



**KSKV KACHCHH UNIVERSITY**

**NATIONAL EDUCATION POLICY 2020**

**STRUCTURE FOR  
BACHELOR OF BUSINESS ADMINISTRATION  
3 YEARS AND 4 YEARS PROGRAMME**

## Guidelines, Rules and Regulations

### 1. Title

The degree shall be titled as 'Bachelors of Business Administration under the Faculty of Commerce with effect from the academic year

**B.B.A. Sem I & II from Academic Year 2023-24**

**B.B.A. Sem III & IV from Academic Year 2024-25**

**B.B.A. Sem V & VI from Academic Year 2025-26**

**B.B.A. Sem VII & VIII from Academic Year 2026-27**

### 2. Program Objectives

The prime objective of this program is to prepare students to develop an understanding about managing a business, to take up start ups and entrepreneurship on the basis of availability of local resources so to help the nation's self-reliance. This program also designs the students to take up jobs in the commerce and industry of local, regional and national repute.

The program is going to develop student to take up higher education and verticals in reputed educational institutes.

## **Program Educational Outcomes (PEOs):**

After completing the B.B.A. course, the students should be able to:

- PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.
- PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any particular activity in a business.
- PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.
- PEO4: Become knowledgeable in specialized area of management like human resource, finance and marketing
- PEO5: To inculcate global view of the industrial and organization establishment and their functions which support the business system.
- PEO6: Demonstrate competency in business disciplines.
- PEO7: Prepare students to undertake post-graduation management programme.

## **Program Outcomes (POs):**

After completing the B.B.A. course, the students would be able to:

- PO1: Identify the different functional aspects of business world and recognize different opportunities of business.
- PO2: Acquire the different employability skills, entrepreneurial skills necessary for the professional attitudes.
- PO3: Recognize and solve business problem in an ethical manner.
- PO4: Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding
- PO5: Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.
- PO6: Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.
- PO7: Develop effective and oral communication especially in business applications, with the use of appropriate technology.

Areas of Specialization: (Discipline Specific Courses: Major Courses)

Candidates can opt for **Major (specialization/Principle) in any one** of the following:

- (A) Advanced Business Management
- (B) Marketing Management
- (C) Finance and Financial Services
- (D) Human Resource Management

Candidates can opt for **Minor (specialization/Principle) in any one** of the following:

- (A) Business Administration
- (B) Marketing Management
- (C) Finance and Financial Services
- (D) Human Resource Management

## **Credit Framework for 3 Years / 4 Years UG Programme**

<b>NCrF Credit Levels</b>	<b>Qualification Title</b>	<b>Credit Requirements</b>	<b>No.of Semesters</b>	<b>Year</b>
4.5	UG Certificate	44	2	1
5.0	UG Diploma	88	4	2
5.5	Three Year Bachelor's Degree	132	6	3
6.0	Bachelor's Degree Honours OR Bachelor's Degree Honours with Research	176	8	4

### 3. Credit distribution chart for B.B.A. Program

#### Arrangement of Credit Distribution Framework for three/four years Honours/Honours with Research Degree Programme with Multiple Entry and Exit Options for all the institutions:

(As per GR No: KCG/admin/2023-24/0607/kh.1, Sachivalaya, Gandhinagar, Date-11/07/2023)

NCrF Credit Level	Semester	Major (Core)	Minor (Elective)	Multi/Inter-disciplinary	AEC	SEC/ Internship	VAC/ IKS	RP/ OJT	Total Credit per Semester	Qualification/ Certificate
4.5 First Year	I	8	4	4	2	2 (SEC)	2 (IKS)	-	22	UG Certificate
	II	8	4	4	2	2 (SEC)	2 (VAC)	-	22	
1 <sup>st</sup> Year Total Credits		16	8	8	4	4	4	-	44	
<b>Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level</b>										
5.0 Second Year	III	12	-	4	2	2 (SEC)	2 (IKS)	-	22	UG Diploma
	IV	12	4	-	2	2 (SEC)	2 (VAC)	-	22	
2 <sup>nd</sup> Year Total Credits		40	12	12	8	8	8	-	88	
<b>Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level</b>										
5.5 Third Year	V	12	8	-	-	2 (SEC)	-	-	22	UG Degree
	VI	12	4	-	2	4 (Internship)	-	-	22	
3 <sup>rd</sup> Year Total Credits		64	24	12	10	14	8	-	132	
<b>Award of UG Degree in Major course with 132 credits and Internship in core discipline OR continue with Major and Minor course for the next NCrF credit level</b>										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (OJT)	22	UG Honours Degree
	VIII	12	4	-	-	-	-	6 (OJT)	22	
4 <sup>th</sup> Year Total Credits		88	32	12	10	14	8	12	176	
<b>Award of UG Honours Degree in Major course with total 176 credits</b>										
6.0 Fourth Year	VII	12	4	-	-	-	-	6 (RP)	22	UG Honours With research Degree
	VIII	12	4	-	-	-	-	6 (RP)	22	
4 <sup>th</sup> Year Total Credits		88	32	12	10	14	8	12	176	
<b>Award of UG Honours with Research Degree in Major course with total 176 credits</b>										

<b>Year Wise Distribution of Total Credits among Different Courses (As per UGC norms)</b>				
<b>Sr. No.</b>	<b>Category of Course</b>	<b>Credit Requirement</b>		
		<b>3- Years' UG Programme (Bachelor's Degree)</b>	<b>4- Years' UG Programme (Bachelor's Degree-Honours)</b>	<b>4- Years' UG Programme (Bachelor's Degree Honours with Research)</b>
1	Major (Core) Courses	64	88	88
2	Minor (Elective) Courses	24	32	32
3.	Multidisciplinary/Interdisciplinary/Allied Courses	12	12	12
4.	AEC (Ability Enhancement Courses)	10	10	10
5.	SEC (Skill Enhancement Courses) internship in last sem 6	10 +4	14	14
6.	VAC (Value Added Courses) including (IKS) Indian Knowledge System	08	08	08
7.	Dissertation/Research Project	-	12 (On-The-Job Training)	12 (Research Project)
	<b>Total Credits</b>	132	176	176

**Abbreviation:** AEC (Ability Enhancement Course); IKS (Indian Knowledge System); NCrF (National Credit Framework); NSS (National Service Scheme); NCC (National Cadet Corps); NSQF (National Skills Qualification Framework); OJT (On-the-Job Training); SEC (Skills Enhancement Course); RP (Research Project); VAC (Value Added Course), ODL (Open and Distance Learning)

**The Semester Wise and Broad Category Wise Distribution of Credit for Under Graduate Programme**

<b>Semester – I</b>		
<b>Course Type</b>	<b>Course No.</b>	<b>Credit</b>
Disciplinary Specific Courses-Major	DSC-M 101 A/B/C/D	4
Disciplinary Specific Courses-Major	DSC-M 102 A/B/C/D	4
Minor Courses	MIC 101 A/B/C/D	4
Interdisciplinary / Multidisciplinary Specific Courses	ID/MD 101 A/B	4
Ability Enhancement Courses – MIL / Communication skills	AEC 101 A/B	2
Skill Enhancement Courses	SEC 101 A/B/C/D	2
Common Value - Added Courses	CVAC(IKS) 101 A/B	2
<b>Total Credits</b>		<b>24</b>

## Semester – II

Course Type	Course No.	Credit
Disciplinary Specific Courses-Major	DSC-M 201 A/B/C/D	4
Disciplinary Specific Courses-Major	DSC-M 202 A/B/C/D	4
Minor Courses	MIC 201 A/B/C/D	4
Interdisciplinary / Multidisciplinary Specific Courses	ID/MD 201 A/B	4
Ability Enhancement Courses - MIL / Communication skills	AEC 201A/B	2
Skill Enhancement Courses	SEC 201 A/B/C/D	2
Common Value - Added Courses	CVAC 201 A/B/C/D	2
Total Credits		24

### Duration

1. The program shall be a Full Time program.
2. The duration of program shall be four years.
3. Student has to complete the program within seven years.

### 4. Number of Students

As per the University permission

### 5. Evaluation:

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:



**Table - 2**  
**Evaluation System**

Sr. No	Evaluation	4-Credit subjects (Marks)	2-Credit Subjects (Marks)
1.	CCE (50%)	50	25
	Internal Test	25	15
	Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised),quizzes etc	25	10
2.	SEE (50%)	50	25
	Total	100	50

### **Continuous and Comprehensive Evaluation (CCE)**

Subject-wise CCE will be undertaken by the concerned faculty member. The mode of evaluation will be decided by the faculty member concerned with the subject. Normally CCE consists of class participation, case analysis and presentation, assignment, tutorials, slip tests(announced/surprised), quizzes, attendance etc. or any combination of these. The students are expected to submit their answer scripts/ reports of internal evaluation within the stipulated time. Failure to do so may result in the script not being valued. Another part of CCE consists of mid-term written evaluation, which is compulsory for all students. It can be done in a scheduled manner. The duration of the mid-term evaluation shall be one hour.

### **Semester End Evaluation (SEE)**

The SEE carries 50% of the marks assigned to a course. SEE shall be of 2 ½ hours for 4 credit course and 2 hours in case of 2 credit courses. The controller of the examination will conduct these examinations. Paper setting and evaluation will be done by the external examiners to an extent of 50% of the evaluation process. This examination shall be conducted as per a schedule which shall be notified in advance.

Component, the end semester examination, which will be a written-type examination of at 2:30 hours duration, would also form an integral component to the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 50:50.

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)

## The Semester and Category Wise Distribution of Credit for Under Graduate Programme

The schedule of papers prescribed for various semesters and paper content is as follow:

<b>B.B.A. SEMESTER I</b>				
Course No.	Course Type	Title of Course	Selection	Credits
101 A	DSC-M	Fundamentals of Management	<b>(Select any one)</b>	<b>4</b>
101 B	DSC-M	Principles of Marketing Management		
101 C	DSC-M	Principles of Finance and Management		
101 D	DSC-M	Principles of Human Resource Management		
102 A	DSC-M	Business Organisation and Structure	<b>(Select any one)</b>	<b>4</b>
102 B	DSC-M	Understanding Markets and Business Environment		
102 C	DSC-M	Introduction to Financial Management		
102 D	DSC-M	Introduction to Human Resource Management		
101 A	MIC	Fundamentals of Economics for Business – Paper I	<b>(Select any one)</b>	<b>4</b>
101 B	MIC	Principles of Marketing Management		
101 C	MIC	Principles of Finance and Management		
101 D	MIC	Principles of Human Resource Management		
101A	ID/MD	Business Statistics	<b>(Select any one)</b>	<b>4</b>
101B	ID/MD	Ecology and Natural Resources		
101A	AEC	General English	<b>(Select any one)</b>	<b>2</b>
101B	AEC	Gujarati		
101A	SEC	E- Commerce and Digital solutions for Business	<b>(Select any one)</b>	<b>2</b>
101B	SEC	Rural Development		
101C	SEC	Good Governance		
101D	SEC	Mind Management		
101A	CVAC (IKS)	Introduction to Indic Knowledge System – I	<b>(Select any one)</b>	<b>2</b>
101B	CVAC (IKS)	Introduction to Bhagwad Gita		
		<b>TOTAL</b>		<b>22</b>

## B.B.A. SEMESTER II

Course No.	Course Type	Title of Course	Selection	Credits
201 A	DSC-M	Business Law	<b>(Select any one)</b>	<b>4</b>
201 B	DSC-M	Sales and Promotion Management		
201 C	DSC-M	Indian Financial System		
201 D	DSC-M	Introduction to Human Resource Development		
202 A	DSC-M	Business Management	<b>(Select any one)</b>	<b>4</b>
202 B	DSC-M	Service Marketing		
202 C	DSC-M	Introduction to Financial Markets		
202 D	DSC-M	Introduction to Strategic Human Resource Management		
201 A	MIC	Fundamentals of Economics for Business – Paper II	<b>(Select any one)</b>	<b>4</b>
201 B	MIC	Service Marketing		
201 C	MIC	Indian Financial System		
201 D	MIC	Introduction to Human Resource Development		
201A	ID/MD	Fundamentals of Accounts	<b>(Select any one)</b>	<b>4</b>
201B	ID/MD	Personality Development and Corporate Skills		
201A	AEC	Presentation and Soft Skills	<b>(Select any one)</b>	<b>2</b>
201B	AEC	Hindi		
201A	SEC	AI for Business	<b>(Select any one)</b>	<b>2</b>
201B	SEC	Stock Market Operations		
201C	SEC	Emotional Intelligence and Managerial Effectiveness		
201D	SEC	Event Management		
201A	CVAC	Human Values and Professional Ethics	<b>(Select any one)</b>	<b>2</b>
201B	CVAC	NCC		
201C	CVAC	Youth, Leadership and Nation Building (NSS)		
201D	CVAC	Yoga- Nityansh		
		<b>TOTAL</b>		<b>22</b>

**EXIT AFTER TWO SEMESTERS:  
AWARDING UG CERTIFICATE:**

(1) Students exiting the programme after securing 48 credits will be awarded UG certificate in the relevant Discipline / Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship / Apprenticeship in addition to 6 credits from skill-based courses earned during 1<sup>st</sup> and 2<sup>nd</sup> Semester.

4 Credits in work based vocational courses:

Students will have to earn 4 credits in work based vocational courses offered during the summer term or Internship/Apprenticeship. Students can undertake this vocational training anyone from the Following.

- 1) Any Registered Chartered Accountant Firm
- 2) Any Registered Insurance company
- 3) Any Registered Bank
- 4) Any Registered Organization
- 5) Vocational training from Any Registered Higher Educational Institute
- 6) Any Other Institute of Similar Nature

(2) Each Semester should have minimum duration of 15 weeks and if three hours are allotted per week total 45 hours are required for teaching, training, internship. (In theory and training 1 hour = 1 credit per week and 3 hours = 3 credits) Here for vocational training 4 credits are to be earned by the student hence 15 weeks x 4 credits = minimum 60 hours mandatory to earn 4 credits from such training. It means students shall have to undertake training for 60 hours in this context.

(3) This vocational training should commence after University examination of 2<sup>nd</sup> Semester.

(4) This Certificate awarding provision college should bring to the notice of students who are desire to take exit after successful completion of Semester 1 and Semester 2.

(5) Students shall have to acquire vocational training completion certificate from respective Institute/Organization from where he/she has obtained Vocational Training.

(6) A report of such credits earned by the students shall be sent by the respective college to the Examination Session of the kskv Kachchh University as per the system developed by the University.

- (7) If possible, for such kind of Internship/Apprenticeship college should undertake MOUs with relevant organizations/Institutes. A college may take the assistance of alumnus for stated training programme.
- (8) The registration of students shall be for the period of 7 years from the date of registration.
- (9) It shall be legitimate right of the student to get re-entry in Semester 3 within 3 years and the complete the degree programme within the stipulated maximum period of 7 years.
- (10) If stated Vocational Training is not done by the student and she/he has discontinued his/her study after successful completion of Semester 1 and Semester 2, he/she is entitled to get re-entry in Semester 3 within prescribed duration/period. He / She will not have any claim to obtained U.G. Certificate.
- (11) On completion of registration period of 7 years student shall have to re-register with the KSKV Kachchh University and shall required to pay re-registration fee as per the prevailing norms of the KSKV Kachchh University.
- (12) A result of 2<sup>nd</sup> Semester shall not be declared by KSKV Kachchh University until the completion of stated Internship/Apprenticeship. (it is applicable to those students who has shown desire to get exit after Semester 2 with consent for such training)
- (13) A student who has successfully completed Semester 1, Semester 2 and Internship / Apprenticeship, information pertaining to U.G. Certificate along with earned 4 credits shall be disclosed in the Mark sheet of 2<sup>nd</sup> Semester of the respective students.
- (14) A certificate pertaining to Internship / Apprenticeship shall be provided by the Host Institute on its letter head duly signed by competent/authorized authority.
- (15) A specimen of Internship / Apprenticeship Certificate

## **To whom it may concern**

This is to certify that (Mr/Mis/Mrs) \_\_\_\_\_  
(full name of the student as per admission form) student of  
\_\_\_\_\_ (name of the college in full) has successfully  
completed summer Internship/Apprenticeship of 60 hours in the field of  
\_\_\_\_\_ (name of the subject) from \_\_\_\_\_ to  
\_\_\_\_\_ under the guidance of \_\_\_\_\_ (name of the  
guide)

During the period of his/her Internship/Apprenticeship programme with us, he/she had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him/her every success in his/her life and career.

For (name of the company)  
Authorized Signature

### **Evaluation for the Project**

The project would carry 100 marks weightage out of which the passing criteria would be 40% ie is 40 marks the weightage of the marks is as under

Project report: 50 marks

Viva: 50 marks



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**

With Effect From Academic Year 2023-24

**DSC-M 101 A : Fundamentals of Management**

**Objective:**

This course is designed to provide the students conceptual study about the key functions of the process of managing organizations. The focus of this course will be on the meaning, importance and functions of business management. Through various assignments, the emphasis will be on helping students to connect the theoretical aspects of the managerial concepts with real-life corporate practices.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<p><b>Introduction to Management</b></p> <ul style="list-style-type: none"> <li>• Meaning of Management</li> <li>• Contribution of F W Taylor, Henri Fayol and Elton Mayo</li> <li>• Role of managers</li> </ul> <p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Meaning;</li> <li>• Planning Process;</li> <li>• Elements or Types of plans;</li> <li>• Meaning and Types of Forecasting;</li> <li>• Meaning and Process of Decision Making</li> </ul>
<b>2</b>	<p><b>Organising</b></p> <ul style="list-style-type: none"> <li>• Meaning of Organizing;</li> <li>• Principles of Organizing;</li> <li>• Departmentation and its bases;</li> <li>• Centralization and Decentralization and difference between them</li> </ul> <p><b>Staffing</b></p> <ul style="list-style-type: none"> <li>• Process of Manpower Planning</li> <li>• Sources of Recruitment</li> <li>• Selection Process</li> </ul>
<b>3</b>	<p><b>Directing- Motivation</b></p> <ul style="list-style-type: none"> <li>• Definition &amp; Importance of motivation</li> <li>• Theories of Motivation - Maslow's Theory of need hierarchy - Herzberg's theory, Adelfer's ERG Theory, McClelland's Need Theory.</li> </ul> <p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Traits &amp; Characteristics of Effective Leaders;</li> <li>• Leadership Meaning; Formal and Informal, Leadership style-Leadership Continuum, Blake and Mouton's Managerial Grid.</li> </ul>



<b>4</b>	<b>Controlling</b> <ul style="list-style-type: none"> <li>• Definition;</li> <li>• Nature and importance of control; the control process</li> <li>• Essentials/principles of an effective control system</li> <li>• Break-Even Analysis</li> </ul>
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**Recommended Text Books & Suggested reference Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Karminder Ghuman and K. Aswathapa	Management – Concept, Practice and Cases	Tata McGraw Hill	Latest
2	T. Ramasamy	Principles of Management	Himalaya Publishing House	Latest

**Reference Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	L. M. Prasad	Principles of Management	Sultan Chand and Sons	Latest
2	Gupta, Sharma and Bhalla	Principles of Business Management	Kalyani Publications	Latest
3	Stoner, Freeman, and Gilbert Jr.	Management	Prentice-Hall	Latest
4	Manmohan Prasad	Management – Concepts and Practices	Himalaya Publishing House	Latest

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**DSC- M 101 B: Principles of Marketing Management**

**Objective:**

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<b>Discovering Marketing Management</b> <ul style="list-style-type: none"> <li>• What is Marketing</li> <li>• What is Marketed</li> <li>• Who Markets</li> <li>• Marketing Process</li> <li>• Marketing as a Managerial Function</li> <li>• Companies' orientation towards the market place</li> <li>• The role of Marketing Research               <ul style="list-style-type: none"> <li>• Basic understanding of primary ,secondary research</li> <li>• Understanding consumer behaviour</li> <li>• The consumer decision making process</li> </ul> </li> </ul>
<b>2</b>	<b>Developing the Value Offering</b> <ul style="list-style-type: none"> <li>• Marketing Mix / The 4 P's               <ul style="list-style-type: none"> <li>➤ Product, Price, Place and Promotion</li> </ul> </li> <li>• Product               <ul style="list-style-type: none"> <li>➤ Product Classifications</li> <li>➤ Product Life Cycle</li> <li>➤ Brand Equity</li> <li>➤ Branding Decisions</li> <li>➤ Packaging, labelling, warranties and Guarantees</li> </ul> </li> </ul>
<b>3</b>	<b>Price and Deliver the Value Offering Pricing</b> <ul style="list-style-type: none"> <li>• Pricing objective</li> <li>• Various pricing approaches ( Mark up, target return, perceived value, Value and going rate pricing)</li> <li>• Place (Channels of Distribution)</li> <li>• Channel Function and Flows</li> <li>• Channel Integration ( VMS, HMS, MMS)</li> </ul>
<b>4</b>	<b>Communicating the Value Offering through the Elements of Integrated Marketing Communications</b> <ul style="list-style-type: none"> <li>• Promotion               <ul style="list-style-type: none"> <li>➤ Promotion mix ( Advertising, sales Promotion, Public Relations, Direct Marketing , Interactive Marketing)</li> <li>➤ Principles of Personal Selling</li> </ul> </li> </ul> <b>Marketing strategies</b> <ul style="list-style-type: none"> <li>• Segmentation strategies ( geographic, demographic , psychographic and behavioural)</li> </ul>

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Philip Kotler, Kevin Lane Keller, Abraham Koshi, Mithileshwar Jha	Marketing Management-ASouth Asian Perspective	Pearson Education	14th Edition
2	Lamb, Hair, Sharma and Mc Daniel	MKTG A south Asian Perspective	Cengage Learning	Latest Edition
3	Rajan Saxena	Marketing Management	Tata McGraw Hill	4 <sup>th</sup> Edition

Reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Dr. S H Kazmi	Marketing Management	Excell Books	Latest Edition
2	Neelamegham	Marketing Management	Vikas Publication	First Edition
3	R. B. Rudani	Marketing Management	S Chand & Co	Latest Edition

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**DSC –M 101 C: Principles of Finance and Management**

**Objective:**

The objective of this paper is to provide students with the knowledge and skills expected of a future manager in relation to various decisions of financial management. The course also helps to identify and evaluate various financing decisions with a special focus on current assets management and providing the conceptual clarity in Inventory and receivables management.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Meaning of Financial Management Scope of Financial Management Objectives of Financial Management, Organisation of Finance function</li> <li>• Meaning of capitalization, over and under capitalization</li> <li>• Meaning of Financial planning, Objectives and process of financial planning</li> </ul> <p><b>Financing Decisions:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Concepts of capital structure</li> <li>• Determinants of Capital Structure,</li> </ul>
<b>2</b>	<p><b>Short term Investment decisions-1</b></p> <ul style="list-style-type: none"> <li>• Concept of current assets and current liabilities</li> <li>• Concept of working capital: Meaning, Types, Factors affecting working capital, concept of operating cycle, Sources of working capital, Approaches for financing working capital</li> <li>• Problems of Working Capital Management and Operating Cycle</li> </ul>
<b>3</b>	<p><b>Management of Cash</b></p> <ul style="list-style-type: none"> <li>• Motives for holding Cash</li> <li>• Objectives of Cash Management</li> <li>• Concept of cash budget</li> <li>• Problems on cash budget</li> </ul>
<b>4</b>	<p><b>Inventory Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition of Inventory management</li> <li>• Objectives of inventory management, components of inventory</li> <li>• Cost of holding inventory</li> <li>• Concept of EOQ and its computation including discount problems.</li> </ul> <p><b>Receivables Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and Objectives of Receivables Management</li> <li>• Types of Credit Policy</li> </ul>

### Topics for Assignments :

The following pedagogical tools will be used in this course:

1. Lectures and discussions
2. Assignments and presentations
3. Case studies and caselets
4. Role plays
5. Management Games

The list of assignment will be given by the instructor at the beginning of the semester.

### Recommended Text Books & Suggested reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	G. Sudarsana Reddy –	Financial Management Principles and Practice	Himalaya Publishing House	Third Edition
2	M. Y. Khan P. K.Jain Tata	Financial Management – Text, Problems and Cases	McGraw Hill Education Private Ltd.	Sixth Edition
3	Dr. R. P. Rustagi	Financial Management Problems & Solutions	Taxmann Publication Pvt. Ltd.	Latest

### Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Prasanna Chandra	Financial Management	Tata McGraw Hill Education Private Ltd	Seventh Edition
2	Dr. P. C. Tulsian	Financial Management – A Self-Study Textbook	S. Chand	Latest Edition
3	Dr. R. P. Rustagi	Financial Management Theory, Concepts and Problems	Galgotia Publishing Company	Latest Edition

### Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)





**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
 With Effect From Academic Year 2023-24

**DSC-M 101 D: Principles of Human Resource Management**

**Objective:**

To impart the fundamentals of Human Resource Management to the students. ;  
 To introduce HRM as an integral managerial function while focusing on pre-procurement, Procurement and development of human resources.

**Course Contents :**

Module No.	Modules/ Sub Modules
1	<b>Introduction to Human Resource Management</b> <ul style="list-style-type: none"> <li>➤ Definition and scope of Human Resource Management (HRM).</li> <li>➤ Evolution of HRM (Personnel Administration to HRM)</li> <li>➤ Its importance in organizations. HR Managers functions and their role in achieving business objectives.</li> <li>➤ Ethical and legal considerations in HRM.</li> </ul>
2	<b>Human Resource Planning</b> <b>Pre-Procurement :</b> Human Resource Planning: Definition of HRP; Process (including demand forecasting methods – managerial judgement, work study, ratio-trend analysis and Delphi technique)and supply forecasting methods (management inventory , skill inventory, inflows and outflows , turnover rate, conditions of work and absenteeism)
3	<b>Job Analysis:</b> Meaning of Job analysis, Process of job analysis and methods of data collection <b>Recruitment :</b> Definition and process of recruitment, Sources of Recruitment
4	<b>Selection</b> <b>Selection :</b> Definition ; Types of selection tests (in brief) – personality, interest, graphology, medical, ability, aptitude, psychomotor, polygraph test; Meaning of interview, types of interviews - one to one , sequential , panel , structured, unstructured, mixed, behavioral, stress. Common interview problem, interview do's and don'ts. <b>Orientation :</b> Meaning , types of orientation programmes – formal and informal, individual and collective

**Topics for Assignments :**

- 1) Difference between Personnel Management, HRM and HRD
- 2) Qualities of HR Manger
- 3) Difference between education, learning, training and development.
- 4) Evolution of H.R.M.

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	K.Aswathappa	Human Resource and Personnel Management – Text and Cases	McGraw Hill	4 <sup>th</sup> or Latest
2	N.G.Nair and Latha Nair	Personnel Management and Industrial Relations	S. Chand	1 <sup>st</sup> Edition reprinted in 2004. [ Particularly for Section I, Topic 4, Career planning and development ]
3	S.S.Khanka	Human Resource Management – Text and Cases	S. Chand	1 <sup>st</sup> Edition reprinted in 2009

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



# K.S.K.V. Kachchh University

## BACHELOR OF BUSINESS ADMINISTRATION

### Semester-I

With Effect From Academic Year 2023-24

### DSC- M 102A: Business Organisation and Structure

#### Objective:

The main objective of this course is to make students familiar with the basic concepts of business, trade and commerce and to expose students to the modern business world. The course would help them to them familiar with different forms of business organizations, their formation and management.

#### Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Nature, Purpose and Scope of Business</b> Business: Meaning and Definition, Characteristics, Objectives, Risk Involved in Business, Profession: Meaning and Definition, Characteristics Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives, Non-Profit Organization.
2	<b>Sole Proprietorship and Partnership</b> Sole Proprietorship: Meaning, Characteristics, Advantages and Disadvantages. Partnership: Meaning, Characteristics, Advantages and Disadvantages, Types of Partners, Partnership Deed, Difference between Partnership and Sole Proprietorship. LLP: Meaning, Features, Advantages and Disadvantages. Hindu Undivided Family: Meaning, Features, Advantages and Disadvantages.
3	<b>Joint Stock Companies &amp; Co-operatives Society</b> Joint Stock Company: Meaning and Definition, Features, Types of Companies, Difference between private and public company. Co-operative Society: Meaning, Characteristics, Advantages and Limitation, Difference between Company and Co-operative Society. Non-Profit Organization: Meaning, Characteristics, Advantages and Disadvantages
4	<b>Business Combination</b> Meaning Causes, Objectives, Types. Forms of combinations: Mergers, Takeovers and Acquisitions – Merits & Demerits <b>Social Responsibility of Business</b> Social Responsibility of Business: Concept and Definition. Social Responsibility of Business towards Customers, Owners and Investors, Employees, Suppliers and Creditors, Society and Government.

#### Recommended Text Books & Suggested reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Y.K.Bhushan	Fundamental of Business Organization	S.Chand and Sons.	Latest Edition
2	Jallo	Business Organization and Management	Tata McGrawHill	Latest Edition
3	Dr. C.B.Gupta	Business Organization and Management	S.Chand and Sons.	Latest Edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**DSC- M 102 B: Understanding Market and Business Environment**

**Objective:**

The objective of this course is to facilitate understanding of the conceptual framework of market and business environment

**Course Contents :**

Module No.	Modules/ Sub Modules
<b>1</b>	<b>Introduction to Markets and Business Environment</b> <ul style="list-style-type: none"> <li>➤ Understanding the concept of markets and their role in business.</li> <li>➤ Overview of the business environment and its components.</li> <li>➤ Analyzing the interactions between businesses, consumers, and the government.</li> <li>➤ Introduction to market structures and their implications for business decisions.</li> </ul>
<b>2</b>	<b>Market Research and Consumer Behavior</b> <ul style="list-style-type: none"> <li>➤ Importance of market research in understanding consumer needs and preferences.</li> <li>➤ Conducting market research: data collection methods, surveys, and focus groups.</li> <li>➤ Understanding consumer behavior: factors influencing buying decisions.</li> <li>➤ Analyzing market trends and their impact on business strategies.</li> </ul>
<b>3</b>	<b>Competitor Analysis and Business Strategy</b> <ul style="list-style-type: none"> <li>➤ Identifying and analyzing competitors in the market.</li> <li>➤ Evaluating competitive advantages and unique selling propositions (USPs).</li> <li>➤ Strategic planning and positioning to gain a competitive edge.</li> <li>➤ Introduction to business models and their relevance in different markets.</li> </ul>
<b>4</b>	<b>Global Markets and Business Ethics</b> <ul style="list-style-type: none"> <li>➤ Exploring international markets and the challenges of operating globally.</li> <li>➤ Understanding cultural differences and their impact on business practices.</li> <li>➤ Overview of international trade and its effects on businesses.</li> <li>➤ The importance of business ethics and corporate social responsibility in the global context.</li> </ul>

**Recommended Text Books & Suggested reference Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Philip Kotler, Kevin Lane Keller, Abraham Koshi, Mithileshwar Jha	Marketing Management-ASouth Asian Perspective	Pearson Education	14th Edition
2	C.B. Gupta	Business Environment	Sultan Chand & Sons	Latest Edition
3	Naresh K. Malhotra and Satyabhusan Das	Marketing Research	Pearson Education	Latest Edition

### Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**DSC –M 102 C: Introduction to Financial Management**

**Objective:**

The objective of this paper is to provide students with the knowledge and skills expected of a future manager in relation to various decisions of financial management. The course also helps to identify and evaluate various financing decisions with a special focus on current assets management and providing the conceptual clarity in Inventory and receivables management.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<b>Introduction to Financial Management</b> <ul style="list-style-type: none"><li>➤ Understanding the role of financial management in business.</li><li>➤ Basic financial concepts: time value of money, risk, and return.</li><li>➤ Overview of financial statements: balance sheet, income statement, and cash flow statement.</li><li>➤ Financial analysis techniques to assess a company's performance.</li></ul>
<b>2</b>	<b>Financial Planning and Budgeting</b> <ul style="list-style-type: none"><li>➤ Importance of financial planning in achieving business goals.</li><li>➤ Creating operating and capital budgets.</li><li>➤ Cash flow forecasting and management.</li><li>➤ Cost behavior and cost-volume-profit analysis.</li></ul>
<b>3</b>	<b>Capital Budgeting and Investment Decisions</b> <ul style="list-style-type: none"><li>➤ Methods for evaluating investment projects: NPV, IRR, and Payback Period.</li><li>➤ Capital budgeting process and decision criteria.</li><li>➤ Risk analysis and the concept of risk-adjusted discount rates.</li><li>➤ Evaluating strategic investment opportunities.</li></ul>
<b>4</b>	<b>Financing and Working Capital Management</b> <ul style="list-style-type: none"><li>➤ Sources of financing: equity, debt, and other financing options.</li><li>➤ Understanding the cost of capital and its impact on financing decisions.</li><li>➤ Working capital management and its components: inventory, receivables, and payables.</li><li>➤ Short-term financing options and managing cash flows.</li></ul>



Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	G. Sudarsana Reddy –	Financial Management Principles and Practice	Himalaya Publishing House	Third Edition
2	M. Y. Khan P. K.Jain Tata	Financial Management – Text, Problems and Cases	McGraw Hill Education Private Ltd.	Sixth Edition
3	Dr. R. P. Rustagi	Financial Management Problems & Solutions	Taxmann Publication Pvt. Ltd.	

Reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Prasanna Chandra	Financial Management	Tata McGraw Hill Education Private Ltd	Seventh Edition
2	Dr. P. C. Tulsian	Financial Management – A Self-Study Textbook	S. Chand	Latest Edition
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The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

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**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**DSC-M 102 D: Introduction to Human Resource Management**

Objective:

To impart the fundamentals of Human Resource Management to the students. ;

To introduce HRM as an integral managerial function while focusing on pre-procurement, procurement and development of human resources.

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Evaluating and Rewarding Employees:</b> Performance Appraisal : Definition and Importance of Performance Appraisal, Methods of Performance Appraisal (360 degree feedback, MBO, Critical Incident, Forced choice and rating scale method), problems/errors in P.A. – Spillover Effect, leniency effect, halo effect, primacy and recency effect, central tendency, status effect.
2	<b>Promotion, Transfer and Separation :</b> Promotion : Definition , Types – vertical , horizontal , dry; Principles of promotion including bases of promotion – Seniority , Merit or both. Transfer : Definition , Types- Production, Replacement, Versatility, Shift, Remedial. Separation:Definition,Types–Layoff,retrenchment,dismissal,resignation, V.R.S
3	<b>Employee Training and Development</b> <b>Training :</b> Definition of training, need and objective of training, methods of training <b>Development :</b> Definition of development , need and objective of development, methods of development – understudy assignment, committee assignment, transaction analysis, organization development, role play, in basket exercise.
4	<b>Employee Relations and HRM in a Diverse Workplace</b> <ul style="list-style-type: none"> <li>➤ Managing employee relations and handling conflicts.</li> <li>➤ Creating a positive organizational culture.</li> <li>➤ Diversity and inclusion in the workplace.</li> <li>➤ Workplace health and safety.</li> </ul>

**Topics for Assignments :**

- 1) HRM in Crisis Management
- 2) Case study in HRD

**Reference Books:**

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	K.Asathappa	Human Resource and Personnel Management – Text and Cases	McGraw Hill	4 <sup>th</sup> or Latest

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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	<b>K.S.K.V. Kachchh University</b> <b>BACHELOR OF BUSINESS</b> <b>ADMINISTRATION</b> <b>Semester-I</b> With Effect From Academic Year 2023-24
	<b><u>MIC 101 A Fundamentals of Economics for Business - I</u></b>

Gamification in HRM.

Recommended Text Books & Suggested reference Books:

**Objective:** The main objective of this subject is to provide the basic understanding of Economic concepts

CourseContents:

Module No.	Modules/SubModules
1	<b>Introduction to Economics :</b> Definition, meaning nature and scope of economics. Wealth, Welfare and Scarcity approach to economics. <b>Basic Concepts :</b> Economic activity, non-economic activity, utility, value, wealth
2	<b>Demand :</b> Meaning, determinants, law of demand – exceptions to the law, contraction, extension, increase and decrease in demand. Law of utility based on demand. Diminishing marginal utility, consumer surplus. Elasticity of demand – meaning – types – factors affecting
3	<b>Supply :</b> Meaning, Determinants, difference between stock and supply, law of supply, market price determination under perfect competition
4	<b>Economic System:</b> Definition, Characteristics of Capitalism, Socialism and Mixed Economy. <b>Market Structure :</b> Meaning and characteristics of perfect competition, Basic understanding of monopoly, oligopoly, monopolistic competition. <b>Development :</b> Meaning and characteristics of underdevelopment, meaning of economic growth and factors determining economic growth & development.

**Topics for Assignments:**

1. Discuss Basic Economic Problems.
2. Explain the nature of Economics.
3. Explain the Main Types of Demand
4. Discussing the factor affecting supply
5. Discussing the reasons for underdevelopment of the economy

**Suggested Topics for Seminar:**

Price determination under imperfect competition

Circular flow diagram in two and three sector economy

Types of trades I the economy

**Recommended Text Books& Suggested reference Books:**

- Elementary Theory by K.K. Deweet & J.D.Verma. ( S.Chand Publication.)
- Principles of Economics by D.M.Mithani ( Himalaya Publication)
- Economics – J.S. Sloman

### Structure of Course Examination (University or External Examinations for 4 Credit course)

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**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**MIC 101 B: Principles of Marketing Management**

**Objective:**

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<p align="center"><b>Discovering Marketing Management</b></p> <ul style="list-style-type: none"> <li>• What is Marketing</li> <li>• What is Marketed</li> <li>• Who Markets</li> <li>• Marketing Process</li> <li>• Marketing as a Managerial Function</li> <li>• Companies' orientation towards the market place</li> <li>• The role of Marketing Research               <ul style="list-style-type: none"> <li>• Basic understanding of primary , secondary research</li> <li>• Understanding consumer behaviour</li> <li>• The consumer decision making process</li> </ul> </li> </ul>
<b>2</b>	<p align="center"><b>Developing the Value Offering</b></p> <ul style="list-style-type: none"> <li>• Marketing Mix / The 4 P's               <ul style="list-style-type: none"> <li>➤ Product, Price, Place and Promotion</li> </ul> </li> <li>• Product               <ul style="list-style-type: none"> <li>➤ Product Classifications</li> <li>➤ Product Life Cycle</li> <li>➤ Brand Equity</li> <li>➤ Branding Decisions</li> <li>➤ Packaging, labelling, warranties and Guarantees</li> </ul> </li> </ul>
<b>3</b>	<p align="center"><b>Price and Deliver the Value Offering Pricing</b></p> <ul style="list-style-type: none"> <li>• Pricing objective</li> <li>• Various pricing approaches ( Mark up, target return, perceived value, Value and going rate pricing)</li> <li>• Place (Channels of Distribution)</li> <li>• Channel Function and Flows</li> <li>• Channel Integration ( VMS, HMS, MMS)</li> </ul>
<b>4</b>	<p align="center"><b>Communicating the Value Offering through the Elements of Integrated Marketing Communications</b></p> <ul style="list-style-type: none"> <li>• Promotion               <ul style="list-style-type: none"> <li>➤ Promotion mix ( Advertising, sales Promotion, Public Relations, Direct Marketing , Interactive Marketing)</li> <li>➤ Principles of Personal Selling</li> </ul> </li> </ul> <p align="center"><b>Marketing strategies</b></p> <ul style="list-style-type: none"> <li>• Segmentation strategies ( geographic, demographic , psychographic and behavioural)</li> </ul>



Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Philip Kotler, Kevin Lane Keller, Abraham Koshi, Mithileshwar Jha	Marketing Management-ASouth Asian Perspective	Pearson Education	14th Edition
2	Lamb, Hair, Sharma and Mc Daniel	MKTG A south Asian Perspective	Cengage Learning	Latest Edition
3	Rajan Saxena	Marketing Management	Tata McGraw Hill	4 <sup>th</sup> Edition

Reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Dr. S H Kazmi	Marketing Management	Excell Books	Latest Edition
2	Neelamegham	Marketing Management	Vikas Publication	First Edition
3	R. B. Rudani	Marketing Management	S Chand & Co	Latest Edition

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**MIC 101 C: Principles of Finance and Management**

**Introduction :** The Subject will give an Overview of Fundamentals of Financial Management

Objective:

The objective of this paper is to provide students with the knowledge and skills expected of a future manager in relation to various decisions of financial management. The course also helps to identify and evaluate various financing decisions with a special focus on current assets management and providing the conceptual clarity in Inventory and receivables management.

Course Contents :

Module No.	Modules/ Sub Modules
1	<p style="text-align: center;"><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Meaning of Financial Management Scope of Financial Management Objectives of Financial Management, Organisation of Finance function</li> <li>• Meaning of capitalization, over and under capitalization</li> <li>• Meaning of Financial planning, Objectives and process of financial planning</li> </ul> <p style="text-align: center;"><b>Financing Decisions:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Concepts of capital structure</li> <li>• Determinants of Capital Structure,</li> </ul>
2	<p style="text-align: center;"><b>Short term Investment decisions-1</b></p> <ul style="list-style-type: none"> <li>• Concept of current assets and current liabilities</li> <li>• Concept of working capital: Meaning, Types, Factors affecting working capital, concept of operating cycle, Sources of working capital, Approaches for financing working capital</li> <li>• Problems of Working Capital Management and Operating Cycle</li> </ul>
3	<p style="text-align: center;"><b>Management of Cash</b></p> <ul style="list-style-type: none"> <li>• Motives for holding Cash</li> <li>• Objectives of Cash Management</li> <li>• Concept of cash budget</li> <li>• Problems on cash budget</li> </ul>
4	<p style="text-align: center;"><b>Inventory Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition of Inventory management</li> <li>• Objectives of inventory management, components of inventory</li> <li>• Cost of holding inventory</li> <li>• Concept of EOQ and its computation including discount problems.</li> </ul> <p style="text-align: center;"><b>Receivables Management</b></p> <ul style="list-style-type: none"> <li>• Meaning and Objectives of Receivables Management</li> <li>• Types of Credit Policy</li> </ul>

### Topics for Assignments :

The following pedagogical tools will be used in this course:

6. Lectures and discussions
7. Assignments and presentations
8. Case studies and caselets
9. Role plays
10. Management Games

The list of assignment will be given by the instructor at the beginning of the semester.

### Recommended Text Books & Suggested reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	G. Sudarsana Reddy –	Financial Management Principles and Practice	Himalaya Publishing House	Third Edition
2	M. Y. Khan P. K.Jain Tata	Financial Management – Text, Problems and Cases	McGraw Hill Education Private Ltd.	Sixth Edition
3	Dr. R. P. Rustagi	Financial Management Problems & Solutions	Taxmann Publication Pvt. Ltd.	Latest

### Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Prasanna Chandra	Financial Management	Tata McGraw Hill Education Private Ltd	Seventh Edition
2	Dr. P. C. Tulsian	Financial Management – A Self-Study Textbook	S. Chand	Latest Edition
3	Dr. R. P. Rustagi	Financial Management Theory, Concepts and Problems	Galgotia Publishing Company	Latest Edition

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**MIC 101 D: Principles of Human Resource Management**

**Objective:**

To impart the fundamentals of Human Resource Management to the students. ;  
 To introduce HRM as an integral managerial function while focusing on pre-procurement, procurement and development of human resources.

**Course Contents :**

Module No.	Modules/ Sub Modules
1	<b>Introduction to Human Resource Management</b> <ul style="list-style-type: none"> <li>➤ Definition and scope of Human Resource Management (HRM).</li> <li>➤ Evolution of HRM (Personnel Administration to HRM)</li> <li>➤ Its importance in organizations. HR Managers functions and their role in achieving business objectives.</li> <li>➤ Ethical and legal considerations in HRM.</li> </ul>
2	<b>Human Resource Planning</b> <b>Pre-Procurement :</b> Human Resource Planning: Definition of HRP; Process (including demand forecasting methods – managerial judgement, work study, ratio-trend analysis and Delphi technique) and supply forecasting methods (management inventory , skill inventory, inflows and outflows , turnover rate, conditions of work and absenteeism)
3	<b>Job Analysis:</b> Meaning of Job analysis, Process of job analysis and methods of data collection <b>Recruitment :</b> Definition and process of recruitment, Sources of Recruitment
4	<b>Selection</b> <b>Selection :</b> Definition ; Types of selection tests (in brief) – personality, interest, graphology, medical, ability, aptitude, psychomotor, polygraph test;. Meaning of interview, types of interviews - one to one , sequential , panel , structured, unstructured, mixed, behavioral, stress. Common interview problem, interview do's and don'ts. <b>Orientation :</b> Meaning , types of orientation programmes – formal and informal, individual and collective

**Topics for Assignments :**

- 1) Difference between HRM and Personnel Management
- 2) Qualities of HR Manger
- 3) Difference between education, learning, training and development.
- 4) Evolution of H.R.M.

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	K.Aswathappa	Human Resource and Personnel Management – Text and Cases	McGraw Hill	4 <sup>th</sup> or Latest
2	N.G.Nair and Latha Nair	Personnel Management and Industrial Relations	S. Chand	1 <sup>st</sup> Edition reprinted in 2004. [ Particularly for Section I, Topic 4, Career planning and development ]
3	S.S.Khanka	Human Resource Management – Text and Cases	S. Chand	1 <sup>st</sup> Edition reprinted in 2009

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)





**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

With Effect From Academic Year 2023-24

**ID/MD 101 A : Business Statistics**

**Objective: To impart knowledge of basic mathematical and statistical tools for calculating and solving day to day business problems. The understanding of these tools is also required for learning advance statistical and operational research technique for managerial decision making.**

Course Contents :

Module No.	Modules/ Sub Modules
1	<p><b>Set Theory:</b>            Definition of a set, Elements of a set, Types of sets: finite, infinite, singleton, empty or null or void set, equal sets, equivalent sets, subsets &amp; proper subset, power set, universal set.            Operations on sets: Intersection, Union, Complement of a set, Difference of two sets, De-morgan's law.</p>
2	<p><b>Differential Calculus:</b>            Definition, rules for differentiating functions (addition, subtraction, product and quotient), derivative of an algebraic function, exponential function &amp; logarithmic function, composite functions – the chain rule, higher derivatives, business applications.</p>
3	<p><b>Business Statistics:</b>            Introduction to statistics, definitions, origin and growth, function of statistics, managerial applications, scope of statistics, misuse and limitations of statistics.            Collection of data, introduction, primary and secondary data, methods of collection, designing of a questionnaire, sources of secondary data, census and sample. Presentation of data, types of classifications, rules of classification, construction of discrete and continuous frequency distributions, charting of data.            Measures of central tendency, properties, arithmetic mean, geometric mean, harmonic mean, median, mode, quartiles, deciles and percentiles, merits and demerits of each of these measures of central tendency.</p>
4	<p><b>Business Statistics:</b>            Measures of dispersion, properties, absolute and relative measure, range, quartile deviation, mean deviation, standard deviation, co-efficient of variation, merits and demerits of measures of dispersion.</p>

**Topics for Assignments:** Study on all important definitions, rules and formulas. Practice for various categories of sums involved.

**Suggested Topics for Seminar: Business Applications of the course contents.**

**Recommended Text Books & Suggested reference Books:**

- Business mathematics by Sancheti and Kapoor
- Business mathematics by B S Shah Prakashan

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
 With Effect From Academic Year 2023-24

**ID/MD 101 B :Ecology and Natural Resources**

Objective: The course aims to train learners to cater to the need for ecological citizenship through developing a strong foundation on the critical linkages between ecology-society-economy.

Course Contents :

Module No.	Modules/ Sub Modules
1	<p><b>INTRODUCTION, ECOLOGY AND ECOSYSTEMS</b>  <b>Environmental Studies:</b> Meaning, Nature, Scope, Importance, and Limitations, need for environmental education Ecosystems; Biodiversity and Natural Systems; Natural Cycles and flows material and energy.</p> <ul style="list-style-type: none"> <li>- Concept of ecology and ecosystem, Structure and function of ecosystem; Energy flow in an ecosystem; food chains, food webs; Basic concept of population and community ecology; ecological succession.</li> <li>- Characteristic features of the following:               <ul style="list-style-type: none"> <li>a) Forest ecosystem</li> <li>b) Grassland ecosystem</li> <li>c) Desert ecosystem</li> <li>d) Aquatic ecosystems (ponds, streams, lakes, wetlands, rivers, oceans, estuaries)</li> </ul> </li> </ul>
2	<p><b>NATURAL RESOURCES</b>            Concept of Renewable and Non-renewable resources, Land resources and land use change; Land degradation, soil erosion and desertification, <b>Deforestation:</b> Causes, consequences and remedial measures, <b>Water:</b> Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international &amp; inter-state), <b>Energy resources:</b> Environmental impacts of energy generation, use of alternative and nonconventional energy sources, growing energy needs.</p>
3	<p><b>BIODIVERSITY AND ITS CONSERVATION</b>            Introduction and Definition: genetic, species and ecosystem diversity, biogeographical classification of India, value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, hot-spots of biodiversity, threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, endangered and endemic species of India, conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.</p>
4	<p><b>ENVIRONMENTAL POLLUTION</b>            Definition, causes, effects, and control measures of: air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, and nuclear pollution. Solid waste management: causes, effects and control measures of urban and industrial wastes, role of an individual in prevention of pollution, pollution case studies, disaster management: floods, earthquake, cyclone, and landslides.</p>

### Recommended Text Books & Suggested reference Books:

1. Basu, M., & Xavier, S. (2016). *Fundamentals of Environmental Studies*. Cambridge: Cambridge University Press.
2. Basu, R. N. (2000). *Environment*. University of Calcutta.
3. CSE India. (ND). *Understanding EIA*. <https://www.cseindia.org/understanding-eia-383>.
4. Winston, A. (2009). *Energize Employees with Green Strategy*. Harvard Business School Publishing.
5. Enger, E., & Smith, B. (2010). *Environmental Science: A Study of Interrelationships*, Publisher: McGraw Hill Higher Education.
6. Kumar, S., & Kumar, B. S. (2016). *Green Business Management*. Hyderabad: Thakur Publishing Pvt. Ltd.
7. Mitra, A. K., & Chakraborty, R. (2016). *Introduction to Environmental Studies*. Kolkata: Book Syndicate Pvt. Ltd.


Note: Learners are advised to use latest edition of text/reference books

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)

	<b>K.S.K.V. Kachchh University</b> <b>BACHELOR OF BUSINESS ADMINISTRATION</b> <b>Semester-I</b> With Effect From Academic Year 2023-24
	<b><u>AEC 101 A : General English</u></b>

**Objective: The main objective of this course is to develop skills of English among students which can help them to communicate fluently in the business world.**

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Vocabulary and Grammar:</b> Synonyms and Antonyms; One word substitution; Usage of Noun, Pronoun, Articles, Prepositions, Conjunctions, Tenses, Modal Auxiliaries, Types of Sentences.
2	<b>Introduction to communication:</b> Definition, meaning and significance of communication, Process of communication, its nature and its need. Introduction to different forms of Communication. <b>Writing Skills:</b> Components of Letter writing, Letters of Enquiry, Replies to Enquiry; Quotation and Voluntary offers ; Placing of Orders, Execution of Order, Cancellation of Order;

**Topics for Assignments:** Study on all important topics involved. Practice learning for mentioned topics with the use of audio visual aids.

**Suggested Topics for Seminar: Business Applications of the course contents.**

**Recommended Text Books & Suggested reference Books:**

- Student Learner's Dictionary ( Oxford)
- English Grammar and Composition by Wren and Martin
- Business communications by Neeru Vashishth, Namita Rajput

## Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-I**

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**AEC 101 B : Gujarati**

**Objective: The main objective of this course is to develop skills of Gujarati among students which can help them to communicate fluently in the business world.**

Course Contents :

Module No.	Modules/ Sub Modules
1	વ્યાજકેતન (ક) વ્યાજકેતનવ્યાજકેતન વ્યાજકેતન વ્યાજકેતન
2	વ્યાજકેતન (ક) વ્યાજકેતનવ્યાજકેતન વ્યાજકેતનવ્યાજકેતન વ્યાજકેતન વ્યાજકેતન

**Topics for Assignments:** Study on all important topics involved. Practice learning for mentioned topics with the use of audio visual aids.

**Suggested Topics for Seminar: Business Applications of the course contents.**

**Recommended Text Books & Suggested reference Books:**

- Student Learner's Dictionary ( Oxford)
- English Grammar and Composition by Wren and Martin

Business communications by Neeru Vashishth, Namita Rajput



## Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
With Effect From Academic Year 2023-24

## **SEC 101 A: E-Commerce and Digital Solutions for Business**

Objective:

The course aims to help learners to acquire knowledge on various aspects of rural development and to acquaint them with the various programmes of rural development

CourseContents:

<b>Module No.</b>	<b>Modules/SubModules</b>
<b>1</b>	<b>Introduction to E-Commerce</b> Concept, meaning and features of E-commerce History and development of e-commerce with special reference to India Difference between traditional commerce and e-commerce Merits and demerits of e-commerce Types / Models of E-commerce
<b>2</b>	<b>Digital Marketing</b> Concept of marketing and digital - marketing Challenges before traditional marketing Merits and demerits of digital marketing Various methods/techniques of digital marketing <b>Digital Payments and Security Issues</b> Digital Payments Credit/Debit Card NEFT and RTGS UPI E-Wallet Concept of Payment Banks e-RUPI <b>Security Issues</b> Essentials of Good Cyberspace security Kinds of Threats and Crimes taking place on digital space Internet Security options Networks: Concept and Types

**Recommended Text Books & Suggested reference Books:**

- E- Commerce and E business : - Dr.C.S. Raydu - Himalaya Publishing House
- Introduction to Banking – Vijayraghavanly Engar- Excel Publication

Note: Learners are advised to use latest edition of text/reference books


**Structure of Course Examination (University or External Examinations for 2 Credit course)**

The external evaluation pattern would be based on the written examination taken at the

end of the semester. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)

	<p align="center"><b>K.S.K.V. Kachchh University</b>  <b>BACHELOR OF BUSINESS ADMINISTRATION</b>  <b>Semester-I</b>          With Effect From Academic Year 2023-24</p>
	<p align="center"><b><u>SEC 101 B: RURAL DEVELOPMENT</u></b></p>

Objective:

The course aims to help learners to acquire knowledge on various aspects of rural development and to acquaint them with the various programmes of rural development

CourseContents:

<b>Module No.</b>	<b>Modules/SubModules</b>
<b>1</b>	<b>INTRODUCTION</b> Concepts and Connotations of Rural Development; Basic Elements of Rural Development; Determinants of Rural Development; Rural Development Policy; Goals of Rural Development Policy; Rural Development Policies in India; Generation and Transfer of Technology; Environmental Concerns.
<b>2</b>	<b>LEVERAGING DEMOGRAPHIC DIVIDEND</b> Demographic characteristics of rural population, issue of urban migration; Rural Work Force; Livelihood: Micro and Macro Perspectives of Rural Livelihood, Gender Issues in Livelihood; Challenges and opportunities for demographic dividend - skill development and capacity building for employment and entrepreneurship; Production, Income Generation and Poverty Alleviation.

**Recommended Text Books & Suggested reference Books:**

1. Singh, K. (2008). *Rural Development - Principles, Policies, and Management*. New Delhi: Sage Texts.
2. Samanta, R. K. (2000). *New Vista in Rural Development Strategies & Approaches*. Delhi: B.R. Publishing Corporation.
3. Hussain, T., Tahir, M., & Tahir, R. (2017). *Fundamentals of Rural Development*. New Delhi: I. K. International Publishing House Pvt. Ltd.
4. Sahu, B. K. (2003). *Rural Development in India*. New Delhi: Anmol Publications Pvt. Ltd.
5. Dutta, S. K., & Ghosh, D. K. (2002). *Empowering Rural Women*. New Delhi: Akansha Publications
6. Dutta, S. K., & Ghosh, D. K. (2006). *Institutions for Development: The case of Panchayats*. New Delhi: Mittal Publications.

Note: Learners are advised to use latest edition of text/reference books

### **Structure of Course Examination (University or External Examinations for 2 Credit course)**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions

so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
With Effect From Academic Year 2023-24

**SEC 101 C : Good Governance**

**Objective:**

The course aims to equip the learners to understand and analyse the movement from Government to Governance. The course also aims to nurture the learners to become ethically sound, political, educational, and social leaders who can influence policy towards good governance.

**Course Contents:**

<b>Module No.</b>	<b>Modules/SubModules</b>
<b>1</b>	<b>INTRODUCTION</b> Governance: Concept, Meaning and Nature. Leadership for Good Governance: Values, Ethics, and Principles in Leadership. The Fundamental Rights, Directive Principles of State Policy and Fundamental Duties enshrined in the Indian Constitution. Forms of public accountability and Redressal of public grievances with special reference to RTI, Decentralized Governance: Panchayati Raj Institution; Lokpal and Lokayukta, Election Commission, Minimum Government Maximum Governance.
<b>2</b>	<b>GOOD GOVERNANCE: ISSUES AND CHALLENGES IN INDIA</b> Mainstreaming alternative viewpoints in democracy; Role of government and market in a competitive economy- GeM; Privacy of data in a networked society and issues related to RTI, Universal Basic Income; Administrative Reforms in India, Civil Service Reforms, Local Governance, Educational Reforms, Media & Governance. Corporate Governance: Insider trading; Whistle Blowing; Shareholder's Activism.

**Recommended Text Books & Suggested reference Books:**

1. Goel, S. L. (2007). Good Governance – An Integral Approach. New Delhi: Deep and Deep Publications Private Limited.
2. Bhatnagar, S. (2009). Unlocking E-Government Potential – Concepts, Cases and Practical Insights. New Delhi: Sage Publications India Pvt. Ltd.
3. Chakrabarty, B., & Bhattacharya, M. (2008). The Governance Discourse. New Delhi: OUP India.
4. Adair, J. (2009). Inspiring Leadership. New Delhi: Viva Books Pvt. Limited.

Note: Learners are advised to use latest edition of text/reference books

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
With Effect From Academic Year 2023-24

**SEC 101 D : Mind Management**

Objective:

The course aims to build confidence and ability among the learners to cultivate mindfulness in their daily life.

Course Contents:

<b>Module No.</b>	<b>Modules/SubModules</b>
<b>1</b>	<b>INTRODUCTION</b> Importance of knowing the Mind, Understanding Thoughts and Emotions, Modulations of Mind by Maharishi Patanjali. Emotional turmoil (Anger, Jealousy, Lust, Greed, etc.): Causes and Cure, Peace of Mind: Luxury or Necessity; Managing Mind through breath. Mind Management: Efficiency, Creativity, and Excellence at Work.
<b>2</b>	<b>MINDFULNESS</b> Mind and Stress, Components and Benefits of Mindfulness, Mindfulness Vs. Meditation; Energy Centers in the body. Tools for reducing Stress: Yoga, Pranayama, Meditation, other Breathing Techniques. Different types of Meditation. Time Management, Anger Management. Mind: Doorway between Consciousness and Creation.

**Recommended Text Books & Suggested reference Books:**

1. Knight, S. (2009). NLP at Work: The Essence of Excellence. Boston: Nicholas Brealey Publishing.
2. Murphy, J. (2015). The Power of Your Subconscious Mind. Delhi: Fingerprint! Publishing.
3. Zohar, D. (2012). Spiritual Intelligence: The Ultimate Intelligence. London: Bloomsbury Paperbacks



### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
 With Effect From Academic Year 2023-24

**CVAC(IKS) 101 A: Introduction to Indic Knowledge System - I**

**Course Credit: 2**

**Course Duration: 40 Hrs.**

Objective:

Learner will be able to ...

- Learn about the process of ancient Indian traditions
- Understand the contribution of Indian minds in various fields
- Link ancient wisdom in the current context
- Learn about the leading Indian inventors and thinkers in various disciplines
- Develop a positive attitude towards Indian traditions and practices
- Increase subject-awareness and self-esteem
- Develop a comprehensive understanding of how all knowledge is ultimately intertwined

Course Contents:

<b>Module No.</b>	<b>Modules/SubModules</b>
<b>1</b>	Introduction to IKS <ul style="list-style-type: none"> <li>o Introduction to IKS &amp; Its importance               <ul style="list-style-type: none"> <li><input type="checkbox"/> Introduction &amp; importance of IKS</li> <li><input type="checkbox"/> Various IKS Systems</li> </ul> </li> <li>o Shashtra – Foundational Literature of Bharatvarsha               <ul style="list-style-type: none"> <li><input type="checkbox"/> What is Shashtra?</li> <li><input type="checkbox"/> Importance of Shashtra</li> <li><input type="checkbox"/> Classification of Shashtra – Vaidic &amp; Aavidic (with examples of imp. Literature)</li> </ul> </li> <li>o Base of IKS proliferation               <ul style="list-style-type: none"> <li><input type="checkbox"/> Bhartiya Education System and its philosophy</li> <li><input type="checkbox"/> History of BES from Ancient to Modern</li> <li><input type="checkbox"/> Domains of Education: Gurukul, Pathshala, Vidyalay, Vishvavidyalay</li> </ul> </li> </ul>
<b>2</b>	<b>Contribution of IKS to the World</b> <ul style="list-style-type: none"> <li>o Mathematics &amp; Astronomy               <ul style="list-style-type: none"> <li><input type="checkbox"/> Number System</li> <li><input type="checkbox"/> Algebra &amp; Arithmetic</li> <li><input type="checkbox"/> Geometry</li> <li><input type="checkbox"/> Trigonometry</li> <li><input type="checkbox"/> Planetary System</li> <li><input type="checkbox"/> Speed of Light</li> <li><input type="checkbox"/> Eclipse</li> </ul> </li> </ul>

o	Life sciences
	<input type="checkbox"/> Physics
	<input type="checkbox"/> Chemistry
	<input type="checkbox"/> Botany
o	Metal Technology
	<input type="checkbox"/> Mining Techniques
	<input type="checkbox"/> Types of Metals
	<input type="checkbox"/> Tools & Techniques for Metal Smelting with examples
o	Town planning & Temple Architecture
	<input type="checkbox"/> Indigenous tools & technologies for town planning & Temple Architecture
	<input type="checkbox"/> Science of Architecture
	<input type="checkbox"/> Lothal, Mohan Jo Daro, Dholavira
	<input type="checkbox"/> Angkorvat, Lepakshi Temple, Jagannath Puri Temple, Thanjavur Temple, Modhera and Konark Sun Temple, Hampi Temple Etc.
o	Ayurveda
	<input type="checkbox"/> Introduction of Ayurveda- Definition, Branches of Ayurveda, Books and Pioneers
	<input type="checkbox"/> Concept of Tri Dosh and importance of its Balance in the body
	<input type="checkbox"/> Indic Medical Science Achievement: Tools & Technology
o	Art & Traditions
	<input type="checkbox"/> History and Origin
	<input type="checkbox"/> Skill Enhancement with 64 Kala
	<input type="checkbox"/> Science behind our traditions and rituals

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-I**  
With Effect From Academic Year 2023-24

**VAC 101 B : Bhagavad Gita and Life Management**

Objective:

Gitaji is a part of Smriti literature as it is a part of Mahabharat which forms the Brightest ever History as far as IKS is concerned this is timeless and relevant even after 5000 years. The applications of this scripture are significant for life management

Course Contents:

Module No.	Modules/SubModules
1	<p style="text-align: center;"><b>Need, Origin and impact of Bhagavad Gita</b></p> <p>Bhagavad Gita: Fundamental problems of human life and its answers in Bhagavad Gita; History: Mahabharat, Ved Vyasji (Introduction to Ved); Impact of Bhagavad Gita on successful people of different domains. Origin of Bhagavad Gita: Arjun- Duryodhan episode, Dhritrashtra Ved Vyas –episode, Kurukshetra battle field.</p>
2	<p><b>Introduction to Bhagavad Gita – A Psychological analysis of human mind and Life changing mantras from Bhagavad Gita</b></p> <p><b>Basic Introduction of Bhagavad Gita</b> Psychological Analysis of Arjuna’s mind set: An insight into human dilemma. Address the person not the question: Bhagwan Shri Krishna’s initial response to Arjuna’s dilemma. Arjun’s transformation: Characteristics of an ideal student. (2/7.8)</p> <p><b><u>Selected (8)10 Life changing mantras from Bhagavad Gita form 10 mantras symbol / icon</u></b></p> <ol style="list-style-type: none"><li>1. “<i>Na hanyate hanyamane sharire</i>” (Adhyay-2,Shlok –20)</li><li>2. “<i>Karmanyevadhikaraste</i>” (Adhyay-2,Shlok –47)</li><li>3. “<i>Ma te sangost akarmani</i>” (Adhyay-2,Shlok –47)</li><li>4. “<i>Yogasthah kuru karmani</i>” (Adhyay-2,Shlok –48)</li><li>5. “<i>Siddhya shddyoho samobhutva</i>” (Adhyay -2,Shlok –48)</li><li>6. “<i>Buddhi nashat pranashyati</i>”(Adhyay -2,Shlok –63)</li><li>7. “<i>Prasade sarva dukhanam hani</i>”(Adhyay-2,Shlok –65)</li><li>8. “<i>Swadharme nidhanam shreyah</i>”(Adhyay-3,Shlok–35)</li><li>9. “<i>Uddhredatmnatmanam natmanamvsadyet</i>” (Adhyay -6,Shlok –5)</li><li>10. “<i>Na me bhaktah pranashyiti</i>” (Adhyay -9,Shlok–31)</li></ol>

Recommended Text Books & Suggested reference Books:

1. Bhagavad Gita with translation by Gita press Gorakhpur
2. The Teachings of Bhagavad Gita by Swami Dayanand
3. Bhagavad Gita by Swami Viditaatmaanand

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)

# SEMESTER 2



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-II**  
With Effect From Academic Year 2023-24

**DSC –M 201 A: Business Laws**

**Introduction :** The Subject will give an Overview of Business Laws.

Objective:

To create an understanding of business laws and its basic concepts

Course Contents :

Module No.	Modules/ Sub Modules
1	<p><b>(A) Introduction</b> Introduction, What is Law? Objects of Law, Sources of Mercantile Law.</p> <p><b>(B) Nature Of Contract</b> Objects of Law of Contract, The Indian Contract Act, 1872. Definition of Contract, Essential Elements of a Valid Contract, Classification of Contracts as Validity, Formation, Performance.</p> <p><b>(C) Offer</b> Definition of Offer, Legal rules as to Offer, Key words: Advertisement, Newspaper Invitation, and Tender</p> <p><b>(D) Acceptance</b> Definition of Acceptance, Legal rules as to Acceptance</p>
2	<p><b>(A) Consideration</b> Definition of Consideration, Legal Rules as to Consideration, Stranger to a Contract, Contract without consideration is void</p> <p><b>(B) Free Consent</b> Meaning of Consent and Free Consent, Coercion and Effect of Coercion, Undue Influence and Effect of Undue Influence, Difference between coercion and undue influence, Meaning of Misrepresentation and Fraud</p>
3	<p><b>(A) Capacity to Contracts</b> Minors, Person of Unsound Mind, Other Persons</p> <p><b>(B) Performance of Contracts</b> Offer to Perform, Contracts which need not be performed, By whom must Contract be performed, Devolution of Joint Liabilities and Rights, Who can demand Performance? Time and Place of Performance, Reciprocal Promises, Time as the essence of Contract, Appropriation of Payments</p>
4	<p><b>(A) Discharge of Contract</b> Meaning, Discharge by Performance, by agreement or Consent, by impossibility of Performance, by Supervening Impossibility, by Lapse of Time, By Operation of Law</p> <p><b>(B) Remedies for Breach of Contract</b> Rescission, Damages, Rules as to Damages, Liquidated Damages and Penalty, Specific Performance, Injunction, Rectification or Cancellation</p>



Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	N.D.Kapoor	Elements of Mercantile Law	Sultan Chand & Sons	Latest edition
2	S.S.Gulshan	Business Law	Excel Books Publication	Latest edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC- M 201 B: Sales and Promotion Management**

Objective: To help students get basic idea about the concept of sales and promotions in marketing

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	Introduction to Sales & Distribution Management: Nature and scope of sales management, Importance of sales management personal selling objectives, Types of sales management positions
<b>2</b>	Theories of personal selling, personal selling strategies, case analysis. Personal Selling Process, Sales Territories & Quotas: Selling process, relationship selling, Designing Sales Territories, sales quotas, case Analysis
<b>3</b>	Communication process-basic and elements; Marketing Communication-response hierarchy, models and alternatives; Advertising-meaning, nature and importance of advertising, types and objectives
<b>4</b>	Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Belch and Belch	Advertising and Promotion	Tata McGraw Hill Co	Latest edition
2	Krishna K. Havaldar and Vasant M Cavale	Sales and distribution management	Tata Mc Graw hill Co	Latest edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC- M 201 C: Indian Financial System**

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Introduction to Indian Financial System</b> <ul style="list-style-type: none"><li>➤ Overview of the Indian financial system.</li><li>➤ Key participants: Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), commercial banks, non-banking financial companies (NBFCs), stock exchanges, etc.</li><li>➤ Functions and importance of the financial system in the Indian economy.</li><li>➤ Regulatory framework and financial reforms in India.</li></ul>
2	<b>Banking and Financial Institutions in India</b> <ul style="list-style-type: none"><li>➤ Role and functions of commercial banks.</li><li>➤ Non-Banking Financial Companies (NBFCs) and their significance.</li><li>➤ Cooperative banks and their role in rural areas.</li><li>➤ Development financial institutions and their contribution to economic growth.</li></ul>
3	<b>Indian Capital Market</b> <ul style="list-style-type: none"><li>➤ Primary and secondary markets in India.</li><li>➤ Stock exchanges and their functioning.</li><li>➤ Understanding equity and debt instruments.</li><li>➤ Mutual funds and other investment avenues.</li></ul>
4	<b>Indian Financial Services and Products</b> <ul style="list-style-type: none"><li>➤ Insurance sector in India: life, general, and health insurance.</li><li>➤ Introduction to pension funds and provident funds.</li><li>➤ Financial inclusion and its significance in the Indian context.</li><li>➤ Microfinance institutions and their role in socio-economic development.</li></ul>

Topics for Assignments :

1. Modern Financing instruments including Hybrid instruments
2. Major issues in the Indian Financial System.
3. Role of NABARD ,DFHIL, SIDBI.
4. Resource mobilisation from international markets.
5. Special Financial Institutions: LIC, UTI

Suggested Topics for Seminar:

- 1 Reforms in Indian Capital Markets and their impact.
2. Stock exchange operations - an overview.
3. Role of Credit Rating Agencies and their limitations.
4. Micro-financing in India.
5. Reforms in Banking sector.
6. Capital Market Scams.

Recommended Text Books & Suggested reference Books:

1. The Indian financial system and Development- Vasant Desai, Himalaya Publishing House.
2. Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
3. The Indian Financial System-Dr. Bharti Pathak, Pearson.
4. Indian Financial System-M.Y.Khan, Mc.Graw Hill

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC- M 201 D: Introduction to Human Resource Development**

Course Contents :

Module No.	Modules/ Sub Modules
<b>1</b>	<b>Introduction to Human Resource Development (HRD)</b> <ul style="list-style-type: none"> <li>➤ Definition and significance of Human Resource Development.</li> <li>➤ Role of HRD in individual and organizational growth.</li> <li>➤ Historical background and evolution of HRD.</li> <li>➤ HRD practices and their impact on employee performance.</li> </ul>
<b>2</b>	<b>Training and Learning Development</b> <ul style="list-style-type: none"> <li>➤ Training needs assessment and analysis.</li> <li>➤ Designing effective training programs.</li> <li>➤ Training delivery methods and techniques.</li> <li>➤ Evaluating training effectiveness and ROI.</li> </ul>
<b>3</b>	<b>Talent Management and Employee Engagement</b> <ul style="list-style-type: none"> <li>➤ Recruitment and on boarding best practices.</li> <li>➤ Succession planning and career development.</li> <li>➤ Employee engagement strategies and their importance.</li> <li>➤ Promoting a positive work culture and employee well-being.</li> </ul>
<b>4</b>	<b>Performance Management and Coaching</b> <ul style="list-style-type: none"> <li>➤ Performance appraisal process and methods.</li> <li>➤ Providing constructive feedback and coaching.</li> <li>➤ Addressing performance issues and improvement plans.</li> <li>➤ Aligning performance management with organizational goals.</li> </ul>

Recommended Text Books & Suggested reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Jon M. Werner and Randy L. DeSimone	"Human Resource Development	Cengage Learning India Pvt Ltd	Latest edition
2	S.S.Khanka	Human Resource Management – Text and Cases	S. Chand	1st Edition reprinted in 2009

Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Richard A. Swanson and Elwood F. Holton III	Human Resource Development: Performance Improvement Through Learning and Training	Routledge	Latest edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)





**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC –M 202 A: Business Management**

Objective: Help the student understand how the Businesses are managed with special context of Marketing, Human Resource and Finance

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	Introduction to Marketing Management: Meaning, Nature, Scope & Importance, The Marketing functions The 4 Ps in Marketing, Different concepts in Marketing, Needs wants-demands, Methods of demand forecasting – Survey of buyers intentions, sales force opinion method, expert opinion method, market test method, time series analysis, statistical demand analysis
<b>2</b>	Introduction to Financial management Meaning of Finance, Scope of Financial management, Finance functions, Role of financial manager, Objectives of Financial management, Financial system
<b>3</b>	Organization Culture: Meaning and forces of change: resistance to change, overcoming resistance, Lewin’s three step model, action research, Organizational culture: meaning, strong v/s weak culture, creating and sustaining culture, maintaining culture through steps of socialization,
<b>4</b>	Introduction : Definition, Scope and Objectives of HRM Human Resource Planning: Definition of HRP; Recruitment and Selection Process in brief.

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Kotler, Keller, Koshy & Jha,	Marketing Management	Pearson Education	13th
2	M Y Khan & P.K. Jain,	Financial Management	Tata McGraw-Hill	5 <sup>th</sup>
3	K.Asathappa	Human Resource and Personnel Management	Tata McGraw-Hill	Latest

### Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
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Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC- M 202 B: Service Marketing**

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	Basics of Services Marketing: What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self-service, automation in services, Internet services;
<b>2</b>	Distinctions between Services and Goods; Four Categories of Services – People-Processing, Mental Stimulus Processing, Possession-Processing, and Information Processing.
<b>3</b>	Services Marketing Mix: Product – Core and Supplementary Elements, Branding Service Products Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management,
<b>4</b>	Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, SelfService Technologies; Promotion – Role of Marketing

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Christopher Lovelock, Jochen Wirtz, Jayanta Chattarjee	Service and Relationship Marketing	Pearson	Latest

### Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-II**  
 With Effect From Academic Year 2023-24

**DSC- M 202 C: Introduction to Financial Markets**

Objective: This syllabus aims to familiarize students with the essential aspects of Indian financial markets, including capital market, money market, and foreign exchange market. By the end of the course, students will gain a comprehensive understanding of financial instruments, market operations, and their significance in the Indian economy, enabling them to make informed financial decisions.

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Introduction to Indian Financial Markets</b> <ul style="list-style-type: none"> <li>➤ Overview of Indian financial markets: Capital Market, Money Market, and Foreign Exchange Market.</li> <li>➤ Key participants in the financial markets: Stock exchanges, regulatory bodies (SEBI, RBI), and financial institutions.</li> <li>➤ Understanding financial instruments: Equities, bonds, derivatives, and currencies.</li> <li>➤ Role and significance of financial markets in the Indian economy.</li> </ul>
2	<b>Indian Capital Market</b> <ul style="list-style-type: none"> <li>➤ Primary and secondary market operations.</li> <li>➤ Equity market: Trading, investment, and valuation of stocks.</li> <li>➤ Debt market: Government securities, corporate bonds, and debt instruments.</li> <li>➤ Mutual funds and their role in capital market investments.</li> </ul>
3	<b>Indian Money Market</b> <ul style="list-style-type: none"> <li>➤ Money market instruments: Treasury bills, commercial papers, and certificates of deposit.</li> <li>➤ Role of RBI in money market operations.</li> <li>➤ Money market participants and their functions.</li> <li>➤ Short-term financing and liquidity management.</li> </ul>
4	<b>Foreign Exchange Market in India</b> <ul style="list-style-type: none"> <li>➤ Foreign exchange market structure and operations.</li> <li>➤ Exchange rate determination and factors influencing currency values.</li> <li>➤ Foreign exchange regulations and RBI's role in managing the forex market.</li> <li>➤ Currency hedging and risk management strategies.</li> </ul>

## Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**DSC- M 202 D: Introduction to Strategic Human Resource Management**

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	Strategic management of Human resources: An introduction, Business strategy- An introduction to market driven strategy, Resource driven strategy
<b>2</b>	Human resource system- its macro and micro dimensions, Strategic HR planning, Strategic approach to manpower acquisition –recruitment and selection
<b>3</b>	Strategic development of human resources, Strategic approach to management structure, job design and work system, Strategic management of performance
<b>4</b>	Strategic approach to compensation and benefits, Strategic approach to Industrial relations, outsourcing and its HR implications, HRM

Recommended Text Books & Suggested reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Das, Pulak	Strategic Human Resource management	Cengage Learning	Latest Edition
2	Charles R. Greer	Strategic Human Resource management	Pearson	Latest Edition
3	Jeffrey A Mello	Strategic HRM Cengage	Cengage Learning	Latest Edition

Reference Books:

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Tanuja Agarwala	Strategic Human Resource management	Oxford	Latest Edition
2	James Baron and David Kreps	Strategic Human Resource management	Wiley	Latest Edition
3	Schuler and Jackson	Strategic Human Resource management	Wiley	Latest Edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

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	<p style="text-align: center;"><b>K.S.K.V. Kachchh University</b> <b>BACHELOR OF BUSINESS ADMINISTRATION</b> <b>Semester-II</b> With Effect From Academic Year 2023-24</p>
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## MIC 201 A Fundamentals of Economics for Business – II

**Objective:** The main objective of this subject is to provide the basic understanding of Economic concepts

CourseContents:

Module No.	Modules/SubModules
<b>1</b>	<b>National Income:</b> Circular Flow Diagram (Two Sector), Concepts: GDP, NDP, GNP, NNP, Personal and Disposable income, approaches to estimate national income, limitations of estimation in India.
<b>2</b>	<b>Distribution:</b> Rent – Economic rent, Contract Rent, Quassi rent, Classical and Neo – Classical Theory of Rent. Wages – Concept, Nominal & Real Wage, Factors affecting Real Wage Interest – Meaning, Gross & Net Interest, Classical & Neo Classical and Liquidity Preference Theory of Interest. Profit – Concept, Gross & Net Risk & Uncertainty, Dynamic & Innovation Theory of Profit.
<b>3</b>	<b>Money &amp; Banking:</b> Meaning, Major & Subsidiary functions of Money. Meaning of Banking, Functions of Commercial and Central Banks. <b>Trade Cycle:</b> Meaning Characteristics, Nature, Impact on Income, Employment, Investment, Output, Banking.
<b>4</b>	<b>International Trade:</b> Meaning, Internal and International trade, Balance of trade and balance of payment, foreign exchange (Meaning) <b>Public Finance:</b> Meaning, Difference Between public and Private Finance, Need for public finance.

### Topics for Assignments:

1. Discuss circular flow diagram for two and three sector of economy
2. Explain the limitations of distribution of national income in India
3. Explain the classification of banking sector in India
4. Discussing the factor affecting trade cycle
5. Discussing the latest union budget

### Suggested Topics for Seminar:

Discussing policies on international trade

Major evolution in money and banking sectors

National Income Accounting

### Recommended Text Books& Suggested reference Books:

- Elementary Theory by K.K. Deweet & J.D.Verma. ( S.Chand Publication.)
- Principles of Economics by D.M.Mithani ( Himalaya Publication)
- Economics – J.S. Sloman

### Structure of Course Examination (University or External Examinations for 4 Credit

course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**MIC 201 B: Service Marketing**

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	Basics of Services Marketing: What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self-service, automation in services, Internet services;
<b>2</b>	Distinctions between Services and Goods; Four Categories of Services – People-Processing, Mental Stimulus Processing, Possession-Processing, and Information Processing.
<b>3</b>	Services Marketing Mix: Product – Core and Supplementary Elements, Branding Service Products Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management,
<b>4</b>	Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, SelfService Technologies; Promotion – Role of Marketing

<b>Sr. No.</b>	<b>Author(s)</b>	<b>Name of the book</b>	<b>Publisher</b>	<b>Edition</b>
1	Christopher Lovelock, Jochen Wirtz, Jayanta Chattarjee	Service and Relationship Marketing	Pearson	Latest

### Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

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**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**  
 With Effect From Academic Year 2023-24

**MIC 201 C: Indian Financial System**

Course Contents :

Module No.	Modules/ Sub Modules
<b>1</b>	<b>Introduction to Indian Financial System</b> <ul style="list-style-type: none"> <li>➤ Overview of the Indian financial system.</li> <li>➤ Key participants: Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), commercial banks, non-banking financial companies (NBFCs), stock exchanges, etc.</li> <li>➤ Functions and importance of the financial system in the Indian economy.</li> <li>➤ Regulatory framework and financial reforms in India.</li> </ul>
<b>2</b>	<b>Banking and Financial Institutions in India</b> <ul style="list-style-type: none"> <li>➤ Role and functions of commercial banks.</li> <li>➤ Non-Banking Financial Companies (NBFCs) and their significance.</li> <li>➤ Cooperative banks and their role in rural areas.</li> <li>➤ Development financial institutions and their contribution to economic growth.</li> </ul>
<b>3</b>	<b>Indian Capital Market</b> <ul style="list-style-type: none"> <li>➤ Primary and secondary markets in India.</li> <li>➤ Stock exchanges and their functioning.</li> <li>➤ Understanding equity and debt instruments.</li> <li>➤ Mutual funds and other investment avenues.</li> </ul>
<b>4</b>	<b>Indian Financial Services and Products</b> <ul style="list-style-type: none"> <li>➤ Insurance sector in India: life, general, and health insurance.</li> <li>➤ Introduction to pension funds and provident funds.</li> <li>➤ Financial inclusion and its significance in the Indian context.</li> <li>➤ Microfinance institutions and their role in socio-economic development.</li> </ul>

Topics for Assignments :

1. Modern Financing instruments including Hybrid instruments
2. Major issues in the Indian Financial System.
3. Role of NABARD ,DFHIL, SIDBI.
4. Resource mobilisation from international markets. 5. Special Financial Institutions: LIC, UTI

Suggested Topics for Seminar:

- 1 Reforms in Indian Capital Markets and their impact. 2. Stock exchange operations - an overview.
3. Role of Credit Rating Agencies and their limitations. 4. Micro-financing in India. 5. Reforms in Banking sector. 6. Capital Market Scams.

Recommended Text Books & Suggested reference Books:

1. The Indian financial system and Development- Vasant Desai, Himalaya Publishing House.
2. Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
3. The Indian Financial System-Dr. Bharti Pathak, Pearson.
4. Indian Financial System-M.Y.Khan, Mc.Graw Hill

## Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**MIC 201 D: Introduction to Human Resource Development**

Course Contents :

Module No.	Modules/ Sub Modules
<b>1</b>	<b>Introduction to Human Resource Development (HRD)</b> <ul style="list-style-type: none"> <li>➤ Definition and significance of Human Resource Development.</li> <li>➤ Role of HRD in individual and organizational growth.</li> <li>➤ Historical background and evolution of HRD.</li> <li>➤ HRD practices and their impact on employee performance.</li> </ul>
<b>2</b>	<b>Training and Learning Development</b> <ul style="list-style-type: none"> <li>➤ Training needs assessment and analysis.</li> <li>➤ Designing effective training programs.</li> <li>➤ Training delivery methods and techniques.</li> <li>➤ Evaluating training effectiveness and ROI.</li> </ul>
<b>3</b>	<b>Talent Management and Employee Engagement</b> <ul style="list-style-type: none"> <li>➤ Recruitment and on boarding best practices.</li> <li>➤ Succession planning and career development.</li> <li>➤ Employee engagement strategies and their importance.</li> <li>➤ Promoting a positive work culture and employee well-being.</li> </ul>
<b>4</b>	<b>Performance Management and Coaching</b> <ul style="list-style-type: none"> <li>➤ Performance appraisal process and methods.</li> <li>➤ Providing constructive feedback and coaching.</li> <li>➤ Addressing performance issues and improvement plans.</li> <li>➤ Aligning performance management with organizational goals.</li> </ul>

Recommended Text Books & Suggested reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Jon M. Werner and Randy L. DeSimone	"Human Resource Development	Cengage Learning India Pvt Ltd	Latest edition
2	S.S.Khanka	Human Resource Management – Text and Cases	S. Chand	1st Edition reprinted in 2009

Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Richard A. Swanson and Elwood F. Holton III	Human Resource Development: Performance Improvement Through Learning and Training	Routledge	Latest edition

## Structure of Course Examination (University or External Examinations for 4 Credit course)

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Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

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**BACHELOR OF BUSINESS**  
**ADMINISTRATION**  
**Semester-II**

With Effect From Academic Year 2023-24

**ID/MD 201A: Fundamentals of Accounting**

**Objective:** The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship. It also touches upon the various aspects of accounting related to Non trading concerns

Course Contents:

Module No.	Modules/SubModules
1	<p>A) FUNDAMENTALS OF ACCOUNTANCY:  Meaning, Scope and Utility of Accounts, Methods of keeping Books of Accounts, Difference between Book keeping and Accountancy, Users of Accounts, fundamental Accounting Equation, Types of Accounts, Rules of Debit and Credit, Types of Transactions, Types of Assets and Liabilities.</p> <p>B) CAPITAL, REVENUE, DEFERRED REVENUE EXPENSES, RESERVES,  PROVISIONS AND CONTINGENT LIABILITY: Meaning and difference between Capital and Revenue Incomes and Expenses, Identification of Capital and Revenue Expenses and Incomes, Meaning of Deferred Revenue Expense, Difference between Reserves and Provisions, meaning of Contingent Liability.</p> <p>C) ACCOUNTING CONCEPTS, CONVENTIONS PRINCIPLES:  Accounting Principles, Policies, Concepts and Conventions. Generally Accepted Accounting Principles, Identification of different Accounting concept applied in various transactions, its accounting entries and its presentation in Annual Financial Statement</p>
2	<p>FINAL ACCOUNTS OF SOLE PROPRIETARY CONCERN:  Preparation of Final account of sole Trading with maximum seven adjustment ( In horizontal format)</p>
3	<p>ACCOUNTING FOR NON TRADING CONCERNS:  Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns (NTC), How NTC differs from Trading Concern, Identification of Capital and Revenue Items for non trading organizations, Receipts and Payments Account, Income and Expenditure Account, Balance Sheet, Concept of different funds and their accounting treatment.(Practical Examples of Clubs &amp; Hospitals)</p>
4	<p>Joint ventures( Excluding conversion of consignment into joint ventures)</p>

**Topics for Assignments:**

1. Accounting Standards in India – An Introduction
2. AS – 2 (Valuation of Inventory) and AS – 10 (Fixed Assets)
3. Accounting Cycle (Practical Sums based on recording in Journal/ Subsidiary Book to preparation of Trial Balance)

**Suggested Topics for Seminar:**

1. Accounting problems in small and medium industries
2. New emerging branches of accounts ( Human resource accounting, environmental accounting and social responsibility accounting )
3. Impact of Technology changes in accounting profession
4. Contemporary issues in financial accounting

**Recommended Text Books& Suggested reference Books:**

1. Accounting for Managers – J. Made Gowda – Himalaya Publishing House
2. Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
3. Modern Accountancy - Hanif Mukerji – TMH
4. Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House
5. Publishing House

Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd

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**BACHELOR OF BUSINESS ADMINISTRATION**

**Semester-II**

With Effect From Academic Year 2023-24

**ID/MD 201 B PERSONALITY DEVELOPMENT AND CORPORATE SKILLS**

**Objective:**

The course aims to provide in-depth information about personalities. It will help the learner gain a better understanding about those around.

**Course Contents :**

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<b>INTRODUCTION TO PERSONALITY</b> Definition of Personality, Pillars of personality, Self-Introspection, Self-Assessment, Self-Appraisal, Self-Development and Self Interrogation <b>A NEW APPROACH TO SELF IDENTIFICATION AND SELF ASSESSMENT</b> Introduction, Self-Centric Process, Self-Belief System, Self-Concept System, Scale of Assessment, Self-Qualifying Factors, Self-Identification Matrix, Packaging of Self Identity
<b>2</b>	<b>INTERPERSONAL RELATIONSHIPS</b> Define Interpersonal Relationships, Nature and Scope of Interpersonal Relationships, difference between aggressive, submissive and assertive Behaviours, Lateral thinking, Enhancing Interpersonal Skills to improve relationships.
<b>3</b>	<b>APPROACHES OF DEVELOPMENT</b> Concept, Significance, Factors affecting attitudes; Positive attitude, Advantages, Negative attitude, Disadvantages, Ways to develop positive attitude, Carl Jung's contribution to personality development, theories of attitude
<b>4</b>	<b>EMPLOYABILITY &amp; DEVELOPING PERSONALITY</b> Skills enhancing Personality; Body language, Problem-solving, Conflict and Stress Management, Decision-making skills, Time management and Goal Setting; Setting Smart Goals; Employability Quotient; Resume building- The art of participating in Group Discussion, Preparing for interview

**Recommended Text Books & Suggested reference Books:**

1. Enhance your employability: A Practical manual to career planning, interview process and group discussion- Dr. V. K Verma & Prof. N. K Chadha.
2. Understanding Psychology: By Robert S Feldman. ( Tata McGraw Hill Publishing)
3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Effective Business Communication – H.Murphy.
5. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
6. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi.
7. Mcgrath Eh Basics Management Skills For All Printish Hall Of India Pvt Ltd New Delhi.
8. Mitra Barun(2016). Personality development and soft Skills.Oxford University Press.

## Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

**Note.** - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-II**  
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**AEC 201 A : Presentation & Soft Skills**

**Objective: The main objective of this course is to develop skills of English among students which can help them to communicate fluently in the business world.**

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<b>Introduction to Soft Skills:</b> Definition of Soft Skills; Importance of Soft skills; Difference between Soft and Hard skills; Use of soft skills in Workforce: Leadership, Teamwork, Communication, Problem Solving, Work Ethic, Adaptability, Interpersonal Skills.
<b>2</b>	<b>Presentation Strategies:</b> Defining the purpose and importance of Presentation; Structuring the Presentation; Secrets of a Good Presentation; Presentation Tips based on different target audience; Verbal and Non Verbal Cues; Types of Evidences used in Presentation. <b>Public Speaking:</b> Introduction to Public speaking and its importance, Common fears of Public speaking; barriers to public speaking, Overcoming fear of public speaking; Building Confidence in Public speaking; Public speaking tips.

**Topics for Assignments:** Study on all important topics involved. Practice learning for mentioned topics with the use of audio visual aids.

**Suggested Topics for Seminar: Business Applications of the course contents.**

**Recommended Text Books & Suggested reference Books:**

- Student Learner's Dictionary ( Oxford)
- Business communications by Neeru Vashishth, Namita Rajput

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**Semester-II**  
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**AEC 201 B Hindi - हिन्दी साहित्य परिचय व भाषा कौशल्य**

पाठ्य पुस्तक: गद्य विविधा, सम्पाक- हिंदी अध्ययन समिति, कच्छ विश्वविद्यालय- भुज . प्रकाशक- ज्ञान प्रकाशन, ७/२०२, एल.आई.जी., आवास विकास, नौबस्ता, कानपुर, - २०८०२१ .

पाठ्य-क्रम का उद्देश्य (Course Objective)

- हिंदी कहानी के विषय में जानकारी देना.
- हिंदी भाषा के व्यावहारिक ज्ञान से अवगत होना.
- विद्यार्थियों को संक्षेपण और पल्लवन आदि का उपयोग और महत्त्व समझाना.
- सर्जनात्मक हिंदी से परिचित होना. विशेषतः शब्दावली से.

पाठ्यक्रम अध्ययन की परिलब्धियाँ (Course Learning Outcome)

इस पाठ्यक्रम के अध्ययन से –

- छात्र कहानी के विषय में अध्ययन करना सीखेंगे.
- विद्यार्थी कार्यालयी हिन्दी के शब्द-प्रयोगों तथा संक्षेपण और पल्लवन आदि का उपयोग और महत्त्व समझेंगे।
- छात्र पारिभाषिक शब्दावली की जानकारी प्राप्त करेंगे.

पाठ्य-क्रम संरचना :

इकाई क्रम	विषय-वस्तु
१	ईदगाह- प्रेमचंद डॉ बॉके – भगवतीचरण वर्मा
२	भोलाराम का जीव- हरिशंकर परसाई वापसी- उषा प्रियंवदा पल्लवन (विचार विस्तार) संक्षेपण अंग्रेजी पारिभाषिक शब्दावली का हिन्दी रूप

• पारिभाषिक शब्दावली:

1. Abbreviation- संक्षिप्त रूप
2. Above all- सर्वोपरि
3. Above cited – ऊपर उद्धृत
4. Accept – स्वीकार करना
5. Additional – अतिरिक्त
6. Adhoc – तदर्थ
7. Application – प्रार्थना पत्र
8. Approval – अनुमोदन
9. As directed – निदेशानुसार
10. Basic pay – मूल वेतन
11. Business – व्यापार, कारोबार
12. By order – के आदेश से



13. Capital – पूँजी, राजधानी
14. Carried forward – अग्रेषित शेष
15. Carry out – कार्यान्वित करना
16. Circular – परिपत्र
17. Census – जनगणना
18. Collaboration – सहयोग
19. Complaint book – शिकायत पेटी
20. Conference – सम्मलेन/ सभा
21. Confidential – गोपनीय
22. Copy enclosed – प्रतिलिपि संलग्न
23. Delay regretted – विलम्ब के लिए खेद
24. Document – लेख/ दस्तावेज़
25. Drafting – आलेखन/ प्रारूपण
26. Employee – कर्मचारी
27. Financial – वित्तीय
28. For guidance – मार्गदर्शन के लिए
29. Gazette – राजपत्र/ गज़ेट
30. High court – उच्च न्यायालय
31. Index – सूचकांक
32. Interview - साक्षात्कार
33. Journalist – पत्रकार
34. Keep pending – विचाराधीन रखें
35. Laboratory – प्रयोगशाला
36. May be considered – विचार किया जाय
37. Notification – अधिसूचना
38. No admission – प्रवेश निषेध
39. No Objection Certificate – अनापतिपत्र
40. Office Memorandum – कार्यालय आदेश
41. On deputation – प्रतिनियुक्ति पर
42. Report writing – प्रतिवेदन
43. Show cause notice – कारण दर्शक नोटिस
44. Technology – प्रौद्योगिकी
45. Under consideration – विचारधीन
46. Vice Chancellor – कुलपति
47. Department of Atomic Energy – परमाणु ऊर्जा विभाग
48. Department of Revenue – राजस्व विभाग
49. Ministry of Defence – रक्षा मंत्रालय
50. Ministry of Education – शिक्षा मंत्रालय

सहायक ग्रंथ : सहायक ग्रंथ :

- कहानी: नयी कहानी, नामवरसिंह
- नयी कहानी की भूमिका, कमलेश्वर
- हिंदी कहानी का विकास, देवेश ठाकुर
- नयी कहानी सन्दर्भ और प्रकृति , देवीशंकर अवस्थी
- हिंदी कहानी : एक अंतर्गता, डॉ, वेदप्रकाश अभिताभ
- साहित्यशास्त्र, डॉ ओमप्रकाश गुप्त तथा डॉ. गोवर्धन बंजारा

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
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**SEC 201A: AI for Business**

<b>Module No.</b>	<b>Modules/Sub Modules</b>
<b>1</b>	<b>Intro to AI and its applications in Business Management</b> <ul style="list-style-type: none"><li>• Definition of AI and its applications in Business Management</li><li>• Types of AI: Supervised, Unsupervised, and Reinforcement Learning</li><li>• AI Ethics and Bias</li><li>• Business use cases of AI</li></ul> <b>Business Applications of AI</b> <ul style="list-style-type: none"><li>• AI for Customer Service</li><li>• AI for Marketing and Advertising</li></ul>
<b>2</b>	<b>Business Applications of AI</b> <ul style="list-style-type: none"><li>• AI for Operations and Management</li><li>• AI for Financial Services</li><li>• AI for Healthcare</li></ul> Use case analysis <b>Future of AI and Business Management</b> <ul style="list-style-type: none"><li>• Emerging trends in AI for Business Management</li><li>• Ethics, Governance and Regulation of AI</li></ul> Opportunities and Challenges of AI for Business Management

**Recommended Text Books & Suggested reference Books:**

- Artificial Intelligence for Business by Niraj Kumar
- Artificial Intelligence Strategy for Business – By Niraj Kumar

## Structure of Course Examination (University or External Examinations for 2 Credit course)

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Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**SEC 201 B : STOCK MARKET OPERATIONS**

Objective:

The course aims to impart basic knowledge about the structure and functioning of the stockmarket in India and to learn trading on the stock exchange.

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>INTRODUCTION:</b> Concept and types of Securities; Concept of return; Concept, types and measurement of risk; Development of Securities market in India. <b>DEMAT TRADING:</b> Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.
2	<b>REGULATORY FRAMEWORK</b> SEBI (Issue of Capital and Disclosure Requirements) Regulation 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015. <b>PRIMARY MARKET</b> Concept, Functions and Importance <b>SECONDARY MARKET</b> Concept; Functions and Importance

**Topics for Assignments :**

Recommended Text Books & Suggested reference Books:

1. Gordon, E., & Natarajan, K. (2019). Financial Markets and Services. New Delhi: Himalaya Publishing House.
2. Benjamin, G. (1949). The Intelligent Investor. New York: Harper Publishing.
3. Dalton, J. M. (2001). How The Stock Market Works? New York: Prentice Hall Press.
4. Machiraju, H. R. (2019). Merchant Banking. New Delhi: New Age Publishers.

Note: Learners are advised to use latest edition of text/reference books

## Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**SEC 201 C: Emotional Intelligence & Managerial Effectiveness**

Module No.	Modules/Sub Modules
<b>1</b>	<p><b><u>Introduction to Emotional Intelligence:</u></b>            Introduction to Emotional Intelligence            Definition : Emotions, Emotional Intelligence(EQ), Intelligence Quotient(IQ)            Types Of Emotions            Historical Development of EI            Component of EI</p>
<b>2</b>	<p><b><u>Management of Emotions:</u></b>            The Relationship between emotions, thought and Behavior            Techniques to manage Emotions            Strategies to Improve Emotional Intelligence</p> <p><b><u>Applications of Emotional Intelligence:</u></b>            Application of EI in Educational Settings            Application of EI in Business World            Application of EI in Managing Conflict            Application of EI in Decision Making            Application of EI in Effective Leadership</p>

**Topics for Assignments:**

1. Importance of Emotional Intelligence
2. How EI effect on Students as well as Teachers
3. Difference Between EQ and SQ
4. How EI help to Manage Our Emotions

**Suggested Topics for Seminar:**

1. Emotional Intelligence and Effective Work life Balance
2. Case study related to EI and its effect

**Recommended Text Books & Suggested reference Books:**

Sr. No.	Author(s)	Name of Book	Publisher	Edition
1.	Goleman, D. (1998)	Working with Emotional Intelligence	Bantam Books	Latest
2.	Singh, D. (2003)	Emotional Intelligence at Work	Response Books	Latest
3.	Bar-On, R., & Parke, J.D.A.	The Handbook of Emotional intelligence	Jossey Bros.	Latest
4	HendrieWeisinger	Emotional Intelligence at Work	Weisinger	Latest



### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note. - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)**



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**SEC 201 D : EVENT MANAGEMENT**

Objective:

- The course aims to equip learners with the skills to plan and manage events.

Course Contents :

<b>Module No.</b>	<b>Modules/ Sub Modules</b>
<b>1</b>	<b>INTRODUCTION</b> <b>Management:</b> meaning and functions. Event Management: Concept, and Scope, <b>Categories of Events:</b> Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.
<b>2</b>	<b>PLANNING AND ORGANIZING FOR EVENTS</b> Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.

**Recommended Text Books & Suggested reference Books:**

1. Conway, D. G. (2006). The Event Manager's Bible. Devon: How to books Ltd.
2. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
3. Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.

### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**CVAC 201 A : HUMAN VALUES AND PROFESSIONAL ETHICS**

Objective:

The course aims to develop in learners an understanding of the concept of Business Ethics & Human Values and its application in business decision making using sustainable business practices.

Course Contents :

Module No.	Modules/ Sub Modules
1	<b>Introduction to business ethics and Moral values</b> Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics Values: Meaning, Types of values, Employer and employee's responsibilities, Profit maximization vs. Social responsibility.
2	<b>Organisational Ethics</b> Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate Behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organisation. <b>Workplace Ethics</b> Introduction, Factors Influencing Ethical Behavior at ssWork Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of Ethical Behavior at Workplace.

**Recommended Text Books & Suggested reference Books:**

- "Business Ethics": A.C. Fernando. Person.
- Principles of Management: T Ramasamy. Himalaya Publishing House.
- "Business Laws, Ethics and Communication" Vol. I, The Institute of Chartered Accountants of India, New Delhi.
- S.K.Chakroborty :Values and Ethics in Organisation, UP
- Kitson Alan – Ethical Organisation, Palgrave
- L.T.Hosmer: The ethics of Management, Universal Book

## Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**CVAC 201 B : NCC**

<b>Course Code</b>	<b>NCC02</b>	<b>Credits</b>	<b>1(Thr)+ 2(Pr)=03</b>
<b>L /T + P ( NCC )</b>	<b>15+60</b>	<b>Course Duration</b>	<b>1 Semester</b>
<b>Semester</b>	<b>II (Even)</b>	<b>Contact Hours</b>	<b>15(Thr)+60(Pr)=75Hours</b>
<b>Methods of Content Interaction</b>	Lecture, Tutorials, Group discussion, Collaborative work, self-study, Seminar presentations by students, individual and group drills, group and individual field-based assignments, Educational Excursion		

**Course Objectives:** Cadets will be able to: -

1. Understand the thinking & reasoning process.
2. Understand the process to cope with Stress & emotions.
3. Understand the importance of improving communication skills.
4. Identify the leadership traits.
5. Admire the qualities of great leaders.
6. Know about different legal provisions for children & women safety and protection.
7. Understand the various rules & measures to be taken to ensure Road/Railsafety.
8. Understand & spread awareness about latest Government initiatives for welfare of citizens and contribute towards Nation building.
9. Understand concepts of cyber and mobile security.

**Expected Learning Outcomes.**

After completing this course, the cadets will be able to: -

1. Define thinking, reasoning, critical thinking and creative thinking.
2. To think critically about different life related issues.
3. Think divergently and will try to break functional fixedness.
4. Creatively in their real-life problems.

5. Understand the organizations related to disaster management and their functioning.
6. Appreciate the role of NCC cadets in disaster management.

### **Course Content Part (I) Theory**

#### **Unit 1. Personality Development (Contact Hrs.5)**

- (i) Thinking- Meaning and Concept of thinking, Reasoning, Process of thinking.
- (ii) Critical Thinking- Meaning & concept of critical thinking, Features of critical thinking, Process of critical thinking.
- (iii) Creative thinking- Meaning & concept of creative thinking, Features of creative thinking, Process of creative thinking, levels of Creativity, Characteristics of creative person.

#### **Unit 2. Leadership Development (Contact Hrs.4)**

- (i) Leadership capsule.
- (ii) Important Leadership traits, Indicators of leadership and evaluation.
- (iii) Motivation- Meaning & concept, Types of motivation. Factors affecting motivation.
- (iv) Ethics and Honor codes.

#### **Unit 3. Social Service and Community Development (Contact Hrs.4)**

- (i) Protection of Children & Women Safety.
- (ii) Road/Rail Safety.
- (iii) New Government Initiatives.
- (iv) Cyber and mobile Security Awareness.

#### **Unit 4 . Border & Coastal Areas(Contact Hrs.2).**

Security Setup and Border/Coastal management in the area

### **Course Content Part (II) Practicals**

#### **Unit 1. Drill (Contact Hrs. 15)**

- i. Foot Drill Dahine, Baen, Aageaur Piche Kadam Lena.
- ii. Tej Chal se Murdna, Tej Chal se Salute Karna, Tej Kadam Taal aur Tham, Tej Kadam Taal se Kadam Badalna
- iii. Teeno Teen se Ek File aur ek file se Teeno Teen Banana

## **Unit 2. Weapon Training(Contact Hrs. 08)**

- i. Range procedure & Theory of group.
- ii. Short Range firing.

## **Unit 3. Map Reading(Contact Hrs. 07)**

- i. Protractor Bearing and its conversion methods.
- ii. Service protractor and its uses.
- iii. Prismatic compass and its uses and GPS.
- iv. Navigation by compass and GPS.

## **Unit 4. Field Craft & Battle Craft (Contact Hrs. 04)**

- i. Indications of landmarks and Targets.
- ii. Intro, Definitions, Types of Ground, Indication of Landmarks, Methods of identification of targets, difficult targets.

## **Unit 5. Social Service and Community Development(Contact Hrs. 06)**

Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc. as per the requirement and similar announced days- National and state level.

## **Unit 6. Health & Hygiene(Contact Hrs. 10)**

- i. Yoga- Introduction, Definition, Purpose, Benefits.
- ii. Asanas-Padamsana, Siddhasana, Gyan Mudra, Surya Namaskar, Shavasana, Vajrasana, Dhanurasana, Chakrasana, Halasana etc

## **Unit 7. Obstacle Training(Contact Hrs. 10)**

- (i) Obstacle training – Intro, Safety measures, Benefits.
- (ii) Obstacle Course- Straight balance, Clear Jump, Gate Vault, Zig- Zag Balance, High Wall etc.



### Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



**K.S.K.V. Kachchh University**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**Semester-II**  
With Effect From Academic Year 2023-24

**CVAC 201 C : Youth, Leadership and Nation building (NSS)**

**Unit-I** Importance and role of youth leadership

Meaning and types of leadership, Qualities of good leader, Trait of good Leadership.

Importance and role of youth leadership, Ideals of swami Vivekanda and Youth leadership

**Unit-II** Life skill

Concept and definition of life skill  
Problem solving and decision making

**Unit-III** Social harmony and national integration

Need and importance of social harmony and nation building and Role of youth in developing social harmony and nation building, Indian philosophy of social harmony and national development like Vasudhev Kutumbkam etc

**Unit- IV** Youth development programmes in India

Youth development programmes at national, state and community level  
Like NSS, NCC, NYK, Scout guide, etc.

I-50% written examination: (it may be MCQ or/and Descriptive)

II-50% 30 hrs (minimum) activities as per NSS Guideline and submission of activity report

**Text & Reference:**

1-NSS Manual

2- www.ministry of sports and youth affairs government of india

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**Note.** - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)



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**CVAC 201 D : Yoga - Nityansh**

Unit 1	Study of patanjali yoga sutras. (pad -2.29 to 55,pad-3.1 to 8) Ashtanga yoga in patanjali yogasutras. Yama,niyama,asana,pranayama,pratyahara,dharana,dhyana & samadhi.
Unit 2	Surya namaskara. (tadasana, vrikshasana, padmasana, vajrasana, shashankasana, paschimottanasana, vakrasana, shavasana.)
Unit 3	Shatkarma. Mudra & bandha. Concept of puraka rechaka and kumbhaka. Nadi shodhana.

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