Games by P Subba Rao (Author)
- "Networking Like a Pro: Turning Contacts into Connections" by Ivan Misner and Brian Hilliard (Publication: Entrepreneur Press)
- Personal Branding for Dummies by Susan Chritton
- "What Color Is Your Parachute? 2022: Your Guide to a Lifetime of Meaningful Work and Career Success" by Richard N. Bolles (Publication: Ten Speed Press)

Veer Narmad South Gujarat University Bachelor of Business Administration -Semester 3	
CourseTitle	ENGLISH COMMUNICATION SKILLS -I

CourseOutcomes:

- CO1:** Identify deviant use of English both in written and spoken forms and understand the importance of writing in academic life
CO2: Reorganize and correct the errors of usage to write simple sentences without committing errors of spelling and grammar
CO3: Assess their own ability to improve the competence in using the language
CO4: Understand and appreciate English spoken by people from different regions and read independently unfamiliar texts with comprehension
CO5: Use language for speaking with confidence in an intelligible and acceptable manner
CO6: Understand the importance of reading for life and develop an interest for reading

UnitNo.	Conte	
Unit-1	Grammar: introduction to the sentence structure in English	5
	Grammar: introduction to articles	
	Grammar: introduction to parts of speech	
	Grammar: common errors	
Unit-2	Listening Skills: introduction to the importance of listening skills	6
	Listening Skills: types of listening- informational, critical, empathetic listening	
	Listening Skills: problems of listening to unfamiliar dialects	
Unit-3	Speaking Skills: aspects of pronunciation, introduction to vowels, consonants and diphthongs,	5
	Speaking Skills: fluency in speaking, intelligibility in speaking	
	Reading Skills: introduction to reading skills, types of texts - narrative, descriptive, extrapolative,	
	Reading Skills: essential skills for reading comprehension-decoding, fluency, vocabulary, reasoning and background knowledge	
Unit-4	Writing Skills: introduction to writing skills, cohesion and coherence, expansion of given sentence	4
	Writing Skills: reorganizing jumbled sentences into a coherent paragraph, paragraph writing	
	Composition: introduction to letter writing, types of letters, notices, complaints, appreciation, conveying sympathies	

READINGS:

1. OXFORD PRACTICE GRAMMAR by JOHN EASTWOOD, OXFORD UNIVERSITY PRESS
2. TEXT BOOK OF ENGLISH PHONETICS FOR INDIAN STUDENTS by BALASUBRAMANIAN, LAKSHMI PUBLICATIONS
3. OXFORD ADVANCED LEARNER'S DICTIONARY OF ENGLISH by DEUTER, M ET.AL (, OXFORD UNIVERSITY PRESS
4. INTERMEDIATE GRAMMAR, USAGE AND COMPOSITION by TOCKOO, M.L., A.E. SUBRAMANIAM, P.R. SUBRAMANIAM, ORIENT BLACK SWAN

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વીર નર્મદ દક્ષિણ ગુજરાત વિશ્વવિદ્યાલય

અભ્યાસક્રમ : 'ભારતીય જ્ઞાન પરંપરા પ્રવિષ્ટિ'

સેમેસ્ટર-૩ વર્ષ: ૨૦૨૪-૨૫

એકેડેમિક ડાઉન્સિલ તા. 15-06 -2024

બાબત.....૧૭.....બિડાણ/પરિશિષ્ટ.....15.....

ક્રેડિટ : ૨

કુલ કલાકો : ૩૦

યુનિટ	વિષય
૧	➤ ભારતીય વાંગ્મય અને અષ્ટાદશ વિદ્યાસ્થાન ➤ લોકજીવન અને વાર્ષિક પરંપરાઓમાં ભારતીય જ્ઞાન પરંપરા ➤ ભારતીય જ્ઞાન પરંપરાની વૈશ્વિક આવશ્યકતા ➤ ભારતીય જ્ઞાન પરંપરા હાસનાં કારણો અને પુર્નજાગરણ • વિદેશી આક્રમણોથી ઉઠીવેલ અસ્થિરતા • અંગ્રેજો દ્વારા બિનઔદ્યોગિકીકરણ
૨	➤ ભારતીય જ્ઞાન પરંપરામાં સામાજિક વ્યવસ્થાઓ અને કળા • વ્યક્તિ,કુટુંબ,લોક,રાજ્ય અને રાષ્ટ્ર , • નૃત્ય, સંગીત, સ્થાપત્ય કળાઓ. ➤ પ્રાચીન ભારતમાં વિજ્ઞાન અને પ્રોદ્યોગિકી • કૃષિવિજ્ઞાન, ધાતુશાસ્ત્ર, ખગોળવિજ્ઞાન, વસ્ત્ર ઉદ્યોગ ➤ ભારતીય પરંપરામાં અર્થ વિચાર અને સંચાલન • આચાર્ય કૌટિલ્યનું અર્થશાસ્ત્ર

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જવળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોલ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહ, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.

Veer Narmad South Gujarat University

Syllabus: Bharatiya Knowledge System / Bhartiya Gyan Parampara

Semester-3 Year: 2024-25

Credit: 02

Total Hours :30

Unit	Subject
1	➤ Bharatiya Vangmay and Aṣṭādaśa-vidyās (Bharatiya Literature and the Eighteen Sciences) ➤ Bharatiya knowledge tradition in Bharatiya folk life and its oral tradition. ➤ The global necessity, importance, and relevance of Bharatiya knowledge traditions. ➤ Reasons for the decline and revival of Bharatiya knowledge traditions: ▪ Instability due to foreign invasions. ▪ Deindustrialization by the British.
2	➤ Social Systems and Arts in Bharatiya Knowledge Traditions ○ Social structures including family, community, state, and Nation. ○ Arts such as dance, music, and architecture. ➤ Ancient Bharatiya Science and Technology ○ Exploration of fields such as agriculture, metallurgy, astronomy, and the textile industry. ➤ Economic Thoughts and Administration in Bharatiya Traditions ○ Insights from texts like Kautilya's Arthashastra.

સંદર્ભ ગ્રંથ:

૧. સુરેશ સોની, ભારતમાં વિજ્ઞાનની ઉજ્જવળ પરંપરા, સાહિત્ય, સાધના ટ્રસ્ટ.
૨. પ્રશાંત પોળ, ભારતીય જ્ઞાનનો ખજાનો, ભારત શોધ સંસ્થાન.
૩. ઓમપ્રકાશ પાંડે, ભારત વૈભવ રાષ્ટ્રીય પુસ્તક ન્યાસ ભારત.
૪. Soni Suresh, India's Glorious Scientific traditional , Prabhat Prakashan, 2020.
૫. Treasure Trove of Indian Knowledge: Discovering India's Rich Intellectual Heritage by Prashant Pole.
૬. રાકેશ સિંહ, ભારતીય જ્ઞાન પરંપરા, ભારતીય વિચારમંચ.