

Veer Narmad South Gujarat University

DSCC 8 - International Business Environment

Course	SYBBA SEMESTER - IV
Course Title	International Business Environment
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To make students understand various factors in the international environment that affects the business.
Course Objective	To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy
Course Outcome	The students will be acquainted with the domestic as well as international factors that affect the business.

COURSE CONTENT

Unit 1 Introduction to Globalization (20%)

- Globalization: Introduction to Globalization, What is globalization?
- The globalization of Markets
- The globalization of productions
- Drivers of globalization

Unit 2 Differences in Political Legal & Economic Environment (20%)

- Introduction
- Nationwide Differences in Political Systems
- Economic Systems
- Legal Systems

- Differences in Contract Law, Property Rights

Unit 3 Differences in Cultural Environment (20%)

- Differences in Culture: Introduction, Values and Norms, Culture, Society and the Nation state,
- Culture and the workplace
- Implications for Managers

Unit 4 Ethics in International Business (20%)

- Introduction
- Ethical Issues in International Business
- Ethical Dilemmas
- The roots of Unethical Behaviour
- Ethical decision-making

Unit 5 Open Economy Management (20%)

- Open Economy Management. Balance of payments,
- Role of Foreign Trade & Policy
- Role of Foreign Capital & Policy
- Exchange Rate Policy and Exchange Controls
- Regional Integration: EU etc. World Trade Organization, World Bank, IMF, etc,
- Other Global Orientation of Indian Economy: Growth and evolution of Indian MNC's
- SAARC, ASEAN and India

Suggested Reading:

1. Francis Cherunillam, International Business, Himalaya Publications
2. Hill C., Jain A.,(2009), International Business - Competing in the global marketplace Sixth edition, Tata McGraw Hill, NewDelhi
3. International Business Environment , Snehal Mistry, Jump2 Learn Publication
4. V.K.Puri: Indian Economy, Himalaya Publishing House

Veer Narmad South Gujarat University

DSCC 9 - Production & Operations Management

Course	SYBBA SEMESTER – IV
Course Title	Production & Operations Management
Credit	4
Teaching per Week	4
Review / Revision	November, 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	This course provides students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.
Course Objective	To expose students to the basics of Operations Management To understand basic management of manufacturing processes They must appreciate that fundamentals of Operations Management are also applicable to production of services They should also be exposed to quality assurance techniques.
Course Outcome	The students will get the knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.

COURSE CONTENT

Unit 1 Introduction to Production Management (15%)

- Definition of Production, Production Management, Operations, Operations Management,
- Difference between Production and Operations,
- Scope of Operations Management,
- Significance of Operations management,
- Different Types of Production Systems – Continuous, Intermittent and their sub-types with merits and demerits, Differentiate between Continuous and Intermittent production system

Unit 2 Plant Layout and Material Handling (15%)

- Plant Layout: Definition, Factors affecting choice of layout,
- Types of Plant layouts (Process, Product, Fixed Position, Cellular, Combination / Hybrid, Service Layout),
- Principles of a good plant layout,

- Material Handling: Definitions,
- Types of Material Handling Equipment,
- Principles of Material Handling

Unit 3 Inventory Control (With Numerical) (25%)

- Definition of Inventory and Inventory Control, Types of Inventory,
- Various Classification of Inventory Control: ABC Analysis, VED Analysis, FSN Analysis,
- Cost Associated with Inventory Control, Basic EOQ Model (With formula derivation) & Its Assumptions
- Minimum level, Maximum level, Reorder level, Lead time, Safety Stock,
- ERLQ model (with formula derivation) and its assumptions
- Numerical Problems on Basic EOQ Model, EOQ model with price discounts, Different inventory levels, Basic ERLQ model

Unit 4 Production Planning (With Numerical) (25%)

- Definition of Production Planning, Only Meaning of Aggregate Production Planning,
- Master Production Schedule: Definition, Flow Chart, General Explanation, Functions, Process
- Material Requirement Planning: Definitions, Flowchart, Inputs and Outputs
- Capacity Requirement Planning: Definition, Flow Chart, General Understanding, Inputs and Outputs, Methods of Capacity Adjustments,
- Scheduling: Definition, Concept of Backward and Forward, Priority Sequencing Rules
- Numerical on: Assignment Problems (Hungarian Method Upto Order 5 Matrix); Priority Sequencing Rules – SPT,LPT, EDD,CR,LS,FCFS; Johnson's Rule Problems ('n' jobs and 2 machines)

Unit 5 Work Study (With Numerical) (20%)

- Definition and Concept of Work Study, Basic Procedure of Work Study
- Method Study: Concept, Symbols used in Method Study
- Recording Techniques in Method Study (Operation Process Chart, Flow Process Chart, Two Handed Process Chart, Multiple Activity Chart, SIMO Chart only), Understanding of THERBLIGs
- Time Study (Work Measurement), Definitions, Process (Only Stop Watch Method), Various types of Allowances,
- Numerical Problems: Man-Machine Charts (Up to One Worker-One Machine; Upto 8 activities), Calculations of Standard Time, Normal Time and Allowances

Suggested Reading:

1. Operations Management- By Joseph Monks , McGrawHill
2. Operations management – By Everett Adams,PHI
3. Operations Management – By Martinich,PHI
4. Operations Management – By Krajewski,PHI
5. Operations Management – By William Stevenson, McGrawHill
6. Operations Management – By Russell &Taylor
7. Work Study: ILO, Geneva (For Unit5)
8. Production and Operations Management by K. Ashwatthappa

Veer Narmad South Gujarat University

DSCC 10 : Entrepreneurship Development

Course	SYBBA SEMESTER – IV
Course Title	Entrepreneurship Development
Credit	4
Teaching per Week	4 Hours
Review / Revision	November 2024
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To inculcate in students entrepreneurial attitude and motivate them to become self employed.
Course Objective	To introduce to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, managing family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.
Course Outcome	Students will be aware about various qualities and knowledge required for becoming successful entrepreneurs.

COURSE CONTENT

Unit-1 Entrepreneurial Management

(35%)

- Definition, Functions & qualities of entrepreneur
- Difference between entrepreneur and manager
- Definition of entrepreneurship & barriers
- Types of entrepreneurs
- Development of entrepreneurship(Entrepreneurship development program),CED, EDII
- The evolution of the concept of entrepreneurship
- John Kao's Model on Entrepreneurship, Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership
- Strategic planning for business
- Steps in strategic planning, managing growth; Harvesting and Exit Strategies
- Corporate Entrepreneurship
- Motivation of Entrepreneurship, McClelland Theory

Unit-2 Social Entrepreneurship

(30%)

- Introduction to Social Entrepreneurship
- Characteristics and Role of Social Entrepreneurs
- Innovation and Entrepreneurship in a Social Context
- Start-Up and Early-Stage Venture

- Issues in creating and Sustaining a Non-profits Organization
- Financing and Risks
- Business Strategies and Scaling up

Unit-3 Family Business and Women Entrepreneurship

(35%)

- Family Business: Concept, structure and kinds of family firms
- Culture and evolution of family firm
- Managing Business, family and shareholder relationships
- Conflict and conflict resolution in family firms
- Managing Leadership, succession and continuity
- Encouraging change in the family business system
- Women Entrepreneurship: Definition, Introduction to some of the support schemes, Problems faced by women entrepreneurs

Suggested Readings

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and Entrepreneurship: Practice and Principles. USA:Elsevier.
3. Gersick, K.E., Davis, J.A., Hampton, M.M., & Lansberg, I. (1997) Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P.(2003). Corporate creativity. New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A.(Ed.).(2006).Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.
11. Scarborough & Zimmerer, Effective Small Business Management
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard business Press.

Veer Narmad South Gujarat University
Bachelor of Business Administration Semester IV
OEC - Personal Wealth Management

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Insurance Planning and Investment Planning	10
3	Financial Mathematics/Tax and Estate Planning	10
4	Retirement Planning/Income Streams & Tax Savings Schemes	10
Total		40

Objectives

SN	Objectives
1	To provide an overview of various aspects related to wealth management
2	To study the relevance and importance of Insurance in wealth management
3	To acquaint the learners with issues related to taxation in wealth management
4	To understand various components of retirement planning

SN	Modules/ Units
1	Introduction a) Introduction To Wealth Management: - Meaning of WM, Scope of WM, Components of WM, Process of WM, WM Needs & Expectation of Clients, Code of Ethics for Wealth Manager b) Personal Financial Statement Analysis: - Financial Literacy, Financial Goals and Planning, Cash Flow Analysis, Building Financial Plans, Life Cycle Management. c) Economic Environment Analysis: - Interest Rate, Yield Curves, Real Return, Key Indicators-Leading, Lagging, Concurrent

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2	Insurance Planning and Investment Planning
	a) Insurance Planning: - Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured, Types of life Insurance Policies, Types of General Insurance Policies, Health Insurance – Mediciam – Calculation of Human Life Value- Belth Method/CPT b) Investment Planning: - Types of Investment Risk, Risk Profiling of Investors & Asset Allocation (Life Cycle Model), Asset Allocation Strategies (Strategic, Tactical, Life-Cycle based), Goal-based Financial Planning, Active & Passive Investment Strategies
3	Financial Mathematics/Tax and Estate Planning
	a) Financial Mathematics: - Calculation of Returns (CAGR, Post-tax Return etc.), Total Assets, Net Worth Calculations, Financial Ratios b) Tax and Estate Planning: - Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward & Set-off, Estate Planning Concepts – Types of Will – Requirements of a Valid Will – Trust – Deductions - Exemptions
4	Retirement Planning/ Income Streams & Tax Savings Schemes
	a) Retirement Planning: - Understanding of different Salary Components, Introduction to Retirement Planning, Purpose & Need, Life Cycle Planning, Financial Objectives in Retirement Planning, Wealth Creation (Factors and Principles), Retirement (Evaluation & Planning), Pre & Post-Retirement Strategies- Tax Treatment b) Income Streams & Tax Savings Schemes: - Pension Schemes, Annuities- Types of Annuities, Various Income Tax Savings Schemes
	Reference Books: 1. Wealth Management, Pawan Jabak, Himalaya Publishing 2. Wealth Management, dun and Broadstreet, McGraw Hill Publication

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Veer Narmad South Gujarat University Bachelor of Business Administration Semester 4	
Course Title	ADVANCED ENGLISH COMMUNICATION SKILLS(MEL-II)

Course Outcomes:

CO1: Read and understand longer pieces of discourse independently

CO2: Read and compare two texts for evaluating them

CO3: Summarise a text for the benefit of peers orally or in writing

CO4: Write a review of a text read for academic purpose or pleasure

CO5: Understand the purpose and process of communication

Unit No.	Content	
Unit-1	Reading texts of different genres and of varying length	<u>5</u>
	Different strategies of comprehension	
	Reading and interpreting non-linguistic text	
	Reading and understanding incomplete texts (Cloze of varying lengths and gaps; distorted texts.)	
Unit-2	Analysing a topic for an essay or a report	<u>5</u>
	Editing the drafts arrived at and preparing the final draft	
	Re-draft a piece of text with a different perspective (Manipulation exercise)	
	Summarise a piece of prose or poetry	
Unit-3	Using phrases, idioms and punctuation appropriately	<u>6</u>
	Introduction to communication – principles and process	
	Types of communication – verbal and non-verbal	
Unit-4	Identifying and overcoming problems of communication	<u>4</u>
	Communicative competence	
	Cross-cultural communication	

READINGS:

1. Bailey, Stephen (2003). Academic Writing. London and New York, Routledge.
2. Department of English, Delhi University (2006). Fluency in English Part II. New Delhi, OUP
3. Grellet, F (1981). Developing Reading Skills: A Practical Guide to Reading Skills. New York, CUP
4. Hedge, T. (2005). Writing. London, OUP
5. Kumar, S and PushpLata (2015). Communication Skills. New Delhi, OUP
6. Lazar, G. (2010). Literature and Language Teaching. Cambridge, CUP
7. Nuttall, C (1996). Teaching Reading Skills in a Foreign Language. London, Macmillan

Signature

SYLLABUS

Short term Course On Material and Inventory Management

A short-term course on Material and Inventory Management. The course will give an understanding of different elements to be included in handling material and inventory.

Outcome of the course:

1. It will make students know about the meaning and importance of material and inventory management.
2. It will help students to know about the ordering, stocking, storing, and utilizing of inventory.
3. It will develop inventory management skills in students.
4. It will help students to practically know about the different levels of stores to be purchased, issued and stored.

Syllabus

Unit: 1 Material Procurement Procedures- Meaning of Raw Material, Bill of Material, Purchase Requisition, Purchase Order, Material Inspection Note, Goods Received Note, Stores Requisition Note, Material Transfer Note, Material Return Note, Bin Card, Stores Ledger

Unit: 2 Material Issues and Shortage- Methods of Pricing Material Issues (Actual Cost, FIFO, Average Cost Method, Standard Cost Method, Replacement Cost Method, NIFO), Factors Affecting Selection of Pricing Method, Reasons for Stock Discrepancies, Steps to Avoid Stock Discrepancies, Accounting Procedure for Material Shortage.

Unit: 3 Inventory Management- Definition and Meaning of Inventory, Requirements of Stock Control, Impact of Inflation on Inventory Holding

Unit: 4 Inventory Control Techniques- Economic Order Quantity, Pull System in Inventory Control, Fixation of Inventory Levels, VED Analysis, FNSD Analysis, ABC Analysis, Just in Time Inventory Management

References:

- Cost and Management Accounting – Ravi M. Kishore
- Accounting for Management – S. N. Maheshwari
- Modules of CMA

Syllabus

Mastering Google Drive: The Ultimate Beginner's Guide

The course aims to integrate programming skills and teach students how to navigate Google Drive and use tools within Google Drive.

The outcome of the course:

1. Hands-on Google Drive for Education.
2. Navigate Google Drive with Fluency.
3. Understand how to use Google Drive to increase efficiency and productivity.
4. Create and edit documents efficiently using all editing tools.
5. Create and analyse forms and quizzes to collect responses and feedback.

Course Content:

The curriculum is designed in five sections.

Section: 1 Introduction to Google Drive:

1.1 Google Account Signup

- My Drive (Quick Access, Files & Folders)
- Shared with me
- Recent
- Starred
- Trash
- Storage

1.2 Google Drive Functions

- Creating folders
- Uploading files
- Preview
- Sharing
- Moving files to folders
- Renaming files/ folders
- Making a copy of files
- Colouring folders

Section: 2 Google Docs:

- 2.1 Creating a new document
- 2.2 Setting up a Document
- 2.3 Editing a Document
- 2.4 Formatting a Document
- 2.5 Inserting Charts, Images, etc.
- 2.6 Collaboration
- 2.7 Using the revision history tool.

Section: 3 Google Sheets:

- 3.1 Creating a New Sheet
- 3.2 Editing a Spreadsheet

- 3.3 Organizing Data
- 3.4 Formulas, Functions, and Cell References
- 3.5 Creating Charts: Bar Graphs, Pie Charts, and Line Charts
- 3.6 Collaboration: Sharing and Protecting Data

Section: 4 Google Slides:

- 4.1 Presentation Setup, Themes & Layouts
- 4.2 Diagrams & Links
- 4.3 All Things Formatting
- 4.4 Animations & Transitions
- 4.5 Presentation & Sharing

Section: 5 Google Forms:

- 5.1 Form Setup
- 5.2 All Things Questions Part 1: Adding & Editing Questions
- 5.3 All Things Questions Part 2: Question Types
- 5.4 Sections
- 5.5 Themes & Fonts
- 5.6 Transforming Forms into Quizzes
- 5.7 Preview, Sending & Sharing
- 5.8 Collecting & Analysing Responds

References:

- Google Drive: A Beginner's Guide to Google Drive: Master Google Drive, Docs, Sheets and Slides Now by Steven Dota.
- Google Docs Made Easy: Online Collaboration For Everyone (Productivity Apps Made Easy) By James Bernstein.
- Google Drive & Docs In 30 Minutes: The unofficial guide to Google Drive, Docs, Sheets & Slides by Ian Lamont.

Veer Narmad South Gujarat University Surat**Year: 2024-25****VAC:- Sem-4 (ભારતીય મુલ્ય પરંપરા-૨)**

Credit-2

Unit	Subject
1	<u>Stories based on value education in Indian Tradition:</u> ❖ Truth and realisation :The story of Nachiketa(Kathopanishad) ❖ Dharma and Oneness :The Story of Yudhishtir and Yaksha(Mahabharat) ❖ Selflessness and Sacrifice :The story of King Shibi (Vishnu Puran) ❖ Detachment and Wisdom:The story of King Janaka and sage Yajnavalkya (Brihadaranyakopanishad)
2	(A) <u>Six Treasures :</u> 1. Shama(Inner tranquility of mind), 2. Dama(Alignment between mind and senses), 3. Uparati(Interest to do work) 4. Titiksha(Forbearance) 5. Vairagya(Detachment) 6. Viveka(Conscience) <u>Six Enemies:</u> 1. Kama (Desire/lust) 2. Krodha (Anger) 3. Lobha (Greed) 4. Moha (Attachment) 5. Mada (Ego) 6. Matsarya(Jealousy) <u>Chief characteristic features of Dharma and eight major types:</u> <u>Characteristics of Dharma :</u> 1. Dhruti (Patience) 2. Kshama (Forgiveness) 3. Dama (Self-Control) 4. Asteya (Honesty) 5. Shaucha (Sanctity)

6. Indriyanigraha (Control of senses)
7. Dhi (Reason)
8. Vidya (Knowledge or learning)
9. Satyam (Truth)
10. Akrodh (Void of anger)

Types of Dharma:

1. Swadharma (Duty to self)
2. Parivarik Dharma (Duty for family)
3. Samaj Dharma (Duty for society)
4. Rashtra Dharma (Duty for the State)
5. Samshti Dharma (Duty for Community)
6. Yuga Dharma (Duty for Contemporary time)
7. Apad Dharma (Duty at the time of adversity)
8. Rutam (Duty to Natural Order)

(B)

- ❖ नाभिषेको न संस्कारः सिंहस्य क्रियते वने ।
विक्रमार्जितराज्यस्य स्वयमेव मृगेंद्रता॥
- ❖ विद्या विवादाय धनं मदाय शक्तिः परेषां परिपीडनाय ।
खलस्य साधोः विपरीतमेतद् ज्ञानाय दानाय च रक्षणाय
- ❖ अतितृष्णा न कर्तव्या तृष्णां नैव परित्यजेत् ।
शनैः शनैश्च भोक्व्यं स्वयं वित्तमुपार्जितम्॥
- ❖ साहित्य-संगीत कलाविहीनः साक्षात्पशुः पुच्छविषाणहीनः ।
तृणं न खादन्नपि जीवमानः तद्भागधेयं परमं पशूनाम्
- ❖ सुखस्य मूलं धर्मः । धर्मस्य मूलमर्थः ।
अर्थस्य मूलं राज्यम् । राज्यस्य मूलम् इन्द्रियजयः ।
इन्द्रियजयस्य मूलं विनयः । विनयस्य मूलं वृद्धोपसेवः ।
वृद्धोपसेवया विज्ञानम् । विज्ञानेन आत्मानं संपादयेत् ।
संपादितात्मा जितात्मा भवति । जितात्मा सर्वार्थैः संयुज्येत ।

Reference Books

1. S. Vivekananda, The six virtues in Hinduism Ramkrishna ashram, Rupa Publications.
2. S. Sivananda, Shad Sampat : The six divine Qualities, The divine life society.
3. Vardaraja, Subhashita Ratna Kosha.
4. એ. પ્રજાપતિ, સુભાષિત રત્નાવલી, પાર્શ્વ પબ્લીકેશન.
5. Adi Shankaracharya, Vivekchudamani, Advaita Ashram Pub.
6. S. Shivananda, the Upanishads, the Divine life society, 2011.
7. સ્વામી શિવાનંદ, ઉપનિષદોની કહાણીઓ ડિવાઈન લાઈફ સોસાયટી.
8. સી.એલ. મહેતા. ઉપનિષદ કથાઓ અને જ્ઞાન, ગુજરાત ગ્રંથ નિર્માણ બોર્ડ, ૨૦૦૦.
9. સ્વામી વિવેકાનંદ, ધર્મના લક્ષણ, રામક્રિષ્ણ આશ્રમ, ગુજરાત.
10. કવિ નર્મદ, ધર્મના લક્ષણ, નર્મદ સાહિત્ય મંડળ ૨૦૧૦.
11. કે.બી. શર્મા, ધર્મના આઠ પ્રકાર -પ્રાચીન સિદ્ધાંતો, ગુજરાતી ગ્રંથ નિર્માણ બોર્ડ.
12. M. Desai shad Ripus: Path of Self Mastery, Gujarati Granth Nirman Board.
13. રતિલાલ નાયક, ઉપનિષદની અમૃત કથાઓ.શબ્દલોક પ્રકાશન, ૨૦૧૨.
14. S. Ramkrishnananda, Six Enemies of the Mind:The root Causes of all Sufforing, Ramkrishna, Mission, 2009.