BHAKTA KAVI NARSINH MEHTA UNIVERSITY, JUNAGADH
(Established vide Government of Gujarat Act No. 23/2015)
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જૂનાગઢ
(ગુજરાત અધિનિયમ નં. ૨૩ / ૨૦૧૫ દ્વારા સંચાલિત)

પરિપત્ર:

ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટીની મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજોનાં આચાર્યશ્રીઓને સવિનય જણાવવાનું કે મેનેજમેન્ટ વિદ્યાશાખા હેઠળનો NEP-૨૦૨૦ અંતર્ગત બી.બી.એ વિષય સેમેસ્ટર-૫નો અભ્યાસક્રમ આ સાથે સામેલ છે.

માનનીય કુલપતિશ્રીની મંજુરી અનુસાર સદર અભ્યાસક્રમ શૈક્ષણિક વર્ષ જુન,૨૦૨૫ થી અમલવારી કરવાની રહે છે. મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમ ચલાવતી તમામ સંલગ્ન કોલેજો ધ્વારા તેની અમલવારી કરવા જણાવવામાં આવે છે.

નોંધ: બીકેએનએમયુ/ એકેડેમિક/૨૨૭/૨૦૨૫ તા.૦૩/૦૬/૨૦૨૫નાં પરીપત્રમાં અત્રેની યુનિવર્સિટીને ચેરમેનશ્રી દ્વારા મળેલ ઈમેઈલ તા.૦૬/૦૯/૨૦૨૫ મુજબ "Summary of the Syllabus" માં સુધારો કરવામાં આવેલ છે અન્ય અભ્યાસક્રમમાં કોઈ ફેરફાર કરવામાં આવેલ નથી.

6/9/2025
ખાસ ફરજ પરના અધિકારી
(એકેડેમિક)

ક્રમાંક/બીકેએનએમયુ/ એકેડેમિક/૫૯૯/૨૦૨૫
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી,
સરકારી પોલીટેકનિક કેમ્પસ,
ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી રોડ,
ખડીયા, જૂનાગઢ-૩૬૨૨૬૩
તા.૦૬/૦૯/૨૦૨૫

પ્રતિ,

- ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી સંલગ્ન મેનેજમેન્ટ વિદ્યાશાખાનાં અભ્યાસક્રમો ચલાવતી તમામ કોલેજોના આચાર્યશ્રીઓ તરફ....

નકલ સાદર રવાના:-

- માન.કુલપતિશ્રી/ કુલસચિવશ્રીનાં અંગત સચિવશ્રી.
- પરીક્ષા નિયામકશ્રી, ભક્તકવિ નરસિંહ મહેતા યુનિવર્સિટી, જુનાગઢ

નકલ રવાના જાણ તથા યોગ્ય કાર્યવાહી અર્થે:

- સીસ્ટમ મેનેજરશ્રી, આઇ.ટી.સેલ વિભાગ (વેબસાઇટ ઉપર પ્રસિદ્ધ થવા અર્થે.)

BHAKTA KAVI NARSINH MEHTA UNIVERSITY

JUNAGADH

BOARD OF STUDIES

FACULTY OF MANAGEMENT

SYLLABUS FOR B.B.A (HONOURS)

PROGRAMME (SEMESTER- V)

EFFECTIVE FROM JUNE, 2025

Summary of BBA Semester-V Syllabus (Effective from June 2025)

<table>
<tr><th>Sr. No.</th><th>Category of Course</th><th>Credit</th><th>Course Name</th><th>Teaching Hours</th><th colspan="2">Total Marks</th><th>Total Marks</th><th>Exam Duration</th></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td>External (SEE)</td><td>Internal (CCE)</td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td>4-Credit Courses</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>1.</td><td rowspan="3">Major 11
Primary Elective
(Select Any One Course)</td><td rowspan="3">4</td><td>Marketing Group: Advanced Marketing Management</td><td rowspan="3">4</td><td rowspan="3">50</td><td rowspan="3">50</td><td rowspan="3">100</td><td rowspan="3">2.00 Hrs.</td></tr>
<tr><td></td><td>Finance Group: Securities Analysis and Portfolio Management</td></tr>
<tr><td></td><td>HRM Group: Advanced Human Resource Management</td></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>2.</td><td rowspan="3">Major 12
Secondary Elective
(Select Any One Course, Except the one selected under Major 11)</td><td rowspan="3">4</td><td>Marketing Group: Advanced Marketing Management</td><td rowspan="3">4</td><td rowspan="3">50</td><td rowspan="3">50</td><td rowspan="3">100</td><td rowspan="3">2.00 Hrs.</td></tr>
<tr><td></td><td>Finance Group: Securities Analysis and Portfolio Management</td></tr>
<tr><td></td><td>HRM Group: Advanced Human Resource Management</td></tr>
<tr><td></td><td colspan="8">Important Note: In the above case, the student shall have to choose the same two papers in the next semester.</td></tr>
<tr><td>5.</td><td>MAJOR-13</td><td>4</td><td>Manufacturing and Materials Management</td><td>4</td><td>50</td><td>50</td><td>100</td><td>2.00 Hrs.</td></tr>
<tr><td>6.</td><td>MINOR-4</td><td>4</td><td>Direct Tax</td><td>4</td><td>50</td><td>50</td><td>100</td><td>2.00 Hrs.</td></tr>
<tr><td>7.</td><td rowspan="2">MINOR-5 (Any One)</td><td rowspan="2">4</td><td>Business Environment</td><td rowspan="2">4</td><td rowspan="2">50</td><td rowspan="2">50</td><td rowspan="2">100</td><td rowspan="2">2.00 Hrs.</td></tr>
<tr><td></td><td>Operations Research for Business Decision</td></tr>
<tr><td></td><td></td><td></td><td>2-Credit Courses</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>6.</td><td>SEC-5 (ANY ONE)</td><td>2</td><td>From Basket</td><td>2</td><td>25</td><td>25</td><td>50</td><td>1.00 Hrs.</td></tr>
<tr><td></td><td></td><td>22</td><td></td><td>22</td><td>275</td><td>275</td><td>550</td><td>-</td></tr>
</table>

Abbreviation: MDC: **SEC:** Skill Enhancement Course;**VAC:** Value-added Cours;**NCrF:** National Credit Framework; SEE: Semester-end Examination; CCE: Continuous Class Evaluation

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Major/Minor
Syllabus of B.B.A (Honors) as per NEP-2020
Faculty of Management
Effective from June 2025
Subject: B.B.A
SEMESTER-V

Course Level	5.5	**Internal Marks**	50
Programme	B.B.A	**External Marks**	50
Semester	V	**Practical Internal**	00
Category of Course	Major- 11, 12	**Practical External**	00
Course Credit	4	**Prac.External Exam Duration**	00
Teaching Hours	60	**Total**	100
Course Code	BBA-501	**Exam Duration**	2:00 Hours
Course Title	**MARKETING GROUP – ADVANCED MARKETING MANAGEMENT (ELECTIVE PAPER)**		

Course Objectives: On successful completion of the course, the students will be able to:

- Assimilate main topics of marketing research practices
- Introduce primary details of international marketing management
- Explain salesforces management
- Discuss issues relating to case studies in Marketing fields.

Course Learning Outcome:
On successful completion of the course, the students will be able to:

- Formulate and execute policies for conducting marketing research to understand and solve marketing problem
- Understand international marketing situation and explore marketing opportunities.
- Manage salesforce effectively.
- Apply case studies tool for better decision-making

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

Unit No.	Syllabi	Teaching Hours
1	**Introduction to Marketing Research** Concept, Features, Scope of Marketing Research, Significance of Marketing Research, Data: Concept, Types and Sources of Data, Marketing Research Process, Limitations of Marketing Research.	**12**

2	**Marketing Research Decisions** **Research Design:** Concepts and Types (Exploratory, Descriptive, and Causal) **Sampling:** Concept of Sample and Sampling, Uses and Type of Sampling; **Data Collection Tools**: Questionnaire (Concept, Key Issues in Questionnaire Preparation, Types of Question with Examples); **Data Collection Methods**: Survey Method, Observation Method, Experimental Method, and Panel Method. **Research Report**: Concept, Qualities, and Format; Marketing Research and Marketing Information System – Basic difference.	**12**
3	**International Marketing Management** Concept of international Marketing, Characteristics of International Marketing, Need or Importance of International Marketing, Forces Leading to Growth of International Marketing: Concept of PULL and PUSH Forces, International Marketing Environment: Concept and Variables; Key Decisions in International Marketing; Practical Difficulties (Challenges) for International Marketing; Primary Idea of International Agencies (Institutions) – List of leading Agencies and common functions.	**12**
4	**Sales Forces Management** Concept and Sales Force Objectives; Sales Force Size (Methods and Factors); Sales Forces Recruitment (concept and sources) Sales Force Selection (concept and process in brief); Sales Force Remuneration (Elements, Methods, and Factors); Sales Force Training (Concept, Contents, and Methods); Sales Force Control (Concept and Methods)	**12**
5	**Case Studies** **Case Study Theory:** Concept of Case and Case Study; Role of Case Study; Case Study Guidelines for Students **Case Analysis**: Small and medium size case for case study relating to the topics in the syllabus (Note: At least two cases should be discussed in the class room. (**Note**: In the semester-end Examination, one question from theory portion or analysis of a given case shall be asked)	**12**

Note: The Topics and sub-topics of the course shall be discussed in context to actual marketing management practices of leading corporate houses within and outside India.

Reference Books:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, *Marketing Management*, 14^{th} edition, Person education, New Delhi
2. R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi,
3. S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India,
4. V. S. Ramaswamy and S. Namakumari, *Marketing Management*, Global Perspective Indian Context, 4^{th} Edition, Macmillan Publishers India Ltd, New Delhi
5. John Quelch, and Kasturi Rangan, *Marketing Management*: Text and Cases, Tata McGraw-Hill, New Delhi
6. R. Shrinivasan, *Case studies in Marketing, The Indian Context*, PHI Learning, Private Limited, New Delhi

Other Sources:

1. Digital and online sources relevant to the topics in the course
2. Relevant Journals, Reports, and other Periodicals

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SEMESTER-V

Course Level	5.5		**Internal Marks**	50
Programme	B.B.A		**External Marks**	50
Semester	V		**Practical Internal**	00
Category of Course	Major- 11, 12		**Practical External**	00
Course Credit	4		**Prac.External Exam Duration**	00
Teaching Hours	60		**Total**	100
Course Code	BBA-502		**Exam Duration**	2:00 Hours
Course Title	**FINANCE GROUP: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (Elective)**			

Course Objectives: On successful completion of the course, the students will be able to:

- Understand the Indian Financial System.
- Learn the Details of Structure of Merchant Banking.
- Explain the Pricing of Public Issue.

Course Learning Outcome:
On successful completion of the course, the students will be able to:

- Calculate Risk and Return of Portfolio.
- Devise Efficient Frontier to Select Optimum Portfolio.
- Illustrate the procedure involved in Factoring and Forfaiting.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

Unit No.	Syllabi	Teaching Hours
1	**INTRODUCTION TO THE LANDSCAPE OF INVESTMENT** Definition of Investment; Investment Alternatives (assets and innovative products); The Process of Investment Trading; Margin Trading; Various Indices and its Construction; Risk and Return in Investment; Types of Return: Real Return, Nominal Return, Historical and Expected Return; Risk: Valuation of Risk; Sources of Risk: Company Risk, Stock Market Risk, Interest Risk, Inflation Risk, Credit Risk, Portfolio Risk.	**12**

2	**SECURITY ANALYSIS AND VALUATION – I** The Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis; Equity Valuation. Concept of Discounted Cash Flow Methodology.	**12**
3	**SECURITY ANALYSIS AND VALUATION – II** Technical Analysis: Meaning, Assumptions; Distinction between Technical Analysis and Fundamental Analysis.	**12**
4	**PORTFOLIO MANAGEMENT** Portfolio Risk & Return; Marko Witz Model: Risk and Return for 2 and 3 Assets Portfolios; Concept of Efficient Frontier and Optimum Portfolio.	**12**
5	**PERFORMANCE EVALUATION OF PORTFOLIO** Portfolio Revision and Portfolio Management, Sharper's Model, Jenson's Model and Treynor's Model; Asset Management Companies: Mutual Funds, Evaluation of Mutual Funds. NAV Calculation of Mutual Fund	**12**

Reference Books

1. Investments Analysis and Portfolio Management: Reilly/Brown, Cengage.
2. Investment Analysis an Portfolio Management: M. Rangnatham and R.Madhumathi, Pearson.
3. Security analysis and Portfolio Management: Sudhindra Bhat, Excel Books.
4. Security analysis and Portfolio Management: R. Singh, Excel books.

Note: Use the latest edition of the books.

Other Sources:

1. Relevant Journals and Reports
2. Digital and online sources relevant to the topics in the course.
3. Any other Sources

Course Level	5.5	**Internal Marks**	50
Programme	B.B.A	**External Marks**	50
Semester	V	**Practical Internal**	00
Category of Course	Major- 11, 12	**Practical External**	00
Course Credit	4	**Prac.External Exam Duration**	00
Teaching Hours	60	**Total**	100
Course Code	BBA-503	**Exam Duration**	2:00 Hours
Course Title	**HRM GROUP: ADVANCED HUMAN RESOURCE MANAGEMENT (Elective)**		

Course Objectives: On successful completion of the course, the students will be able to:

- To acquaint students with concepts of Industrial Relations and various legislations related to Labour welfare and industrial relations
- To provide knowledge about real structure and functioning of the HR department.
- To introduce the concept of Industrial Conflicts and the legal procedures for their settlement
- To provide a brief knowledge about the role of trade unions in the Industrial Relations system

Course Learning Outcome:
On successful completion of the course, the students will be able to:

- Learn techniques to identify, analyze, and resolve workplace conflicts effectively.
- Recognize the dynamics of power and politics in a given organization.
- Acquire practical skills necessary for HR managers to work competently in changing business environment.
- Acquire knowledge of workplace participation in management.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

SEMESTER-V

Unit No.	Syllabi	Teaching Hours
1	**Basics of Industrial Relations** Concept of industrial relations, characteristics, objectives, significance and factors affecting to industrial relations; Parties in industrial relations – Workers employers' government and trade unions; Approaches to industrial relations; Suggestions to improve industrial relations in India.	**12**
2	**Managing Conflict** Concept and characteristics of conflict; Concept of Optimum level conflict; Types of Conflicts; Functional and dysfunctional outcomes of conflict; Reasons for conflict; Techniques for conflict Resolution	**12**
3	**Workers' Participation in Management** Definition, Nature, objectives; forms of Workers' participation in Management: Works Committee, Joint Management Council, Shop Councils, Joint councils, board level participation; Challenges in Implementing Worker's Participation; Strategies for Effective Workers' Participation.	**12**
4	**Power and Politics** Concept of power and Source/bases of power; Influence ability of the Target of Power; Concept and Features of organizational politics, Factors in organisational politics; Positive outcomes of organisational politics.	**12**
5	**Trade unionism, Collective Bargaining and Negotiation** Concept and functions of Trade Unions; Types of Trade Unions; Problems of trade Unions in India; Collective Bargaining – Concept, principles, and forms of collective bargaining; Negotiation – Effective negotiation, stages in Negotiation, and Issues in Negotiation in Indian Industries.	**12**

Note: The Topics and sub-topics of the course shall be discussed in context to actual Human Resource Management practices of leading corporate houses within and outside India.

Reference Books:

1. K. Aswathappa, Human Resource and Personnel Management, McGraw-Hill Publishing Company, New Delhi.
2. Ramesh B. Rudani, Management and organisational Behaviour, Tata McGraw Hill publication, New Delhi.
3. Arun Monappa, Industrial Relations, Tata McGraw-Hill
4. C. B. Mamoria, Satish Mamoria& S. V. Gankar, Dynamics of Industrial Relations.
5. C. S. Venkata Ratnam, Industrial Relations, Oxford
6. G. A. Armstrong: Industrial Relations-An Introduction, George G. Harrap & Co. Ltd., London.
7. P. C. Tripathy: Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi.
8. P.R.N. Sinha,Indu Bala Sinha and Seema Priyadar shaniShekhar: Industrial Relations, Trade Unions and Labour Legislations, Pearson
9. Ratna Sen, Industrial Relations in India: Shifting Paradigm, Macmillan
10. S. C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi

Other Sources:

1. Digital and online sources relevant to the topics in the course.
2. Internet Sources
3. Relevant Journals

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Major/Minor
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SEMESTER-V

Course Level	5.5		**Internal Marks**	50
Programme	B.B.A		**External Marks**	50
Semester	V		**Practical Internal**	00
Category of Course	Major- 13		**Practical External**	00
Course Credit	4		**Prac.External Exam Duration**	00
Teaching Hours	60		**Total**	100
Course Code	BBA-504		**Exam Duration**	2:00 Hours
Course Title	**MANUFACTURING AND MATERIAL MANAGEMENT**			

Course Objectives: On successful completion of the course, the students will be able to:

- To provide basic understanding/ knowledge of Production
- To make aware students about various aspects of manufacturing & service sectors & its influences on growth of business organisation.
- To understand structure and role of production & operation.
- To develop ability of students to know impacts of changes in different sectors with
- Various segments of business.

Course Learning Outcome:
On successful completion of the course, the students will be able to:

- Acquire knowledge about the basic concepts of manufacturing & material
- learn importance of production planning and controlling process
- Develop analytical skills of students in area of manufacturing aspect.
- Learn about material function and its importance.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

Unit No.	Syllabi	Teaching Hours
1	**Introduction to Production Management** ▪ Concept and Definition of Production Management ▪ Features or characteristics of production mgt. ▪ Objectives of Production management, ▪ Recent trends in production management, ▪ Difference between manufacturing and service operations	12

2	**Facility Location** ▪ Meaning & definition of location ▪ Factor affection to plant location ▪ Location analysis methods (Only Break even analysis and Qualitative factor analysis.	**12**
3	**Facility Layout** ▪ Meaning & definition of layout ▪ Factors affecting facility layout ▪ Objectives of a good layout, ▪ Service facility layout ▪ Types of layout (Product, process & combine layout)	**12**
4	**Introduction to Material Management** ▪ Meaning & definition ▪ Objectives ▪ Scope or Functions ▪ Difference between Material & Integrated Material Management	**12**
5	**Purchasing & Store Keeping Management** ▪ **Purchasing:** Meaning, Definition, Principles of right Purchasing, Purchasing procedure. ▪ **Storekeeping:** Meaning & Definition, Objectives, Functions, and Centralised or Decentralised store keeping system.	**12**

Reference Books

1. Production and Operation Management, S. A.Chunawalla and D.R. Patel, Himalaya Publishing House, Mumbai
2. Production and operation Management K. Aswathappa and K. Shridhara Bhatt, Himalaya Publishing House, Mumba
3. Operations Management, Chase, Jabocs and Acquiliano, Tata McGraw Hill,
4. Production and Operation Management, Bhatt K.S, Himalaya Publishing House,
5. Material management by M.M. VORA, Sultan chand & sons
6. Material management. An integrated Approach by P. Gopalakrishnan & M. sundaresan
7. Production & Material mgt. by P. Saravanavel & S. Sumathi – Publisher; Margham publication.

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Faculty of Management
Effective from June 2025
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SEMESTER-V

Course Level	5.5		**Internal Marks**	50
Programme	B.B.A		**External Marks**	50
Semester	V		**Practical Internal**	00
Category of Course	Minor- 04		**Practical External**	00
Course Credit	4		**Prac.External Exam Duration**	00
Teaching Hours	60		**Total**	100
Course Code	BBA-505		**Exam Duration**	2:00 Hours
Course Title	**DIRECT TAXATION**			

Course Objectives: On successful completion of the course, the students will be able to:

- Develop conceptual understanding regarding Direct Tax Laws.
- Acquire knowledge about the basic principles of income tax law and key concepts like assessment year, previous year, person, and income.
- Learn about allowable expenses, disallowed expenses, and depreciation.
- Provide basic knowledge and equip the students with principles and provisions of Income-tax Act, 1961 and the rules.

Course Learning Outcome:

On successful completion of the course, the students will be able to:

- Work out tax planning to minimize tax liability legally the taxpayer.
- Prepare Returns and make them introduced with assessment procedure
- Develops analytical skills for computation of Income under the all heads.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

Unit No.	Syllabi	Teaching Hours
1	**General Aspects** ▪ Definitions: Person, Income, Assessee, Previous Year, Assessment Year, Gross Total Income, Total Income, Agricultural Income; Heads of Income. ▪ Residential status and Incidence of Tax, PAN and TDS only concept	**12**

2	**Tax planning and Income Tax Authorities** ▪ Meaning, importance and advantages of Tax planning; Tax planning, Tax management, tax evasion and tax avoidance; Distinction between Tax planning and tax management, Tax avoidance and Tax evasion. ▪ Income tax authorities	12
3	**Income from Business and Profession** Income from Business and Profession: (Section 28,29,30,31,32,35,35(2AB),35ABB, 35AC, 35AD, 35CCA, 35CCC, 35CCD, 35D,36 ,37,40,40A, 40A(2), 40A(3), 40a(7), 41, 43B, 44AA & 44AB)	12
4	**Income from Salary** Income from Salary: (Section 15, 16, 17 and Rules 3, Section 10(7), 10(10), 10(10A),10(AA), 10(13A)	12
5	**Income from House Property** Income from House Property: (Sections 22 to 25 only)	12

Reference Books:

1. Students guide to income tax- Vinod Singhania, Taxman Publication
2. Systematic approach to income tax- Girish Ahuja & Gupta, Bharat Law Publication
3. Income Tax: T M Manoahan
4. Direct Tax ready reckoner, N. V. Mehta, Kuber Publication

Notes:

1. The Syllabus is restricted to study of specified section only.
2. The Law in force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.
3. Study of rules is not implied for unless and until specifically mentioned.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY
Major/Minor
Syllabus of B.B.A (Honors) as per NEP-2020
Faculty of Management
Effective from June 2025
Subject: B.B.A
SEMESTER-V

Course Level	5.5	**Internal Marks**	50
Programme	B.B.A	**External Marks**	50
Semester	V	**Practical Internal**	00
Category of Course	Minor- 05	**Practical External**	00
Course Credit	4	**Prac.External Exam Duration**	00
Teaching Hours	60	**Total**	100
Course Code	BBA-506	**Exam Duration**	2:00 Hours
Course Title	**BUSINESS ENVIRONMENT**		

Course Objectives: On successful completion of the course, the students will be able to:
- To provide basic knowledge of various constituents of business environment.
- To make familiar students regarding links between firms and components of business environment.
- To provide understanding regarding influence of various factors of business environment on operations and decisions-making of companies.
- To make aware students about impacts of changes in various environments on existence and growth of companies.

Course Learning Outcome:
On successful completion of the course, the students will be able to:
- Measure impacts of changes in various economic and non-economic factors on survival, growth and operations of business organisation.
- Assess impacts of changes in economic policies on existence, working methods and profitability of companies.
- Evaluate effects of changes in money and capital markets on economic, monetary and financial aspects of business entities.
- Develop analytical ability of students to measure effects of change in economic and non-economic variables on cost and revenue of the firm, and ultimately on its profitability.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

BHAKTA KAVI NARSINH MEHTA UNIVERSITY

Major/Minor

Syllabus of B.B.A (Honors) as per NEP-2020

Faculty of Management

Effective from June 2025

Subject: B.B.A

SEMESTER-V

Unit No.	Syllabi	Teaching Hours
1	**Introduction to Business Environment** Definition of Business Environment, Internal and External Environment (Micro & Macro environment, Economic and Non-economic Environment)	12
2	**Indian Tax System** Meaning of tax, Types, Canons of good tax system, Composition of taxes in India, Goods and Service tax (GST): An Introduction & Implementation, Features, components (SGST, CGST, IGST & UGST), GST slabs, GST council, Benefits, Challenges	12
3	**Money Market** Introduction, Importance (Role) of Money Market **Structure of Money Market:** Unorganized Sector (Loan companies, Chit funds, Nidhis, Money Lenders & Indigenous Bank); Organized Sector (Sub market- Call money market, Treasury Bill Market, Repo Market, Commercial Money Market, Trade and Commercial Money Market); Participating Institutions (RBI, Discount and Fiancé Money House of India, Mutual Funds, IFC) Problems of Money Market and Factors Influencing Money Market; Reform Measures to Strengthening Indian Money Market.	12
4	**Capital Market** Introduction and Significance **Structure of Capital Market**: Financial Institution (IFC, IDBI, EXIM bank, SIDBI, IDFC, SFCs, LIC); Securities Market (Gilt-edged Market, Corporate Securities Market), Factors influencing Capital market **Problems of Capital Market**: Problems of Equity Market, Problems of Debt Market	12
5	**Economic Policies** **Industrial Policy**: History, Objectives and Evaluation of Industrial Polices. Industrial Policy-1991 and Current Industrial Policy. **Make in India Initiative**: Aims, pillars, advantages and Challenges **Foreign Trade Policy**: Current Policy and SEZs – Concept, History, SEZs in India, Arguments in Favour of and Against it) **Monetary Policy**: Meaning, Objectives and Instruments **Fiscal Policy**: Meaning, Objectives and Instruments	12

Reference Book:

1. Business Environment: Francis Cherunilam - Himalaya Publishing House
2. Bussone Environment: Dr. Ravindranath V. Badi- Himalaya Publishing House
3. Essentials of Business Environment: K. Aswathapa- Himalaya Publishing House
4. Indian economy: VK Puri& SK Misra– Himalaya Publishing House
5. Financial institutions and markets: ML Bhole-TATA McGraw HILL
6. The Law in force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.
7. Study of rules is not implied for unless and until specifically mentioned.

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Faculty of Management
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Subject: B.B.A
SEMESTER-V

Course Level	5.5		**Internal Marks**	50
Programme	B.B.A		**External Marks**	50
Semester	V		**Practical Internal**	00
Category of Course	Minor- 05		**Practical External**	00
Course Credit	4		**Prac.External Exam Duration**	00
Teaching Hours	60		**Total**	100
Course Code	BBA-507		**Exam Duration**	2:00 Hours
Course Title	**OPERATIONS RESEARCH FOR BUSINESS DECISIONS**			

Course Objectives: On successful completion of the course, the students will be able to:

- To enter the world of Operations Research (OR) techniques.
- To familiarize the students with basic techniques of OR.
- To develop technical knowledge of OR

Course Learning Outcome:

On successful completion of the course, the students will be able to:

- Understanding Basic Techniques: The student will get a clear understanding of fundamental techniques in OR.
- Problem-solving Skills: The students will learn to apply OR methods to solve the real-world problems effectively.
- Technical Proficiency: The students will develop essential technical knowledge to analyse and optimise systems using OR tools.

Teaching Pedagogy: Interactive classroom session, group discussion, seminar, case study, problem-solving-based learning, performance-related tasks, fieldwork, or any other methods can be used. Multimedia device and other relevant tools of ICT should be used to make the teaching and learning process effective and interesting.

Unit No.	Syllabi	Teaching Hours
1	**Introduction of Operations Research** ▪ Nature of Operations Research ▪ Characteristic of Operations Research ▪ Methodology of Operations Research ▪ Models of Operations Research ▪ Applications of Operations Research	**12**

2	**Linear Programming -1** ▪ Meaning and uses of L.P. ▪ Various terms which are used in L.P. ▪ Mathematical Formulation of the L.P. ▪ Assumptions and Limitations of L.P. ▪ Optimum solution of L.P. by Graphical Method ▪ Typical Examples.	**12**
3	**Linear Programming -2** ▪ Slack and Surplus variables. ▪ Optimum solution of L.P. by simplex Method (for two variables only) ▪ Typical Examples.	**12**
4	**Transportation Problem** ▪ Introduction of T.P. ▪ Initial method of solving T.P. o North-West corner rule method o Matrix minima method o Vogel's approximation method ▪ Optimum method for solving T.P. o MODI method	**12**
5	**Assignment Methods** ▪ Introduction ▪ Hungarian assignment method ▪ Some typical examples	**12**

Reference Books;

1. Operations Research Theory and Applications (2nd edition): J K Sharma (Macmillan India)
2. Operations Research Techniques for Management: V.K. Kapoor (Sultan Chand & Sons)
3. Operations Research: Kanti Swarop, P.K. Gupta & Man Mohan (Himalaya Publication)
4. Quantitative Techniques in Management: N.D. Vera (TATA McGraw Hill)

INTERNAL EVALUATION SCHEME		
NO	**Particulars**	**Marks**
1	**Mid Semester Exam (Mandatory)**	**25**
2	Class Test	05
3	Open book exam/test	05
4	Open note exam/test	05
5	Self-test/ Online test	05
6	Essay/Article writing	05
7	Quizzes/Objective test	05
8	Class assignment	05
9	Home assignment	05
10	Reports Writing	05
11	Research/Dissertation	05
12	Case Studies	05
13	Viva/Oral exam	05
14	Group Discussion	05
15	Role Play	05
16	Paper presentation/Seminar	05
17	Language Lab work	05
18	Interview	05
19	Craft work	05
20	Co-curricular work	05
21	Field Assignment	05
22	Poster Presentation	05
23	Attendance	05
24	Project Work	05
	Total	**50**

Note: Sr.No.1 is mandatory. Select any five from Sr.No.2 to 24. Each Contains five marks. Student should secure 18 Marks for passing in internal Exam.

PAPER STYLE:

EXTERNAL ASSESSMENT BY UNIVERSITY		
Que. No.	**Particulars**	**Marks**
Que-1	Question-1 (From Unit One) **OR** Question-1 (From Unit One)	**(10)**
Que-2	Question-2 (From Unit Two) **OR** Question-2 (From Unit Two)	**(10)**
Que-3	Question-3 (From Unit Three) **OR** Question-3 (From Unit Three)	**(10)**
Que-4	Question-4 (From Unit Four) **OR** Question-4 (From Unit Four)	**(10)**
Que-4	Question-5 (From Unit Five) **OR** Question-5 (From Unit Five)	**(10)**