



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, AICTE ના અભ્યાસક્રમને ધ્યાને લેતાં B.B.A. Sem.-1 અને 2 નો અભ્યાસક્રમ શૈક્ષણિક વર્ષ ૨૦૨૫-૨૬ થી અમલ કરવા સંદર્ભે વિચારણા કરતાં બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિની તા. ૧૩/૦૩/૨૦૨૫ ની સભાના ઠરાવ ક્રમાંક:૦૬ થી કરેલ ભલામણ સ્વીકારી મેનેજમેન્ટ વિદ્યાશાખાની તા. ૧૮/૦૪/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક: ૨ થી કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૦૫/૦૫/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંક: ૩૪ થી સ્વીકારી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૧૧૭૨૪/૨૦૨૫

તા.૨૮-૦૫-૨૦૨૫

W. P. S.
કુલસચિવ

પ્રતિ,

૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.

.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
AICTE- Based Semester wise Structure and Curriculum
for FYBBA Sem-1 And Sem-2
(With Effect from AY 2025-26)

SEMESTER - I

SEMESTER – I						
S. No.	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1 MAJOR	CC-101	Principles and Practices of Management	3	1	0	4
2 MDC	CCC-104	Business Communication-I	3	1	0	4
3 MAJOR	CC-102	Financial accounting	3	1	0	4
4 MINOR	CC-103	Business Statistics and Logic	3	1	0	4
5 VAC	VAC-101	Bhartiya Gyan Parampara – An introduction	2	0	0	2
6 SEC	SEC-101	Environmental Science and sustainability	2	0	0	2
7 AEC	AEC-101	Ability Enhancement Course –Gujarati -1 OR Ability Enhancement Course –Hindi -1	1	1	0	2
TOTAL						22

SEMESTER II

S. No.	Course Code	Course Title	L	T	P	Credit
1 MAJOR	CC-201	Human Behaviour and Organization	3	1	0	4
2 MAJOR	CC-202	Marketing Management	3	1	0	4
3 MDC	CC-203	Business Economics	3	1	0	4
5 MINOR	CC-204	Media Literacy and Critical Thinking	3	1	0	4
4 SEC	SEC-201	Emerging Technologies and application	1	0	2	2
6 VAC	VAC-201	Indian Constitution and Business in India (Bhartiya Bandharan Bhartiya Vyavsay)	2	0	0	2
7 AEC	AEC201	Ability Enhancement Course –Gujarati -2 OR Ability Enhancement Course –Hindi -2	1	1	0	2
TOTAL						22

After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time.

An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded, if a student wishes to exit at the end of First year. [Exit Criteria after First Year of BBA Programme](#)

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprentice- ship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Bachelor of Business Administration (BBA)
AICTE- Based syllabus

FOR F.Y BBA SEMESTER – I

Principles and Practices of Management

F.Y BBA SEMESTER – I MAJOR CC101	Principles and Practices of Management	4L:0T:0P	4Credits
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Course Description:

This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.

Course Objectives:

1. Course To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership.

Content:

Unit 1: Introduction to Management

Definition, features of management, management and administration, role of managers and managerial skills; Management thoughts: Empirical, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach; Management as a science and an art; Functions of management (POSDCoRB)

Unit 2: Planning, Organizing and Staffing

Meaning, Importance of planning in management; Types of plans: Strategic, tactical, operational ; Planning process ; Decision- making- process; Organizing – meaning And process; types of organizational structures: Functional, Line, Line &Staff,

Matrix, Committee, Delegation of authority - Process, principles, Blocks to effective delegation., Centralization and Decentralization (Benefits and Limitations); Meaning and Importance of staffing – Difference between Recruitment and Selection, Sources of Recruitment

Unit 3: Leading, Directing and Controlling

Meaning, Features, Principles of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Controlling-meaning and controlling process, Methods of controlling : TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting

Unit 4: Strategic Management, Ethics and Social Responsibility

Meaning of strategic management, brief idea about SWOT analysis. Ethical issues in management, brief concept of Corporate social responsibility (CSR), brief concept of Sustainable management practices.

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* / F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>
2. *ATH Technologies* by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya*

Bhaskarbhai Hardikar / Mukund Dixit, Sanjay Verma / IIM Ahmedabad /
A00135-PDF-ENG /

<https://hbsp.harvard.edu/product/A00135-PDF-ENG?>

8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* / Veena Vohra, Seema Khanvilkar / Ivey Publishing / W28410-PDF-ENG
[/https://hbsp.harvard.edu/product/W28410-PDF-ENG?](https://hbsp.harvard.edu/product/W28410-PDF-ENG?)
9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG |
<https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity?* By Mayo (2024)
<https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures*
(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG |
<https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C_Organizational_Change_and_CEOs/LDS0028.htm

Course Outcomes:

1. Demonstrate how management principles are used to solve practical business problems
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.

Business Communication-I

F.Y BBA SEMESTER – I Multidisciplinary course (MDC) CC104	Business Communication-I	1L:1T:0P	4 Credits
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Course Description:

This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.

Course Objectives:

1. To understand the concept, process, and importance of Business Communication.
2. To help students in understanding the basic principles and techniques of business communication.
3. To train students to acquire and master written communication for the corporate world.
4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.

Course Content:**Unit 1: Introduction to Communication in Organizations**

Introduction to Business Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills

Unit 2: Written Communication

Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.

Unit 3 - Interpersonal Communication

Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); Power point presentation skills; brief idea about contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)

Unit 4 - Digital Communication

Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L.,Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.
<https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press| BEP336-PDF-ENG |
<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG|
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG |
<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

Course Outcomes:

1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.
2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.
4. Able to present in front of audience with confidence and expertise.

Financial Accounting

FYBBA SEMESTER – 1 MAJOR CC102	Financial Accounting	4L:0T:0P	4 Credits
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Course Description:

This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.

Course Objectives:

1. To provide an understanding of application of various principles and practice of Accounting.
2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.
3. To apply the knowledge of systematic maintenance of books of accounts to real life business.
4. To estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Content:

Unit- I: Introduction to Accounting, Accounting system and process

Meaning of Financial Accounting, advantages and limitations of accounting, Accounting standards in India and International (outline), Branches of Accounting, Brief introduction on IFRS & IND AS (Only list of Indian accounting standards), Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.

Unit - II: Recording transactions and Trial balance

Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.

Unit – III: Final Accounts

Final Accounts of Sole Trader (Numeric), Final accounts of Company as per Company Act 2013(Only Format)

Unit - IV: Element of cost accounting

Conceptual Meaning of Cost Accounting (CA) , Advantages and Limitations of CA, Concepts of Costs, Methods of Costing, Preparation of Cost Sheet(Numeric), Stock Register (First In First Out Method, Last In First Out Method, Weighted Average Method) (Numeric).

Text Books (Latest Editions):

1. Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company

Course Outcomes:

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting statements.
 2. Demonstrate the knowledge on the process of accounting cycle.
 3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
 4. Estimate Annual Financial statements of Sole proprietorship and Company form of business.
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Business Statistics and Logic

FYBBA SEMESTER -1 MINOR CC103	Business Statistics and Logic	3L:1T:0P	4 Credits
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Course Description:

Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate's arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.

Business Statistics helps us to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.

Course Objectives:

1. To establish importance of logical reasoning in human inquiry.
2. To demonstrate data handling skills and summarize data with clarity.
3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.
4. To understand business problems and make decisions using appropriate statistical models and explain trends.
5. To demonstrate the knowledge on the process of organizing a data and conduct

Pedagogy: This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.

Unit – I: Measures of Central Tendency, Dispersion

Measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode of grouped and Ungrouped data, meaning of partition values- quartiles, deciles, percentiles,

Measures of dispersion - range, quartile deviation, mean deviation , standard deviation and coefficient of variation

Unit – II: Correlation and Regression

Correlations : Meaning, definition and use of correlation, difference between Correlation and Causation, Properties Of Correlation, practical examples on Karl person's method and Rank Correlation

Linear regression- meaning , comparison between correlation and regression, , Properties Of regression. Least Square Method of fitting Best line, Practical examples of Linear Regression

Unit – III: Probability and Probability distributions

Introduction to probability, basic concepts of probability- classical definition, probability distributions – binomial, poisson and normal distributions, expected value.

Unit-IV: Introduction to Logic

Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.

Practical Component:

Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air

quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.

Readings:

Textbooks (Latest Editions):

1. Levin R. I.& Rubin D. S. *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi. *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta. *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta. *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma, Gupta, *The Practice of Business Statistics*, Khanna Publishing House.
6. Sharma J.K. *Business Statistics*, Vikas Publishing House

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations

can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.

- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

Course Learning Outcomes:

On having completed this course student should be able to:

1. Demonstrate data handling skills with clarity and logical reasoning.
2. Outline the relevant concepts of Statistics to a given context/business scenario
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Explain data trends using appropriate statistical models.

Bhartiya Gyan Parampara – An Introduction

FYBBA SEMESTER – 1 VAC 101	Bhartiya Gyan Parampara – An introduction	2L:0T:0P	2 Credits
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Unit -1	Bharatiya Knowledge Systems and Tradition
	➤ Self – Revelation of Bharat. ➤ Knowledge Tradition of Glorious Bharat. ➤ The Sublime Journey of Bharatiya Culture & Civilization. ➤ Dissemination and contribution of Bharatiya Knowledge systems in the world Glorious tradition of Science and Art in Bharat.
Unit -2	The Way of Life/ Jivan Darshan in Bharatiya Knowledge Systems
	➤ Way of life as Bharatiya Knowledge Systems. ➤ The Implicit Concepts in Bharatiya Knowledge Systems. Birth, Death, Rebirth, Law of Karma, Idea of Sukhha, ➤ Social Viewpoint in Bharatiya Knowledge systems. ➤ Co - existence of Nature and Human Nature, Manifold Paths of Upasana, Value co-Existence- Ritam. ➤ Idea of Vasudhaivkutumbkam.

Objectives

- To uphold perspective and reception of the Indian knowledge system among the students.
- To acquaint students to the real essence of Bharat and what is actually Bharatiya Asmita.
- To cultivate the understanding of the concept of traditional knowledge and its importance among the students.

- To provide a platform for discussion, exchange of ideas, and engagement on the Indian knowledge system.
- To explore the contemporary relevance and application of Indian knowledge systems in society and academia.
- Creating sensitivity towards knowing the need and importance of protecting traditional knowledge.

Outcomes

- Students will have an understanding of the basics of the Indian knowledge system and its relevance and applications to various fields.
- This will ideally also inspire future research and applications of these systems in their respective academic disciplines.
- IKS can enhance a student's creative skills by allowing them to inculcate novel thought process.
- Additionally, it will help the students build their self-confidence.
- It will enhance their aesthetic creativity by nurturing them to be more open-minded and confident.

Reference Books:

1. Kapoor Kapil, Singh Avadhesh (2021). "Indian Knowledge Systems Vol – I & II", Indian Institute of Advanced Study, Shimla, H.P.
2. B. Mahadevan, Introduction to Indian Knowledge Systems, IISC Bangalore
3. R. C. Majumdar, Ancient India, Motilal Banarsidas, Publishers, New Delhi, First edition , Vransi 1952, reprint 2003.

4. Basham, A.L. (ed.). A Cultural History of India, New Delhi, Oxford University Press, 1975.
5. Sri Aurobindo, The Foundation of Indian Culture, SABDA, Sri Aurobindo Ashram, Pondicherry, 1972. Also available in Gujarati Translation as “ Bhatatiya Sanskruti Na Paya.”
6. Sri Aurobindo, India’s Rebirth, SABDA, Sri Aurobindo Ashram, Pondicherry, 1972.
7. Swami Vivekananda, Bharat Ma Apela Bhashano, Books Libraria, 2020
8. Sharad Hebalkar, Bharatiya Sanskruti No Vishva Sanchar, Sahitya Sadhana Trust, Ahmedabad, 2004.
9. Sri Aurobindo and The Mother, Char Tapasyao ane Char Mukti, SABDA, Sri Aurobindo Ashram, Pondicherry.
10. Swami Vivekananda, Sapanao Nu Bharat, Diamond Books, New Delhi.
11. B S Shah, Shikshan Chintakonu Shikshan Darshan, B S Shah Prakashan,
12. V H Patel, Hindu Dharma Ni Mahanata, Pravin Prakashan, Rajkot, 2015
13. V K Bhatt, Sri Aravind Nu Tatva Darshan, University Granth Nirmana Board, Gandhinagar.
14. Katdare Indumati, Kutumb Aur Kutumb Shiksha, Punarutthan Vidyapith, Ahmedabad.

Environmental Science and Sustainability

FYBBA SEMESTER- 1 SEC 101	Environmental Science and Sustainability	2L:0T:0P	2 Credits
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Course description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Content:

Unit 1: Understanding Environment, Natural Resources, and Sustainability

Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment

relationship. Concept of sustainability;

Natural resources and associated problems, Non-renewable Resources, Renewable Resources - A) Forest resources B) Water resources, C) Mineral resources, D) Food resources, E) Energy resources F) Land resources, Role of an individual in conservation of natural resources

Unit 2: Ecosystems, Biodiversity, and Sustainable Practices

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem-1.The water cycle, 2.The Carbon cycle, 3.The Oxygen cycle, 4, The Nitrogen cycle, 5.The energy cycle, 6.Integration of cycles in nature, Ecological succession, Food chains

The importance of biodiversity, the threats it faces, and the methods used for its conservation.

Unit 3: Environmental Pollution, Waste Management, and Sustainable Development

Definition, Causes, effects and control measures of - Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes

Disaster management: floods, earthquake, cyclone and landslides. From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, water shed management

Unit 4: Social Issues, Legislation, and Practical Applications

Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981.

Readings:

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies*, Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental studies: from crisis to cure*, Oxford University Press.

- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*. Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed.). Pearson.

References

Web links:

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/king/ecosystem/ecosystem.html>

Course Outcome(s):

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT SYLLABUS						
Program Name	Bachelor of Business Administration (HINDI)					
Semester	सेमेस्टर-1					
NCrF Credit Level	4.5					
Course Type	AEC					
Course Subtype	Employability					
Subject Type	Discipline Specific					
Course Code	AEC - 1					
Course Level	100					
Course Title	योग्यता वर्धन पाठ्यक्रम					
Credit	Theory:	2	Practical:	0	Total:	2
Effective From	Academic Year: 2026-27 से					
Course Outcomes	CO1 : वर्णमाला-स्वर और व्यंजन का परिचय, शब्द-ज्ञान, पर्याय, विलोम, अनेकार्थी, समश्रुतशब्दों का परिचय को समझना उसका अध्ययन — छात्र हिंदी शब्द भंडार को समझने में सक्षम होंगे। CO2 : भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन को छात्र पहचान सकेंगे।					
Course Content	Unit 1 : . वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग। शब्द-ज्ञान, पर्याय, विलोम, अनेकार्थी, समश्रुतशब्दों का परिचय। विरामचिन्ह, कहावत और मुहावरों का वाक्य में प्रयोग। Unit 2 : भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध लेखन।					
Mapping between Cos and PSOs		PSO1	PSO2			
	CO1	√				
	CO2		√			
Reference Books	- हिंदी व्याकरण-कामता प्रसाद गुरु - हिंदी व्याकरण-डॉ. उमेशचंद्र शुक्ल - प्रशासनिक एवं कार्यालयी हिंदी – डॉ.रामप्रकाश एवं डॉ.दिनेशकुमार गुप्त - आधुनिक हिंदी व्याकरण और रचना – डॉ.वसुदेव नंदनप्रसाद - हिंदी रूप-रचना भाग 1-2 लोकभारती प्रकाशन, इलाहाबाद - हिंदी व्याकरण:प्रबोध एवं रचना-डॉ.विजयपाल सिंह (जयभारती प्रकाशन, इलाहाबाद)					
Teaching Methodology	व्याख्यान पद्धति, ब्लैक-बोर्ड पद्धति ,सामूहिक-चर्चा ,प्रश्नोत्तरी,पीपीटी द्वारा ,श्रव्य-दृश्य माध्यम ,कथोपकथन द्वारा, असाइमेंट द्वारा					
Evaluation Method	Internal Assessment: <u>25</u> Marks External Assessment: <u>25</u> Marks					

એફ.વાય.બી.એ./બી.કોમ./બી.બી.એ./બી.સી.એ./બી.એસસી.(સેમેસ્ટર-૧)

વર્ષ ૨૦૨૬ -૨૦૨૭ , ૨૦૨૭ -૨૦૨૮ , ૨૦૨૮ -૨૦૨૯

ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે , સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. શબ્દકોશ જોતા શીખવવું

(અ) સમાનાર્થી શબ્દો

(બ) વિરુદ્ધાર્થી શબ્દો

(ક) શબ્દ એક અર્થ અનેક

એકમ -૨. નામ , સર્વનામ, વિરામચિહ્ન

એકમ -૩. વિચાર વિસ્તાર

સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગૂજરાત વિદ્યાપીઠ , અમદાવાદ.
 ૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર
 ૩. ભગવદ્ ગો- મંડળ (ભાગ-૧ થી ૯) સં.: મહારાજ ભગવતસિંહ,પ્રવીણ પુસ્તક ભંડાર, રાજકોટ
 ૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભાંડારી, પિંકી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ
 ૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ
 ૬. સાહિત્યાયન - બાબુ દાવલપુરા , પાર્શ્વ પબ્લિકેશન, અમદાવાદ
 ૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાઠોડ,ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ
 ૮. વ્યાકરણવિમર્શ - ઊર્મિ ઘનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.
 ૯. આદર્શ ગુજરાતી વ્યાકરણ - ડૉ. વિશ્વનાથ પટેલ , ડૉ.બળવંત તેજાણી, આદર્શ સાહિત્ય સદન.
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